

 **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:

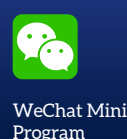
- **Lead temperature:** Indicates your lead's interest level
- **Lead type:** Labelling lead's characteristics or demographic
- **Follow up actions:** List the next steps needed for your leads



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