What is Lead Retrieval?
Lead Retrieval refers to a detailed report that displays the contact information for attendees who have viewed a specific virtual booth.

How do exhibitors get Lead Retrieval?
Lead Retrieval is included with a premium virtual booth.

How do exhibitors access the information?
The Lead Retrieval report will appear above the tasks list in the Exhibitor & Sponsor management system. This is a live report and will not be visible until May 3, 2021. Lead Retrieval must have been purchased prior to the event.
1. Click on the Lead Retrieval report. You will see an overview of the total number of booth views, total number of asset/content views, and total information requests. There will also be a detailed list of the impressions in alphabetical order.

![Virtual Booth Data](image)

2. Opening up one of the A-Z buckets will show the list of attendees who have engaged with the booth.

![Virtual Booth Data](image)

3. To view more information about an attendee that has interacted with your booth, click on the attendee’s name. From here, you can email the attendee directly or choose to view their attendee profile.

![Virtual Booth Data](image)
4. Within the attendee profile you can view the “About” section which may include name, organization, credentials, position, address, email, phone, social media links, and a biography.

5. The “Booth Engagement” section details the specific dates and times this attendee visited the booth and their actions.
Can I export the Lead Retrieval Report?

Yes! The report can be exported to an excel spreadsheet. Click on “Export to Excel” and choose the Information Request Report or Attendee Summary Report.

The **Attendee Summary** excel document will include the following information:

- Attendee full name
- Booth views
- Content/Asset views
- Information requests
- First Name
- Middle Initial
- Last Name
- Credentials
- Position
- Organization
- Biography
- Email address
- Office phone
- Cell phone
- Gender Pronouns
- Address 1
- Address 2
- Address 3
- City
- State
- Zip
- Country
- Twitter
- Facebook
- LinkedIn
- Blog
- Website

The **Information Request** excel document will include the following information:

- Request date
- Company
- Booth
- First name
- Last name
- Request comments
- Position
- Organization
- Email address
- Office phone
- Cell phone

**Contact Ellen Snipes at ellen.snipes@aocs.org if you need any assistance with your Lead Retrieval Report.**