# ConferenceLeads
## for Conference tracker

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## Exhibitor Administrator Guide – End of Conference Analysis

This guide is designed to help you see how well your Exhibitor Representatives did while at the conference and help with ensuring you get the most out of using Conference Leads.

### Get Conference Lead Reports!

Here are some of the helpful reports built into Conference Leads and how to generate them:

1. **Numbers of leads generated by each rep**
   This shows the performance of each rep at the event.

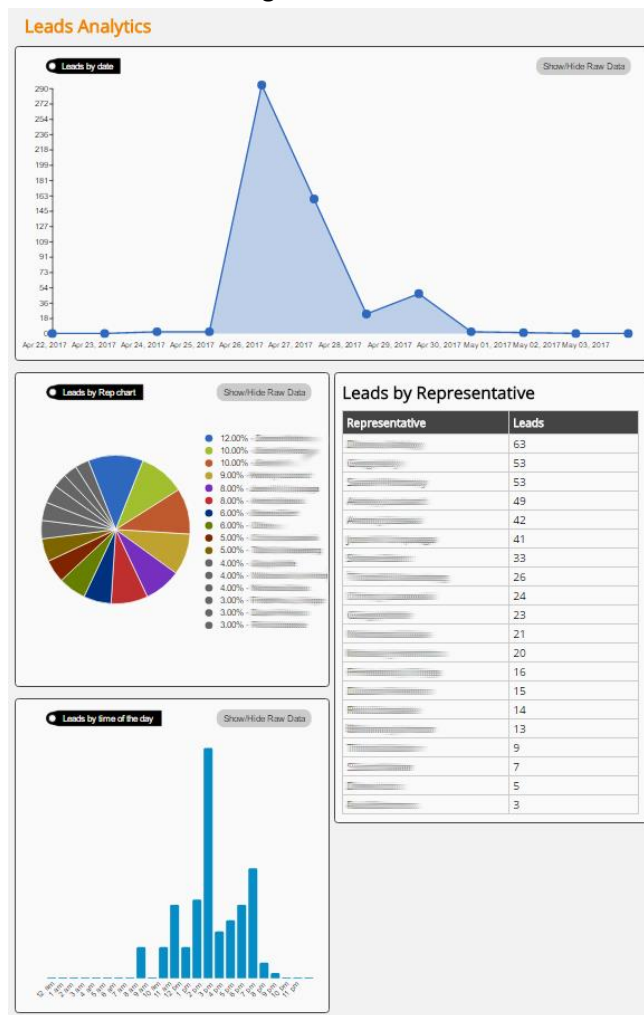2. **Number of leads captured per hour**
   This shows productivity of each rep per hour. This report can also reveal if a rep was absent at certain periods during the conference.

3. **Total number of leads captured**
   This will help in calculating the event's ROI and whether your company should exhibit at the next conference.

   1) Login to the website http://ConfTrac.com using your domain, email, and password.
   2) Once you login click on the **Leads** link under the **Lead Retrieval** section.
   3) From there you will see a complete list of all leads captured by your reps.
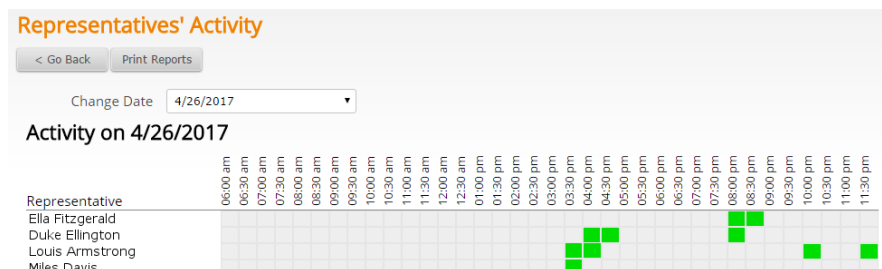   4) Click on the **Analytics** button to see all the **Charts & Lists**.

      *Note: Optionally if you want to print out any of these charts or lists simply click the **Print Reports** button at the top of this page.*



Leads Analytics — Leads by date, Leads by Rep chart, Leads by time of the day

Leads by Representative

| Representative | Leads |
|---|---|
| | 63 |
| | 53 |
| | 53 |
| | 49 |
| | 42 |
| | 41 |
| | 33 |
| | 26 |
| | 24 |
| | 23 |
| | 21 |
| | 20 |
| | 16 |
| | 15 |
| | 14 |
| | 13 |
| | 9 |
| | 7 |
| | 5 |
| | 3 |

## Real-time Lead Analysis

In addition to viewing this information in these reports, the leads captured by your reps are uploaded to the cloud in real-time as they are captured (if an active Wi-Fi or data connection is present), which enables you as an Exhibitor Administrator to monitor the activity live during the event from a remote location even.

1) Login to the website http://ConfTrac.com using your domain, email, and password.
2) Once you login click on the **Exhibitor Representatives** link under the **Lead Retrieval** section and then click the **View Activity** button.



3) From there you will see a list of all your reps and the times their leads were scanned.
4) You can change the date to see what the reps activity was for other days of the conference.

*Note:  To print out this grid simply click the **Print Reports** button at the top of the page.*

## Real-time Lead Marketing

Now let's get a jump on our competition to make a great impression with your newly acquired contacts while monitoring your teams' progress from your office.  You send the new leads generated information from your marketing team by sending the leads a promotional package as soon as the lead is captured.

Additionally, there is a new feature for quickly emailing a "*Thank-you for stopping by"* message to all leads via the Conference Leads website.   And here's how:

1) Login to the website http://ConfTrac.com using your domain, email, and password.
2) Once you login click on the **Email Broadcast** link under the **Lead Retrieval** section.
3) From there you will see a quick form to complete similar to any e-mail application.
4) Fill out the FROM, CC, REPLY-TO, SUBJECT, and MESSAGE sections.
   *Note:  You can use some of the Mail Merge fields at the bottom of this screen to fill-in information automatically to all recipients.*
5) The TO field gives you one of several options:
   a.  All Leads
   b.  All Leads from a Rep *(coming soon!)*
   c.  Specific Leads *(coming soon!)*
6) Optionally attach any marketing flyers with the **Attach File** button.
7) Before sending the message(s), take a minute to preview it by clicking the **Preview** button as this allows you to see how the Mail Merge fields will look.
8) Finally click the **Send Emails** button to send this message out to all the leads selected!

## Random Name Drawing for contests at your booth

Need help deciding who should win the random prize at your booth? No problem! We have a way to select random names from your collection of leads using the Conference Leads website.

1) Login to the website http://ConfTrac.com using your domain, email, and password.
2) Once you login click on the **Random Name Drawing** link under the **Lead Retrieval** section.
3) Now click the **Random drawing** button and enter the number of winners you want selected.
4) Finally click the **Generate** button to get a list of names drawn randomly.

### Random Drawing

Other Random Name Drawings | New Random Drawing

Note: a copy of the drawing will be automatically emailed to chr@gmail.com

#1. John Smith
Scanned 1 times | | ✉ jsmith@fake.com | Phone number: 407-555-5555

## Export leads data for future use!

The data export capability will make it easy to import the leads into your CRM (Customer relationship management) database. To do this, please follow these easy steps:

1) Login to the website http://ConfTrac.com using your domain, email, and password.
2) Once you login click on the **Export Data** link under the **Advanced Options** section.
3) From there you will see you can download the leads collected in CSV, HTML, or XLS formats. Simply click on the format link you want to download and wait for it to be generated. Then click the link to download it once it has been generated. It's that simple!

## Don't let your leads slip away!

Please note that access to your Conference Leads account is limited to 30 days after the conference. This means in order to take advantage of all the features we have mentioned in this guide you must act now! We urge you to complete any of these tasks before this time as we cannot extend this period of access once the Conference Leads account expires.