PharmaLytica

Lead Retrieval App

What is Lead Retrieval?

Events are about making connections, generating leads, and driving your business forward.

Use the lead retrieval feature on the event planner and app to capture the information of every prospective client who visits your stand, connects with you on the planner, or views your sponsored content. You'll never miss a lead again.!

You can capture leads in the following ways:

Scanning attendee badges onsite through the event app:

By selecting the lead retrieval button on the homepage of the event app, you will be taken to the onsite lead retrieval platform. Here you can scan attendee badges, add your own notes, and qualify your leads with customizable questions. You can also export a file of your scanned badges straight to your email from the app or web planner.

What are the benefits?

Bid farewell to binders and streamline your workflow: Go digital to save time on administrative tasks. With a paperless approach, you can concentrate on meaningful conversations with potential partners and clients.

Never miss a connection: Equip your entire onsite show team with the app to seamlessly scan attendee badges throughout the event.

Tailor your lead qualification: Develop custom qualifying questions aligned with your company's needs. After scanning a badge, your team members can leverage these questions to evaluate the potential of their new leads.

Expedite your business processes: Download your leads into two or more spreadsheets and effortlessly share them with your sales team before even leaving the venue.
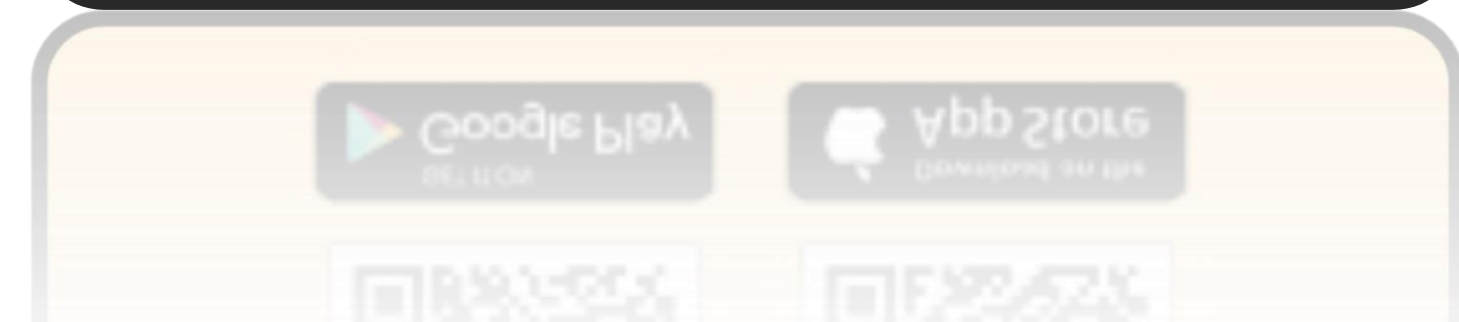
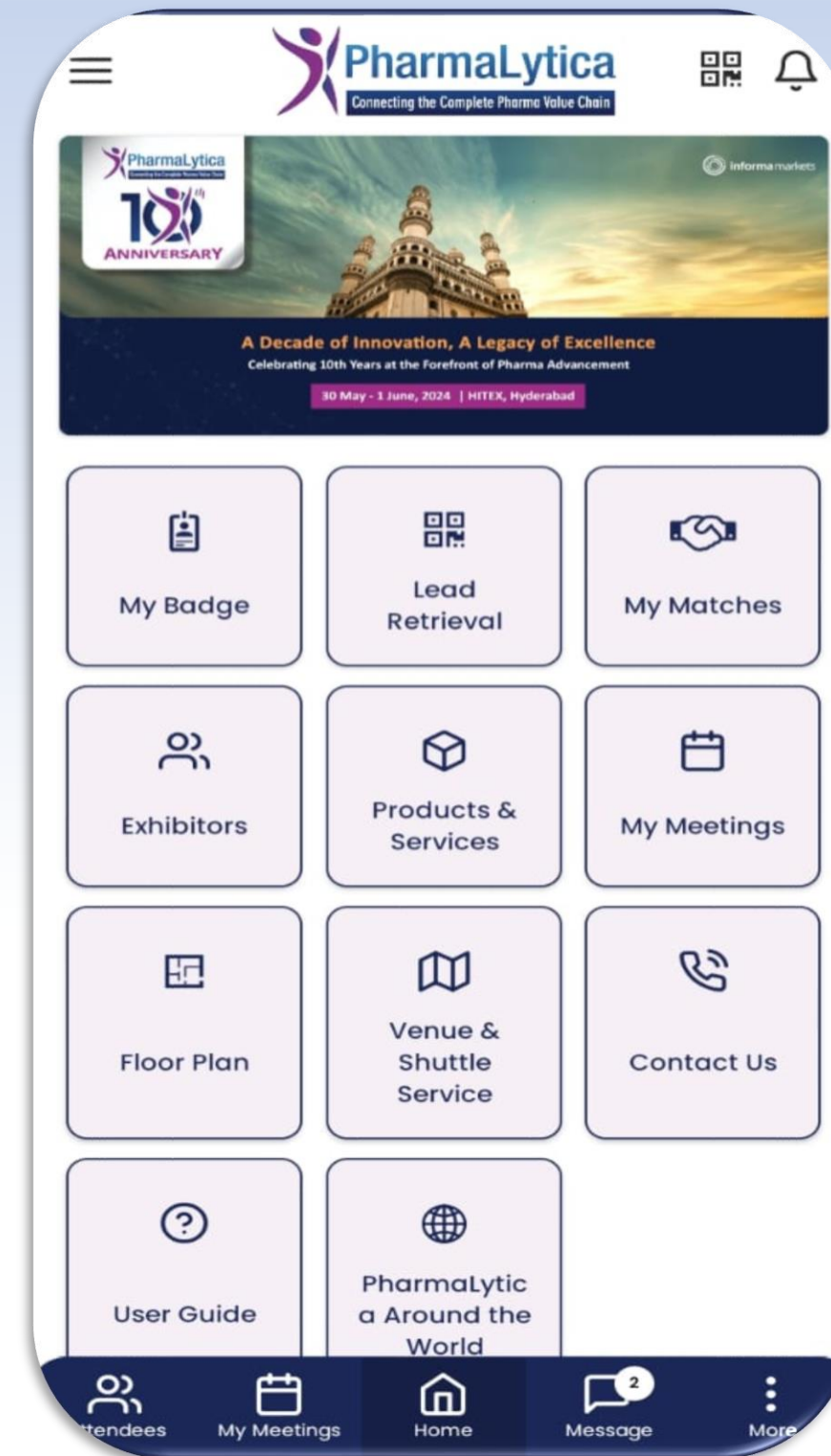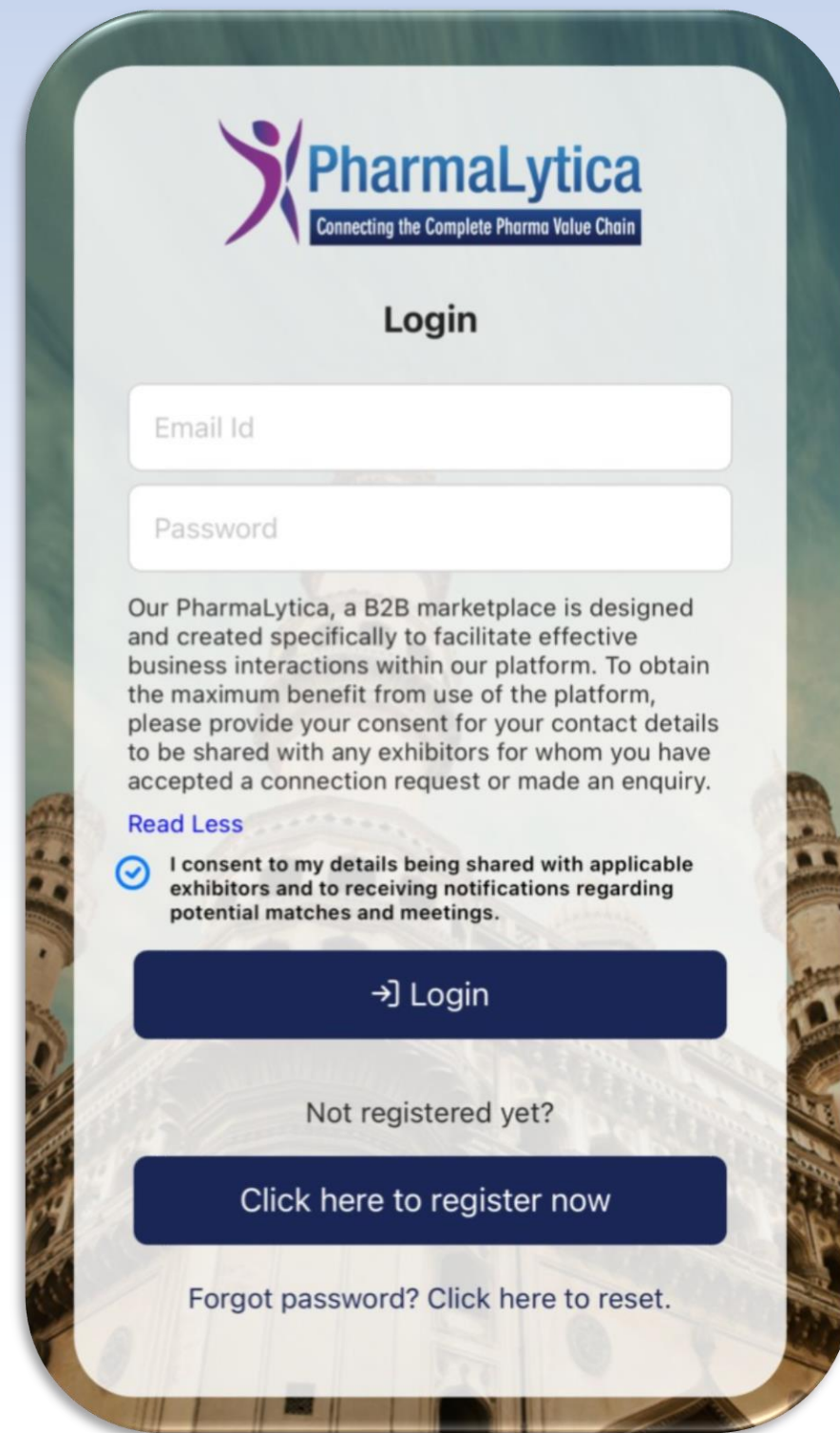Embrace sustainability: Transition to the app for a greener approach, reducing paper waste.

HOW TO USE
LEAD RETRIEVAL

DOWNLOAD THE EVENT APP

Go to Play Store / App Store

Search for Pharmalytica 2024

Login to the App

Use your login ID. If not, Kindly get in touch with us at the below contact numbers.

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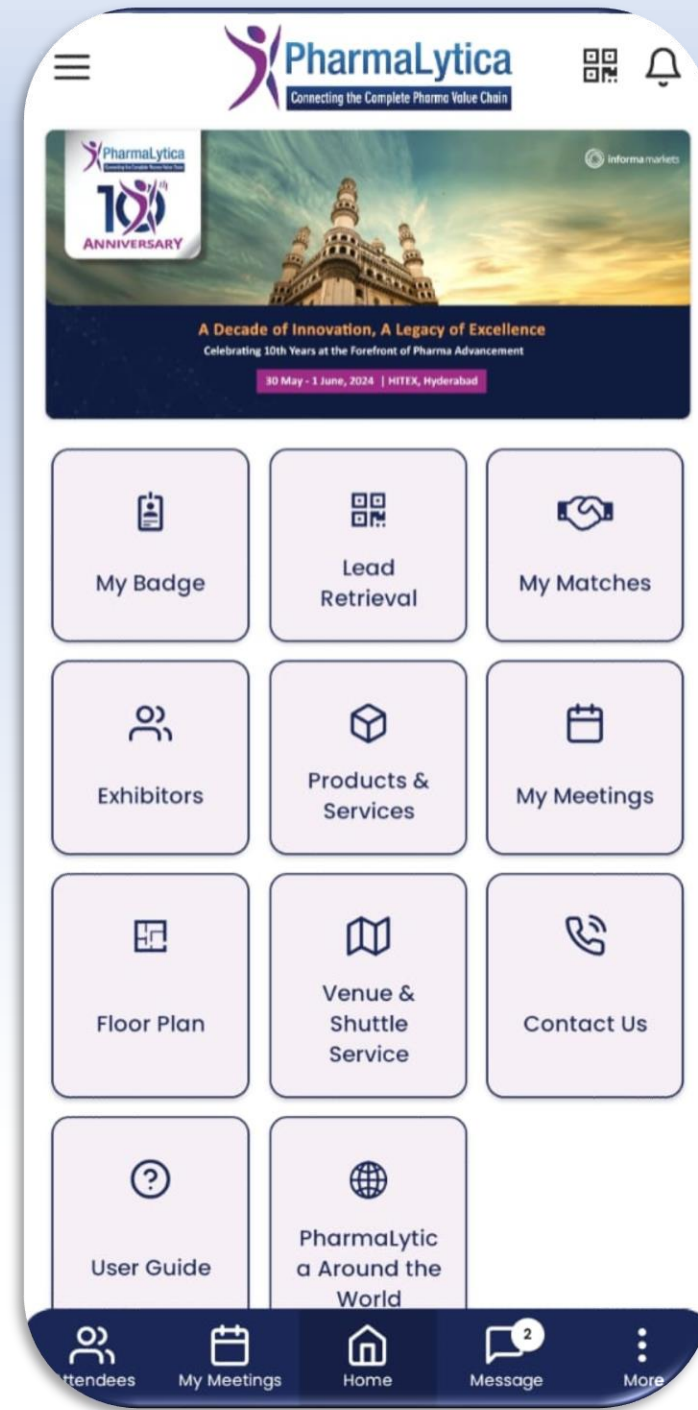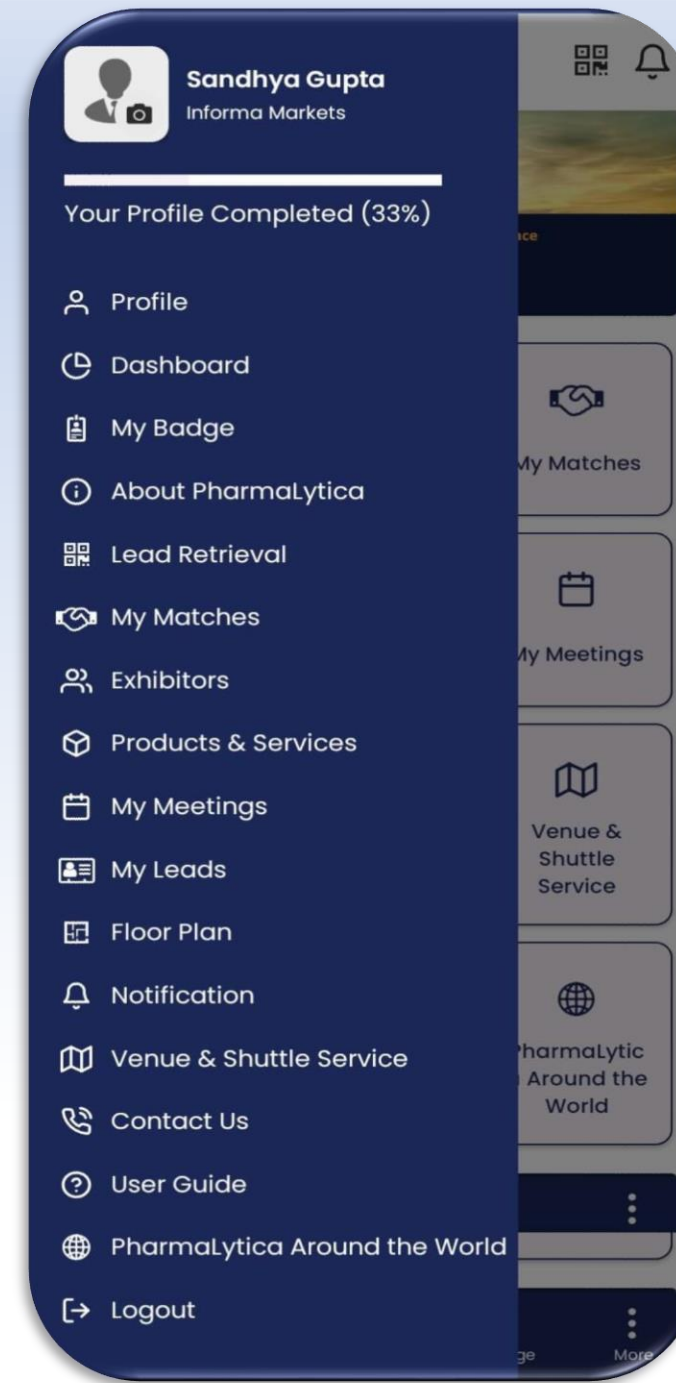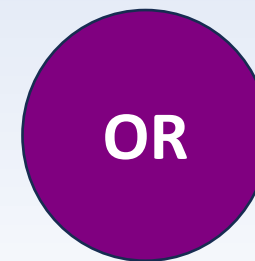
Scan Badge to Retrieve Lead

M-Badge

Physical Badge

Click "Lead Retrieval" to scan someone else's badge QR code,
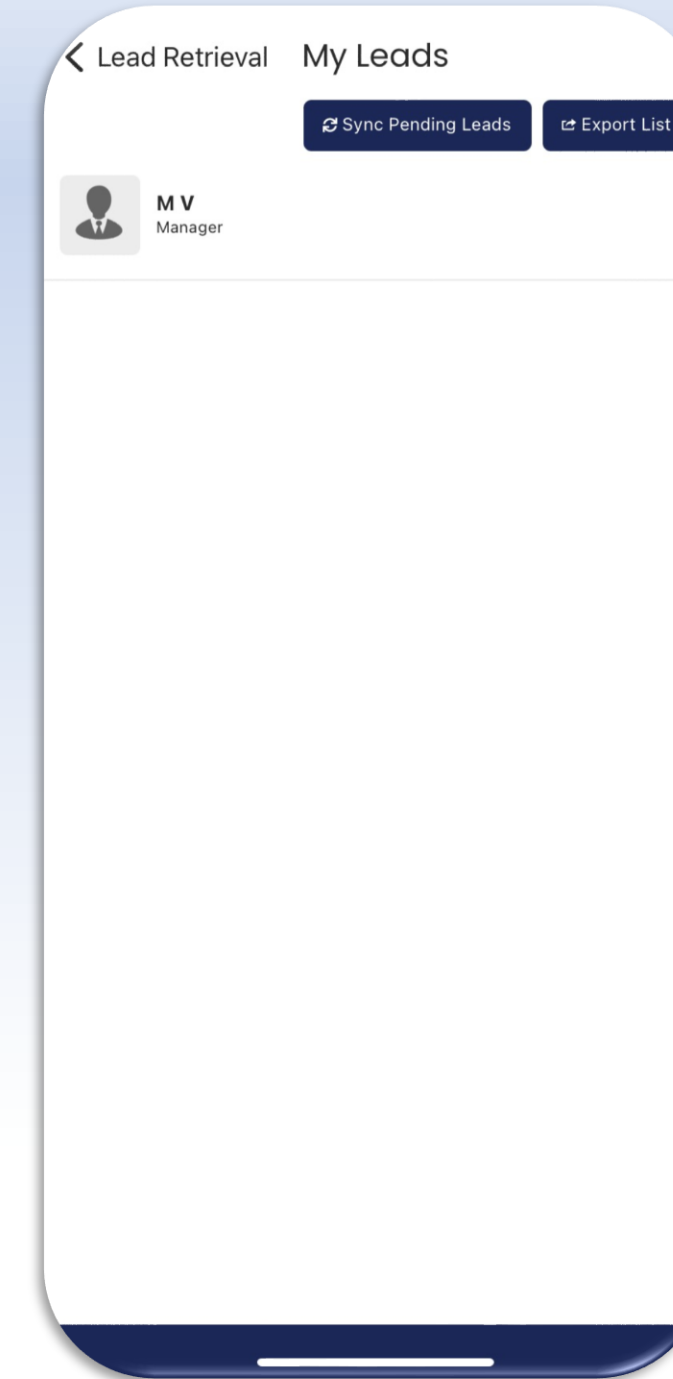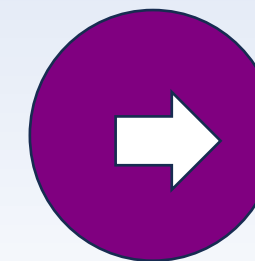or open "My Badge" to have your badge scanned.

Where Do I See My Leads

Click On My Leads

OR

Click On My Leads

My Leads

On the app home page, click on "My Leads" or click on the menu
to see the "My Leads" tab to check all scanned leads.

THANK YOU