



Setting Your Company Up for Lead Capture Success

Important! Claim Your Company's Team

Why do I want to do this? Claiming your team will bring together all the leads from all of your booth staff into one central location for export. Otherwise, each person's leads would stay on their own devices. It also unlocks the ability for you to add qualifying questions to your scans, add lead ratings, and leave lead comments. All of which you will see alongside your lead data when you export the file.

How to do it:

1. **One** person from your company should log into the WEB VERSION of the MODERN DAY MARINE app at matchmaking.grip.events/moderndaymarine2025.
2. If you haven't already created your password on the app you can do it in the web version with your email and registration/badge ID number. Otherwise, login with your email and password you already created. (your registration/badge ID can be found under the QR code on your registration confirmation OR on the invitation to the app platform you should have received via email)
3. Click next to get through the onboarding questions, and you'll get to a "Get More Leads" screen that should show your company name. Claim Your Team.
4. This will create a MY TEAM button in the upper right corner of the screen. This is where you can manage your booth staff, meetings scheduled in the app, lead data, and export data at any time during the show or up to 30 days after.
5. You can create qualifying questions in the MY TEAM portal. These questions can be accessed after you scan a badge and you can ask the person you are scanning and enter their responses, which will appear alongside their lead detail when you export your leads. Look for the "Settings" tab under my teams, you can create unlimited questions, but we recommend 3-5 max. You can select from single response, multi-response and paragraph response questions. Save your questions and they will flow to everyone on your team to ask when they are scanning badges.
6. The rest of your staff should get the app (pkr2c.app.link/ModernDayMarine2025), set up their passwords, and you can move to the app and use the same email and password you used to log into the web version.

Starting two days before the show you'll find the Lead Capture/Badge Scanning button at the top of the homepage. Click to open your camera to scan badges. When you scan, your device will vibrate, and a pop-up will appear on the screen. This means you have the lead in your data. However, click the pop-up (it may take second scan if you miss it!) and you will be taken to the lead details page where you can see their email and phone (if we have phone for the person scanned). From here you can put a note/comment at the bottom and/or tap the Qualifiers button to rate the lead 1-5 stars and ask the qualifying questions. Hit save and that will be stored with the lead data. You can go back to the lead info or click home to scan the next badge.

There will also be a "My Scan List" button on the app homepage that will allow you to review everyone you have scanned. You can even go back in and update scores, notes and qualifiers!

Have questions? Please email mobileapp@emeraldx.com.