



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

DMEXCO 2025

Home Community Companies (stay tuned) Conference Agenda



Edit your company information and access advanced features in the exhibitor center.

Talk to Helpdesk
Technical Help Desk

2

DMEXCO 2022

Sep 21, 2022 - Sep 22, 2022

DMEXCO 2023

Sep 20, 2023 - Sep 21, 2023

DMEXCO 2024

Sep 18, 2024 - Sep 19, 2024

DMEXCO 2025

Sep 17, 2025 - Sep 18, 2025

3

Team members

Leads

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

AI Recommended leads

Discover participants genuinely interested in your company. Review their interactions, assign them to team members, and send connection requests to build stronger relationships and drive conversions.

113 Visits to your company page

1 People have bookmarked your company

Interactions score (View interactions) Lead details (Organization, Assigned to, Request sent, Last interaction)

100% Market Research Specialist Search a team member Not requested Visited your company page Jul 28, 2025 8:07 PM

96% Studentin Search a team member Not requested Visited your company page Jul 29, 2025 4:10 PM

96% UX/UI Designerin Search a team member Not requested Visited your company page Jul 29, 2025 6:53 PM

89% CMO Search a team member Not requested Visited your company page Jul 28, 2025 1:46 PM

71% Field Marketing DACH Search a team member Not requested Visited your company page Jul 25, 2025 1:36 PM

61% Student Search a team member Not requested Visited your company page Jul 23, 2025 5:01 PM

The data is refreshed every 6 hours. Last update: Wed, Jul 30, 2025 8:07 AM

Team's contacts

All your team's contacts centralized in one place, making it easier to track relationships, spot opportunities, and enhance collaboration.

77 Contacts made

3 / 77 Contacts scored

3.667 / 5 Avg. score of contacts

Lead details (Organization, Interactions score, Connected with, Assigned to)

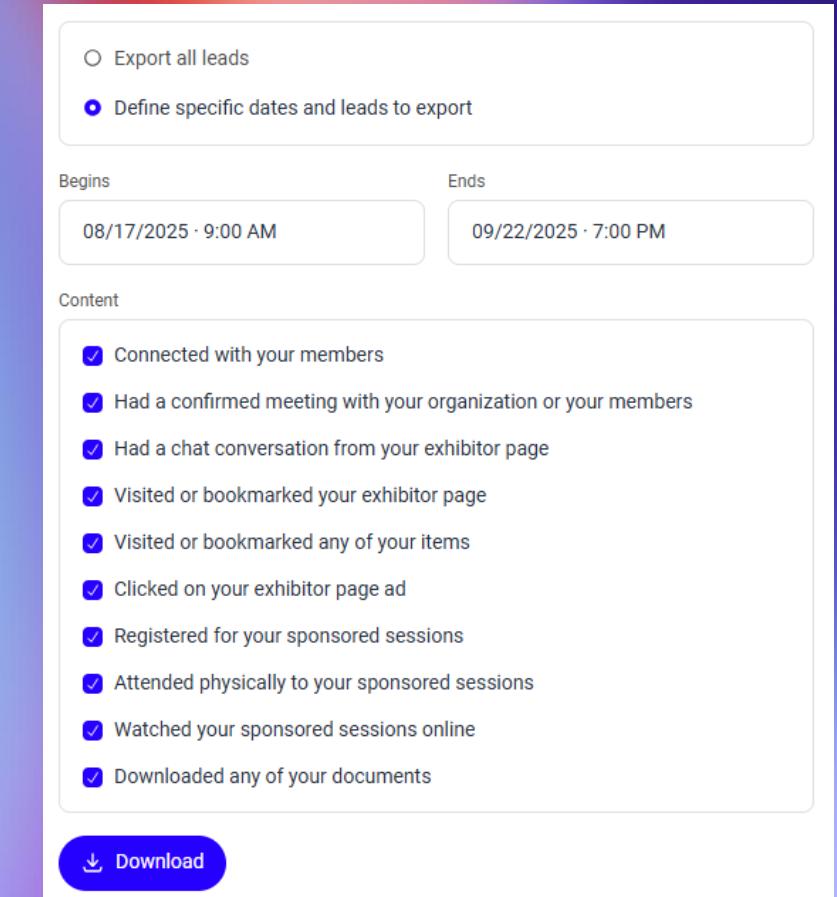
Lead details	Organization	Interactions score	Connected with	Assigned to
Sales		0%	View interactions	Oct 31, 2025 10:18 AM
Head of Partnership		90%	View interactions	Sep 16, 2025 6:38 AM +3 team members
Head of Sales EMEA		0%	View interactions	Sep 24, 2025 5:13 PM
VA Digital Marketing		84%	View interactions	Sep 19, 2025 11:25 AM
CEO		88%	View interactions	Sep 10, 2025 7:38 AM +2 team members
Entrepreneur		90%	View interactions	Sep 18, 2025 11:36 AM

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.



The screenshot shows a lead export configuration interface. At the top, there are two radio button options: "Export all leads" (unchecked) and "Define specific dates and leads to export" (checked). Below this, there are two input fields: "Begins" with the value "08/17/2025 · 9:00 AM" and "Ends" with the value "09/22/2025 · 7:00 PM". Under the "Content" section, there is a list of checkboxes, all of which are checked, indicating various lead interactions: "Connected with your members", "Had a confirmed meeting with your organization or your members", "Had a chat conversation from your exhibitor page", "Visited or bookmarked your exhibitor page", "Visited or bookmarked any of your items", "Clicked on your exhibitor page ad", "Registered for your sponsored sessions", "Attended physically to your sponsored sessions", "Watched your sponsored sessions online", and "Downloaded any of your documents". At the bottom of the interface is a blue "Download" button with a downward arrow icon.



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"
On-site attendance report	Downloaded any of your documents	Report on downloads from the section "Documents & Links" Export name "Document"
	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.

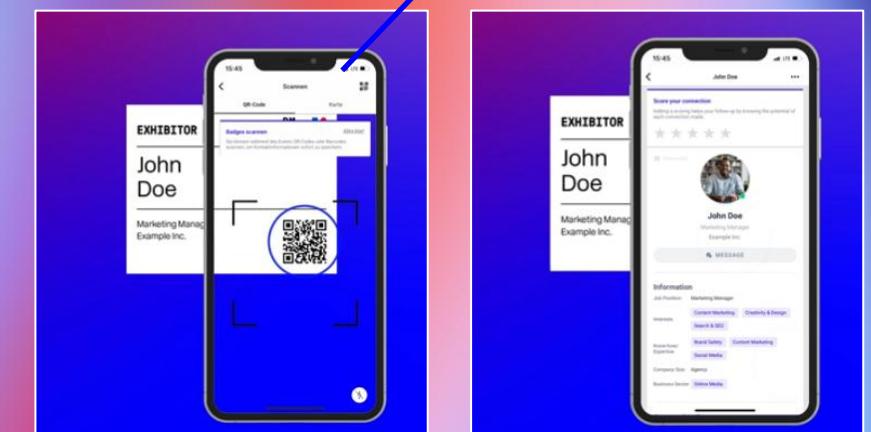
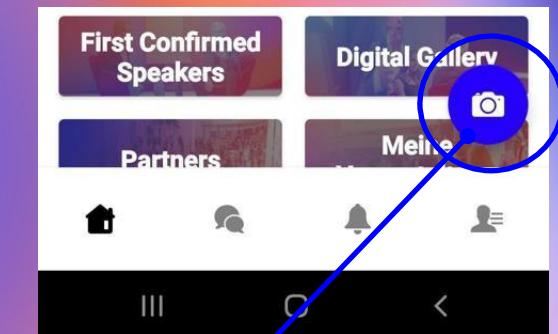
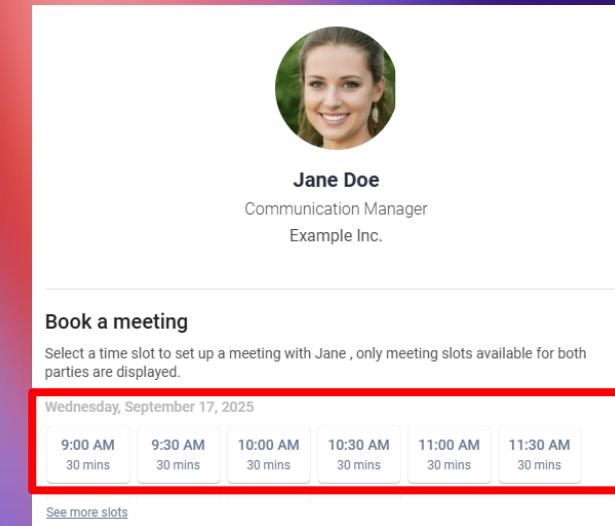
👤 **Schedule meetings** with visitors that were interested in your company profile, your products or your session.

QR **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

