LEAD GENERATION AND REPORTING

Let´s talk about GDPR first

Connection reports include all leads actively collected by you either online on the Digital Event Platform (contacts which confirmed your contact or meeting request or contacted you) or on site during DMEXCO (your contacts from badge scanning). The purpose of the data use is agreed at the time of connection between the two connecting parties.

Passive interaction reports include all leads that have interacted with the exhibitor's online content on the Digital Event Platform and have agreed to the following consent which is optional for all users:

> *I agree that my data (name, address, email, title, company, phone number, position, interests, know-how, company size, industry and interaction data (depending on the type of interaction: number of views, viewed products, documents and ads, time of first/last view, of bookmarking or scanning; for conference content: date of registration, begin of visit, begin and end of watching, and session feedback (score, comment)) may be shared with exhibitors whose company or conference content I have engaged with in order to provide me with promotional information about the products and services they offer. A withdrawal with effect for the future is possible by sending an e-mail to datenschutz-km@koelnmesse.de.*

On-site attendance reports include attendees who have been scanned at the entrance to your masterclass and thus gave following consent.

Use up-to-date data! Always create a new report before contacting your leads. This is the only way to contact the leads with valid opt-in.

DMEXCO legal document: Terms of use digital event platform and Community

The principle of “data minimization” allows us to collect **name, e-mail, position, company, address and country** as required fields in ticket shop. All other fields are optional and DMEXCO has no influence on whether the data is provided or not. We can also not guarantee the completeness, accuracy and current status of the information provided.

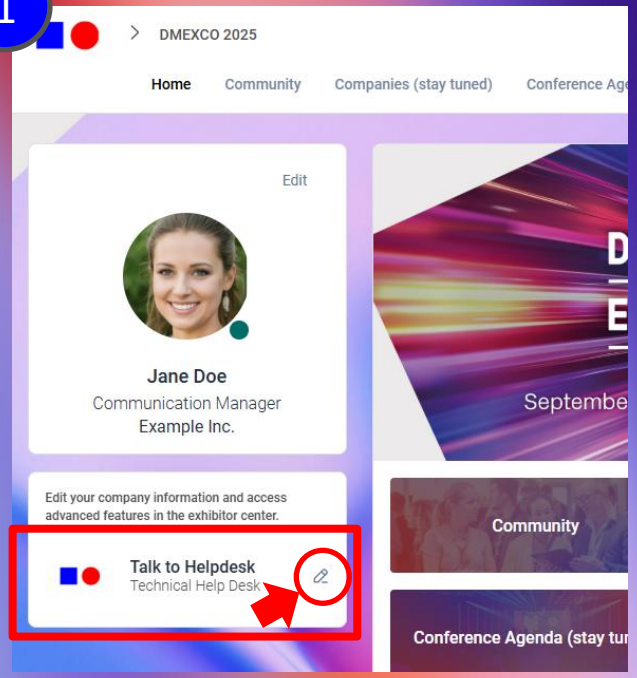
Where can I find my leads?

1 Navigate to the **DMEXCO Digital Event Platform**.
On the homepage you can select the company profile you want to edit.

2 In the next step, you may be asked to select the right event.

3 You can find **all your reports** under “Leads“.

1



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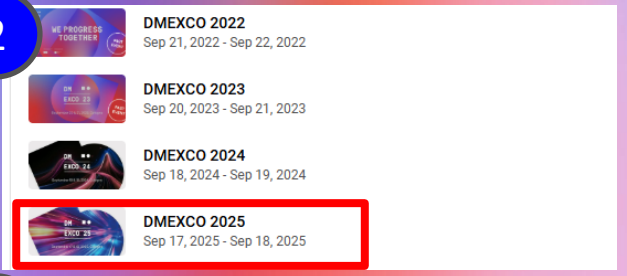

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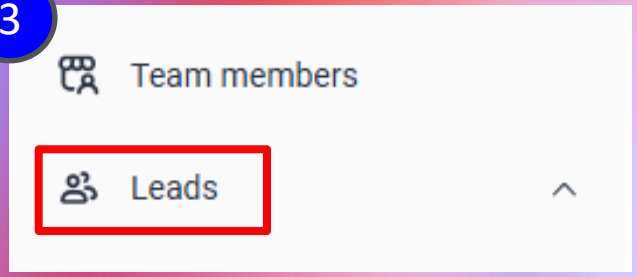
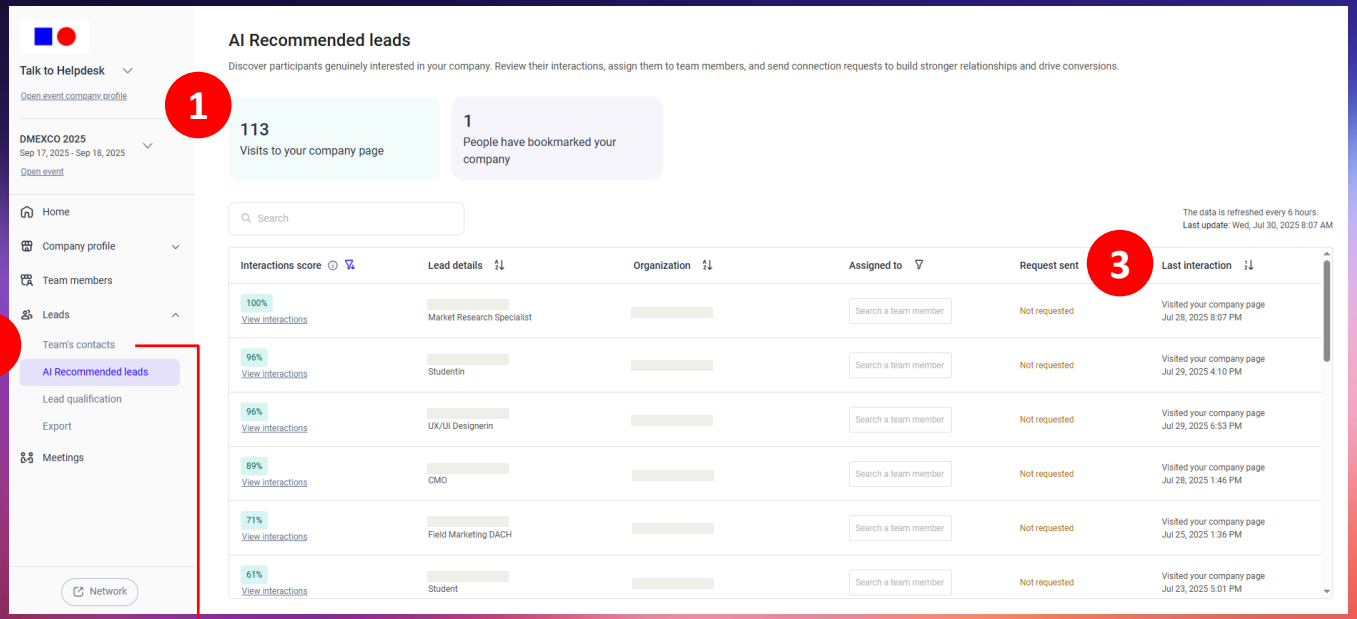
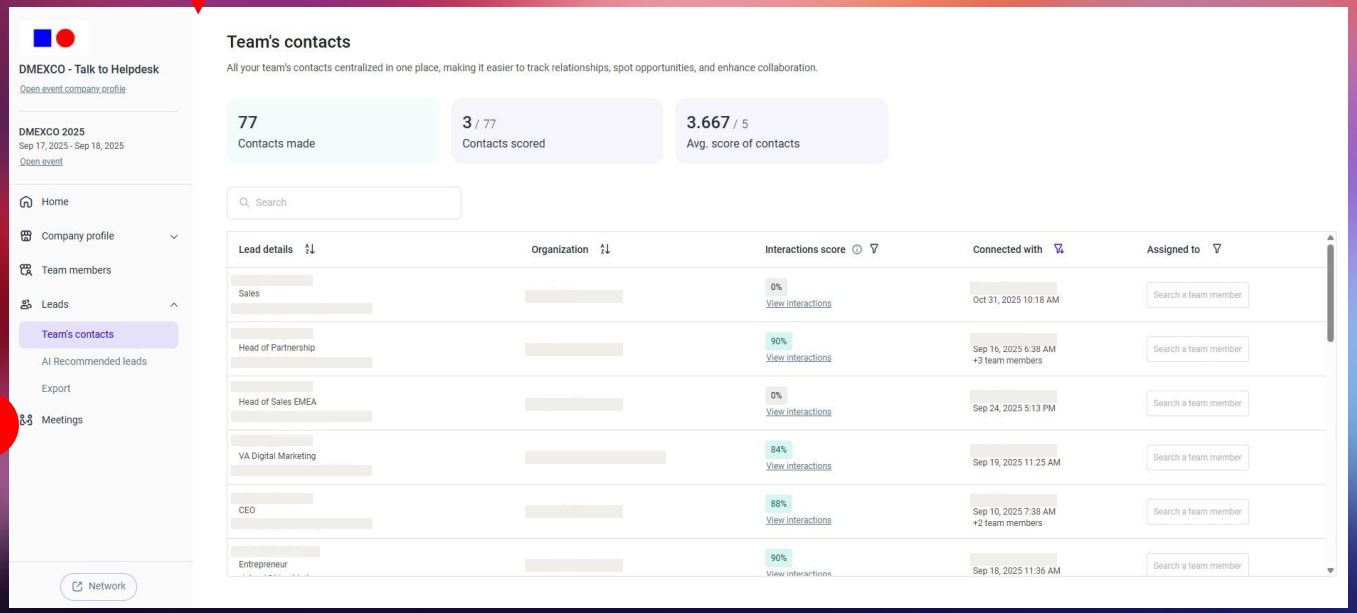


Leads overview

Under “Leads” you can find the following information:

1. Basic analytics of your company profile performance
2. All contacts of your team
3. Last visitors of your online company profile
4. Lead reports to export



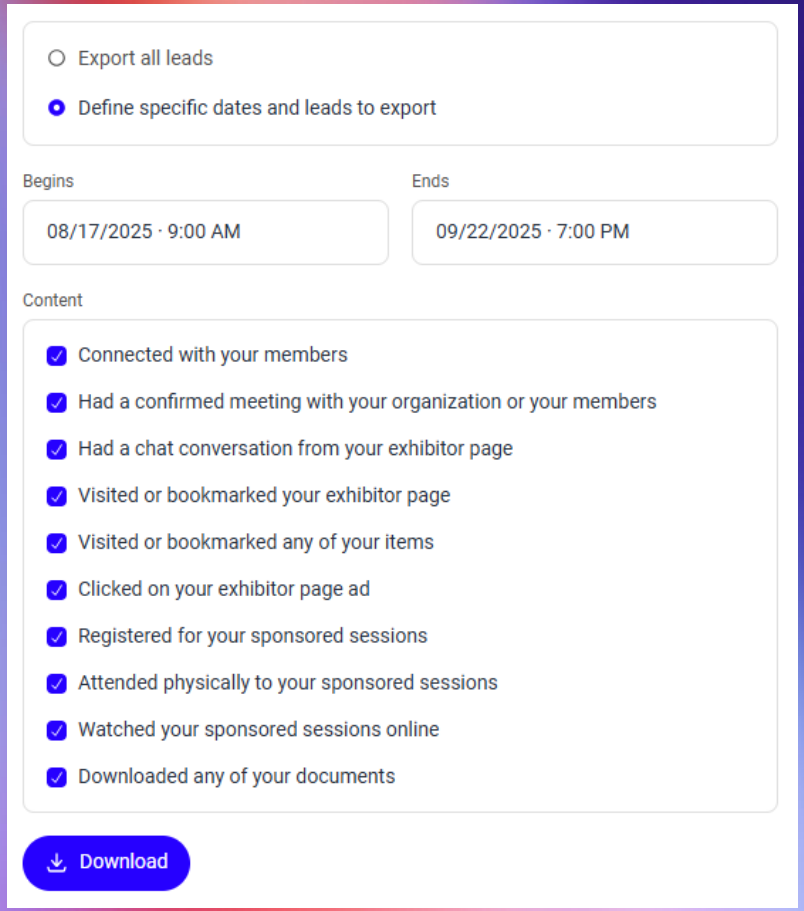


Lead export

You can export all your leads at once or just a specific lead report(s).

For the individual report(s), you will also need to define the required time period.

A sample export of the Leads reports will be available here to download approx. in August.



Which leads can I export?

Connection reports	**Connected with your team members**	Connected via online contact request or badge scanning on-site. Export name “Contacts”
	Had a confirmed meeting with your company or your team members	Export name “Meeting confirmed”
	Had a chat conversation from your exhibitor page	List of visitors which had a chat conversation with you over your company profile. No chat transcript. Export name “Chat”
Passive interaction reports	**Leads which visited or bookmarked your exhibitor page**	Export name “ Booth”
	Leads which visited or bookmarked your Items	Report on online bookmarks of your presented Stand Parties/Side Events, Products/Services, Job offers, Downloads and Prizes`& Giveaways Export name “Item”
	Leads which clicked on the ad at your exhibitor page	Export name “Advertisement”
	Leads which Bookmarked your sponsored sessions	Only available when Conference agenda is live Export name “Session Bookmarks”
	Leads which watched your session online	Only available when video-on-demand library is live Export name “Session viewer“
	Downloaded any of your documents	Report on downloads from the section “Documents & Links” Export name “Document”
On-site attendance report	**Leads which visited your masterclass session**	Report on visitor on-site in your Masterclass Export name “Session scanning”

Best Practice

🚀 **Send contact request** to the persons that visited or bookmarked your booth, products or session online.

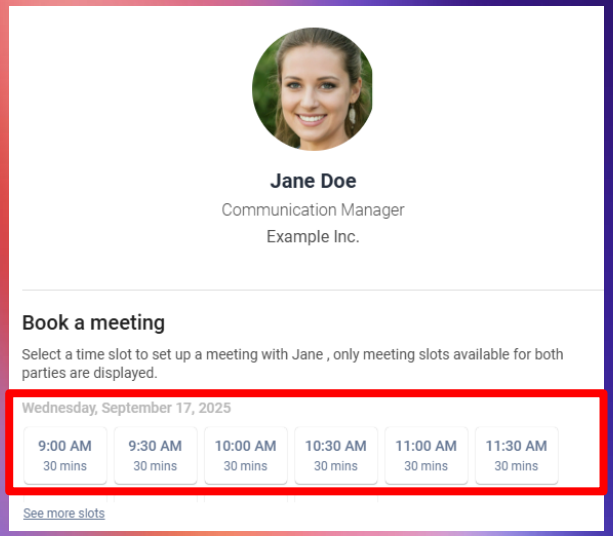
👫 **Schedule meetings** with visitors that were interested in your company profile, your products or your session.

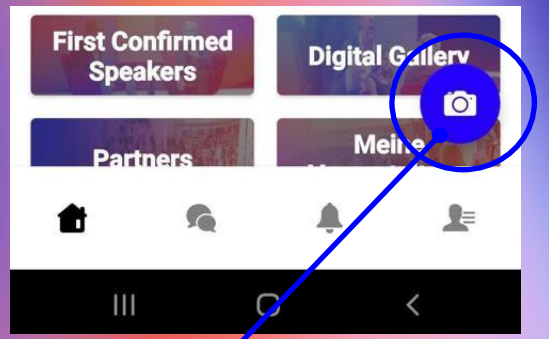
📱 **Scan badge QR-code** of your visitors on-site – those leads will be directly added to your contact list.

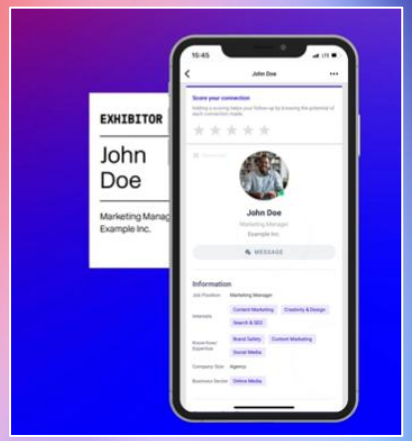
💡 Confirmed contact and meeting requests from team members appear all consolidated under the exports “Connected with your members” or “Had a confirmed meeting with your members”. Please make sure that the function **“share your contacts with the team"** is activated for all team members. This function must be set by each team member themselves.

🔔 You can use several lead reports in advance to prepare the best for the DMEXCO by **contacting the interested visitors in advance.**

🏆 You will continue to collect leads even after DMEXCO, so it's best to check in regularly for even more reach.







Any questions left?

If you have any questions about the lead reporting, please contact your sales representative or send us an email at exhibitor@dmexco.com.

See you at DMEXCO