

# SALES-READY LEADS COLLECT WITH A 'BEEP'

Scan your visitors' access passes with your smartphone or tablet for precise insights into exhibition results.

The Fairkey App and Dashboard collect and analyse all available data on your exhibition leads in one convenient location.

## Ask your customers

Take advantage of your dialogue with visitors to get feedback on your products and your company. Fairkey lets you create your own surveys and collect visitors' responses on the spot.

## An app for everyone

Each individual member of your booth staff can tailor the Fairkey App to their area. Surveys, follow-up mailings, lead data etc. can all be customised.



# THE FAIRKEY APP AND DASHBOARD

USING FAIRKEY IS VERY SIMPLE:

- DOWNLOAD THE FAIRKEY APP FOR SMARTPHONE OR TABLET
- SCAN YOUR VISITORS AT THE EXHIBITION WITH A SINGLE 'BEEP'
- LOG IN TO YOUR FAIRKEY DASHBOARD TO VIEW THE OUTCOME OF YOUR EXHIBITION



**FAIRKEY**<sup>®</sup>  
Documenting Value

# VIEW YOUR RESULTS

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YOUR FAIRKEY DASHBOARD ALLOWS YOU TO KEEP TRACK OF YOUR SCANS IN REAL TIME:

- TOTAL NUMBER OF VISITORS AT YOUR BOOTH
- NUMBER OF LEADS BY POSITION/PURCHASING AUTHORITY
- NUMBER OF LEADS BY GEOGRAPHY
- SURVEY ANSWERS AND RESULTS
- AGGREGATED LIST OF ALL LEADS READY FOR SEARCH OR EXPORT TO YOUR CRM SYSTEM

YOUR FAIRKEY DASHBOARD CAN RETAIN YOUR DATA FOR COMPARISON PURPOSES FROM ONE EXHIBITION TO ANOTHER.

## PRICES

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FAIRKEY APP: (INCL. 5 PROFILES)	2000 KR
FAIRKEY APP: (INCL. 15 PROFILES)	3500 KR
FAIRKEY APP: (FREE PROFILES)	5000 KR

ORDERED AT <https://fca.fairkey.dk/dialabxpo19>

COMPATIBILITY: ANDROID AND APPLE IOS7+