SwiftLeads

Feature Summary

Qualifiers

Exhibitors can be given the option to create custom qualifiers for their app. Qualifiers consist of one or more choices; where each choice can have additional follow-up questions. The follow-up questions can be either a free form textbox or a checkbox.

Qualifiers have the option of being mandatory, forcing the exhibitor to answer the mandatory qualifiers before capturing another lead.

E-Literature

The Swiftium e-literature system is an add-on feature for qualifiers. The exhibitor can attach a file or a URL to a qualifier choice. Upon qualifying an attendee with an e-literature enabled choice, the attendee will receive an email with attached files/URLs.

Optionally, the e-literature email message template is fully customizable.

Auto Email Follow-Up

Exhibitors will be given access to the exhibitor portal where they may specify a custom email to be automatically sent to captured leads.

Notes

A free form textbox is available for every transaction captured with the SwiftLeads app, allowing for a brief note to be taken about the lead.

Gamification

The SwiftLeads app has an option to allow the exhibitor to select a random winner directly from the app. The winner will be chosen at random taken from all the leads captured at the exhibitor's booth.