THE FACTS ABOUT
API COSTS & SETUP
FOR EVENT LEAD CAPTURE

For most events, you can obtain prospect data by scanning name badges. Universal Lead Capture apps like Captello can pull data from badges. To do this, however, you'll typically need an API, also known as a developer's kit.

THE CHALLENGE

You have an amazing premium lead capture solution, like Captello. You've set up your Universal Lead Capture form, your documents are ready to go, and your team is well trained. **Now the important question:**

Have you figured out how your team will actually be capturing contact data at your event?

You email the show management about obtaining an API, and they have no idea what you're talking about.

◆ **How do you navigate these events and get your premium lead capture app up and running?**

◆ **What are the associated costs for dev kits or APIs?**

◆ **Is it worth the investment versus just going with the event organizer's lead capture solution?**

We answer all these questions and more in this short guide to API Costs and Setup.

HOW TO RETRIEVE API / DEV KIT INFO

1: Check the Order Form

Many lead retrieval providers will have the API kit on their order form. This is a best case scenario. It might be listed as one of the following:

- **API Kit**
- **Developer's Kit**
- **Third-Party Kit**

If it's on the form, then it's time to contact the provider directly.

2: Identify the Lead Retrieval Provider

Show management rarely has much to do with lead retrieval. You can ask them about badge scanning and APIs, but more often than not they'll have no idea what you're talking about. They will usually contract out to a lead retrieval provider. Oftentimes the provider will be listed in your Exhibitor kit. It may even be listed directly on the show's website. If there is an order form for lead retrieval, it will often reveal who the provider is.

API COSTS & SETUP
Identifying the Lead Retrieval Provider

If you're having trouble identifying the lead retrieval provider, contact show management. Be very careful with your wording. If you throw around terms like "API Kit," they're probably going to get confused. We recommend the following wording:

"Hello, we're trying to set up lead retrieval for EVENT NAME. Could you please let us know who is providing lead retrieval services? We'd appreciate it if you could either connect us or give us your contact's details."

If show management is still unsure, ask them if the badges will have barcodes on them, and who is providing the name badges.

CONTACT THE PROVIDER DIRECTLY
Once you know the provider, contact them directly. We've had the most success by asking questions like this:

"Hello, we understand you're providing lead retrieval services for EVENT NAME. We use a Universal Lead Capture app and would like to set up badge scanning. Do you have an API kit or developer kit so our app can scan the badges at EVENT NAME?"

The provider might send you an order form for their app at the event. Make sure they understand you want to use your own Universal Lead Capture app.

AVERAGE API COST: $566
From data collected across multiple trade shows

### Calculating Total Cost of Ownership

It's important to consider total cost of ownership (TCO) when doing your analysis of using Captello VS the show-provided app. When we did our research, we also collected the price per user as if we were going to use the show-provided app.

Since the number of users companies send to a given trade show will vary, we used an average of 6 users. We were able to collect per user costs on 16 events. Users of the show-provided app invested an average $2,346 per event.

AVERAGE COST OF SHOW PROVIDED SOLUTION: $2,346

It's worth noting that many of the events will provide a discount on the API Kit if you purchase early. You have to ask for the discount as some are not up front about it. You can also negotiate - as it's typically a sales person responsible for selling the API Kit, and they get commissioned on the sale.

We found approximately 1/3rd of all events were willing to negotiate API pricing.

62%
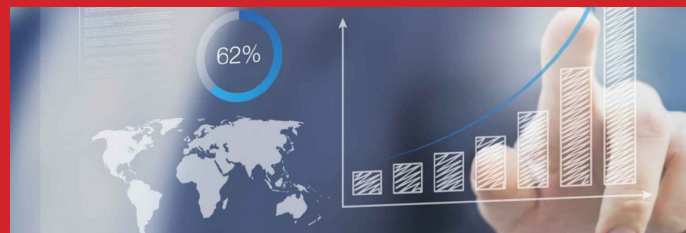
UNFORESEEN IMPACTS

When using the show-provided app, it's important to note the additional costs and impact of:

A) getting your leads at a later date than you'd like.
B) having to manually download, curate, and import your leads.

WE COLLECTED DATA FROM 17 EVENTS:
- 4 provided instant access to lead data.
- 13 had a delay of 4.69 days on average before being able to access your lead data.

How do delays in data access impact the lead follow up process? Your leads likely met with your competitors at the event. Are your competitors responding to your leads faster than you can?

- Are your leads forgetting who you are because you were unable to respond right away?

- Are sales reps unable to jump on their leads right away and having to wait on marketing which creates additional strains between the two teams?

- Does having to download, curate, and import leads have any cost to your organization?

- What if you could collect leads in real-time, automatically process, and export to your CRM without any manual work?

WHAT IF THERE'S NO API KIT?

In some cases, there may be situations where the provider does not or can not offer an API kit. Depending on the situation, there are still a few things you can try.

1: Ask for post-show reconciliation

With post-show reconciliation, your Universal Lead Capture app will scan and save the badge ID. Once the event is over, you can send the list of badge IDs to the lead retrieval provider. They will return a list of contact details that apps like Captello can use to complete your submissions. While it isn't instant like with an API, the end user experience is the same. Your users simply scan the lead, add notes and qualifiers, and submit.

2: Ask for a sample badge

Sometimes providers don't offer an API because the contact details are embedded in the badge. If you can get a badge to your Universal Lead Capture provider, they may be able to read the data without the need for an API. Captello, has a team of experts that can check badges for you.

WHAT IF THERE'S NO API KIT? *CONTINUED*

3: Talk to Show Management

If all else fails, let show management know how important it is for you to use your Universal Lead Capture app. Many show managers aren't even aware that these sorts of apps exist, and as a paying exhibitor, you can make a difference. We've had managers make changes by sending messages like this:

"Hello, we use a Universal Lead Capture app that we normally use at the events we attend. Usually the lead retrieval provider has a developer kit which allows our app to scan the badges. We understand that PROVIDER does not have this option.

Our app is configured for our needs. It has all of our questions and documents set up for our organization, and our booth staff are used to it. We would rather not have to train on a new app and figure out how to fit it within our data flow. Please consider finding a provider that offers this in the future."

4: Take a Picture of Badges & Business Cards

Captello can easily transcribe the data and send it to your CRM or Marketing Automation platform.

In some rare cases the provider may have an API kit, but show management has specifically told them not to offer it. In those cases, we suggest sending a message like this:

"Hello, we have a Universal Lead Capture app that we normally use at the events we attend. Usually the lead retrieval provider has a developer kit which allows our app to scan the badges. PROVIDER has informed us that you will not allow them to offer the kit. This is disappointing.

Our app is configured for our needs. It has all of our questions and documents set up for our organization, and our booth staff are used to it. We would rather not have to train on a new app and figure out how to fit it within our data flow. Please consider allowing this option."

Premium lead capture solutions like Captello empower teams to collect custom event data, collect and distribute that data instantly, and begin follow up and meeting scheduling process long before the competition. Captello provides event teams with resources to make every event a success such as in-app lead rating, meeting scheduling, team communications and more, and event engagement solutions that will increase activity and engagement at your booth!

Exhibitor Feedback

Captello

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

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."

For more information about using Captello Universal Lead Capture at your events:

captello.com