



 **MosBuild**

MosBuild Connect Lead Scanner

MosBuild Connect Lead Scanner – innovative digital tool for lead generation which simplifies the achievement of the commercial result of your exhibiting.



MosBuild Connect lead scanner collects a database of visitors to your stand, containing contact information and profile of your potential customer. It allows you to quickly exchange information with potential customers, immediately process data and monitor online the efficiency of the exhibiting.

MosBuild Connect lead scanner simplifies the achievement of the commercial result of your exhibiting:

Save time and collect a ready-to-work database of leads

You don't need to spend time on filling paper forms and collecting business cards – MosBuild Connect will do it for you.

Take a competitive advantage due to efficiency of database processing

Full collected database of leads can be downloaded in one click - and you can make an offer to customers faster than competitors

Increase the loyalty of your potential customers due to the ease of use

Visitors to your stand will appreciate the opportunity to get your materials (catalogs, presentations, price lists) in their personal account, and not to carry these heavy materials all day at the exhibition

Assess the effectiveness of exhibiting and forecast future sales

The obtained database of potential customers will allow you to categorize your customers according to their product interest, company size, etc. You will be able to analyze the demand for your products and build a sales strategy that allows to obtain maximum commercial benefit from participation in the exhibition.

In addition, you will be able to evaluate the effectiveness of the exhibition and each manager's KPI individually and generate reports on the exhibition.

MosBuild Connect Lead Scanner

works for you:



Identify visitor to your stand by barcode on his badge. It allows your manager to choose the better scenario for business talk.



Collect database of visitors to your stand that contains contact details and visitor profile. Database is available online 24/7 in your personal account.



Send your marketing materials (catalogues, brochures, prices etc.) to visitor's personal account in digital format



Create online reports on effectiveness of your exhibiting



Create reports on each manager's KPI at the exhibition

How MosBuild Connect Lead Scanner works:

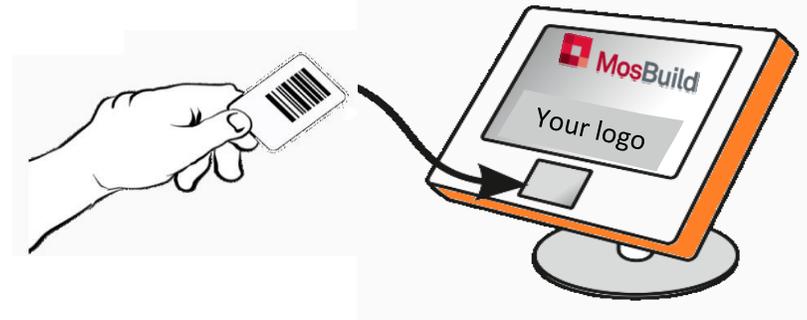
Waiting for a visitor to your stand



Manager choose the better scenario for talk. Visitor profile on screen is available for 20 sec.

- If 20 sec is not available to evaluate the data, you need to press Pause button in the left bottom corner of the screen
- If the visitor is not interesting for the company please press Cancel button
- To continue work with this visitor please press Next button

Your manager start talking with visitor and ask to scan his/her badge



Visitor profile appears on the screen

Ivanov Ivan 

Country, city:
Russia, Mozhaisk
(Moscow Region)

Company:
N-Connect LLC (11-50 employees)

Job Title (job level):
Head of department
(Head od department)

Purchasing power:
Joint responsibility

Main field of business:
Information security service

Purpose of visiting:
Gather general industry information

Product interest:

- Access control systems / Identification
- Perimeter security systems
- Integrated security systems
- Information security
- Electrical equipment, power supplies, cables

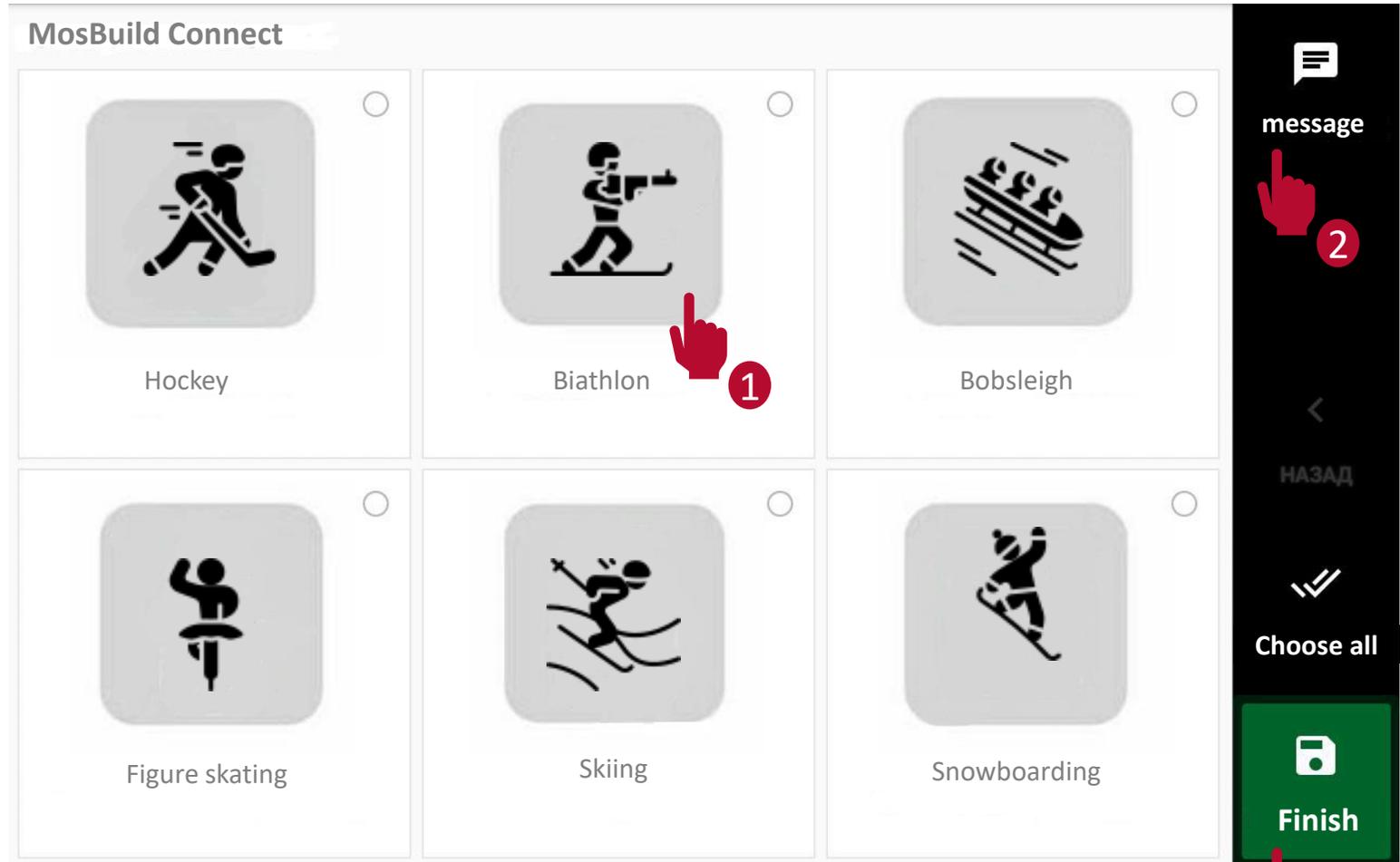
14.03.18 13:04 Next Cancel

How MosBuild Connect Lead Scanner works:

List of your materials appear on screen

In this mode full list of your materials is available on the screen

- 1 Suggest to visitor to choose the most interesting materials and selected materials will be available to him in his personal account
- 2 Add a message to continue working with visitor. Press Message button (in the right top corner). A message is seen only in your database, visitor cannot see it.
- 3 To finish working with visitor press Finish button



MosBuild Connect

 Hockey	 Biathlon	 Bobsleigh
 Figure skating	 Skiing	 Snowboarding

message

message button icon

message button number 2

HA3AD

Choose all

Finish

Finish button number 3

How MosBuild Connect Lead Scanner works:

Additional questionnaire appears on the screen

Additional questionnaire contains questions and answer choice. As an example, you can choose the manager who worked with visitor.

Manager

Alexander Ovechkin

Evgenia Medvedeva

Anton Shipulin

Other manager

× cancel

← back

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next →

Additional questionnaire can contain few questions (we recommend not more than 5): each question is available on separate screen

All data collected from additional questionnaire are available only in your database and reports. Visitors can not see it

After using lead scanner you receive database of visitor to your stand containing full profile of your future customers. Contact details are collected from Organiser's registration form and product interest is collected from your questions.

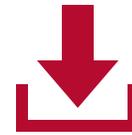
How MosBuild Connect Lead Scanner works:

Database sample that is formed in your personal account

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	Фамилия	Имя	Отчество	E-mail	Телефон	Дата посещения	Организация	Основной вид деятельности компании	Должность	Роль в принятии решений о закупках	Город	Страна	Регион	Цель посещения выставки	Что интересует на выставке	Адрес рабочий	Почтовый индекс	Заинтересовавшие материалы	Сообщение с терминала
1	Котов	Дмитрий	Владимирович	dk@n-connect.ru	79032019194	2018-08-27 10:37	ООО "Н-Коннект"	Оптовая торговля продуктами питания	Начальник отдела	Я не влияю на решения	Москва	Россия	Москва	Поиск продукции или услуг для бизнеса	Рыба/морепродукты, Мясо/Птица, Жиры/масла/соусы	г. Москва, Волоколамское ш. д. 2	125008		Необходима встреча в офисе посетителя
2	Горбунова	Наталья		gorbunova@expodat.com	4997580758	2018-08-28 12:58	ООО "Эксподат"	Несетевая розничная торговля	Директор по маркетингу	Я не принимаю решения, но даю рекомендации	Москва	Россия	Москва	Продвижение собственных товаров и услуг	Продукты для здорового питания	ул. 1-я Пугачевская 12	107553	Хоккей, биатлон, фигурное катание	
3	Иванов	Иван	Иванович	ivanov@n-connect.ru	4997251122	2018-08-28 14:17	ООО "Н-Коннект"	Производство продуктов питания и напитков	Генеральный директор	Я единолично принимаю решения	Можайск	Россия	Московская область	Получение общей информации	Чай/кофе, Снеки, Безалкогольные напитки, Алкогольные напитки	Москва, Волоколамское ш. 2		Лыжный спорт, бобслей	

Database contains:

- Visitor name
- Contact details, including phone number
- Company name and its type of business
- Job title and purchasing power
- Purpose of visiting and product interest
- List of materials/products visitor was interested in
- Your manager message on this visitor



You can download database by one click from your personal account in following formats:



How to order MosBuild Connect Lead Scanner:

- To order lead scanner please download an application form on exhibition website, fill it in and email to Dara.Morozova@ite-exhibitions.com
- Pay the invoice that you will receive to email you fill in the application form
- After your payment our manager will contact you to make settings of lead scanner for your company

Still need more information?



Do not hesitate to contact us

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Dara Morozova