



Lead Retrieval

(User Guide)

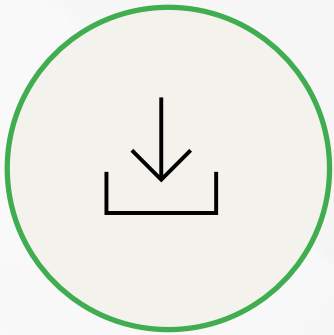
INNOVATION AREA

ITALIAN
EXHIBITION
GROUP

Providing the future

USER GUIDE - LEAD RETRIEVAL

Collect and multiply your contacts **quickly and easily with the App**: scan buyers' and visitors' badges during the exhibition days directly from your smartphone with just one click!



Download the Application

Download the Lead Retrieval app (**ECOMONDO and KEY**) in just a few seconds: it's lightweight, fast, and ready to use on your smartphone.



Login / Registration

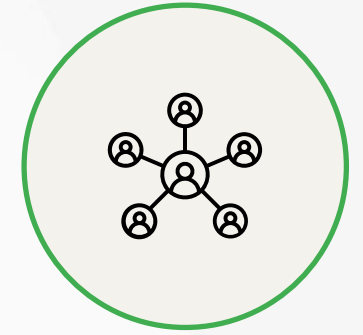
Log in easily with your email: no complex setup, only what you need to get started right away.

**Each Team Member must have a personal account to scan leads.*



Badge Scanning

Turn every visit to your booth into a qualified contact with just one tap.



Engage with Your Contacts

Manage your leads directly from the app: add notes, set priorities, and export them in CSV format for follow-up.



FIRST, DOWNLOAD THE EXHIBITION APP



The app is available on both
iOS and Android stores:

[App Store URL \(iOS\)](#)

[Google Play URL \(Android\)](#)



Scan the QR code above
to be redirected to the
correct store.

Each member of your digital team must download the app to access the
Lead Retrieval function with their *personal* account.

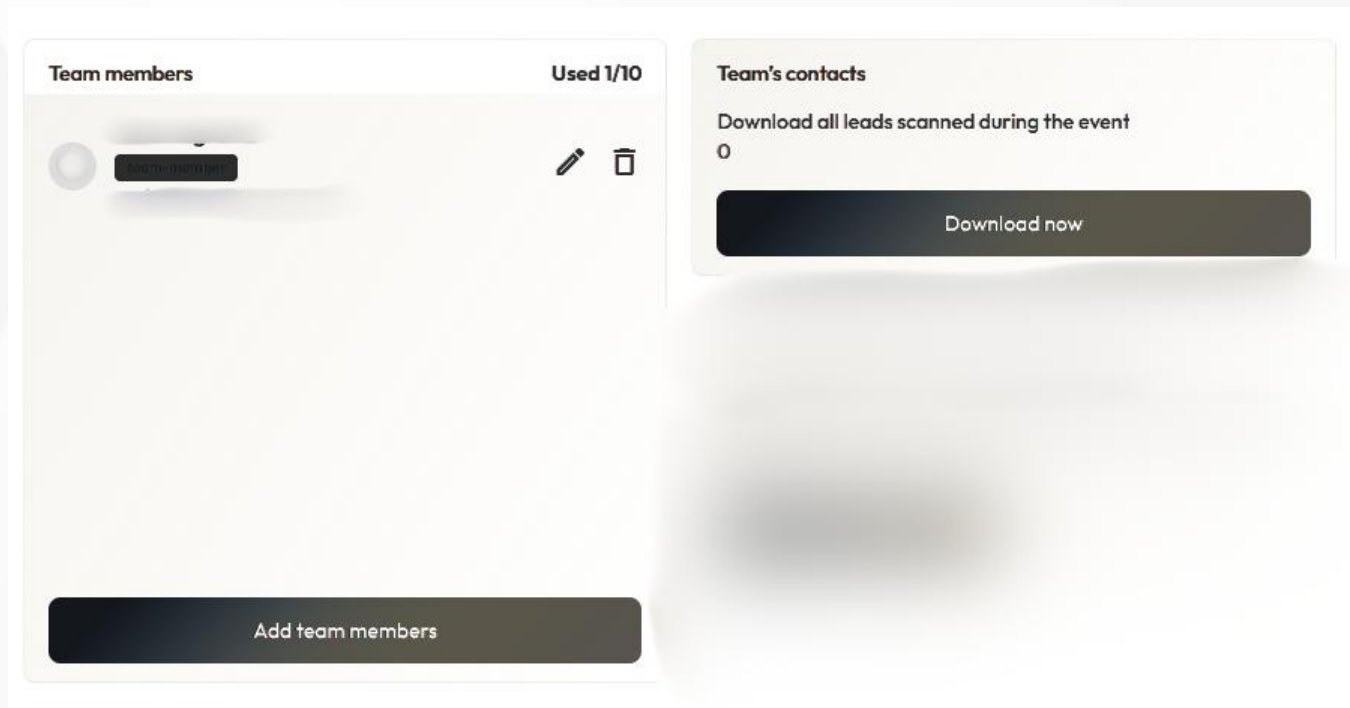


STEP 0: Assign Licenses to Your Team Members

Here's how to add Team Members within your digital team:

- Log in to the reserved area with your exhibitor credentials*;
- Go to the "Lead Retrieval" section in the left menu;
- Click "Manage Team Members";
- Select "Add Team Member" and enter the required details.

An email will be sent with all the necessary instructions to log in.



Adding Team Members in the reserved exhibitor area is the responsibility of the main contact or previously authorized collaborators.

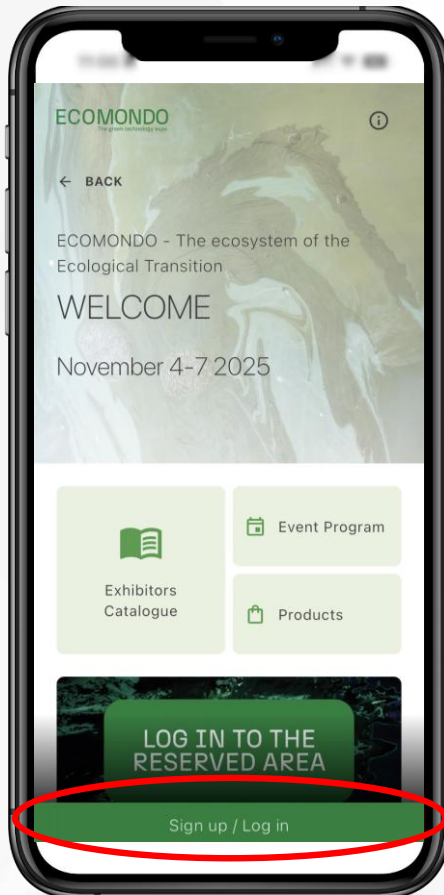


STEP 1: Log in to the App

Log in using your exhibitor credentials*.

*Credentials are personal and the same as those used for the reserved area.

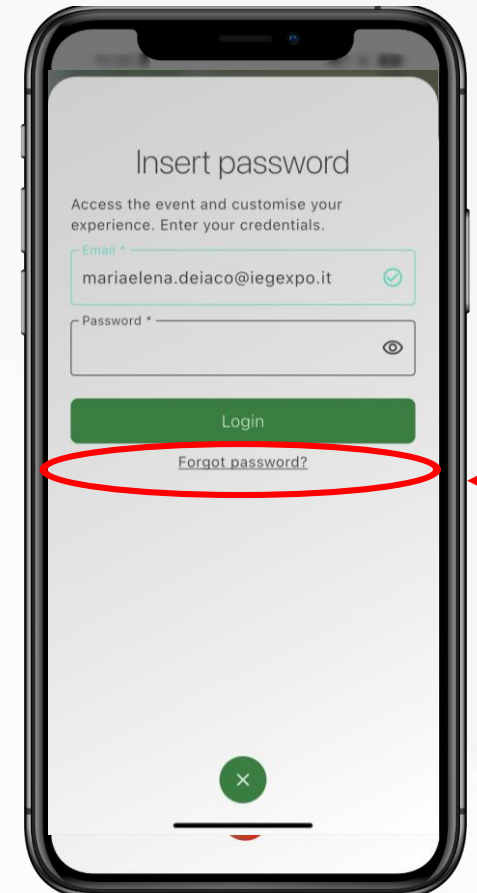
Open the app and tap the "Sign up/Log in" button at the bottom of the home screen.



Forgot your password?

No problem: click "Forgot Password" and follow the instructions.

You'll receive an email within seconds to set a new password and log in immediately.



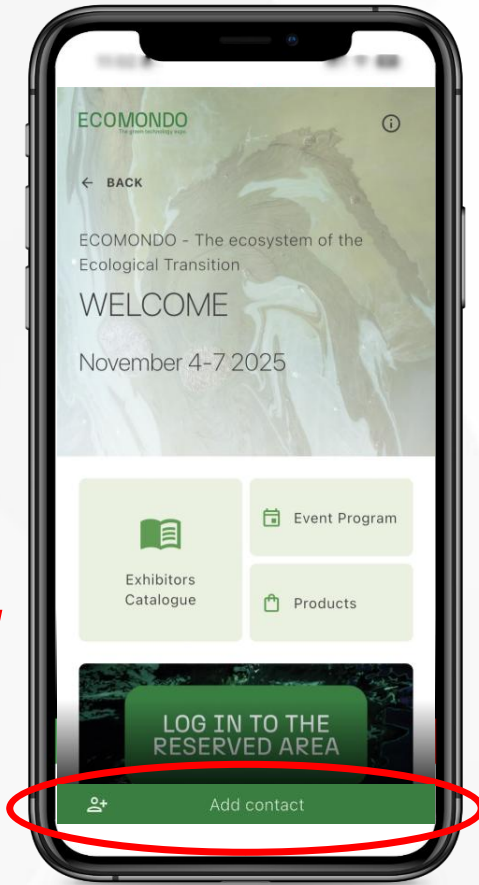
Each member of your digital team must log in with their personal Username and Password.



STEP 2: Use the Lead Retrieval

Tap the “Add Contact” bar at the bottom of the main screen.*

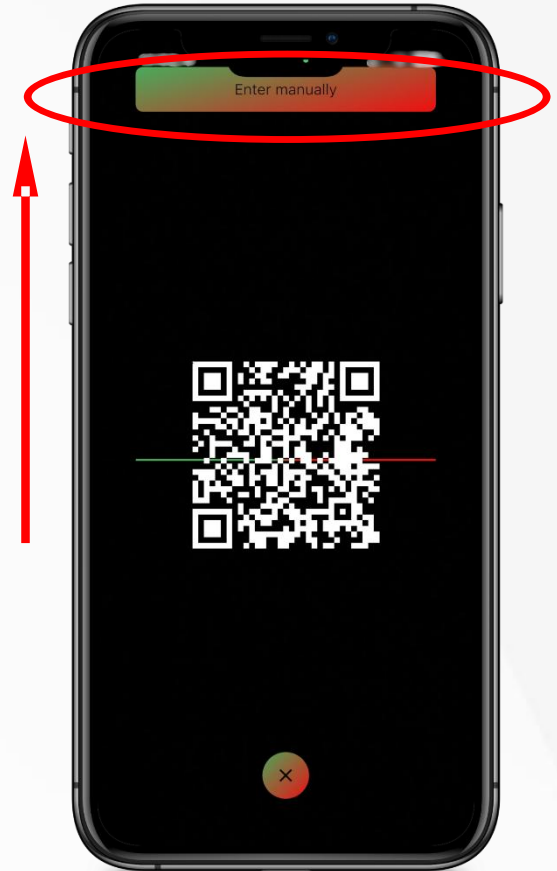
*Only users whose email addresses are registered as part of the digital team will see the Lead Retrieval active.



Scan the badge QR code. It may appear:

- On the printed badge.
- Inside the Event App.

Prefer to enter the contact manually? Tap the button at the top to add details as you wish.

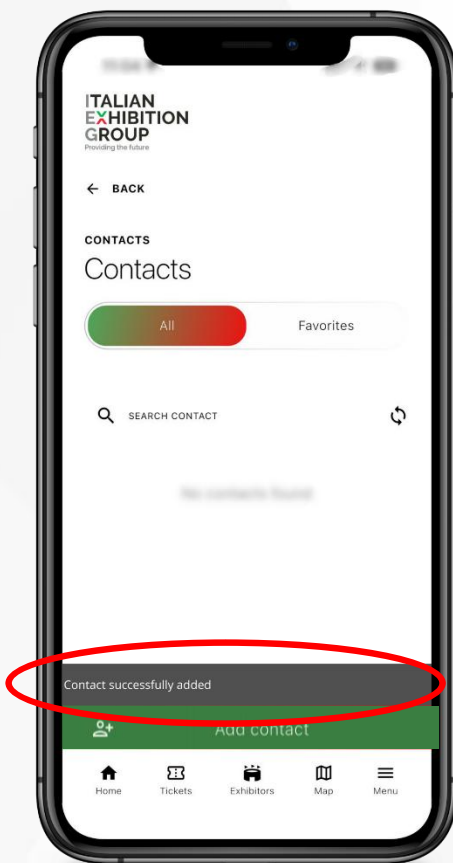




STEP 3: Scan Confirmation Messages

After scanning a badge, the app will display a confirmation message:

→ Contact successfully added: the lead has been correctly registered. You can immediately view the data within the app / Personal Area.



→ Contact already scanned: this lead has already been scanned and is already in your contacts list.

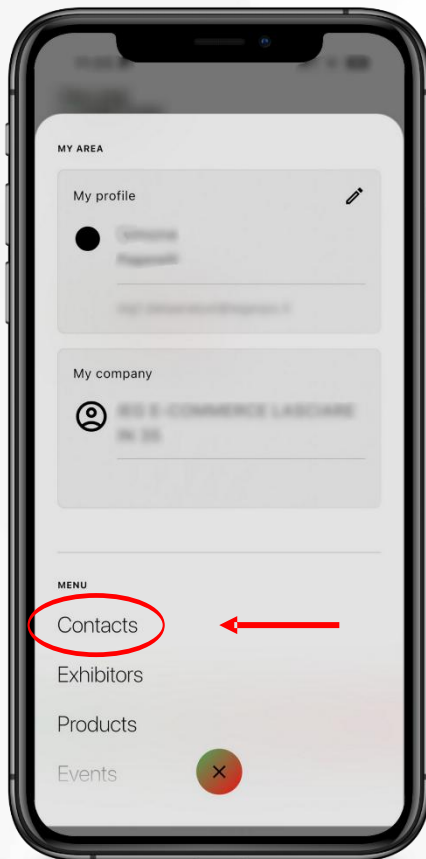




STEP 4: View the contact list

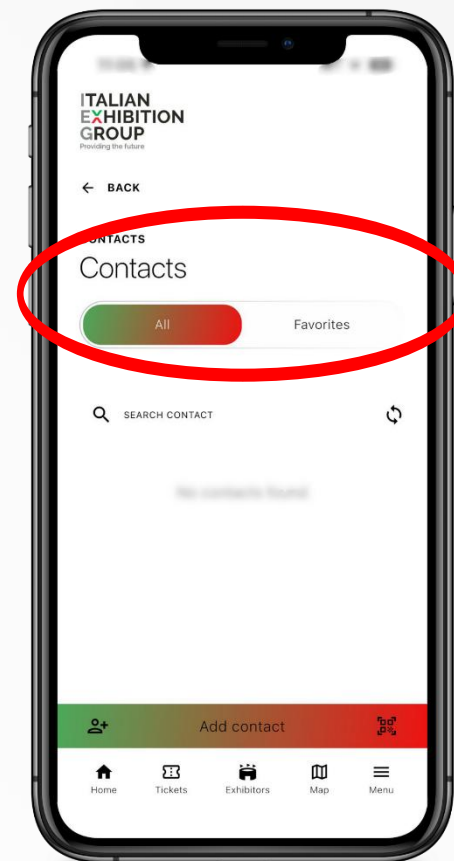
→ To review the contacts collected, go to “Contacts”. You’ll find this section in the bottom-right menu (tap the icon with the three lines).

→ Within your exhibitor area, you can download all collected contacts in .csv format.



→ Your contact list will display all saved leads, sorted by scan order.

→ A dedicated section is available for favorite contacts, making them easier to find.

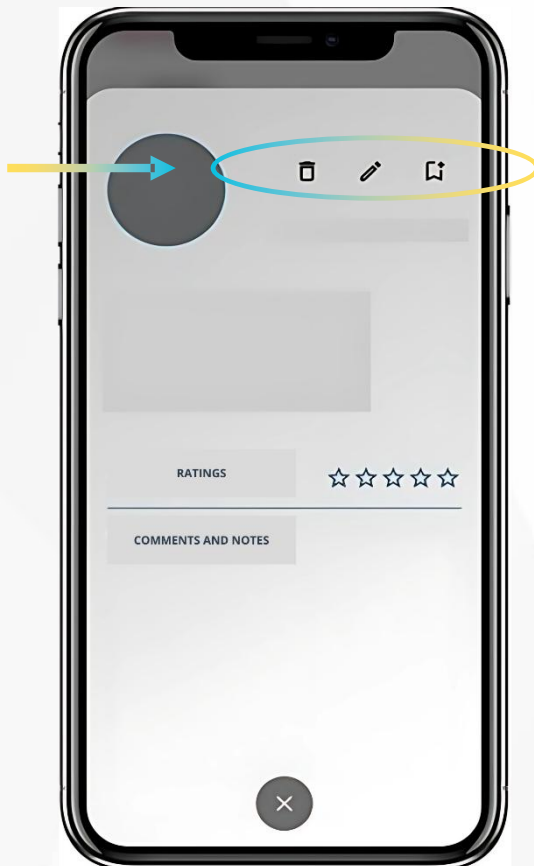




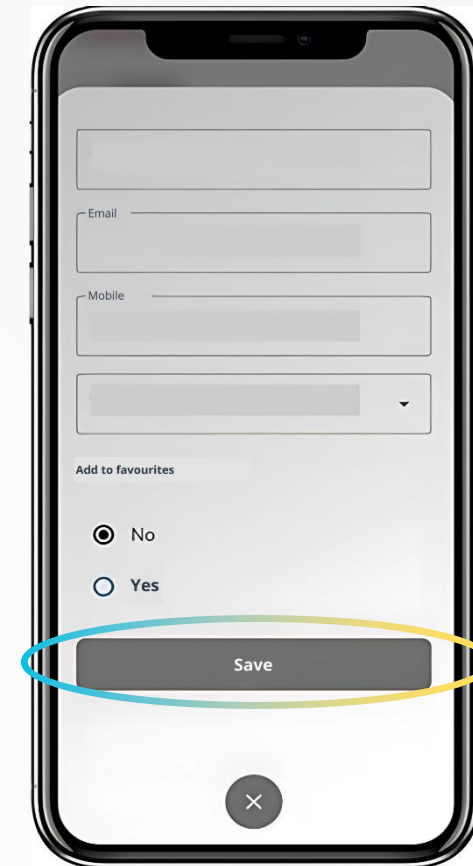
STEP 5: Manage your contacts

By tapping a contact, you'll open their profile card, where you can:

- Edit lead details and add personalized notes;
- Assign a rating to classify the lead;
- Save the contact as a favorite for quicker access.



Remember to save at the bottom of the page to keep any changes.



LEAD RETRIEVAL FAQ - Frequently Asked Questions

How do I add a Team Member to the company profile?

- Log in to the reserved area;
- Go to the "Lead Retrieval" section in the left menu;
- Click "Manage Team Members";
- Click "Add Team Member" and enter the required details;

An email will be sent to the address entered:

- If the user is already registered in the reserved area, they just need to download the app and log in with their personal credentials;
- If it's a new user, they must complete the registration via the email link and choose a password.

How can I add more Team Members than the number included?

You can purchase additional Team Members directly from the eCommerce (at the cost of 200€). Here's how:

- Log in to the reserved area;
- In the left menu, under the "E-SERVICE" section, go to "E-commerce";
- Click "MARKETING & COMMUNICATION SERVICES";
- Click "Lead Retrieval";
- Select "DIGITAL PLATFORM: ADD TEAM MEMBER" and choose the quantity or package you need.

LEAD RETRIEVAL FAQ - Frequently Asked Questions

What if I don't see the "Add Contact" bar to use the Lead Retrieval?

- Make sure you are logged in to the App with your personal credentials;
- Make sure your email address has been correctly added among the digital Team Members (this is managed by the sales contact or previously authorized collaborators);
- If you still don't see it, write to iegdigitalsupport@iegexpo.it including the credentials of the digital Team Member and the sales contact (name, surname, and email), and briefly explain the issue.

Where can I find my "My Contacts" list and how can I download it?

- Log in to the reserved area;
- Go to the "Lead Retrieval" section;
- Click "Acquired Contacts";
- Open the "Team Contacts" card;
- Download your list by clicking "Export Now."



Thank you!

IEG Digital Support Team
iegdigitalsupport@iegexpo.it

