FAQs Leadtracking & Networking

Summary of basic features

- DMEXCO participants require the free DMEXCO app to download their DMEXCO ticket and show it at the entrance to receive their badge. The app also contains a scan feature, which can be used to scan QR codes for networking.
- Every DMEXCO participant, whether exhibitor or visitor, has the opportunity to scan contacts at DMEXCO. The actual scanning of contacts is carried out using the app's scan feature.
- All DMEXCO participants can link up with other participants by scanning the QR code stored on their badge.
- When scanning the badges of the other participant, the following contact data is transferred to each other in the app:

  - Name, company, role
  - Visitor interest within the DMEXCO topic framework
  - Structural data (e.g., decision-maker level)
  - Telephone number and e-mail address

- Thus, the respective contacts are linked with each other and the above-mentioned scope of data can be viewed by the other participant.
- All participants who have agreed to networking in the app can be found with their name, function and company in the app at any time, regardless of badge scanning.
- As a result of networking, app users have a list of contacts to which they have connected via DMEXCO.

Info: Additional Features for Exhibitors

- Exhibitors receive some special lead tracking options in the app as well as at DMEXCO
(can be used in full only by exhibitors, who also book exhibitor lead tracking)

- **Exhibitor functions in the app:**

  o The contacts scanned by exhibitor staff during DMEXCO are not only transferred to the personal contact list of the scanning person, but to a collective company list that includes all collected contacts scanned by the registered exhibitor staff. This list can be exported accordingly.
  o Exhibitors will receive information about the scanned participants in the above-mentioned scope.
  o Exhibitors can receive and answer appointment requests from other DMEXCO participants. This is how it works:

- **QR-Codes at the Stand**: (fully usable only by exhibitors who also book exhibitor lead tracking)

  o All exhibitors can pick up their free individual QR Code Kit from the DMEXCO Service Center between Halls 8 and 9 during trade fair setup. This includes both a counter display and stickers, each of which contains an individual QR code for each exhibitor.
  o The counter display can be placed on the exhibitor's reception counter (or similar), while the QR code stickers should be easily visible and accessible on the stand walls.
  o When a DMEXCO participant scans this QR code, they will have the option to make a request for an appointment and to ask the exhibitor to contact them.
  o This appointment request is received by the exhibitor's employees in their app and can be answered by them. Accordingly, the participant should be contacted by the exhibitor via the contact details provided.
  o The company list in the app shows the exhibitor employees which requests are already being processed.
  o The appointment requests are all collected in an appropriately designated company list.

- **Important note:**

  o All additional features for exhibitors can only be performed by the exhibitor's employees, who agree to their listing as contact persons in the public exhibitor directory and the DMEXCO app during the registration process for DMEXCO in the ticket shop. The exhibitor employees who register must indicate their willingness via a checkbox as part of the registration process.
  o Only those exhibitor employees, who have had themselves listed as contact persons in the exhibitor directory when registering, can view the appointment requests completely and in bundled form.
  o Only these employees fill the company lead list with their scans and can view and export them in real time.

Technical Questions

1. **What kind of device do I need to perform scanning?**

    Scanning works on any smartphone (Android / iOS) running the DMEXCO app. Min. req.: Android: 5.0, iOS 11

2. **Is there a separate exhibitor, visitor or scanning app for DMEXCO?**

    No, all lead tracking features can be found in the DMEXCO app. Exception: admission tracking at seminars is a separate process performed by the DMEXCO team.

3. **Where can I get the DMEXCO app?**

    In the Google and Apple app stores, release V1 is scheduled for early July.

4. **How does exhibitor badge scanning differ from visitor badge scanning?**

    Not at all in technical terms. Only the processes triggered by this differ in the case of "Exhibitor scans visitors", for example, by collecting the contacts scanned by exhibitor employees in a common company list when booking the exhibitor lead tracking.

5. **Is an Internet connection required for networking?**

    Yes, this is required for requests to be exchanged.

    The following online features generally require an Internet connection

    o   Scanning badges
    o   Participation in networking (registration, making contact, searching for other participants, adapting one's own profile)
    o   Updating data (new exhibitors, news, etc.)
    o   Once for ticket retrieval (afterwards the tickets are stored in the app and can also be reached offline)

We recommend exhibitors who expect high volumes of lead tracking to book their own WiFi (https://go.dmexco.com/hubfs/Expo/WLAN-Leitfaden_DMEXCO2019_DE.pdf).

Data Acquisition

1. **What can I scan as a DMEXCO participant?**

   You can scan QR codes on people's badges and at exhibitors' stands to request appointments.

2. **Do I scan the badges as a single person or as a company?**

   Only a person can "scan", but when scanning an exhibitor QR code, a call-to-action is sent to the respective exhibitor.

3. **Does the scanned participant receive notification including information about the exhibitor employee, who performs scanning?**

   They are linked to the employee in the app and accordingly receive the data of the inquiring participant in the app.

4. **Can DMEXCO participants refuse to participate in lead tracking?**

   Yes, participants can specify in the app settings that they do not want to participate in the networking (see above).

5. **Can I use the scanned data for my advertising purposes in compliance with the GDPR?**

   The scanned DMEXCO participant must agree to use by the exhibitor in the course of the contact exchange. In the case of DMEXCO participants who request an appointment by QR code from the exhibitor, it is to be assumed that they are interested in being contacted by the exhibitor.

6. **What else should I consider with regard to data protection?**

   Neither the exhibitor, Koelnmesse GmbH, nor any other third party can oblige the visitor to participate in lead tracking and thus reveal their personal data by scanning their admission ticket. The exhibitor may only use the personal data received within the framework of lead tracking for advertising purposes and/or pass this data on to third parties if and to the extent that they have received the express consent of the respective visitor. In addition to this, the exhibitor undertakes to use the personal data received within the framework of lead tracking for their own purposes only in compliance with statutory provisions and, in particular, data protection provisions.

7. **Can I also save notes about scanned contacts?**

   Yes, there is a note feature for this purpose.

8. **Can I also contact my scanned contacts within the app, e.g. via chat?**

   No. All dialog should take place in the usual tools and be continued there.

9. **What information is shared through the contact connection?**

   Name / Company / Role / E-mail address / Phone number

Interests within the DMEXCO topic framework

Topic Framework 2019				
Media	**Marketing**	**Technology**	**Business**	**Future**
"WHERE"	"WHAT"	"HOW"	"WHY"	"WHEN"
Ad Networks	B2B	Adserving & Tracking	Alliances	Blockchain
Audio & Voice	Agencies	AI	Compliance & Privacy	Education
Online Advertising	Brands	Chatbots	Digital Creativity	Food & Health
OOH	Consumers	E-Commerce	Emerging Markets	IoT
Publishing	Content	CRM &Database	Entrepreneurship	Mobility
Retail Media	Corporate	Data & Analytics	Leadership	Robotics
Search	Direct Marketing	Deep Learning	New Work	Smart Cities & Homes
Social	Influencer	Media Trading	Philosophy & Ethics	Smart Products
Video	Performance Marketing	Mobile	Politics	Sustainability
VR / AR / XR	Personalization	Targeting	Start-up	Transformation

Information on structural issues,
e.g. decision-maker level, company purpose, visit goals, interest in DMEXCO conference formats.

10. **In which data format are the contacts created?**

    The contact details are always visible in the DMEXCO app. However, only the exhibitor company list can

    be exported as a CSV list.

Evaluation

1. **How can I import the scanned data into my database?**
   The app provides exhibitors with an export feature that creates a CSV file. This can then be processed further on a desktop computer.

2. **What data evaluation options does the DMEXCO app offer?**
   None.

3. **What advantages does lead tracking offer visitors?**
   It provides visitors a way to collect contacts conveniently and efficiently and then view them in the app.

Costs

1. **How much does it cost to participate in lead tracking?**
   Visitors will have the opportunity to participate with their ticket booking.

   Exhibitor lead tracking is calculated according to occupied exhibition space:
   Start-Ups, Co-Exhibitors, World of Agencies Spaces: €99
   up to 30 m^2: €199
   31-70 m^2: €299
   71-150 m^2: €499
   151 m^2 or more: €699

2. **How is the service billed?**
   The exhibitor fills in the order form (here: https://dmexco.link/Lead_Tracking_DMEXCO2019) and receives an invoice for the corresponding amount.

3. **By when do I have to order exhibitor lead tracking?**
   The deadline is 30 August 2019, after which it may still be possible to set it up.

Other Special Features for Exhibitors

1. **What are the advantages of booking the exhibitor lead tracking?**

    a. Only when an exhibitor books lead tracking can the company's employees gain real-time access to the company list of all visitors scanned by exhibitor staff, which would otherwise appear as anonymous in the exhibitor staff app.

    Note: Only exhibitor employees who have had themselves listed as contact persons in the exhibitor directory upon registration can use the lead tracking feature fully.

    b. Only exhibitor lead trackers can complete and export the company list.

    c. Only exhibitor lead trackers are able to view in full the requests for information.

2. **As an exhibitor, how can I set up the lead tracking feature for individual employees?**
    No special setup is required. The employees register their profiles independently and can indicate whether they should appear as contact persons in all publicly accessible exhibitor directories of their company. Only contact persons from companies that have booked exhibitor lead tracking and are visible in the exhibitor directory can make full use of the lead tracking feature.

3. **Is the number of devices, with which scans can be performed for an exhibitor, limited?**
    No.

4. **Can an exhibitor also scan visitors that they encounter outside their own stand?**
    Yes.

5. **Do I need different QR codes if I want to use the code in several places at the stand?**
    No, the code is identical for a single exhibitor (but different from that of another exhibitor).

	Excluding Exhibitor-Leadtracking	Including Exhibitor Leadtracking
Free QR-Kit on the stand	✔	✔
Exhibitor receives appointment request via QR-Scans	anonymised	complete data transparency
Exhibitor employees receive individual contact details from subscriber scans they have taken	✔	✔
Visitor scan data and OR-Scans are allocated in a common company list	✘	✔
All appropriately registered exhibitor employees can view the collected appointment requests and subscriber scans in real time and with all the stored subscriber data	✘	✔
Company-list is exportable	✘	✔