

Marco Associates Inc. Services

iLeads Lead Retrieval



Description:

Cloud-based lead retrieval is the latest in lead management and the fastest and easiest way to capture attendee data and gain insight into prospect's needs. 80% of meeting professionals are using *iPads, iPhones, tablets, Androids, Kindle®* and other *Smartphones* and can easily access the award winning iLeads lead retrieval technology using their own devices.



Features:

- Exhibitors download the free *iLeads* app from *Apple's* app store or *Android's Market* onto their device. They then enter an event code provided by Marco Associates Inc. and confirm the event details.
- When a prospect is encountered; simply tap "new lead" and enter the badge ID. The *iLeads* app uses the badge id to lookup and collect all the prospects contact information.
- Lead qualifiers, survey responses and notes can be attached to the lead and the lead can then be saved to the device.
- Leads are uploaded to a secure website for tracking and management from anywhere. Exhibitors have access to *LeadsLightning* web portal where they can access and search the database and download leads into *Excel* or CRM systems.

Benefits:

- Paper-less and customizable
- Web-based and works off-line
- Associations gain valuable insight into booth traffic and lead collection
- Inexpensive and easy to use: exhibitors use their own devices and there is no cost to the association
- Requires no barcode

Excellence in Meeting and Event Services
Marco Associates, Inc.

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