

User Guide for LeadGrab by Informa

For External Users



Welcome to LeadGrab by Informa, a new digital tool that helps you collect and manage leads more efficiently at Informa Markets trade shows in Asia.

This guide will provide you with all the information you need to start using LeadGrab.



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1 – Introduction

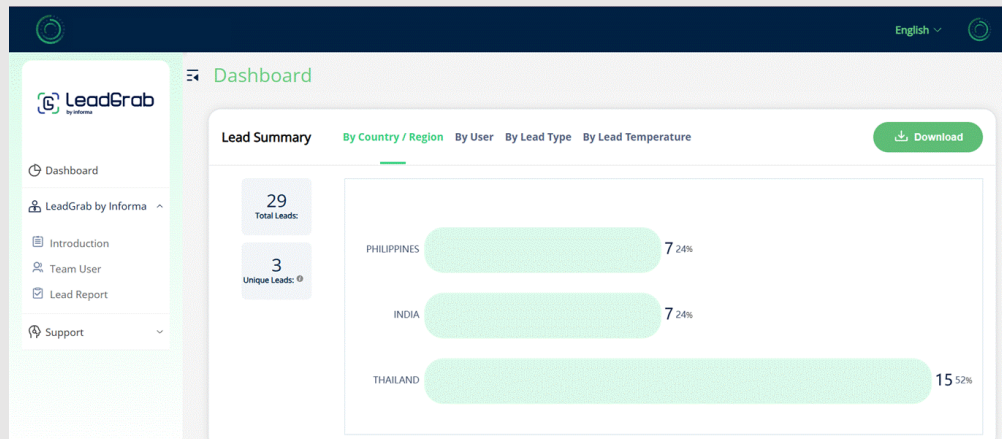
Introducing LeadGrab by Informa

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A digital tool for exhibitors to efficiently manage the lead generation process before, during and after our trade shows.

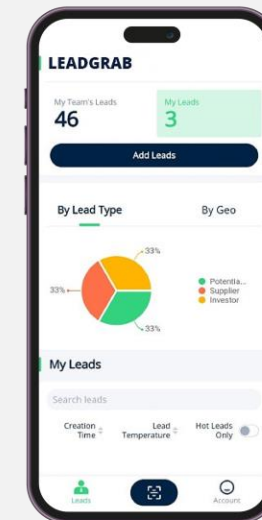
LeadGrab Dashboard

For event managers to manage users, review lead generation performance and download lead data



Mobile Device App

For exhibitor staff members to retrieve visitor profile data using their own device during trade shows



2 – Using LeadGrab Exhibitor Portal

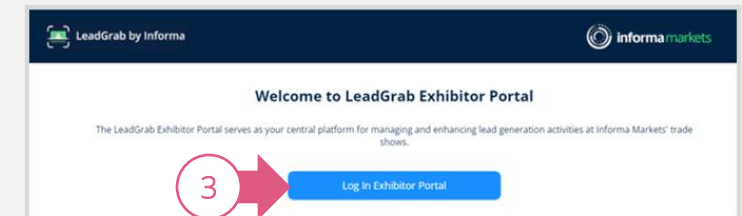
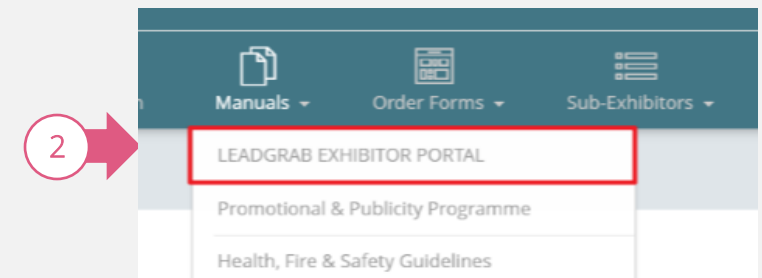
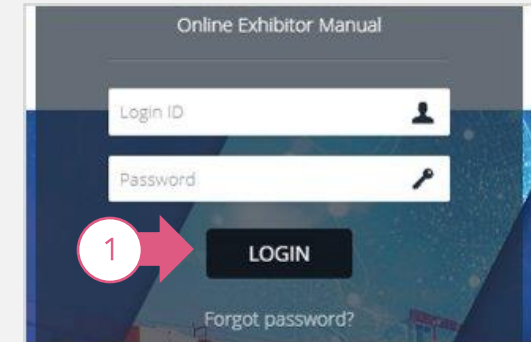
Accessing LeadGrab Exhibitor Portal

Use the exhibitor portal to manage your team's access to LeadGrab by Informa mobile app, review your lead generation performance, and export the lead data captured by your team.

Here's how you can access LeadGrab Portal:

- 1 Log in to your OEM account
- 2 On the navigation menu, go to Manuals > LeadGrab Exhibitor Portal
- 3 Click Log In Exhibitor Portal and you'll be automatically logged in the portal.

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Granting Access to LeadGrab App for Your Team Members

Follow these steps to add new users:

- 1 Go to Team User
- 2 Click Add New User
- 3 Enter the user's name and email address of your team member
- 4 Click **Save** and the user will automatically receive an email containing login credentials

The screenshot displays the LeadGrab application interface. On the left is a sidebar menu with options: Dashboard, LeadGrab by Informa, Introduction, Team User (highlighted with a red circle and arrow labeled '1'), Lead Report, and Support. The main content area is titled 'Team User' and shows a table of active users with columns for Name, Email, Time Added, and Status. A red circle and arrow labeled '2' points to the '+ Add New User' button. Below the table, a modal window titled 'Add New User' is open. It contains fields for Name and Email, both marked with an asterisk. A red circle and arrow labeled '3' points to the Name field. Below the Email field, there is a checkbox labeled 'Send activation email after saving' which is checked. A red circle and arrow labeled '4' points to the 'Save' button at the bottom right of the modal. The modal also includes a 'Cancel' button and a note: 'Please make sure you enter the correct email address. The login credentials will be sent to the user's email address.'

Downloading Lead Data

To download the lead data:

- 1 Navigate to the **Lead Report** tab.
- 2 To export all the lead data, click **Download All** button. The lead data will be downloaded in Microsoft Excel Worksheet format.

The lead data is captured in real time, allowing you to view and export the data at any time.

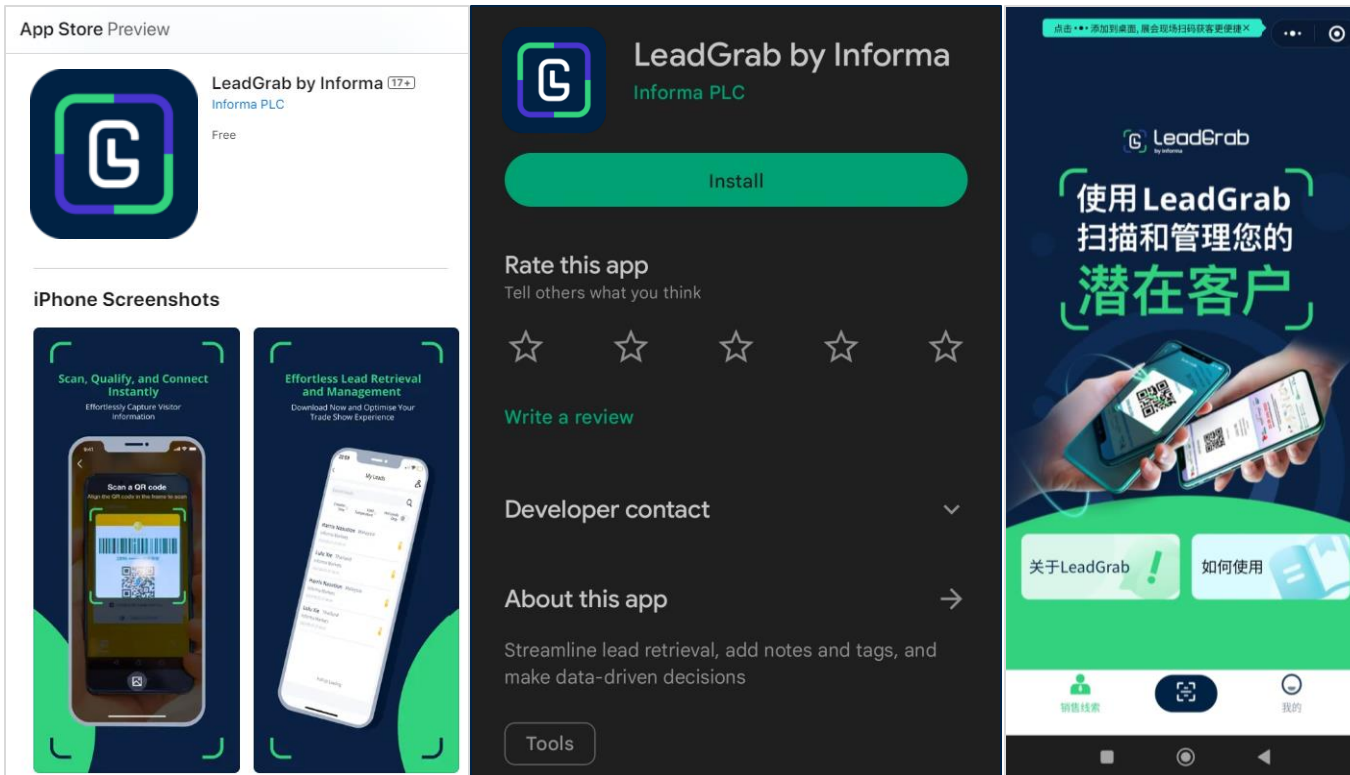
The screenshot shows the 'Lead Report' interface. On the left, a sidebar menu has 'Lead Report' highlighted with a red circle and arrow labeled '1'. The main area contains filter fields for Visitor Name, Visitor Company, User, Lead Temperature, Lead Type, Follow-up Action, and Creation Date. Below these are 'Reset' and 'Apply Filter' buttons. At the bottom right, there are two buttons: 'Download Selected' and 'Download All', with a red circle and arrow labeled '2' pointing to the 'Download All' button. The table below the buttons is currently empty, showing only headers: Visitor Name, Visitor Company, Job Title, Lead Temperature, Lead Type, User, and Creator.

Quick Tip

If you only want to export selected leads, you can use the checkbox next to each lead record. Once you have selected the desired leads, click **Download Selected**.

3 – Using LeadGrab App

Downloading LeadGrab by Informa App

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Search & install "LeadGrab by Informa" from the App Store (iOS), Google Play (android) or WeChat Mini Program.

Alternatively, you can click on the following links to go directly to the app download page.

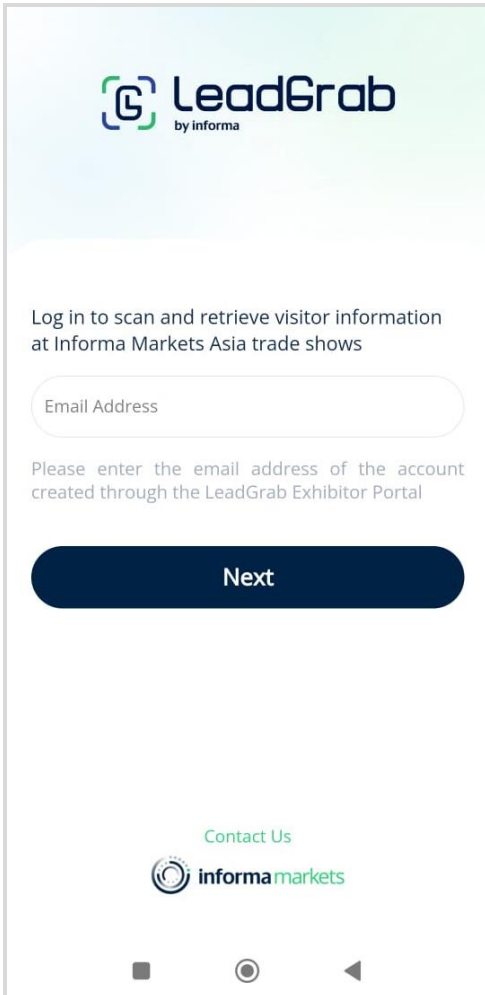
1 iOS: [Apple App Store](#)

2 Android: [Google Play Store](#)

3 WeChat Mini Program:



Logging In

[← Back to Table of Contents](#)The image shows a mobile app login screen for LeadGrab. At the top is the LeadGrab logo with the text 'by informa'. Below the logo, the text reads 'Log in to scan and retrieve visitor information at Informa Markets Asia trade shows'. There is a text input field labeled 'Email Address'. Below the field, it says 'Please enter the email address of the account created through the LeadGrab Exhibitor Portal'. A large dark blue button labeled 'Next' is positioned below the text. At the bottom, there is a 'Contact Us' link and the Informa Markets logo. The screen has a light blue and green gradient background.

LeadGrab
by informa

Log in to scan and retrieve visitor information
at Informa Markets Asia trade shows

Email Address

Please enter the email address of the account
created through the LeadGrab Exhibitor Portal

Next

Contact Us

informa markets

Check your email inbox for the login credentials to access the LeadGrab app.

When prompted, select the correct event that you are participating in and proceed to log in the app.

Note: *If you haven't received your login credentials, please contact your event manager for access. Your login credentials will be sent to your email inbox.*



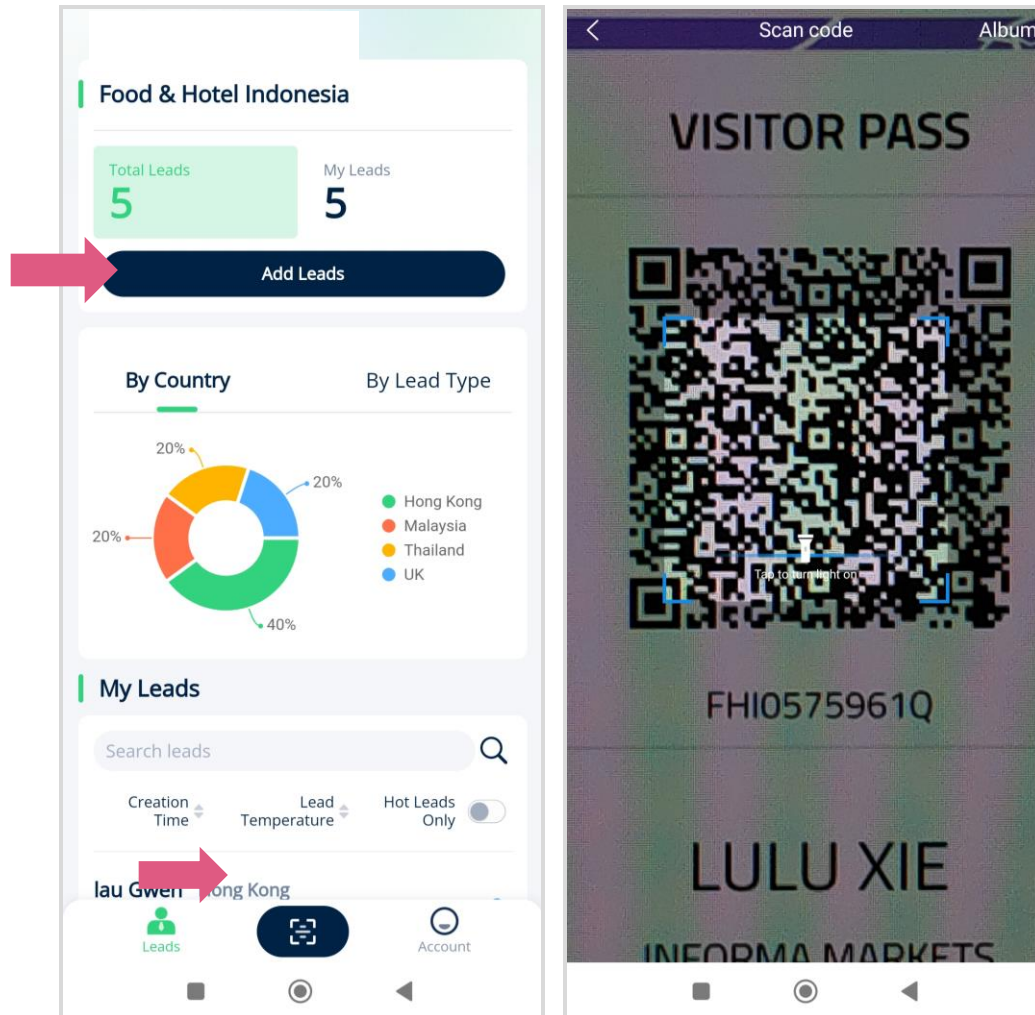
Quick Tip

In case you don't see the email in your inbox, kindly check your spam folder.


If you still can't locate the email, please send the following details to leadgrab@informa.com:

- Your work email
- The event name
- Your company name
- Your booth number

Scanning Leads

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The app will automatically retrieve the visitor's contact details and store it in **Leads**.

- 1 Open LeadGrab by Informa app on your mobile device.
- 2 Tap the scan button  or **Add Leads**.
- 3 Aim your device's camera at the visitor's **QR code** on the registration badge.
- 4 Wait for the app to scan the code and retrieve the lead's details.

Saving Lead Records

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4:15

Add Leads

Profile Tags Notes

NATTHAWAT KHAMPHONG
MANAGER
INFORMA MARKETS - THAILAND
PHILIPPINES

Contact Info

Email natthawat.k@informa.com

Lead Temperature

Cold Warm Hot

Lead Type

☐ Existing Customer ☐ Potential Customer
☐ Supplier ☒ Partner
☐ Investor ☐ Not A Lead

Delete Save

After scanning the QR code, you should see the visitor's profile information automatically populated.

You will see the visitor's salutation, name, geography, job title, company, email address, and phone number.

Save the lead record by tapping **Save**.



Quick Tip

- You can save the lead immediately and return to it later to add [Notes](#) and [Tags](#).
- You can copy or send an email to the leads by tapping on the email.

Searching & Sorting Existing Lead Records

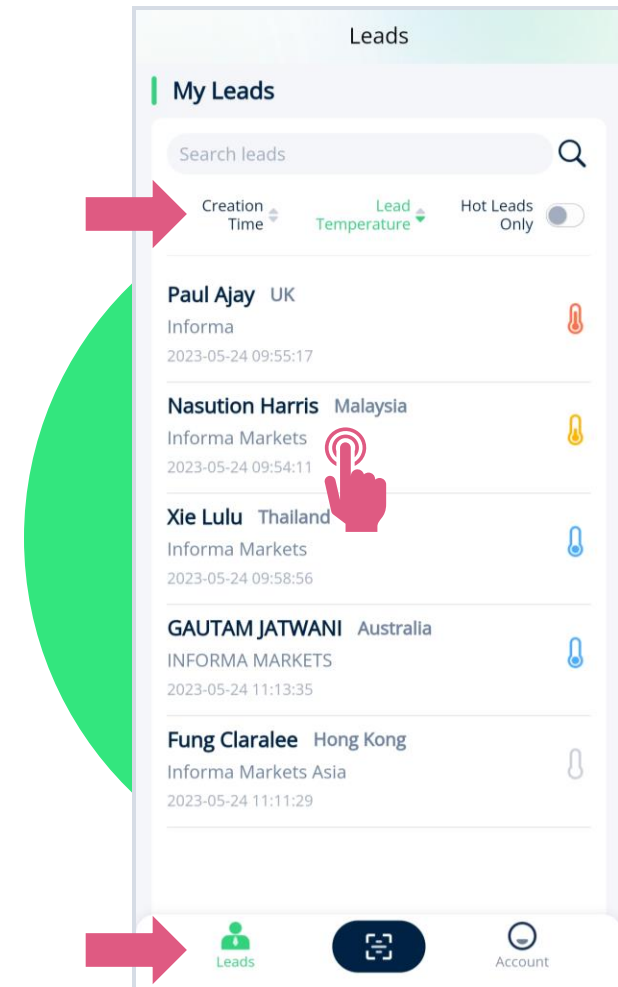
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Go to **Leads** to view your list of scanned leads.

Use the **search bar** or sort your leads by **Creation Time** and **Lead Temperature** to find the lead record you want to edit.

Tap directly on the lead record to open the lead profile.

You can edit the details in the [Notes](#) and [Tags](#) sections, then tap **Save as Lead** to save any changes you made.



Adding Notes to Your Leads

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You can type notes for each lead record to help you remember important details about the lead.

In the **Notes** section, you can upload the lead's business card and type any additional information about the conversation you had with the lead.

The screenshot shows the 'Add Leads' screen in a mobile application. At the top, there is a back arrow and the title 'Add Leads'. Below the title are three tabs: 'Profile', 'Tags', and 'Notes'. The 'Notes' tab is selected and highlighted in dark blue, with a red arrow pointing to it from the right. Below the tabs, there is a section titled 'Add Business Card' containing two green boxes with white plus signs, labeled 'Front' and 'Back'. A red arrow points to the 'Front' box from the left. Below this is a section titled 'Type Notes' with a text input area containing the placeholder text 'Remember what I discussed with the visitor at the event...'. A red arrow points to the text input area from the left. At the bottom of the screen is a dark blue 'Save' button. A large green circle is overlaid on the left side of the screen, and a red arrow points to the 'Notes' tab from the right.

Adding Tags to Your Leads

You can add tags to the leads to help you remember the quality of the lead.

In the **Tags** section, tap on the relevant qualifiers to record the type of lead, lead temperature and follow-up actions.

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The screenshot shows the 'Add Leads' form in the Informa Markets app. The form is titled 'Add Leads' and has a back arrow on the left. Below the title, there are two tabs: 'Profile' and 'Tags'. The 'Tags' tab is selected and highlighted with a red arrow. The form is divided into three sections: 'Lead Temperature', 'Lead Type', and 'Follow-up actions'. The 'Lead Temperature' section has three buttons: 'Cold', 'Warm' (selected), and 'Hot'. The 'Lead Type' section has six radio buttons: 'Existing Customer', 'Potential Customer' (selected), 'Supplier', 'Partner', 'Investor', and 'Not A Lead'. The 'Follow-up actions' section has five checkboxes: 'Arrange a call' (checked), 'Arrange a meeting (Face-to-face)', 'Send an introduction email', 'Send quotation', and 'Other'. A red hand icon is pointing at the 'Arrange a call' checkbox. At the bottom of the form is a 'Save' button. The background of the app is dark blue, and the form is white with a green circular highlight around the 'Tags' section.

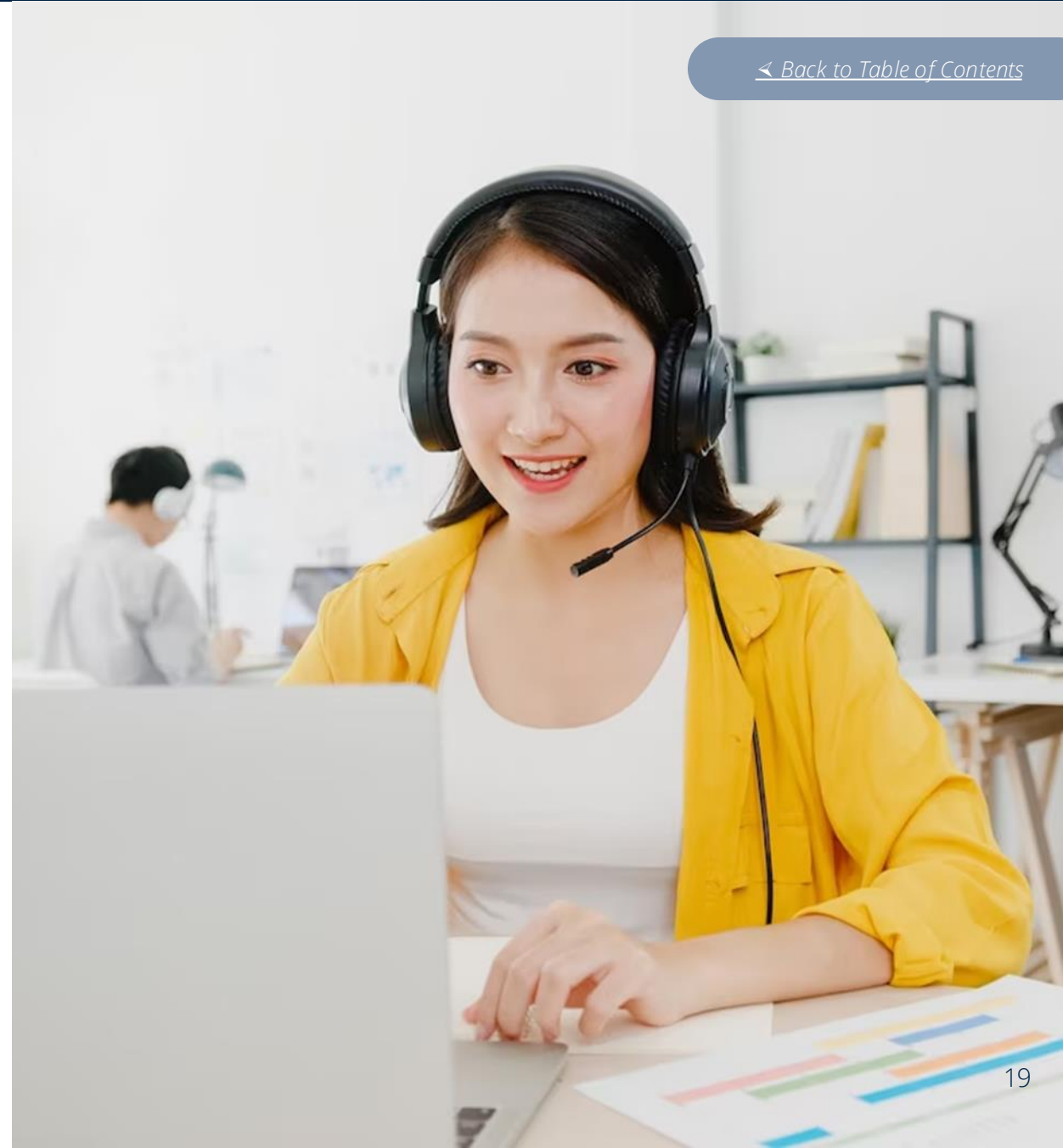
4 – Support

Contact the Support Team

If you have any questions or concerns, don't hesitate to contact our support team at leadgrab@informa.com

Our support team will be available on-site throughout the trade show for any assistance.

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5 – Frequently Asked Questions (FAQ)

Frequently Asked Questions (FAQ)

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1

Do I have to download this app?

While downloading the app is not mandatory, we highly recommend doing so as it is specifically tailored to maximise your team's productivity during our trade shows. This app will help you collect business leads digitally, generating a list of contacts based on your interactions.

2

What devices are compatible with LeadGrab by Informa?

For Android users, the app requires Android 8.0 (Oreo) or newer. For iOS users, the app is compatible on devices running iOS 15 or newer.

3

How do I access the app?

You will need to have your access granted by your event manager. Your event manager can follow [these steps](#) to manage your access.

4

How many users can access the app?

The number of maximum user accounts that you can have activated at any given time is 3 users.

Frequently Asked Questions (FAQ)

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6

When can I export my leads?

You can export your lead data at any time. You have to log in the lead portal and navigate to LeadGrab by Informa “Lead Report” to export your scanned lead data.

7

How do I export my leads to a spreadsheet or other software?

Go to Lead Report and click Download All to export all the data in Microsoft Excel Worksheet format, or select the specific data that you want to export individually.

8

Why can't I edit the visitor's profile information?

The visitor's profile data needs to remain connected to our system for synchronisation purposes. You can use the [Notes section](#) to add any specific details about the visitor, which will be captured when you export the data. Alternatively, you can edit the details manually after exporting the data into a spreadsheet.

9

Why is the visitor's profile information different from the business card?

The visitor's profile information is synchronised to match with the registration form filled out by the visitor. Therefore, the registered information may not be the same as the details shown on the visitor's business card. Use the [Notes section](#) to upload a picture of the business card—it will be linked to the visitor's record.

Frequently Asked Questions (FAQ)

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How long is the data available for download after the exhibition ends?

The data will only be available for download for a period of 30 days after the exhibition has ended. This means that you cannot log in the exhibitor portal beyond 30 days after the event.

11

What do I do if my scanner is not retrieving the lead details?

If your scanner is unable to retrieve the details, please note down the visitor's ticket code that's displayed on the visitor's registration badge. At the end of the event, compile the ticket codes and submit to the organiser to request the visitor's registered contact details.

12

Does the app work if my device does not have internet connection?

You can still scan the visitor's QR code without internet connection. The scanned leads will automatically appear once your device is back online. The synchronisation process may take a few minutes. Please be assured that all the data is being captured and saved.

Thank You