



Richer Leads. Actionable Insights.

Lead Insights empowers exhibitors to unlock the full potential of their event data by providing actionable insights that prioritise leads, measure success against their objectives, and streamline follow-up efforts, ensuring greater efficiency and impact post-event.

What value does Lead Insights add?



Intelligent Lead Scoring

Leads are scored based on the frequency and quality of their engagement with an exhibitor, using data from multiple sources. This helps exhibitors **prioritise the most promising leads**, saving time, effort, and budget.



Precise Lead Targeting

Comprehensive filtering and segmentation is available at the company and individual level, allowing exhibitors to **easily pinpoint their ideal customer profile** using enhanced data filters such as topic interest or industry.



Enhanced Lead Profiles

Each lead profile is **enriched with company and engagement data** from internal and external sources, enabling exhibitors to personalise follow-ups and boost conversion rates.



Actionable Insights and Reporting

Exhibitors can **quickly visualise event performance** and audience alignment to measure ROI effectively.

The Exhibitor Lead Journey

Pre-event

Event app

- Exhibitors set up a company profile in the event platform to attract potential leads to their stands
- Exhibitors connect with attendees through the networking features. Every accepted connection or meeting request is saved as a lead.
- Exhibitors check their recommended leads to target attendees who are engaging with their company.

During Event

Event app

- Exhibitors use the app to scan badges onsite and capture the information of whoever visits their stand

During Event

Lead Insights

- Exhibitors prioritise and target hot leads by using the lead scoring feature and advanced filters.
- Exhibitors export leads from Lead Insights into their own system through a simple integration process.
- Exhibitors use the enriched lead intelligence data to inform their follow up campaigns.