

# IAA MOBILITY App / Lead generation

For the first time, the IAA app offers exhibitors an in-app lead function. This allows you to record visitor data at your booth while also enabling visitors to signal their interest themselves by way of a scan.

In each case you receive the information that visitors gave when registering or buying their ticket. Once the IAA is over, you will receive the pertinent contact data of those scanned.

## EXHIBITOR RECORDS THE VISITOR

### What do you have to do?

#### Step 1:

- Register free of charge on our [web portal for exhibitors](#), using the e-mail address you gave when buying your ticket.
- Link all your (booth) staff and all colleagues to your company profile. Only those who have already registered their ticket can be linked.

**PLEASE NOTE:** Only those people linked to your company profile can collect leads for your enterprise. You can still mark people on the web portal as “invisible in company profile”.

#### Step 2:

- You and your staff download the IAA MOBILITY App



- Log in to the app using the same e-mail address you gave when registering your ticket.

#### Step 3:

- Scan your visitors
  - Open the IAA App, then click on the scan button in the top right corner of the landing page
  - Scan the visitor's QR code in the app.

**PLEASE NOTE:** Lead tracking only works between registered and logged-in app users.

## VISITORS SIGNAL THEIR INTEREST

Visitors are also able to link to exhibitors, by scanning special QR codes for your company and products (booth, product presentation) that take them directly to your detailed pages in the IAA App.

The QR codes are available free of charge from September 2 onward. Please send an e-mail to: Ms. Samar Sreiss | [samar.sreiss@vda.de](mailto:samar.sreiss@vda.de)

## What data is available to the exhibitor?

### BASIC LEAD:

- Basic information, such as:
  - First and family name
  - E-mail address
  - Telephone/Mobile number (*if provided*)
  - Company (*if provided*)
  - Function (*if provided*)

**COST:** 100 Euro per lead, plus VAT  
Minimum order of 100 leads.

### HIGH LEAD:

- Basic information plus more details, such as:
  - Interests (topics) in the app
  - Results of onboarding function when purchasing tickets
  - Scanned content related to exhibitors
  - Test drives related to exhibitors → model, date, time  
(*only for people who take test drives*)
  - Information about sales (*only for people who take test drives*)
  - Participation in events related to exhibitors.

**COST:** 250 EURO per lead, plus VAT  
Minimum order of 100 leads.

## When and how do I get the leads?

The list of contacts will be available around 7 days after the IAA MOBILITY. It will be sent to you as a csv file, password protected, in an e-mail.

**PLEASE NOTE:** The consent obtained from the users to be addressed by the exhibitors for advertising purposes expressly does not include consent to an advertising newsletter.