Your guide to using Lead Manager App

(formerly Emperia)

Badge scanning mobile app for fast and reliable lead capture when exhibiting at the show

What Lead Manager App offers you

Lead Manager App is a mobile application that allows you to capture, qualify, save & download your leads, streaming your lead capture process to generate high quality leads.

Lead Manager
(Emperia)

Home   Scan   Leads

Contents

Using the Lead Manager App

Get Started:
Login to Lead Manager App

1. **Find your credentials:** The company admin for your business can log into the Exhibitor Hub and get the access credentials for your company through the Lead Manager App tile. You will also receive an email with these details before the show.

2. **Download the app:** from iTunes or Google Play Store. Links can be found here:

   [Available on iTunes]   [GET IT ON Google Play]

   The minimum device requirements: iOS: Requires iOS 10.3+ or greater. Android OS: Requires OS 5.1.1 or greater and an auto-focus camera.

3. **Log in to Lead Manager App:** using your **full name** and the **Company access code** provided in the Lead Manager App Welcome email and Exhibitor Hub.

**If you can't find the email,** check your inbox and junk/spam folder for an email from your show team. **If you can't find your Company access code,** contact your Sales Rep or visit Exhibitor Services on site.

If you're capturing leads on behalf of your company, ask your company admin for your company access code or contact the Exhibitors Services on site for help.

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You are now ready to scan

To capture a lead: Click on the "Scan" icon and hover your device camera over the QR code on the visitor badge to capture visitor details as a lead. Visitor information is automatically saved. Qualifying details can be added to each lead.

You can even scan when offline!
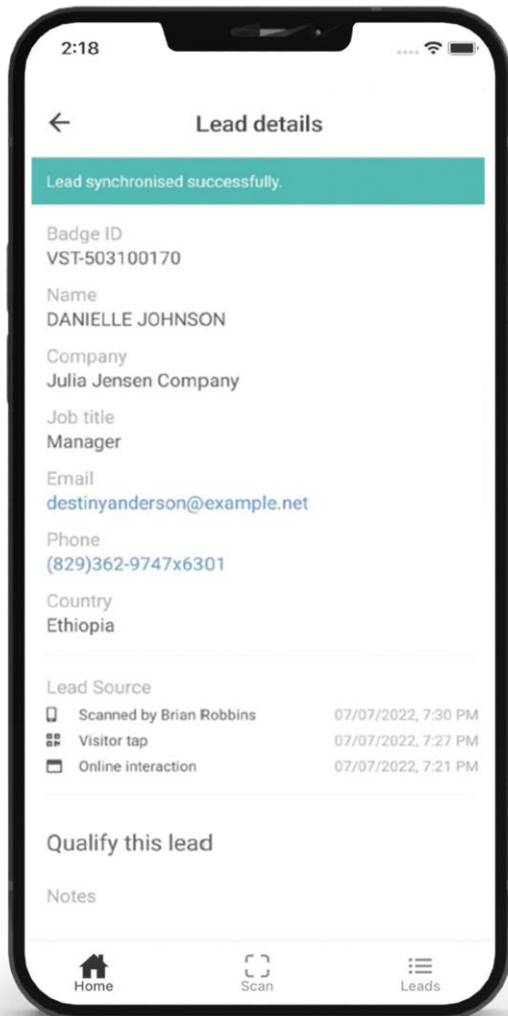
As leads are captured, the lead count in the Lead Manager App will update. The leads can also be updated by pulling down the screen to refresh the App.

Homepage dashboard

As the leads from various sources start coming in, the tiles will be displayed on the homepage of the App. Depending on the type of show, this could include online connections, visitor taps, and leads scanned by other representatives of your company.

The number of total unique leads captured will also be shown here. Clicking on any of these tiles will take you to the filtered list of leads.

View and edit your lead's details

Select the **"Leads"** icon from the menu.

The list of all leads will be available on this page. You can find a specific lead by using the Filter, Search and Sort options on the leads list page.

! **Search:** You can search for your leads by name, company, job title or country.

! **Sort:** You can sort your leads based on how recently they've been scanned or based on assigned rating.
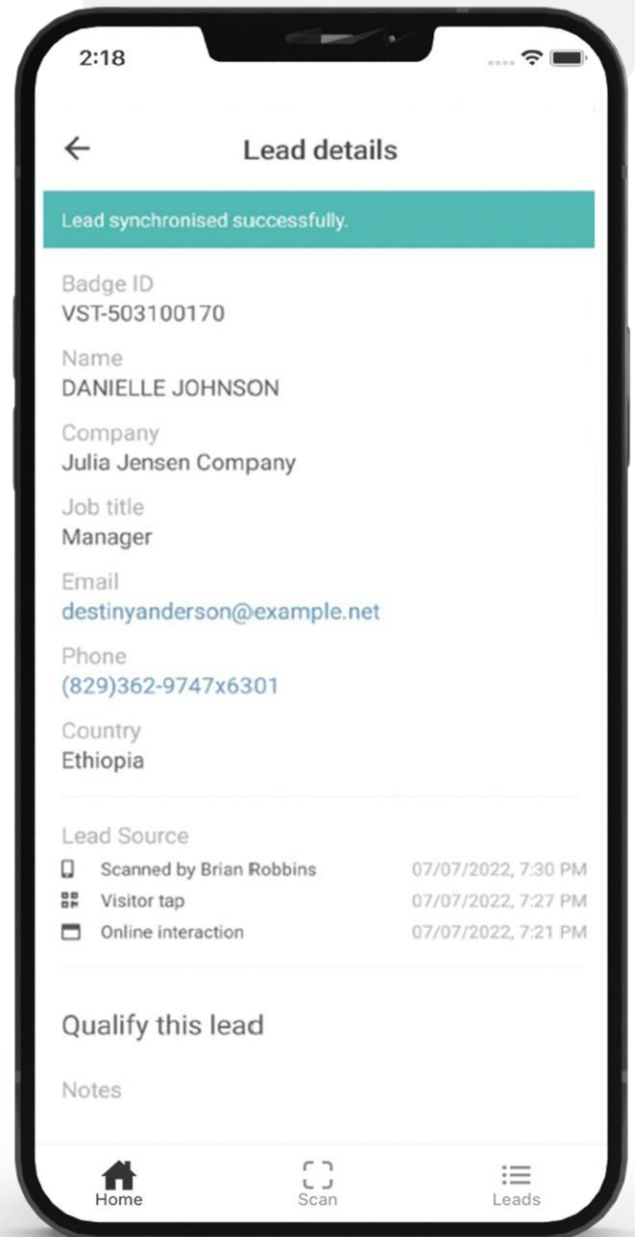
! **Filter:** You can filter your leads based on the source ie My scans, Scans by other representatives from your company, Online and Visitor taps.

Adding qualification details: You can select a lead to view or edit their details. Important information about the lead can be captured here.

! **Notes**
! **Rating**
! Answers to **custom questions**

2:18

← **Lead details**

Lead synchronised successfully.

Badge ID
VST-503100170

Name
DANIELLE JOHNSON

Company
Julia Jensen Company

Job title
Manager

Email
destinyanderson@example.net

Phone
(829)362-9747x6301

Country
Ethiopia

Lead Source
📱 Scanned by Brian Robbins   07/07/2022, 7:30 PM
▦ Visitor tap   07/07/2022, 7:27 PM
🖥 Online interaction   07/07/2022, 7:21 PM

Qualify this lead

Notes

Home   Scan   Leads

You cannot edit the contact details.

You must be online for leads to synchronize. Scanning and editing can be done offline and will automatically synchronize when the network connectivity is restored.

Introduction to Exhibitor Hub

As an Exhibitor, you will be able to do the following in the Exhibitor Hub:

! Answers to custom questions

! Upload documents to be shared with your leads during the show

! Retrieve company access code

! Download your leads
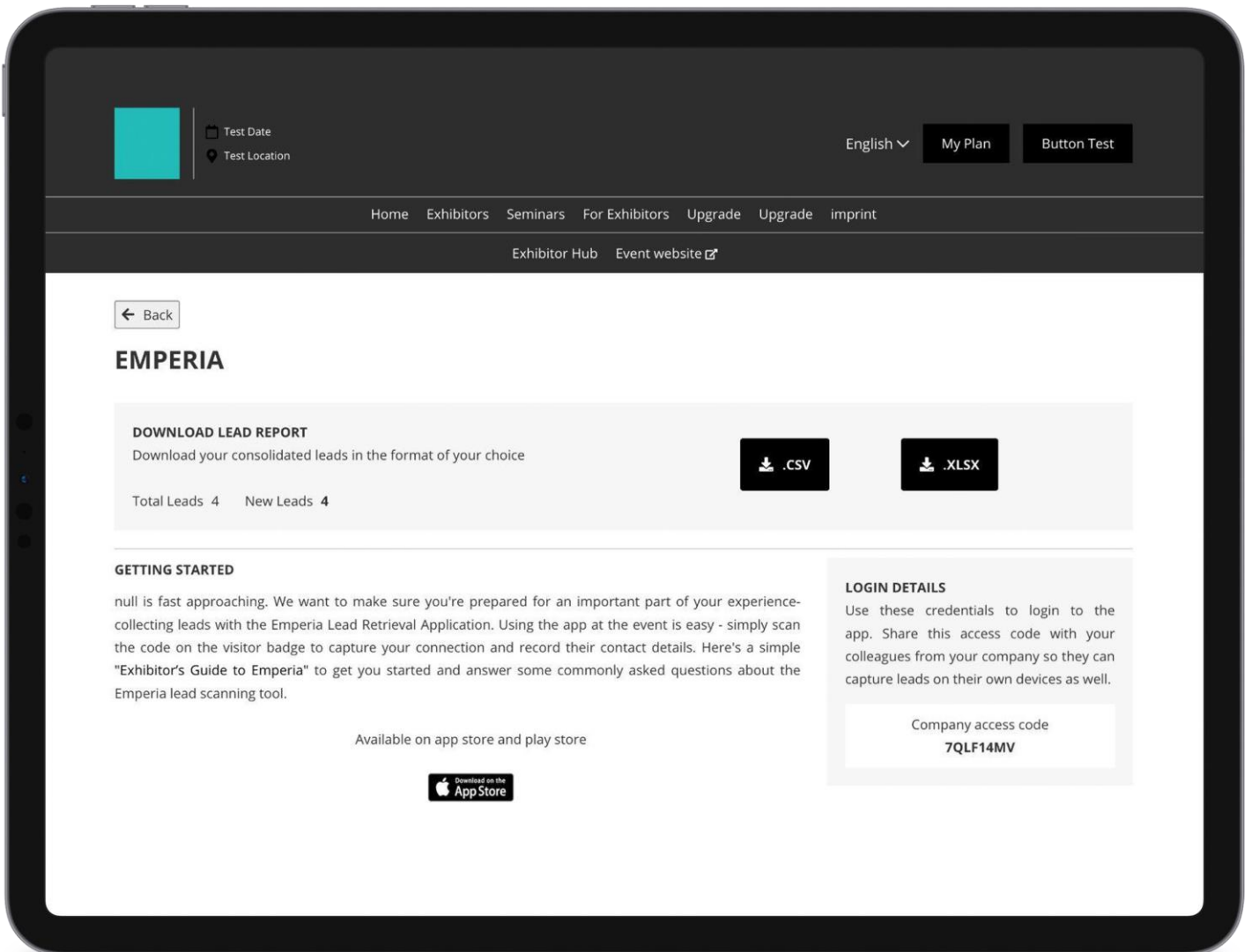
Accessing Lead Manager App in the Exhibitor Hub

On logging in to the Exhibitor Hub, you will see "Emperia Lead Capture Services" as a tile on the homepage. Selecting the tile, will take you to the Lead Manager App page where you can set up lead capture services and download your leads.
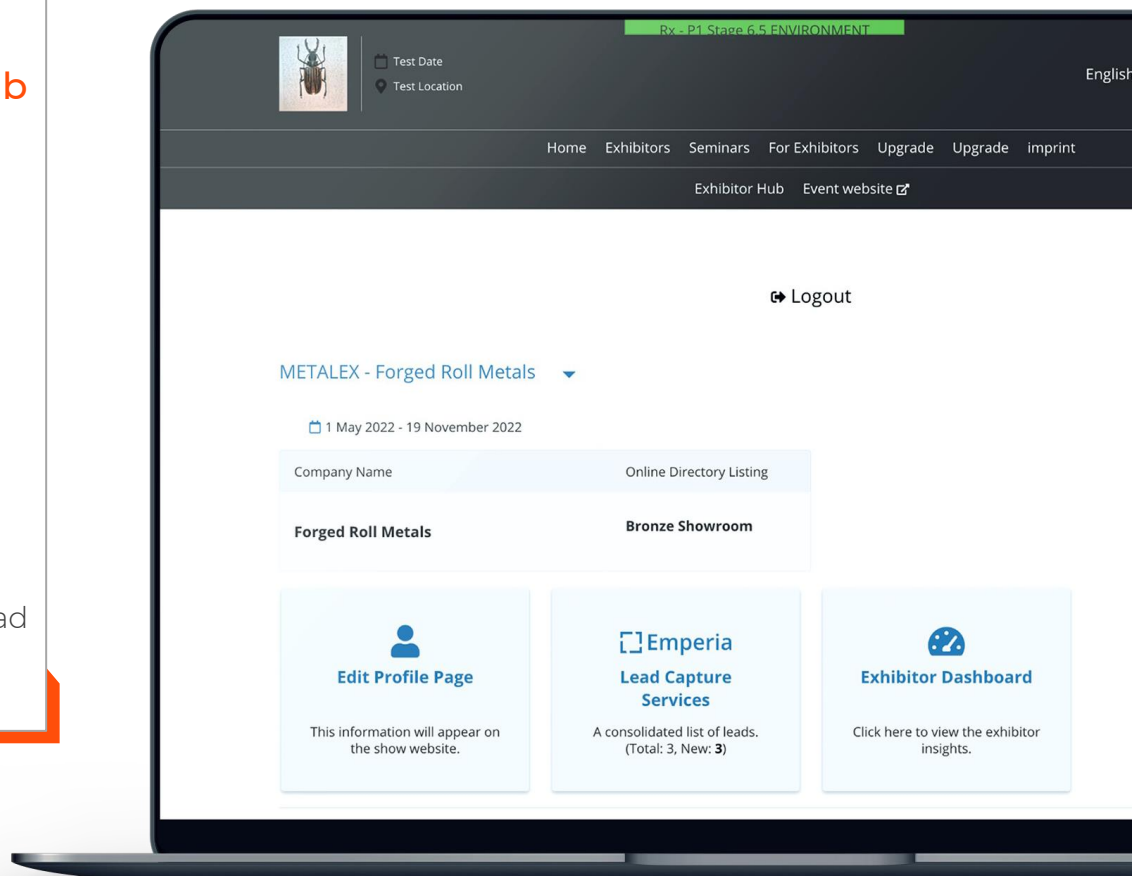
Above: Accessing the Emperia page for Lead Manager App.

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Company access code

If you have purchased Lead Manager App, you can find the access code for your company in the Lead Manager App page of the Exhibitor Hub. This code can be shared with your sales representatives/colleagues attending the show so they can login to the **Lead Manager App** and start capturing leads.

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EMPERIA

DOWNLOAD LEAD REPORT
Download your consolidated leads in the format of your choice

⬇ .CSV   ⬇ .XLSX

Total Leads 4   New Leads **4**

GETTING STARTED

null is fast approaching. We want to make sure you're prepared for an important part of your experience-collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

Available on app store and play store

 App Store

LOGIN DETAILS
Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.

Company access code
7QLF14MV

Above: Login details and company access code available within the Lead Manager App tile in the Exhibitor Hub.

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Share custom digital content with leads

You can share custom content like brochures and product details with your leads. When a lead is captured by any of your sales representatives, the lead will receive these documents along with your company details and contact information, in a consolidated email at the end of the show.

Adding documents: The documents can be uploaded through the **"Exhibitor Profile"** tile in the Exhibitor Hub.
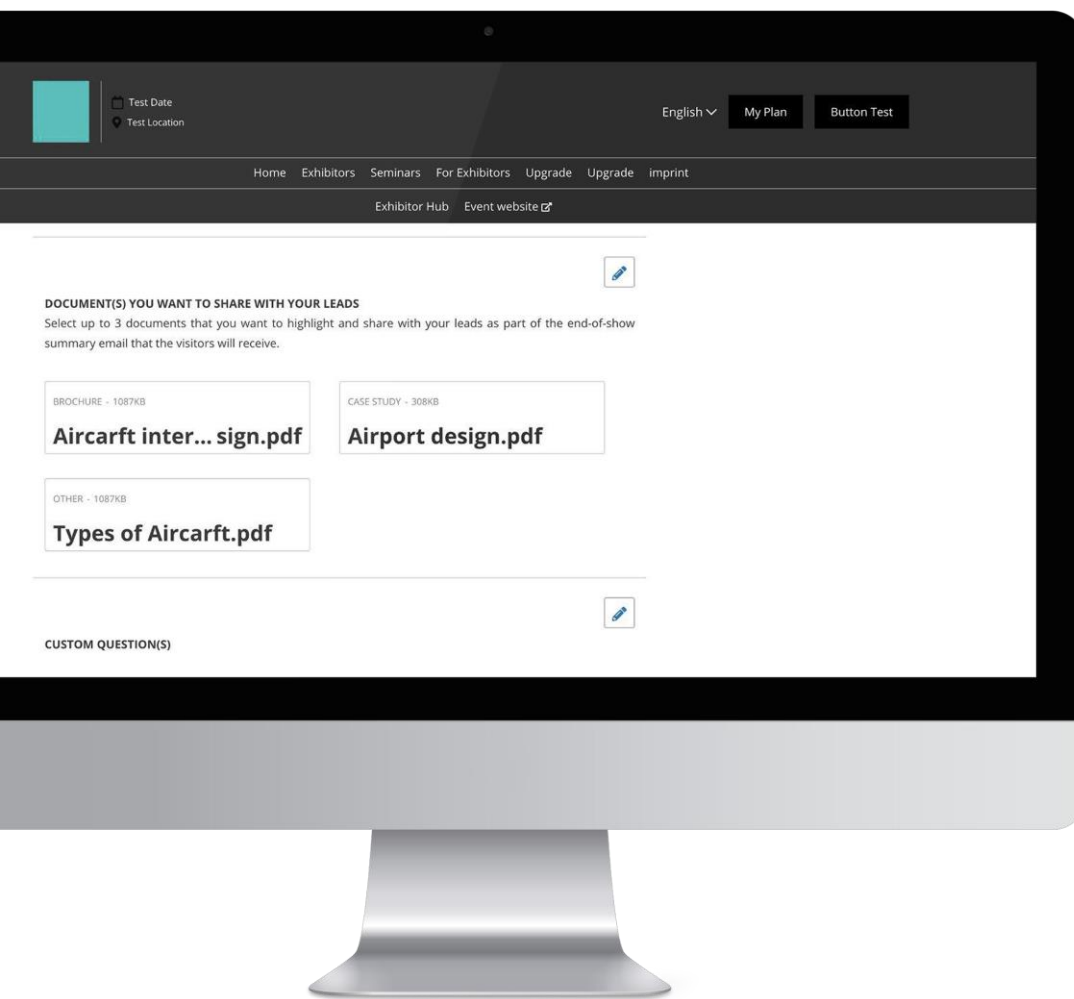
Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

(1) Select a category... ⌄

(2) **Upload PDF file**

Maximum size 5MB per file.

Above: "Upload documents" feature within the Exhibitor profile tile in the Exhibitor Hub.

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DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS

Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

BROCHURE - 1087KB
Aircarft inter... sign.pdf

CASE STUDY - 308KB
Airport design.pdf

OTHER - 1087KB
Types of Aircarft.pdf
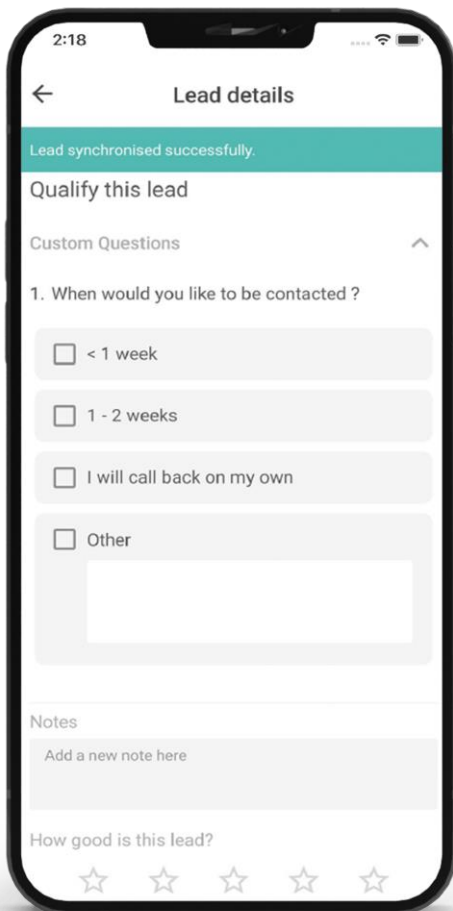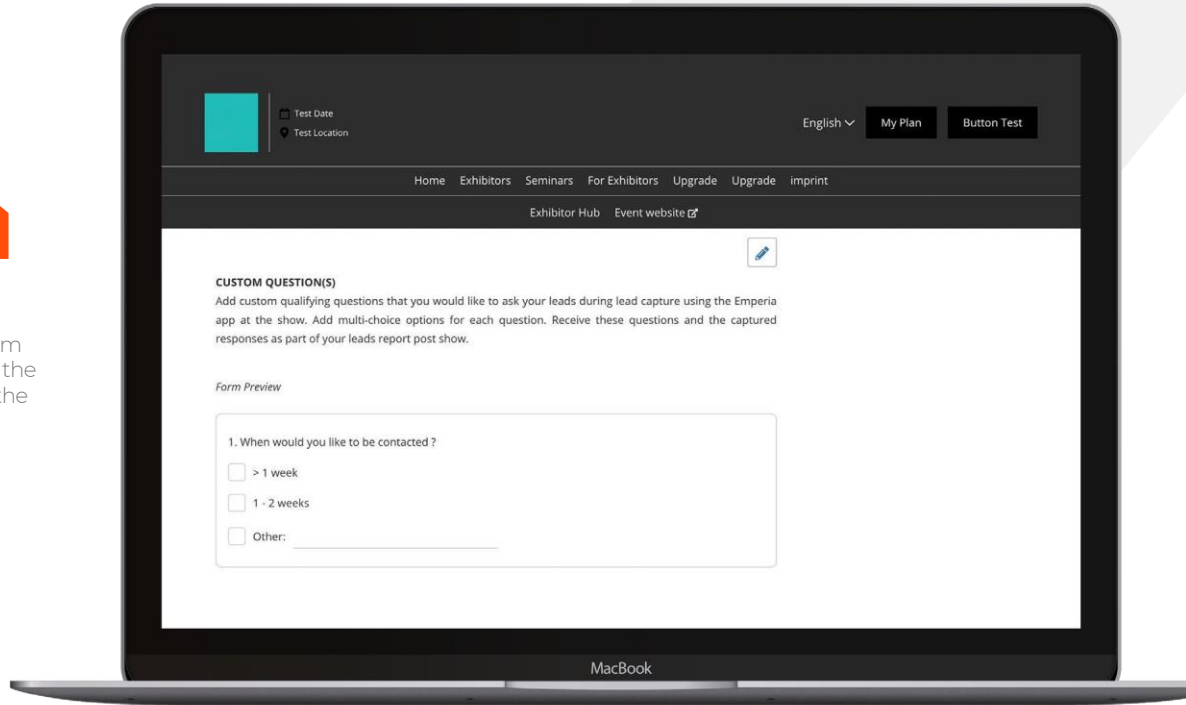
CUSTOM QUESTION(S)

Selecting the documents: The documents to be shared with your leads and be selected in the **"Lead Manager App"** tile in the Exhibitor Hub.

Above: Selecting documents to share with leads within the Lead Manager (app) tile in the Exhibitor Hub.

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Customer questions

Above: Setting up the Lead Manager App "Custom Questions" feature within the Lead Manager App title in the Exhibitor Hub.

You will be able to add unlimited custom questions to the lead capture form so that you can collect all the information you need to create a quality lead capture.

To add questions, go to the **Lead Manager App** tile **in the Exhibitor Hub.** Under the "Custom questions" section, create questions and provide all the answer options. These additions will **reflect in the Lead Manager App for all company representatives** once they download and start using the app.

Custom questions cannot be edited/deleted once the show starts, but new questions can be added.

Above: Lead Manager App page within the Exhibitor Hub, from where the lead report can be downloaded.

You can **download** a consolidated list of all the leads anytime, from the **Lead Manager App** tile in the Exhibitor Hub.
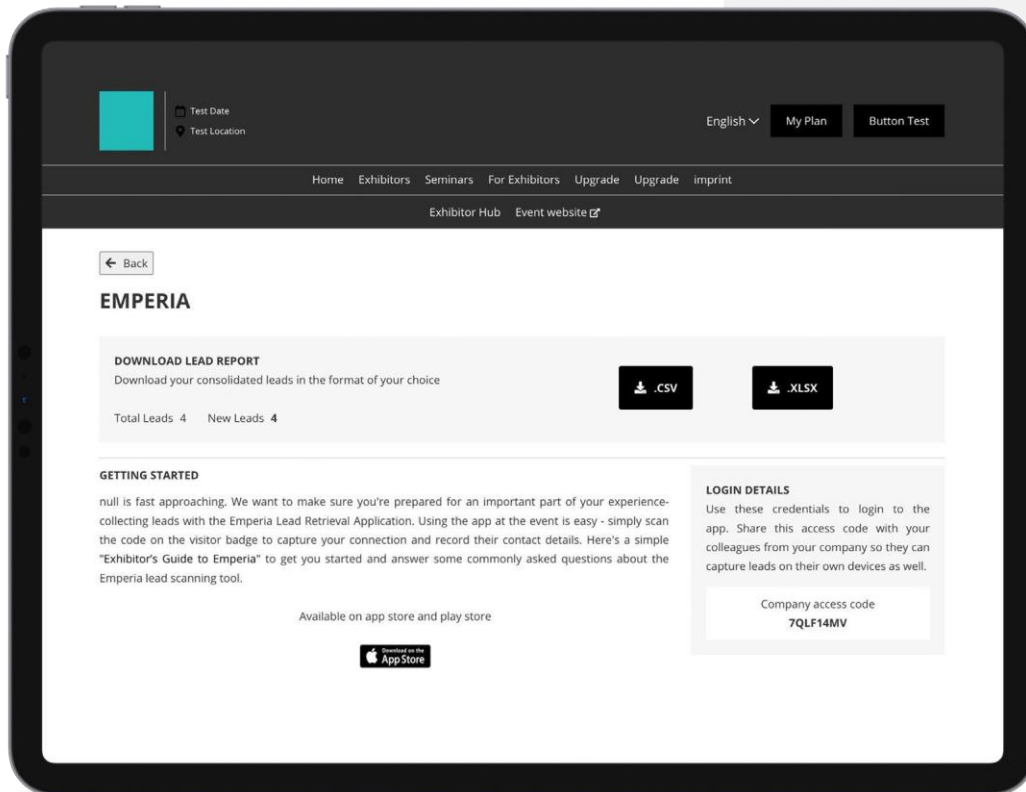
A link to the lead report is also provided in your Lead Manager App "welcome email" .
You can also check your emails at the end of each day for a link to the **lead report**.

This consolidated report will only be accessible to the authorized point of contact or admin of your company.

After the show

You will be automatically logged out of the Lead Manager App, 20 days after the show's end date. The leads details on the App and leads report in the Exhibitor Hub will continue to be available anytime.