



FairMate LeadTracking app

The FairMate LeadTracking app makes it a lot easier to keep track of your trade fair contacts. When a visitor registers for a trade fair, all their relevant data is saved in the FairMate CRM system. By scanning in the QR code on your booth visitor's badge, their contact information is comfortably delivered to your smartphone. Manual handling of business cards is thus a thing of the past.

Add additional information such as memos to your contacts or combine them into groups using „tags“. The app also provides you with the option of sending the contacts saved to an e-mail address of your choice. All relevant data is recorded for you in a statistical format, giving you an overview of the current status of all active devices and the data gathered by these.

To use the FairMate LeadTracking app, you simply need an internet-capable smartphone with a QR scanner. The operating systems supported are Android-Version 4.0 or higher and iOS 6.1 or higher.



- App is up and running in a very short time and easy to use ✓
- Contact data is quickly saved by scanning the QR code ✓
- Clearly arranged tag configuration to categorize your contacts ✓
- Statistical processing of the data ✓
- Customizable license and rights management ✓
- Optimum post-trade fair evaluation through straightforward management and maintenance of the visitor data gathered ✓
- Simple downstream processing in the CRM system or other marketing systems ✓
- Data can be exported with only a single click ✓



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