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How-To
CONTACT
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The purchase of the Contact Management package enables exhibitors to process incoming contacts on the platform and to contact the prospects directly by jumping onto their digital profile.

How do I access the Contact Management Tool?

You need a valid Messe-Login and an exhibitor pass. After logging in, click on the three dots and "Exhibitor area" at the top right or use the option from the dashboard "Visit Exhibitor area".
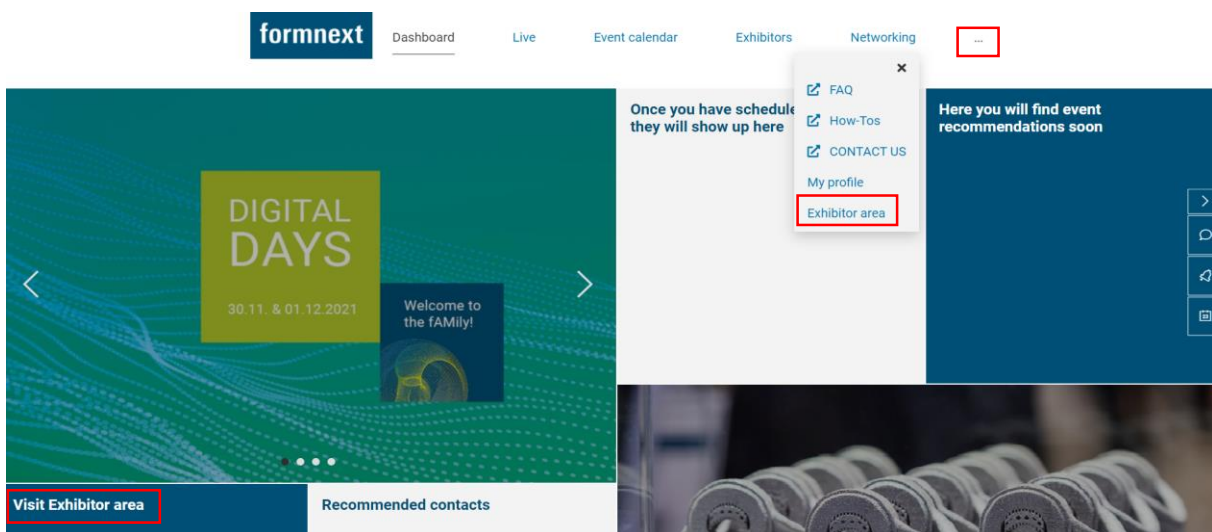
From the Exhibitor area, the "Lead Manager" button will take you to the Contact Management Tool and your so-called "Worklist".

Contacts are listed in tabular form and include name, company and position as well as the reason for appearing in the list. The following fields can furthermore be edited online: editor, status, potential as well as a free text field.

Various filter options are available.

Employees who have not been given admin rights by the main contact person can only see their own contacts and those assigned to them in the worklist. Main contact persons and deputies can see all contacts. By default, the "Not assigned" filter is set, so initially only the contacts that are not yet assigned to an editor are displayed. If you want to see all contacts, select "Reset all filters" at the beginning.

If you click on the "Funnel" icon, the search field will be pre-filled and all leads under those names will be displayed:

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How do contacts appear within the lead manager?

In the table you will find the column "Source". This shows through which *activity the contact landed here. A distinction is made between the following sources:*

- *Visiting the exhibitor profile*

- *Participation in your program item/roundtable*

- *Instant video call*

- *Chat with an employee*

- Meeting with an employee

- Interest in an employee

- Interest in the company

How can I edit my contacts?

Via "Edit" you can edit the following fields: Current editor, status of editing, potential, as well as a free text field. You also have the possibility to make an appointment, start a chat or delete a contact.

Attendee	Source	Editor	Created	Edited	Status / Potential	Activities
Ms Leonie Fecher ▽ MESAGO Messe Frankfurt GmbH project leader	Exhibitor profile	Not assigned	25.10.2021 11:49		NOT RATED YET UNEDITED	EDIT ARRANGE A MEETING CHAT DELETE

How can I export my contacts?

Use the button "Download" to export your contacts as an Excel file.

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What data are transmitted?

Depending on the origin of the contact, different data is transmitted.

Based on passive visitor behavior	Based on active visitor behavior
Examples: • Appointment with an employee • Expression of interest in companies or employees - corresponds to handing over a digital business card (this function is hidden in the respective profiles behind the button "Exchange business card").	Examples: • Visiting an exhibitor profile • Participation in lecture program / roundtables • Chat with an employee
Transmission of name, company name as well as stored contact data (email, telephone, and possibly mobile and fax)	Transmission of name and company name, but no further contact details
Note: The transmission of data is not an advertising consent of the visitor to the exhibitor, this must still be obtained independently.	In these cases, the sales representative has the option to seek contact through the event platform to turn passive behavior into active behavior and to obtain the complete data.

Do you have any questions? We will be happy to help you by e-mail
support@mesago.digital