SXSW ↙ 2017

EXHIBITS

LEAD RETRIEVAL FAQ

What is lead retrieval?

A means of collecting contact information from conference attendees by scanning conference credentials.

Who can purchase lead retrieval?

Official SXSW clients.

How does SXSW Lead Retrieval work?

All SXSW badges will have a QR code printed on them. Exhibitors who have purchased lead retrieval will have the option to scan these codes with a self-supplied iOS or Android device and capture the lead's contact information. The device's camera will be used to scan the badge.

How do I purchase lead retrieval?

Contact your sales rep.

What happens after I purchase lead retrieval?

An account will be created and distributed to you along with a link to download and install the app. Once the app is installed, open it and log in using the provided credentials.

What information is captured?

Name, title, company, email, address, bio, links and tags.

Can I see that information immediately?

If you are connected to the internet, yes. If not, then you can manually add information if desired. Once connected to the internet the complete contact information will download and become available.

How do I export the leads?

You can email a .csv of all captured leads at any time from the device or through a web portal.

Is the data stored in the cloud or on the device?

Leads will sync back to a web portal if the device is connected to the internet.

Can I edit the information or add notes?

Yes!

What happens when I scan a lead twice?

A message will appear that says the user has already been scanned.
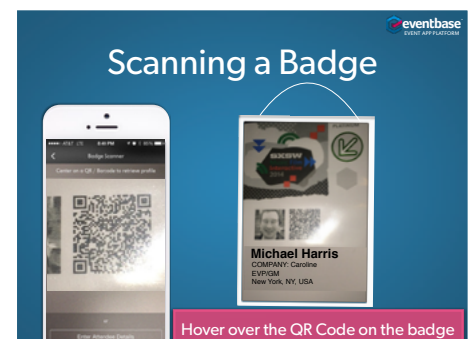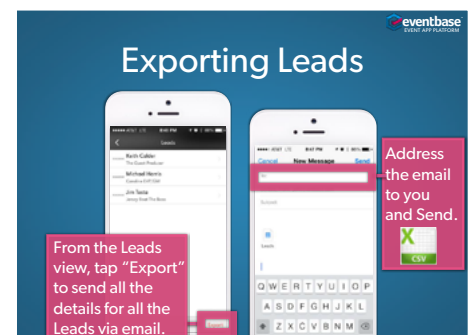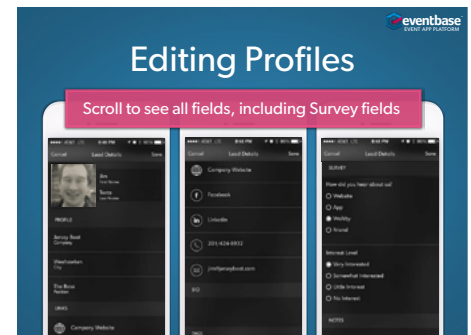
If I buy a license, can I share it with my colleagues?

No. The license will only work on one device. There is a team license, which simply provides a discounted price for up to five licenses.

Will my team license pool all the leads gathered by the team?

No. That feature is still in development.

Can I scan leads outside of the Trade Show?

Yes, but this is handled on a case by case basis and leads may not be scanned at the point of entry for any activation outside of the Trade Show.

Editing Profiles

Scroll to see all fields, including Survey fields

Exporting Leads

From the Leads view, tap "Export" to send all the details for all the Leads via email.

Address the email to you and Send.

Scanning a Badge

Michael Harris
COMPANY: Caroline
EVP/GM
New York, NY, USA

Hover over the QR Code on the badge

What if I don't have access to an iOS or Android device?

You can buy a relatively inexpensive iPod touch or Android tablet, or rent a tablet from Freeman A/V. Refer to your exhibitor admin link for the Freeman A/V order form.

Do you offer a developer's kit or API access?

No.