

Lead Generation Services at DMEXCO

- ✓ Invite Clients
- ✓ Schedule meetings
- ✓ Manage leads
- ✓ Track booth visitors



4 Lead Services for More Meetings and Higher ROI



EXPERT-CALL-CENTER

We schedule your meetings

1 Send us your target leads (e.g. company name, position/role)



2 We identify the right person at that specific company



3 We contact your prospect and try to arrange meetings for you

Description:
Use our expert-call-center to contact potential clients & prospects and organize your meetings at your booth.

Benefits:

- Identification of contact person at target company
- Contacting and scheduling meetings with detailed activity reporting

From €21 / prospect, min. 100 prospects



INVITATION-CAMPAIGNS

We invite your prospects

1 Send us your leads (opt-in email addresses and names)



2 Sign GDPR-approved data processing agreement with us



3 We invite your leads on your behalf through our ESP

Description:
Get recommended by DMEXCO to your target clients by having them invited to DMEXCO for free.

Benefits:

- Newsletter can optionally promote your campaign
- Risk-free payment for retrieved tickets only

Prices upon request



STAND QR-CODE

Track your passive booth visitors

1 Receive printable QR-code and install next to booth



2 Passive booth visitors scan QR-codes



3 Meeting or call-back requests will be forwarded to all your employees

Description:
“On-the-Go” Meeting requests and passive booth visitors are tracked centrally

Benefits:

- Don't miss passive visitors while you are busy talking to customers
- Save money and energy on creating USB-sticks, etc. that are not trackable

From €0 / lead; App is mandatory



LEAD TRACKING APP

Manage contacts & leads centrally

1 Scan badge of visitors at booth and elsewhere



2 Get full contacts of scanned badges



3 Import data to your CRM & follow-up post DMEXCO

Description:
Native iOS and Android app designed to collect leads contact data at your booth, so you can “easily” collect business cards.

Benefits:

- Real-time management of all collected leads
- You can export lead lists in CSV for CRM import from admin account

From € 199, depends on booth-size



1. Scheduling of Meetings with Decision Makers

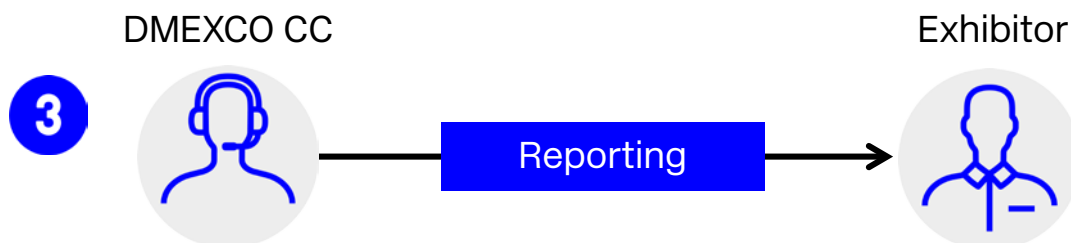
Approach clients and leads via the professional DMEXCO Call Center (CC)



→ Briefing: Concept for approach and address exchange



→ Research of relevant contacts and invitation calls, optional ticket delivery



→ Debriefing: Detailed final report & concluding conversation

Benefits

- Professional client invitation management
- Only addressed by communication specialists
- Generation of new client potential (on-booth meetings)
- Purchase of tailored new leads

Usage

- Invitation by phone on your behalf
- Written Invitation confirmation by email
- Reporting includes important feedbacks as well

Pricing & Packages

Briefing, Debriefing and detailed Reporting included

Business: 100 contacts: €2.520 net (approx. €25 / Client)

Premium: 250 contacts: €5.250 net (approx. €21 / Client)

Premium Plus: Premium + 250 new leads: €6.750 net



2. Send Targeted Client Invitations

Invite clients and leads by DMEXCO recommendation

Exhibitor



CSV, XML, XLS
OPT-IN EXHIBITOR-LEADS
Last name, name + email peter.mueller@client.com klaus.meier@client.com

1

Lead delivery
& GDPR-approved data
processing agreement with
us

2

Clients / Leads



DMEXCO NEWSLETTER CAMPAIGN

Dear Peter Mueller,

Together with EXHIBITOR you have been identified as an industry leader.

We would like to invite you to DMEXCO for free.

We recommend EXHIBITOR at booth 7.1. or visit of exhibitor seminar 2, etc

ACCEPT COMPLIMENTARY INVITATION NOW

Benefits

- Individual campaigns tailored to your communication goals
- Strengthen positive brand reception by complimentary invitations for clients
- Benefit from high reputation (DMEXCO recommends you as exhibitor)
- Subtle and targeted recommendations for seminars, events und meeting options

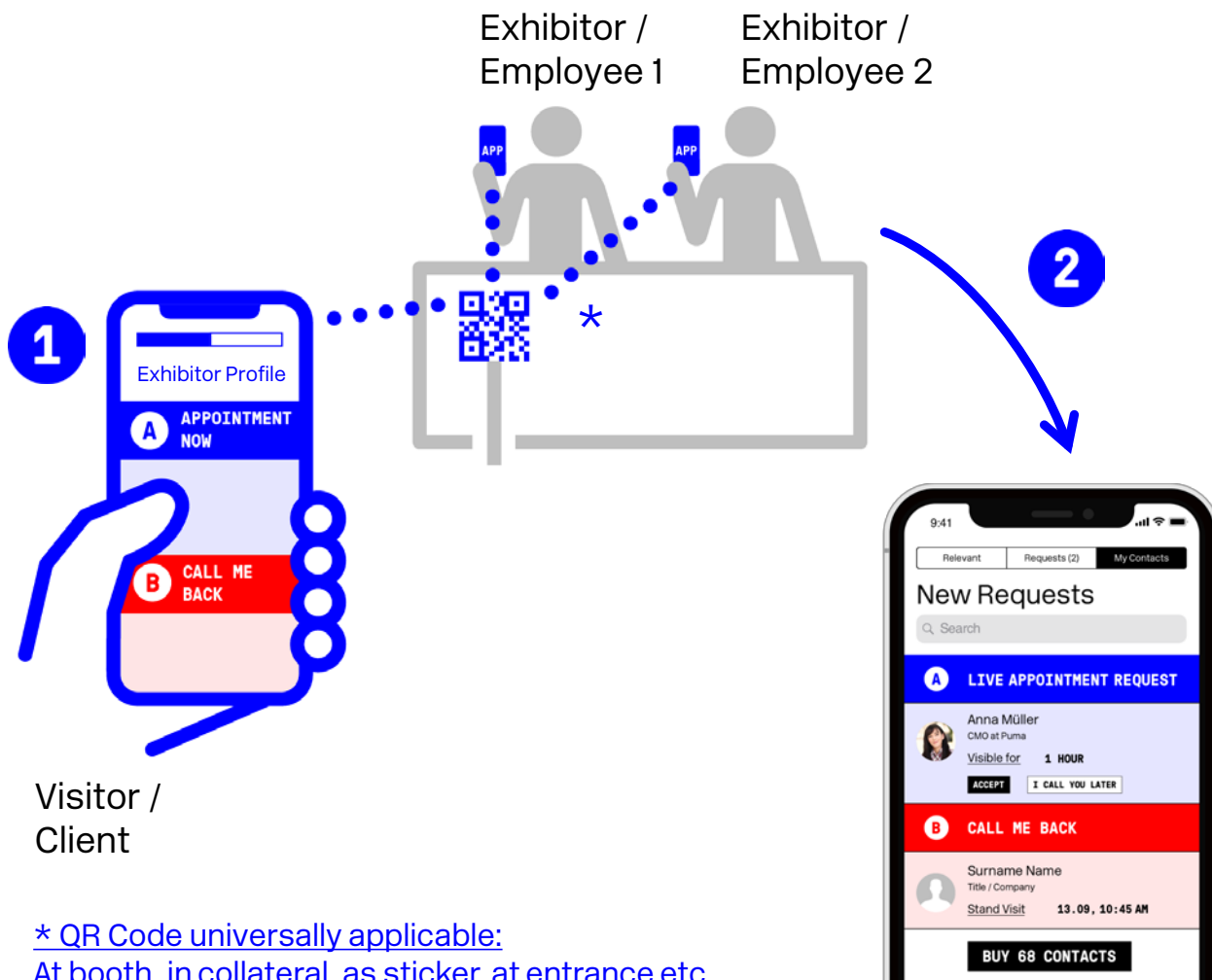
Pricing

Prices upon request



3. Manage Passive Booth Visitors More Efficiently

Actively address booth visitors without a scheduled meeting and manage passive leads centrally



Benefits

- Track and manage passive booth visitors (prospects) and organize meetings
- Manage ad-hoc meetings requests professionally (meetings requests are forwarded in real-time to employees on-booth)
- Contact interested visitors afterwards and increase ROI (exports)

Usage

- Manage on-booth personnel more efficiently and professionally
- Track visitors without meeting as leads and contact them afterwards

Pricing

- €0 for QR-code on booth
- €0 for Meeting-requests directly on Booth (Visible in app for 1hour, afterwards €10 / Lead)



4. Central Lead Management Made Easy

Track active leads and meetings centrally



Benefits

- Manage all leads centrally in one app
- Receive detailed visitor profiles (incl. contact details and interests)
- Export leads centrally as csv

Usage

Scan everyone (visitors, exhibitors, speakers)
→ contact exchange in DMEXCO App

Pricing

- € 99 start-ups, co-exhibitor, spaces WoA*
- € 199 exhibitor to 30sqm
- € 299 exhibitor 30-70sqm
- € 499 exhibitor 70-150sqm
- € 699 exhibitor from 150sqm

Lead Management & Export included

Global brand, tech player or start-up: with our modular services, you can reach the DMEXCO community, build awareness and generate leads year-round. Prices, start and scope of your campaign can be customized.

Marketing Calendar												→
EXPO & ACTIVATION												
CONFERENCE												
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
LEAD GENERATION												
MEDIA & ADS												



Let's engage.

We manage your success



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Cologne, Germany



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We manage your success



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