

# CompuLEAD: Lead Retrieval App for Exhibitors

New For 2019

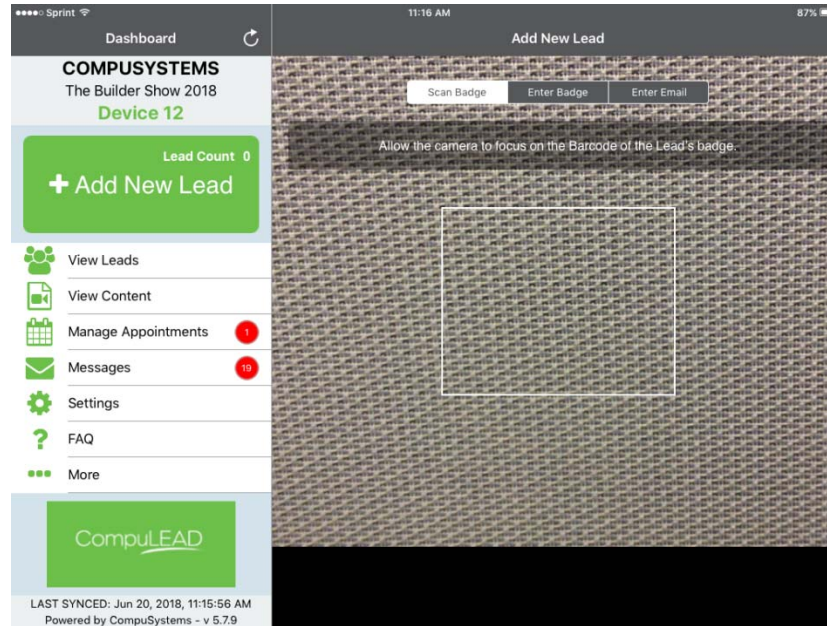
- Faster Scanning
- Autonomous Activation
- Improved Interface
- Available CRM Integration

# CompuLEAD

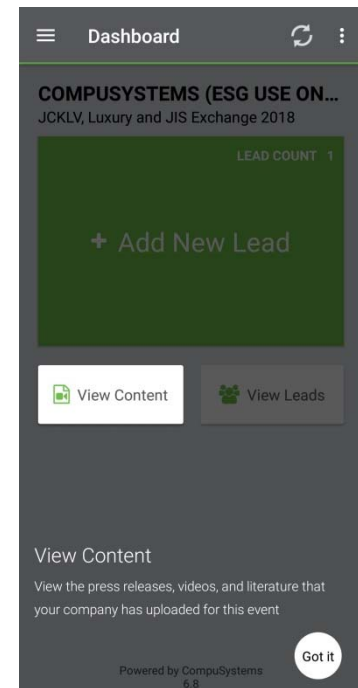
The lead retrieval process extends to smartphones, allowing users to add and monitor their leads in real-time on the show floor.



iPhone



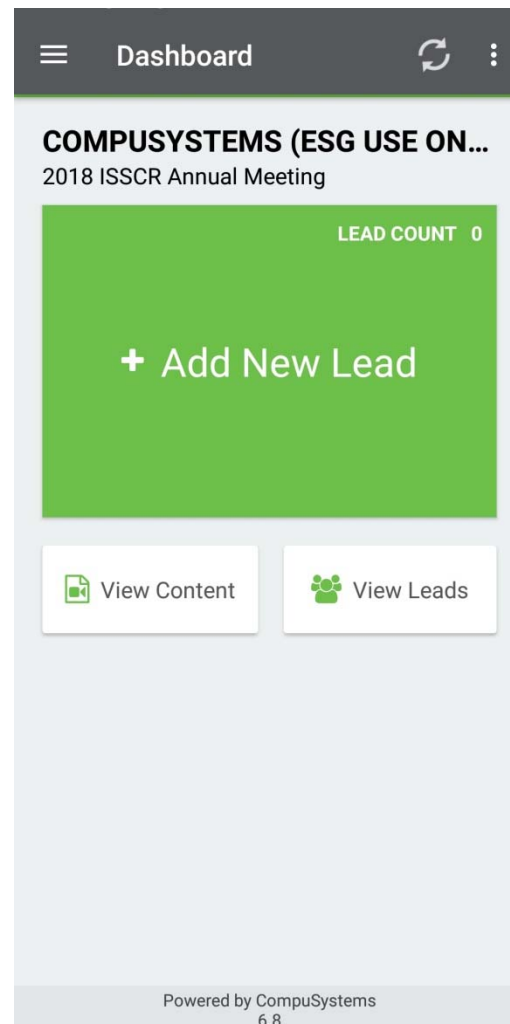
iPad



Android

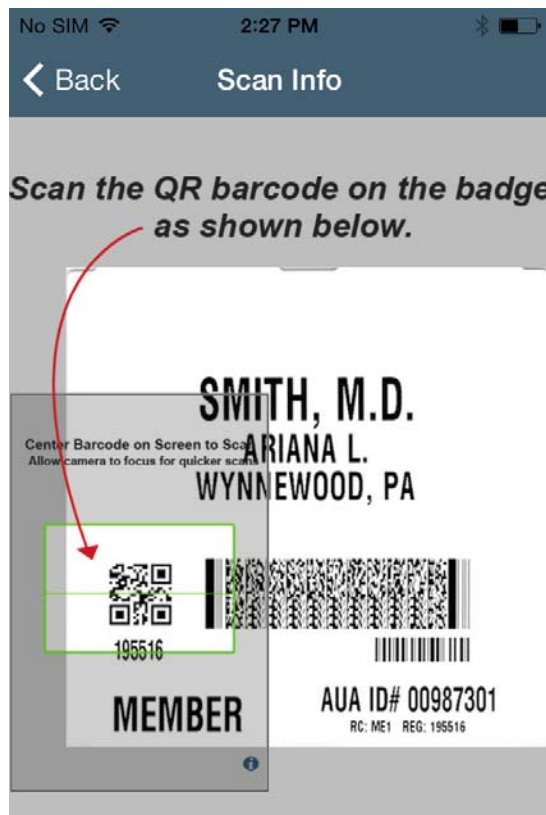
# CompuLEAD

The CompuLEAD App uses industry standards to create an easy-to-use lead capturing device built directly in to your own personal smartphone or tablet.

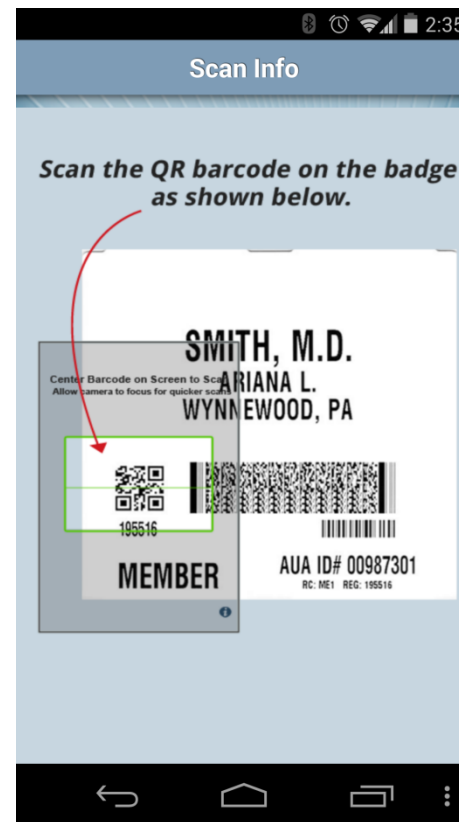


# CompuLEAD

Scan leads directly into myLeads from CompuLEAD or manually input leads.



iPhone



Android

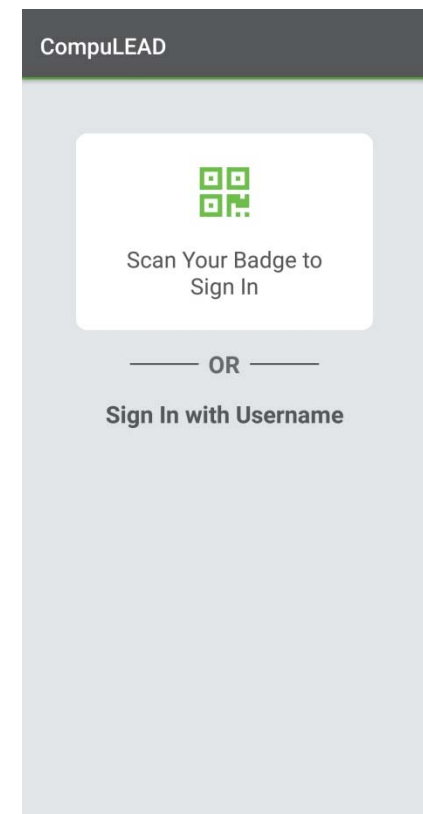
# CompuLEAD

Introducing Autonomous Activation

*Scan Your Badge*

*With Your Device To Log-In*

No More Passwords Required!



# CompuLEAD

CompuLEAD requires users to label their device. Exhibitors who have ordered multiple devices for their booth can easily distinguish which sales rep recorded which leads.

Edit Device Profile

Device Label\* ⓘ

Device 1

CONTINUE

\*Required

# Full Contact Information

Once an exhibitor uses CompuLEAD to scan an attendee's badge, the full contact information of the attendee is stored in the exhibitor's myLeads, accessed through the Exhibitor Dashboard.

The screenshot displays a mobile application interface for viewing contact information. At the top, there is a dark header with a back arrow, a person icon, and the name 'CHIP CONNOR' with 'COMPUSYSTEMS' below it. Below the header is a section titled 'CONTACT INFO' with an edit icon. This section contains a list of fields: First name (CHIP), Last name (CONNOR), Email (a@a134.com), Address 1 (123 TEST), City (DOWNERS GROVE), State (IL), Zip Code (60515), and Badge Number (1152899). Below this is a 'DEMOGRAPHIC' section with the text 'No Demographics Available'. Underneath is a 'NOTES' section with the text 'No Notes Available'. At the bottom, there is a navigation bar with five icons: a person (Contact Info), a document (Notes), a checkmark (Qualifiers), a list (Survey), and a location pin (Content).

| CONTACT INFO |               |
|--------------|---------------|
| First name   | CHIP          |
| Last name    | CONNOR        |
| Email        | a@a134.com    |
| Address 1    | 123 TEST      |
| City         | DOWNERS GROVE |
| State        | IL            |
| Zip Code     | 60515         |
| Badge Number | 1152899       |

DEMOGRAPHIC

No Demographics Available

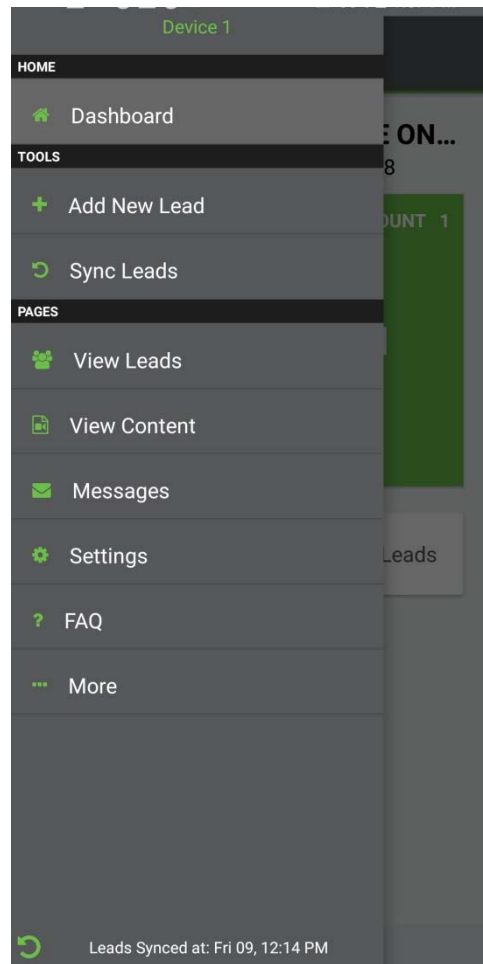
NOTES

No Notes Available

Contact Info Notes Qualifiers Survey Content

# Scan a Badge from Any Screen

In iOS, use the slide out side navigation to capture an attendee's information from any screen.





# Editing Leads

Once a lead is captured, the exhibitor can qualify, survey, edit or attach specific literature to the lead, making the entire experience customizable and easy to search for post show.

CHIP CONNOR  
COMPUSYSTEMS

CONTACT INFO

|              |               |
|--------------|---------------|
| First name   | CHIP          |
| Last name    | CONNOR        |
| Email        | a@a134.com    |
| Address 1    | 123 TEST      |
| City         | DOWNERS GROVE |
| State        | IL            |
| Zip Code     | 60515         |
| Badge Number | 1152899       |

DEMOGRAPHIC

No Demographics Available

NOTES

No Notes Available

Contact Info Notes Qualifiers Survey Content

CHIP CONNOR  
COMPUSYSTEMS

Cancel Save

|            |               |
|------------|---------------|
| First name | CHIP          |
| Last name  | CONNOR        |
| Phone no   | Phone no      |
| Email      | a@a134.com    |
| Address 1  | 123 TEST      |
| Address 2  | Address 2     |
| City       | DOWNERS GROVE |
| State      | IL            |
| Country    | Country       |
| Zip Code   | 60515         |

Contact Info Notes Qualifiers Survey Content

# Qualify and Survey a Lead

Exhibitor can have up to 99 qualifiers entered on CompuLEAD. Surveys have a maximum of 12 questions to ask attendees and up to 10 answers per question.

← Leah Rivera

QUALIFIERS

- A-Lead
- B-Lead
- C-Lead
- Influencer
- Decision Maker
- E-mail Info
- Mail Info
- Have Rep Call
- Gave Literature
- Gave Demo

Contact Info Notes **Qualifiers** Survey Content

← Leah Rivera

Lead Ranking

- A - Lead
- B - Lead
- C - Lead

Purchasing Authority

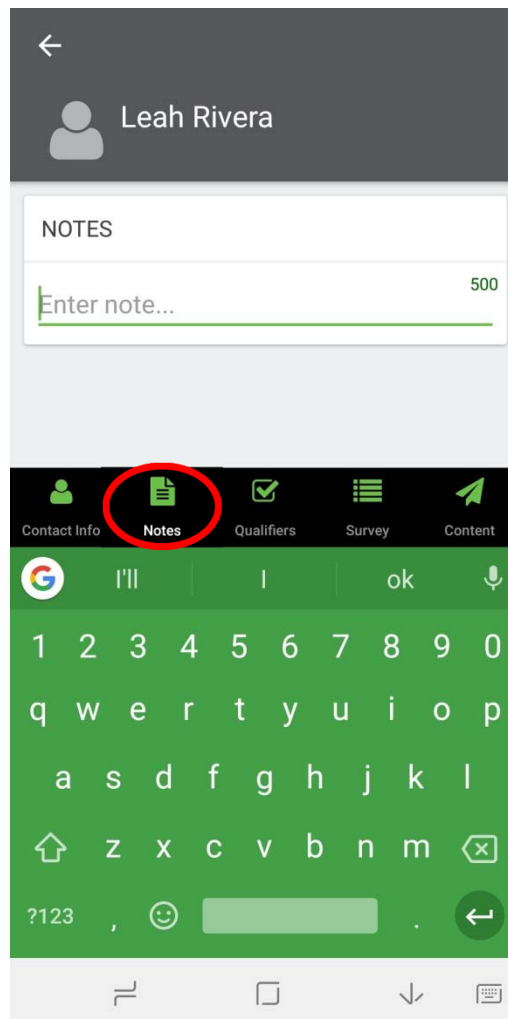
- Decision Maker
- Buyer
- Influence
- Other

Follow Up Method

Contact Info Notes Qualifiers **Survey** Content

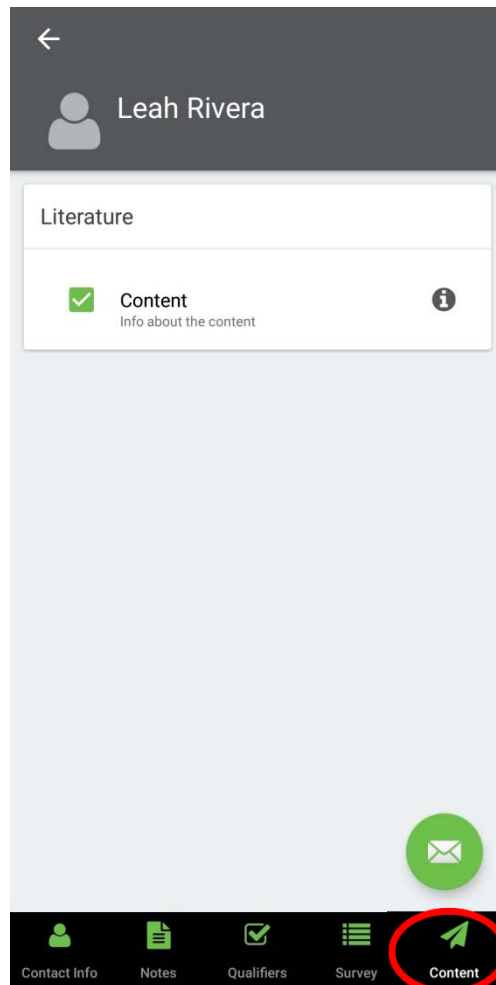
# Add Notes

Easily add notes to a lead by simply using the digital keyboard built in to your own smartphone.



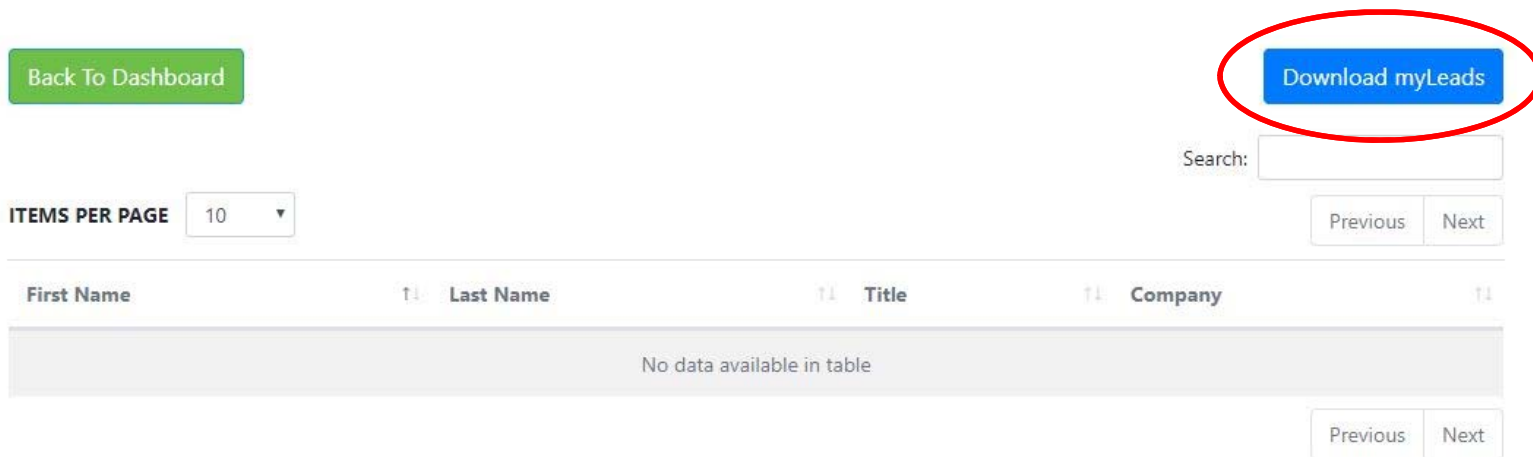
# Send Content

Send qualified leads literature, news releases or videos directly within CompuLEAD.



# myLeads

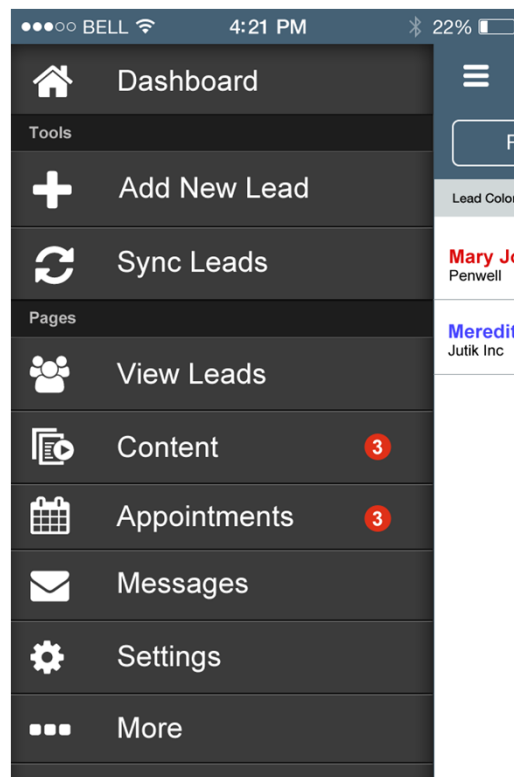
Exhibitors can view sales lead data in real-time via their myLeads, as well as sort and download their lead data.



The screenshot displays the myLeads interface. At the top left, there is a green button labeled "Back To Dashboard". At the top right, there is a blue button labeled "Download myLeads" which is circled in red. Below the "Back To Dashboard" button, there is a dropdown menu for "ITEMS PER PAGE" set to "10". To the right of the dropdown menu, there is a search bar labeled "Search:" and two buttons labeled "Previous" and "Next". Below the search bar, there is a table with the following columns: "First Name", "Last Name", "Title", and "Company". The table is currently empty, displaying the message "No data available in table". Below the table, there are two buttons labeled "Previous" and "Next".

# Connectivity

CompuLEAD works even if you have no 3G, 4G or Wi-Fi connection. Use the offline mode to capture leads, then sync the leads to myLeads later when connectivity is not an issue.





# CompuLEAD Tablet

This tablet comes pre-loaded with the CompuLEAD app so you can capture, qualify, survey, edit and view your leads all in real-time without using your own phone/tablet. Capture leads at the hotel, at a networking event and on the show floor, just make sure you return the device after the show!

- Instant online access to sales leads (powered by Verizon 4G LTE)
- Complete with 10 standard qualifiers and 4 standard survey questions
- Create custom lead qualifiers or survey questions
- Optional wireless printer (addl. charges will apply)

# Using A CRM?

- Integration with Salesforce, Hubspot, Marketo, Eloqua, Pardot, and more...
- Ask about atEvent

