Manual | Track your performance

Welcome to the fourth and final step in My Easyfairs. You've participated in the fair and now it's time to follow up on the lead you've generated during participation!

'Track your performance' consists of a maximum of two steps available from a GoLeads package. When you have a GoVisibility package, you do not have access to these steps. Would you like to be able to follow up on your achievements of your fair participation nonetheless? You can always upgrade your package enabling the downloading of leads.

Step 1: Smart Badge (available with GoLeads, GoPlus and GoPremium)

Step 2: Visit Connect App (available with GoLeads, GoPlus and GoPremium)

Let's go!

When you're logged in to My Easyfairs, you click 'manage stand'

My Easyfairs

EVENEMENTEN & STANDS   GEBRUIKERS BEHEREN   FACTUREN & BETALINGEN

2019

DEMONORAIL
Stand JT2 - Does Bread Shops

2 > 2 Dec 2019   Namur Expo

BEHEER STAND

You will then be directed to the overview below. You'll see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- Invite customers and prospects
- Prepare stand
- **Track your performance**

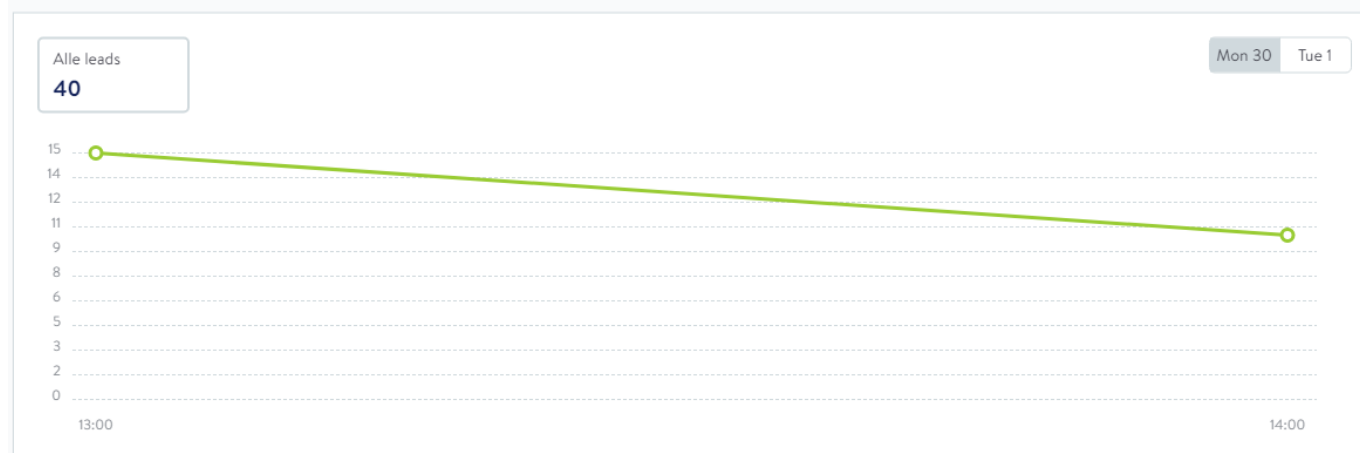## Step 1: Smart Badge (available with GoLeads, GoPlus and GoPremium)

The fair has ended and we hope your participation has been very successful! Of course your Smart Badge reader was at a prominent location in your stand, allowing visitors to easily scan your reader with their Smart Badge. Perhaps you didn't have the time to personally speak to all visitors of your stand during the fair! You can take the time to do that now. At this step in the profile, you can easily see how many visitors have shown interest in your organisation during the fair. With a GoVisibility package, you can see how many visitors this concernes and with a GoLeads package, you can even download leads! When you click 'download leads', you will be directed to the overview below where you can download visitors' information and see when the fair was busiest.

When you subsequently click 'download visitor information', you'll see a GDPR notification after which you can click 'download leads' and can save the Excel file containing all information for further processing!

Het document dat u gaat downloaden, bevat persoonlijke gegevens in overeenstemming met AVG. Easyfairs heeft er alles aan gedaan om de beveiliging ervan te waarborgen. Wanneer u deze downloadt, bent u verantwoordelijk voor de bescherming tegen elk beveiligingslek. Zorg ervoor dat u alle noodzakelijke maatregelen neemt om de beveiliging van de persoonlijke gegevens te waarborgen.

LEADS DOWNLOADEN

Step 2: Visit Connect App (available with GoLeads, GoPlus and GoPremium)

When you've purchased a GoLeads package or higher, you will receive a number of Visit Connect licences (depending on the package). Visit Connect is an app you use as registration tool for conversations held during the fair. Where the Smart Badge is used by visitors when the visitors want to, you as exhibitor are in charge of the use of Visit Connect. With the Visit Connect app, you ask the visitor for consent to scan his Smart Badge after having had a face-to-face conversation with this visitor. You use this app as digital business card, giving you the information of the business relation you've just talked to, and allowing you to add important notes. This means you can easily qualify your leads and follow up on these. This step in My Easyfairs, however, is purely informative. You can download the stored leads via the device on which you've used Visit Connect. This is the only safe routing with regard to the GDPR.

Visit Connect App

Visit Connect App

U kunt de lijst met scans exporteren vanaf het apparaat dat wordt gebruikt om bezoekersbadges te scannen. We kunnen deze gegevens om veiligheidsredenen niet vanuit My Easyfairs verstrekken.