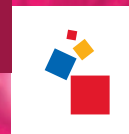


christmasworld

6.–10.2.2026
FRANKFURT/MAIN



LeadSuccess

Understand customers
Seize opportunities
Ensure success

With LeadSuccess, you don't just capture leads – you gain

- ✓ structured knowledge of your target group,
- ✓ identify potential, and measurable success at your trade show.

➔ Find out more!



What LeadSuccess can do for you



LeadSuccess

Digital contact capture

- Via QR code or business card scan – simple, offline-capable and GDPR-compliant.
- All information directly in the app – including notes, audio, images and signatures.



Live analysis and real-time reporting

- Interactive dashboard with evaluation of your visitor data – directly during the trade fair.
- Insights into industries, roles, interests and regions.
- Data combination and pattern analysis to identify potential.
- Comparison with the total visitor numbers for the trade fair.



Seamless integration

- Data export as Excel, PDF or directly to your CRM system (e.g. Salesforce, HubSpot, Dynamics).
- REST API interface possible – for efficient transfer to sales and marketing.



LeadSuccess Basic: Package overview

Functionality of each package



LeadSuccess

Basic	Classic Funktionsupgrade	Premium Analyse	Professional Analyse
✓ Included in your marketing package (free of charge) ✓ Including 5 APP licenses for your own devices ✓ Address data capture via APP using QR-Code of visitor ticket, note field included ✓ Transmitted visitor data: First name, last name, company, email, phone, address, country, scan-time ✓ export of the data as an Excel file via the LeadSuccess web portal	✓ All services of the Basic package plus ✓ Scanning of business cards and manual input of contacts ✓ individual fair report for further qualification of contacts ✓ Appendix of photos, voice memos and sketches ✓ GDPR signature field ✓ Automated sending of mailings to recorded contacts possible	✓ All services of the Classic package plus ✓ Dashboard incl. visualization of data in analysis charts ✓ Possibility to cross-reference and analyze selected data in the dashboard ✓ Additionally submitted visitor data by scanning the visitor ticket: industry, department, function, area of interest	✓ All services of the Premium package plus ✓ Potential analysis of your leads in relation to the entire trade fair ✓ The data scanned from the ticket is compared with all the visitors who have been on site
FREE OF CHARGE	204 €	316 €	527 €

LeadSuccess Basic: Complementary products

More LeadSuccess products to complete your trade show presence



LeadSuccess

LeadSuccess Basic license packages additional Accesses/ licenses	LeadSuccess Basic iPad incl. license to scan admission tickets	LeadSuccess Basic QR-Code Scanner Barcode scanner incl. license to scan admission tickets	LeadSuccess Basic API Interface to your lead management tool
1 piece 103 €	255 €	255 €	5.125 €
10 pieces 718 €			
25 pieces 1.280 €			
			



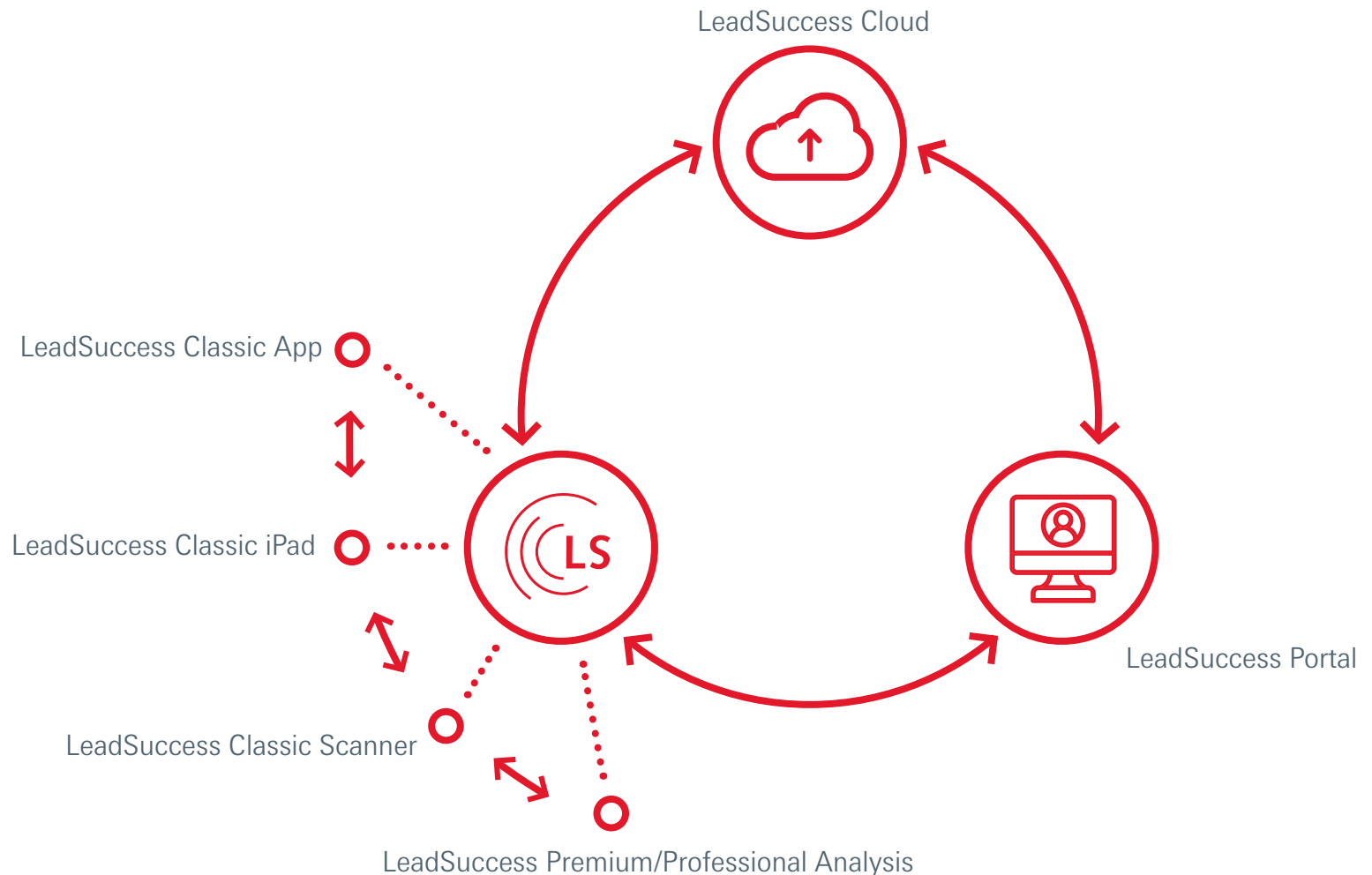
Order all your LeadSuccess products easily in our [Shop for Exhibitor Services](#).

LeadSuccess products: Modular combination possible!

In our modular system, all products are synchronised with the LeadSuccess portal for easy setup and management.



LeadSuccess



LeadSuccess Portal

Manage and control your event via the LeadSuccess portal.
Included in every package.



LeadSuccess

Benefits:



User administration



Export contact details to Excel



Dashboard with statistics and graphics



Digital questionnaire



Mailing



User administration - individual design of colours and user interface (corporate identity)



Export Excel / PDFs



GDPR-compliant

Funktionen in LeadSuccess Portal

Basic

Classic



LeadSuccess Basic App License packages

Collect your leads with your tablet or smartphone



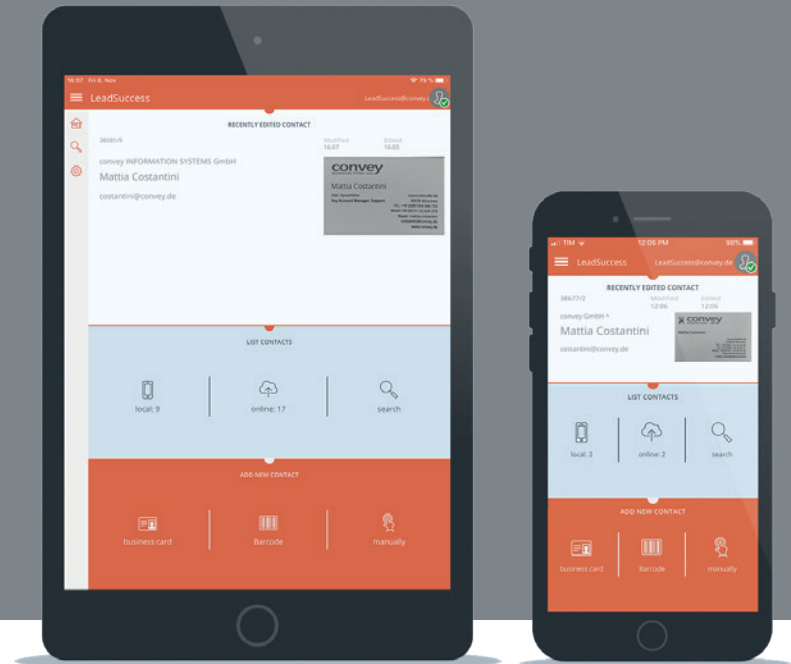
LeadSuccess

The package includes:

-  Additional licenses to the 5 free app licenses
-  Access to the LeadSuccess Portal
-  Support

Benefits:

- ✓ Capture options: 1D barcodes, QR codes
- ✓ Works with all current smartphones and tablets (Android, iOS, Windows)
- ✓ Works online and offline
- ✓ Professional & personal support by phone, email and on site
- ✓ Very easy to use
- ✓ Online administration portal



LeadSuccess Basic App License packages

Procedure



LeadSuccess

Download the app and log in

The app is available in all popular app stores (Android, iOS, Windows) and must be downloaded to your own device.



Scan

1D barcode, QR code



Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic QR code scanner

The LeadSuccess Mobile App with a preconfigured device with integrated QR code scanner



LeadSuccess

The package includes:

-  The LeadSuccess Mobile App
-  Pre-configured scanning devices with integrated QR code scanner and touch display
-  Access to the LeadSuccess portal
-  Support
-  Messe Premium Wifi

Benefits:

- ✓ Integrated scanner for 1D barcodes and QR codes
- ✓ Device, application and scanner optimised for speed and user-friendliness
- ✓ Touch display for filling out the memo field
- ✓ Works online and offline
- ✓ Professional & personalised support by phone, email and on site
- ✓ Online administration portal



LeadSuccess Basic QR-Code Scanner

Procedure



LeadSuccess

You pick up the pre-configured device

LeadSuccess Support,
Counter in Torhaus,
Level 3



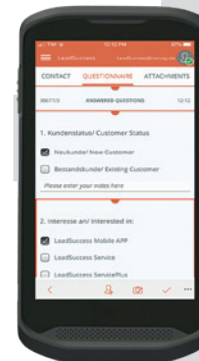
Capture

1D barcode, QR code



Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic iPad

The LeadSuccess Mobile App with a preconfigured iPad



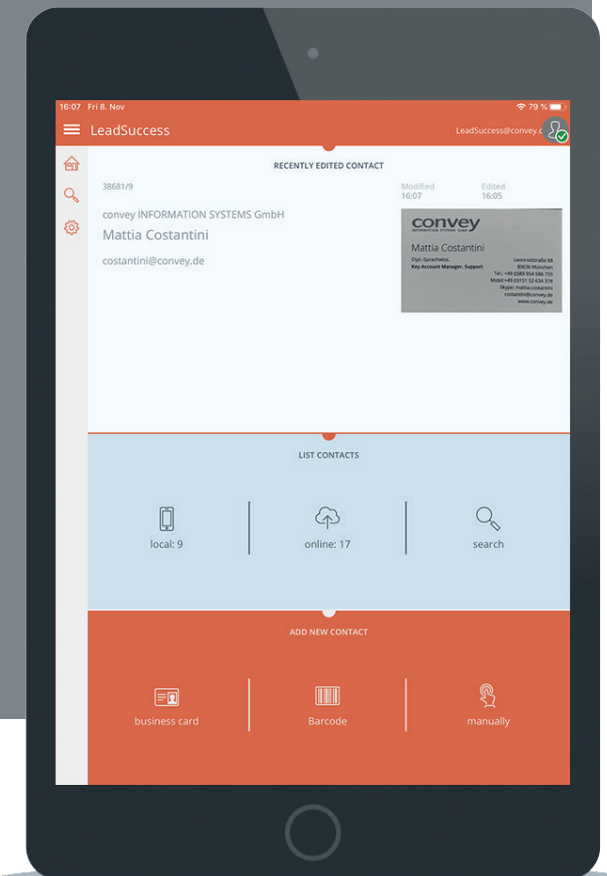
LeadSuccess

The package includes:

-  The LeadSuccess Mobile App
-  Preconfigured iPad for scanning QR code
-  Access to the LeadSuccess portal
-  Support
-  Messe Premium Wifi

Vorteile:

- ✓ Capture options:
1D barcodes, QR codes
- ✓ Touch display for filling out the memo field
- ✓ Works online and offline
- ✓ Professional & personalised support by phone, email and on site
- ✓ Online administration portal



LeadSuccess Basic iPad

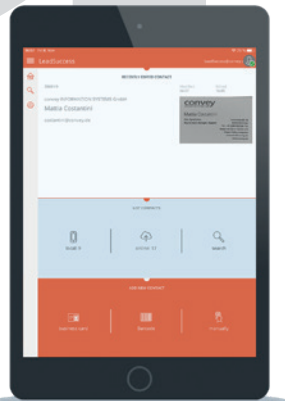
Procedure



LeadSuccess

You pick up the pre-configured iPad

LeadSuccess Support,
Counter in Torhaus,
Level 3



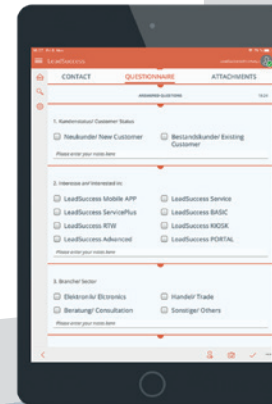
Capture

1D barcode, QR code



Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic API

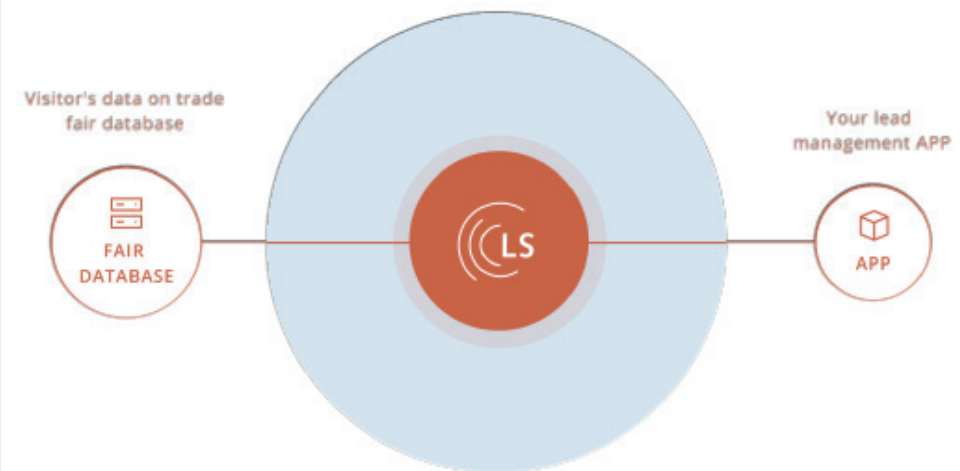
Use our API to connect your own lead management solution to LeadSuccess and receive the data from the trade fair tickets!



LeadSuccess

Benefits:

-  Access to the LeadSuccess API
-  Complete documentation about the API
-  Up to 4 hours of e-mail support with the developers
-  Test server for interactive testing of the API functions
-  Sample source texts for direct use or as a guide for your own implementation



5.125 €

LeadSuccess Premium Analysis

Get more data on your visitors and benefit from the additional visitor analysis via a dashboard



LeadSuccess

Benefits:

- ✓ Expansion of basic visitor data to include additional characteristics such as industry, department, function, areas of interest, company size
- ✓ Visually prepared visitor analysis via a dashboard
- ✓ Option to cross-select selected features in the dashboard and analyse them in detail as required
- ✓ Excel download of the contact list including additional features
- ✓ Excel download of the dashboard including graphics



LeadSuccess Professional Analysis

The LeadSuccess Professional Analysis - Get more data on your visitors and benefit from additional potential utilisation via a dashboard



LeadSuccess

Benefits:

- ✓ Utilisation of potential to evaluate the performance of your trade fair presence
- ✓ Expansion of the basic visitor data to include additional characteristics such as industry, department, function, areas of interest, company size
- ✓ Visualised visitor analysis via a dashboard with additional data on all visitors to the trade fair
- ✓ Option to cross-reference selected characteristics in the dashboard and link them to the visitor data as a whole
- ✓ Excel download of the contact list including additional characteristics
- ✓ Excel download of the dashboard including graphics

