



Scan, Qualify, and Manage Your Leads With LeadGrab!



Scan Leads: Scan and collect all your leads' contact information, including name, email address, geography, company name and job title.



Qualify Leads: Determine the criteria for the leads you want to process, by tagging them:

- Hot Leads (highly interested and ready for conversion).
- Warm Leads (show interest but need more information or action).
- Cold Leads (have not shown significant interest).



Organise Leads: Categorise your leads based on qualification criteria, demographics, or interest level, so you can plan the next steps.

Scan to download



Google Play Store
(Android)



Apple App Store
(iOS)



WeChat Mini
Program

How to Get Started

1

Download the App:

Visit the App Store or Google Play, search for "LeadGrab by Informa" and install the app on your mobile device.

2

Log in the App:

Use your exhibitor credentials that was sent to your inbox to log in the app. Look for the subject line: **Your Access to LeadGrab Has Been Granted**

3

Scan & Qualify Leads:

Scan visitor badges to instantly capture detailed information and start qualifying your leads for easier follow-up.

4

Export Data:

You can export your scanned leads into an Excel spreadsheet for marketing & sales purposes. To download your lead data, log in the Online Exhibitor Manual (OEM), navigate to the LeadGrab Exhibitor Portal and go to Lead Report.

Support

Our support team will be available at the event for any assistance.

Contact our support team at:

leadgrab@informa.com