

**...iCAPTURE**

**Before You Buy:**

# **A Trade Show Lead Capture Shopping Guide**



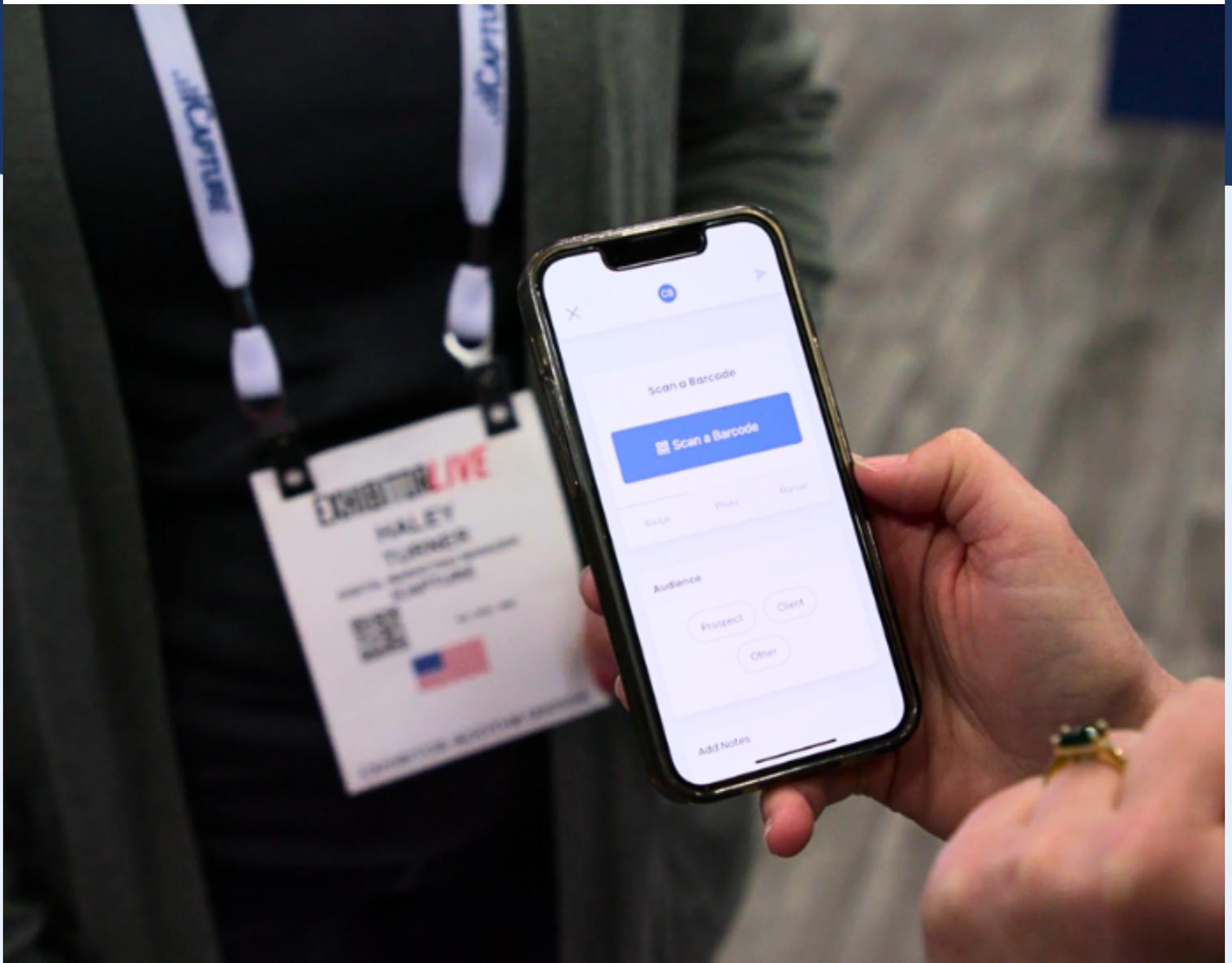
# Why You Need a Lead Capture Solution

**When you think about your most successful trade show experiences, what comes to mind?**

Did your team capture a lot of promising leads? Were the booth conversations productive? Did your team capture more than just names and email addresses?

At busy trade shows, lead capture should be easy and consistent while delivering measurable results. Your time and energy are best spent connecting with potential Hot Leads. Stop struggling to navigate processes that should be automated with the right technology.

So let's explore! Which trade show lead capture solution is right for you and your booth, sales, and marketing teams?



# Choosing the Right Technology

As a trade show pro, you're probably already familiar with badge scanners. These devices have dominated trade show lead capture for quite some time. Advances in lead capture technology have introduced easier-to-use apps for mobile devices. It may be time to upgrade your approach to events with an app - especially if you've noticed your ROI stalling out.

**In general, trade show teams use one of three kinds of lead capture tools:**

- Traditional trade show badge scanners, which we mentioned above
- Event-specific, standard lead retrieval apps
- Integrated lead retrieval solutions

Let's compare and contrast features you may be missing from your current lead capture tools.

## Compare and Contrast: Trade Show Lead Capture

Features	Badge Scanners	Single Show Apps	iCapture
Easy to use	✓	✓	✓
Badge Scanning	✓	✓	✓
Business Card Capture	✗	✗	✓
Android + Apple Compatible	✗	✓	✓
Customized Lead Form	✗	✓	✓
Lead Scoring and Routing	✗	✗	✓
Multilingual Lead Forms	✗	✓	✓
CRM integration	✗	✗	✓
Kiosk Lead Form	✗	✗	✓
Measurable ROI	✗	✗	✓
Automated Lead Follow-up	✗	✗	✓
One App for Every Event	✗	✗	✓
24/7 Technical support	✗	✗	✓
GDPR Compliance	✗	✗	✓

## Badge Scanners

As we mentioned earlier, badge scanners have been go-to devices at trade shows for many years. Before they became popular, exhibitors used pen and paper for contact details. But badge scanners eliminated the need for paper by capturing that data with one quick scan.

Badge scanners are usually available for rent at trade shows and events. You can't take them to the next show, but you'll receive any data you capture in the weeks after the event. They typically only capture contact information like name and email.

## Lead Retrieval Apps

Some shows offer an app you can add to your smart device to capture leads at that show. Standard lead retrieval apps offer more ways to customize the lead capture form. Some apps provide lead forms that can be tinkered with. Badges can be scanned but they do not offer business card capture or an option for attendees to fill in their own information.

Standard lead retrieval apps are "standard" because most don't integrate with your CRM. A lot of them are limited in their ability to customize the lead form to your booth conversations. They usually do not have a privacy/security certification in place (see GDPR) for the data you capture. But as far as customization goes, they enable booth teams to capture select information—contact details and some qualifiers you recognize as valuable to your business. They typically offer very limited support—and of course, you have to set them up every time you use them at each new show.

## iCapture

The best trade show lead capture solutions place a heavy emphasis on automation. iCapture offers an easy-to-use app that your team can take to every show and event. Quickly capture the conversation with your completely customized lead form. Scan badges, capture business cards, or have your prospects enter their own information at kiosks. Leads are automatically routed to your CRM or marketing automation platform in real time, triggering automated follow-up actions instantly. Your team has full visibility into lead quality, quantity, and team member performance at each and every event.

With iCapture your team can use the same trade show lead capture solution at every show. iCapture offers 24/7 support, and is certified at the highest levels of industry security standards. This means your team can maintain GDPR and data security compliance with a turnkey approach.

## Conclusion

**When selecting a trade show lead capture solution, keep in mind that ease of use, consistency, and return on investment are key factors. Make sure the results you need align with the offering!**

Wouldn't it be nice to eliminate lost event revenue due to misplaced business cards, delayed follow-up, or leads never making it into your CRM or Marketing Automation Platform? We certainly think so.

The right technology could change the game for your business, by saving your team time and money, while increasing the quality and quantity of leads you collect from trade shows. So go ahead—take this guide and shop with confidence.



**Ready to step up your trade show lead capture solution game?**

Visit [www.iCapture.com](http://www.iCapture.com) to learn more about how a consistent and connected trade show lead capture solution can help you maximize your event goals.

# Worksheet

Answer these questions with A, B, or C to learn which trade show tool discussed above best fits your current technology needs.

## **What kind of information would you ideally like to capture in the booth?**

- A. Basic contact information (name, email, etc.)
- B. Expanded contact information (name, email, position, company)
- C. Conversation Data Points (pain points, sales readiness, current solutions)

## **How important is speed when it comes to sharing leads with your other teams?**

- A. Not important—we don't mind waiting a few weeks to process and receive data.
- B. Somewhat important—we prefer to process data within a few days of capture.
- C. Very important—we want to assign leads the day after the event or ASAP.

## **Thinking about your lead capture form, how confident are you in its ability to deliver hot leads?**

- A. Very confident—it delivers as many hot leads as we could ever want.
- B. Tentatively confident—we get some hot leads during every event.
- C. Ready for a better option—we want to improve our approach to identifying hot leads.

## **How important is GDPR compliance when it comes to lead data?**

- A. Not very important—we aren't worried about regulatory compliance
- B. A little important—we know it matters, but aren't sure how to stay compliant
- C. Very important—we have to maintain compliance with data privacy laws

## **Thinking about your last trade show, how are you feeling about your ROI visibility?**

- A. Great—we know exactly where we stand in terms of cost per lead.
- B. Good—we don't have the exact numbers, but we're walking away with leads.
- C. Okay—we need better data that shows what's working and what could be better.

## Results

### **If you answered mostly A**

Consider sticking with badge scanners. As the saying goes, if it isn't broken, don't fix it—and your approach to trade shows is pretty much perfect. (What's your secret?)

### **If you answered mostly B**

Single Show lead retrieval apps can help fill in the gaps you might be experiencing if badge scanners aren't cutting it.

### **If you answered mostly C**

Now is your time to step up your trade show lead capture game. iCapture can help get you there by offering a system that delivers high quality leads, and a deeper understanding of your data. Capture, Sort, Deliver - iCapture.

## About iCapture

# When opportunity knocks, iCapture helps businesses answer with intelligent lead capture solutions.

Why? Because our mission is maximizing opportunities from trade shows and events. Our app helps companies turn trade show leads into revenue, as well as empowers your marketing and sales teams. From custom workflows to role-specific resources, our tools are designed to make follow-ups simpler, smoother, and more consistent. Because no one likes missed opportunities.

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