

# SwiftLeads Lead Retrieval Mobile App

Capture, qualify, and take notes on your captured leads using the SwiftLeads application on your own smartphone. All leads are stored on the cloud as well as in the SwiftLeads application making follow-up easy.

## Qualifiers

Exhibitors are given the option to create custom qualifiers surveys for their app. Qualifiers consist of yes/no questions which 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 made mandatory, forcing the booth staff to answer the mandatory qualifiers before capturing another lead.

## E-Literature

The e-literature system is an add-on feature of qualifiers. Allowing for a file or a URL to be attached to qualifier choice. Upon qualifying a lead with an e-literature enabled choice, the captured lead will receive an email with chosen files/URLs.

The system allows for the e-literature email message to be completely customized using an HTML template. Personalizing this template provides an additional opportunity for the captured lead to interact with the exhibitor's content.

The uploaded e-literature is tracked providing a report on the opened e-literature pieces.

## Notes

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

## Pricing

Download and activate the app onto 3 different smartphones for only \$300. Additional, phone app activations can be purchased for \$80 each. Order [here](#).

