CASE STUDY

LEAD CAPTURE

FOR EVENT ORGANIZERS

The event organizer created an event experience where customers, suppliers and team members could safely and effectively conduct business, network and learn - in person.

THE CHALLENGE AT PREVIOUS EVENTS

◈ A combination of software and handheld badge scanner systems were used to capture lead data from event badges. Exhibitors were required to rent hardware for each individual that would be scanning badges.

◈ Lead retrieval was restricted by the limited number of hardware units available per exhibit.

◈ All exhibitors used the same event form to collect lead data from, resulting in generic information retrieval instead of data that related to the exhibitors' specific needs.

◈ Exhibitors had to learn and use the lead capture systems with limited training and support.

◈ Post show data had to be manually sorted and distributed causing a delay in post-show follow up.

OVERVIEW

This case study uses a major industry trade show event with over 600 exhibitors to compare lead capture performance, ease of use, and overall exhibitor satisfaction from year-to-year, where various rental lead capture software / hardware combinations were used in past events.

The show organizer switched to an app-based, premium lead capture solution provided by Captello.

The case study provides:

• Statistical data on the use of app based premium lead capture versus typical lead capture methods offered by event organizers.

• Feedback from the event organizer.

• Feedback from exhibitors / end-users.

• Insights to the improvement of the event experience.

• Emerging solutions that make event lead management easier for show organizers and exhibitors.

THE CHANGE:
A PREMIUM LEAD CAPTURE APP

The event organizer provided all exhibitors with Captello's premium lead capture platform that could be launched by app on any number of devices.

- For use on any personal or business device
- On mobile devices available for rental

Premium Lead Capture enables event organizers to offer enhanced lead capture solutions to exhibitors that add value and convenience to the lead management process.

Captello's premium lead capture app solution benefited exhibitors with:

- Lead capture on any mobile device
- A variety of customized lead capture forms
- Unlimited number of users with lead capture
- Rapid group scanning
- In-app documentation sharing
- Real-time access to lead data & analytics
- In-app lead grading & scoring
- In-app meeting scheduler
- In-app team communications

THE RESULTS:

AVERAGE LEADS PER USER

Previous Years - Hardware	Premium Lead Capture App
14	36

AVERAGE LEADS PER EXHIBITOR

Previous Years - Hardware	Premium Lead Capture App
48	156

TOTAL LEADS (SUBMISSIONS)

Previous Years - Hardware	Premium Lead Capture App
23,325	65,777

Exhibitors with Premium lead capture were able capture more leads on more devices with no user restrictions, which resulted in more leads captured, more conversations, and improved event ROI.

62%

Event Organizer Feedback

1: How much faster you received the final lead report compared to past years?

"Time to receive lead report reduced by 50%"

2: How would you rate Captello's on-site help/ support compared to other vendors in prior years?

"Out of 5, I would rank Captello support a 5+"

3: How would you rate Captello's ability to trouble shoot / problem solve compared to other vendors in prior years?

"Out of 5, I would rank Captello a 5"

4: How would you rate Captello staff on customer service and friendliness?

"Out of 5, I would say 5"

5: What did the app enable you to do as an Organizer that you couldn't do in previous years?

"Quickly get the leads from system, work with us even on site for immediate point of need, ability to consolidate data from other 3rd party tools (registration data) and static files into one customer record."

6: What did the app enable exhibitors to do that they couldn't do in previous years?

"I don't think it is just the app, but the dedicated personalized training / coaching at the site by Captello leadership was above expectations, as well as added much value to our exhibitors' experience and hopefully value to our sellers for more enriched actions to convert opportunities to sales."

"We're truly amazed with the performance of this app."

Exhibitor Feedback

Read and CLICK-TO-VIEW exhibitor feedback from the show.

Captello

MAURYA TILLMAN - ENTERPRISE SALES MANAGER - CONSENSUS

"It is amazing. Very intuitive, easy to use. The absolute thing I love is our integration into Salesforce. The information comes to you directly. It's going to be great for our follow up after the show."

ASH MADKAN - PRE-SALES ENGINEER - THOMSON REUTERS

"The application has been fantastic. When people come by the booth, we can scan their badge in about a second or two, go in to add a memo or a note so we can stay in touch with the individual, and add documentation. So, thank you Captello!"

KRISTLY TRANG - SR MARKETING MANAGER - CONSENSUS

"It's been a wonderful app for our sales team. Where we have struggled in the past to have a badge scan app that's easy for everybody to use, [Captello] allows us to have qualifying questions, captures the analytics… We're looking to have a wonderful year with Captello."

"I've been in events 40 years and have never seen anything like this."

"So much easier than previous years."

"This is so much better than those tablets they had that couldn't scan badges because of the light. It was junk and we tossed it to the side."

"Sending documents has been a game changer."

"Easiest app I've ever used."

"Best thing I've seen for lead capture in 10 years."

"Best customer service ever."

"Why don't more shows use apps like this?"

"If I could rate it higher than 5 stars I would. If you needed an acid test for usability by the less gifted, it went flawless."

For more information about Captello premium lead capture at your events:

captello.com