

Lead Capture with BadgerScan

Attendee badges include a QR Code with encoded contact information. Any QR Code scanning mobile app that reads the standard vCard format can be used for lead capture. **BadgerScan** is available for both Android and Apple mobile devices. BadgerScan is free, provides immediate access to contacts, does not upload the data to any servers making it private and secure, allows you to add notes to and classify contacts as well as export all the data as a csv file.

- Test the export feature on your device **prior to the event**. Scan the Sample QR Codes below, select *Export all contacts* from the main menu, and ensure that the CSV file is delivered to your email inbox.
- The exported CSV file is actually semi-colon (;) separated to allow commas in the formatted address data. You may need to change settings in some spreadsheet programs for the data to appear correctly in columns.
- Create **backups** of your data by exporting your contact list daily while at an event.
- Classify contacts with the “Favorites Star”. There are 4 levels: empty, yellow, orange and red. We’ve seen vendors use this to indicate that a contact was collected during a corporate workshop versus on the exhibit floor, for example.
- Consider adding a link to a web-based survey to ask specific questions of your contacts. This is also a way to collect all the data from multiple users, as well as provide an immediate backup of the data, at a networked location of your choice.



