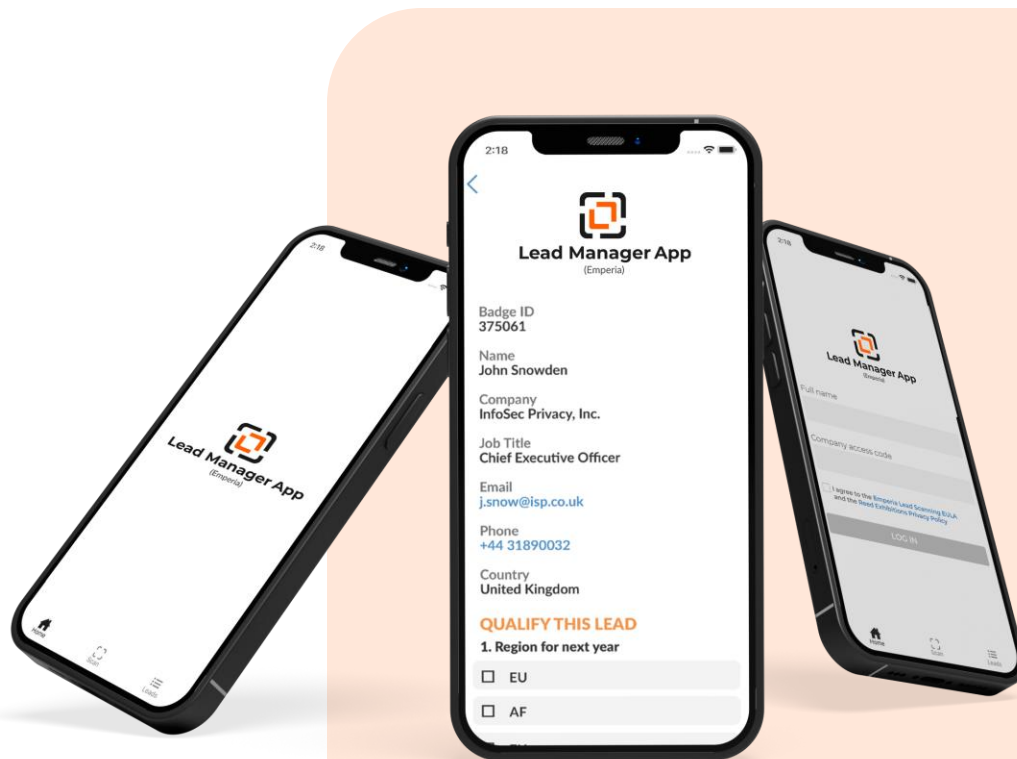


# Lead Manager App (formerly Emperia)

## Connect and qualify on the go

Send smarter follow-ups when you collect richer data with the ultimate event lead connection and scoring solution. Your on-site team can capture conversation highlights and qualify each lead on the go for easy and effective follow-ups.



# 215

Average leads scanned per exhibitor

### TOP TIP

Use your lead scores to prioritise high potential leads. Leverage the conversation notes to tailor your follow-up approach, addressing specific needs and pain points.

[See how Lead Manager App works](#)

“

*We use the custom questions to qualify the leads, which is much easier than business cards and follow-up is much faster plus it's targeted.*

**-Delphine Hermann, Amadeus,  
ATM 2023**

”

Source: 51 international trade shows that took place between 1.1.24 -31.05.24.