



**Easy Lead Capture**



**Real Time Data**



**Instant Lead Qualification**

# LeadGrab: Scan, Qualify, and Manage your Leads Better



## Scan Leads

No more business cards or manual entry. Effortlessly scan and gather complete lead details, including name, email, phone number, location, company, and job title.



## Qualify Leads

Define the type of leads or visitors that you have scanned with Lead tagging such as:

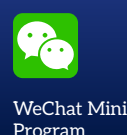
- **Lead temperature:** Indicates your lead's interest level
- **Lead type:** Labelling lead's characteristics or demographic
- **Follow up actions:** List the next steps needed for your leads



## Manage Leads

Organize your leads based on qualification criteria, demographics, or interest level, so you can streamline post-event sales process and plan your next steps.

Scan to Download



Scan Here to  
Learn More

### How to Get Started

Get started with 4 simple steps



#### Download the App:

Visit the App Store or Google Play, search for "LeadGrab by Informa" and install the app on your mobile device



#### Log in the App:

Use your exhibitor credentials that was sent to your inbox to log in the app. Look for the subject line: Your Access to LeadGrab Has Been Granted



#### Scan & Qualify Leads:

Scan visitor badges to instantly capture detailed information and start qualifying your leads for easier follow-up



#### Export Data:

You can export your scanned leads into an Excel spreadsheet for marketing & sales purposes. To download your lead data, log in the Online Exhibitor Manual (OEM), navigate to the LeadGrab Exhibitor Portal and go to Lead Report.

### Support

Our support team will be available at the event for any assistance.

Contact our support team at:

**leadgrab@informa.com**