

With the **busworld®** platform you can generate leads **before, during and after** the event, and follow up with them in real-time, resulting on average in **3 times more leads per exhibitor than badge scanning alone.**

Here is a short presentation on how to make the most out of lead retrieval.

TABLE OF CONTENTS

1. Scannables	p 2
2. Lead capture	p 3
3. Monitoring Lead capture in real time	p 4
4. Monitoring Exhibitor or Product QR scans in real time	p 5
5. Monitoring Platform interactions in real time	p 6
6. Downloading leads, scans and interactions	p 7

1. Scannables

SCANNING	Where to find	Example	Forwards to	How to scan	How to monitor
Exhibitor QR code	exhibitor profile > profile info > settings > company QR code		exhibitor page	with phone camera or via app	only via web version
Product QR code	exhibitor profile > products > edit product > product QR code		product page	with phone camera or via app	only via web version
Badge QR code lead capture	visitor and team member badges		lead capture for exhibitor and team members visitor page for visitors	only via app	via app or web version

2. Lead capture

LEAD CAPTURE	
Pops up after scanning Badge QR code with app	< Koen Ferlin > KF ☆ Stijn Vanackere Technolgy Support Company name Belgium Visitors @ stijnvanackere@vanackere.be Score your connection Adding a scoring helps your follow-up by knowing the potential of each connection made. ☆☆☆☆☆ Type of category Choose category of the client Choose category Client ✓ Save < Koen Ferlin > ☆ Client New Old Contacted Yes No Note Add notes to remind you about your contacts and how you met them. Take a Note Products My products client is interested in ☐ busworld Busworld Türkiye Busworld Türkiye is a collaboration between Busworld and HKF Trade... ☐ busworld DAILY Busworld Daily Times Be extra visible for the Busworld Europe visitor!... ✓ Save

3. Monitoring Lead capture in real time

MONITORING	Where to monitor	What data is available
Badge QR lead capture	exhibitor profile > networking > dashboard > interactions download: exhibitor profile > profile info > download leads	scan time + visitor profile visitor data including contact info

INTERACTIONS
CONTENT SCANS

Show interactions ⓘ

All

All ✓

Busworld

Vincent Dewaele

Sharon Michels

Rony Heymans

Hannes Huyghe

Inge Buytaert

	Product Content...	Content Downloads	Product Content...	Scanned at stand	Booked a sponsore...	Attended a sponsore...
1  ChargePoint	—	—	✓	—	—	—
2  MCY Tech	—	—	✓	—	—	—
3  Busworld	—	—	✓	✓	—	—
4  Cenk Cünk	—	—	—	✓	—	—
5  ERPIS	—	—	✓	—	—	✓
6  Pramod Shinde Teammember	—	—	✓	—	—	—
7  Dirk Snauwaert Teammember	—	—	—	✓	—	—
8  Stefaan Kerger Visitor	—	—	—	✓	—	—
9  Wonho Choi Visitor	—	—	✓	—	—	—
10  Matthias Dewulf Visitor	—	—	✓	✓	—	—

On page 10

< Prev
1
2
3
4
Next >

4. Monitoring Exhibitor or Product QR scans in real time

MONITORING	Where to monitor	What data is available
Exhibitor & Product QR code scans	exhibitor profile > networking > dashboard > content scans download: exhibitor profile > profile info > download leads	scan time + visitor profile
		visitor data including contact info

INTERACTIONS

CONTENT SCANS

				Exhibitor QR scans	Product QR scans	Exhibitor content...
1	 Inge Buytaert	Teammember	★ 	—	✓	—
2	 Busworld	Exhibitor		—	✓	—
3	 Hannes Huyghe	Teammember	☆ 	—	✓	—
4	 Sharon Michels	Teammember	☆ 			
5	 Jeroen Cornelis	Visitor	☆  			

On page 5

< Prev

1

2

Next >

Product QR scans

15/09/2023 • 09:16

25/08/2023 • 08:27

25/08/2023 • 08:27

5. Monitoring Platform interactions in real time

MONITORING	Where to monitor	What is monitored	What data is available
Platform interactions	exhibitor profile > networking > dashboard download: exhibitor profile > profile info > download leads	exhibitor page views exhibitor page favourites meeting requests product page views product page favourites content views product content views content downloads product content downloads	interaction time + visitor profile

INTERACTIONS
CONTENT SCANS

Show interactions ⓘ All

				Page views	Page favourites	Request Meeting	Product views	Product favourites	Content Views	Product Content
1	 ChargePoint	Exhibitor	☆  	✓	—	—	—	—	—	—
2	 MCY Techno...	Exhibitor	☆  	✓	—	—	—	—	—	—
3	 Busworld Türki...	Exhibitor	☆  	✓	✓	—	—	—	—	—
4	 Cenk Cüneyt Taş	Teammember	☆  	—	✓	—	—	—	—	—
5	 ERP Bilgisayar ...	Exhibitor	☆  	✓	—	—	✓	—	—	—
6	 Pramod Shinde	Teammember	☆  	✓	—	—	—	—	—	—
7	 Dirk Snauwaert	Teammember	☆  	—	✓	—	—	—	—	—
8	 Stefaan Kerger	Visitor	☆  	—	✓	—	—	—	—	—
9	 Wonho Choi	Visitor	☆  	✓	—	—	—	—	—	—
10	 Matthias Dewulf	Visitor	☆  	✓	✓	—	—	—	—	—

Product views

21/07/2023 • 15:45
21/07/2023 • 15:45
21/07/2023 • 16:40
21/07/2023 • 16:40
21/07/2023 • 16:47
21/07/2023 • 16:47

On page 10

< Prev
1
2
3
4
Next >



6. Downloading leads, scans and interactions

DOWNLOADING	Where to download	What data is available
Leads, Scans & Interactions	exhibitor profile > profile info > download leads	Name Surname Email (only for scans) Company Position Phone (only for scans) Event name Rating Notes Products Is New Contacted Category Time Reason Lead owner Scanned Code

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Name	Surname	Email	Company	Position	Phone	Country	State/Reg	City	Address	PostCode	Event name	Rating	Notes
2	Name A	Surname A	email@a.com	Company A	Position A	+3245679123						Busworld	5	Busworld Daily Times
3	Name B	Surname B	email@b.com	Company B	Position B	+3297674423						Busworld	4	Busworld Daily Times
4	Name C	Surname C	email@c.com	Company C	Position C	+3288679123						Busworld	5	Busworld Türkiye
5	Name A	Surname A		Company A	Position A							Busworld	5	Busworld Daily Times
6	Name B	Surname B		Company B	Position B							Busworld	4	Busworld Daily Times
7	Name C	Surname C		Company C	Position C							Busworld	5	Busworld Türkiye

	N	O	P	Q	R	S	T	U	V	W
1	Notes	Products	Is New	Contacted	Category	Time	Reason	Total watched time	Lead owner	Scanned Code
2	Busworld Daily Times	A	No	Yes	Potential Client	Sep 15, 2023, 13:09	Product Qr Scan		Team member A	72358839853125839966
3	Busworld Daily Times	B	Yes	No	Supplier	Sep 15, 2023, 09:38	Exhibitor Qr Scan		Team member B	39853124864891454566
4	Busworld Türkiye	C	No	Yes	Other	Sep 15, 2023, 08:18	Scanned Badge		Team member C	21210123012310321478
5	Busworld Daily Times	A	No	Yes	Potential Client	Sep 15, 2023, 13:09	Viewed exhibitor page		Team member A	72358839853125839966
6	Busworld Daily Times	B	Yes	No	Supplier	Sep 15, 2023, 09:38	Favourited product		Team member B	39853124864891454566
7	Busworld Türkiye	C	No	Yes	Other	Sep 15, 2023, 08:18	Requested meeting		Team member C	21210123012310321478