

EVENT LEAD CAPTURE, ANSWERED

frequently asked questions

everything event marketers ask about momencio — from the badge scan to the closed, attributed deal. eleven topics, the full capture-to-revenue journey.

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eleven topics. jump to what you need.

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01

capture

Every lead in, however they show up — no organizer lock-in, no rented hardware.

Do I need the event organizer's API or rental hardware?

No. momencio connects to 20+ event APIs when they're available, but it also scans any badge without one using **AI EdgeCapture™**. No rental scanners, no organizer lock-in — one app, any badge, any event.

What can momencio scan?

Printed, QR-coded, and NFC badges, business cards, booth QR codes, kiosk and self-capture, or manual entry — every contact at any event, in any format.

Does it work offline?

Yes. Every capture method works offline — data saves locally and auto-syncs to your CRM the moment you reconnect.

Can I capture leads at events where I'm not exhibiting?

Yes. You don't need a booth. It works for networking, side meetings, and conferences where you're an attendee — scan a name tag, business card, or capture a verbal intro.

What languages does business card OCR support?

All major Latin-script languages, plus Chinese, Japanese, Korean, Arabic, and Cyrillic scripts.

Does it replace event-provided scanners?

Yes. momencio works independently of event lead-retrieval systems and can be your primary scanner at any event.

Does it work across different event types and sizes?

Yes — large trade shows, conferences, or small networking events. The same capture method works everywhere.

02

enrich

Turn a name into a complete, verified profile in seconds — not days, and not only at the event.

Does enrichment happen automatically?

Yes. **AI EdgeCapture™** runs a waterfall across 20+ verified data sources to complete each contact — business email, direct phone, job title, company size, industry, and LinkedIn — then scores and syncs it within seconds.

Does enrichment only happen during the event?

No. You can enrich contacts before, during, and after events, right inside momencio — no third-party enrichment tools or extra integrations needed.

What role does AI play in lead capture?

AI reads and corrects the scan to cut manual-entry errors, then enriches the contact with verified details — so every lead is more complete and ready for personalized follow-up.

How accurate is enrichment with messy event data?

AI EdgeCapture™ is built for the realities of event floors — personal emails, misspelled names, complex company structures — and keeps learning. Some profiles (private LinkedIn, self-employed, security-sensitive roles) are harder to complete, and momencio is upfront about that.

03 engage

Make the booth conversation count — qualify, capture what was said, and book the next meeting on the spot.

Can I qualify leads with custom questions at the booth?

Yes. Build surveys around your ICP before the show, with branch logic, so reps ask the right questions and capture structured answers that feed each lead's qualification score.

Does momencio capture what was said at the booth?

Yes. **Smart Notes** lets reps capture the conversation by voice or text, with smart tags, in the moment — notes attach to the lead record automatically.

Can reps book the next meeting on the spot?

Yes. Connect your calendar and reps can schedule the follow-up meeting in the app while the prospect is still at your booth.

What are event activations?

Interactive moments — quizzes, challenges, and games — that draw attendees to your booth and keep them engaged long enough for a real conversation, while capturing engagement data as they play.

Can momencio track and reward participation?

Yes. It tracks participation and engagement, so you can award points, badges, or prizes and turn passive booth traffic into active interaction.

How do activations improve lead quality?

They encourage deeper interaction, which captures preferences and behavior beyond basic contact info — enriching the profile and informing personalized follow-up.

04 microsites & content

Personalized microsites and trackable content that keep each lead engaged long after the booth.

What are LiveMicrosites™?

A personalized follow-up email links each lead to a LiveMicrosite — a dynamic, branded hub built around their specific interests and the content they engaged with, not a generic attachment.

Can microsite content update after the event?

Yes. LiveMicrosites are dynamic — content can update based on a lead's ongoing behavior and new insights, so it stays relevant as their interest evolves.

Can I present and share digital content instead of printed collateral?

Yes. Store brochures, decks, and product sheets in one place, present them on-device, and share them digitally — always current, with no printing.

Can I see which content a lead engaged with?

Yes. momencio tracks asset-level engagement — which materials were viewed, for how long, and what was clicked — feeding straight into each lead's profile.

Can follow-up content be personalized per lead?

Yes. Based on what each lead engaged with, you can tailor the microsite and follow-up so every contact gets content that matches their interests.

05 qualify

Know who's worth calling first — and get told the moment a lead heats up.

How does momencio decide which leads to follow up with first?

AI IntelliSense™ reads engagement signals, matches them to your ICP, and weighs urgency to tell you which leads deserve faster follow-up — and what the next action should be.

How does lead scoring work?

Scores combine on-site qualification (survey answers, rep notes) with post-event behavior (email opens, microsite revisits, content views), so prioritization reflects what a lead is doing now.

How are reps alerted the moment a lead is active?

momencio pushes smart notifications to a rep's phone and smartwatch, so when a lead revisits a microsite or opens a key asset, the rep gets a tap on the wrist and can act while intent is high.

Can scoring and segments feed targeted campaigns?

Yes. Interests, behaviors, and scores let you segment leads for targeted, personalized campaigns that lift relevance and conversion.

06 follow up

Personal, instant, automatic — sent from the booth floor while the conversation is still warm.

How fast can follow-up go out?

Immediately — from the booth floor. Every captured lead can receive a personalized email the moment they're scanned, while the conversation is still fresh.

Are follow-up emails automated and personalized?

Yes. Emails are triggered on capture and personalized from the data collected — name, conversation, content engaged with — and scale to any lead volume.

What do automated follow-ups give me over manual ones?

Timeliness (sent while you're top of mind), relevance (tailored to each lead), efficiency (no hand-building), and scale (consistent across 30 leads or 3,000).

07 analytics

See what every lead does and tie it to pipeline — in real time, not in a Monday recap.

How is IntelliStream™ different from a CRM activity log?

A CRM activity log shows what your team did. IntelliStream shows what your leads did — every email open, microsite revisit, content view, and form fill — tied to the lead, the rep, and the event.

What real-time analytics does momencio provide?

Engagement and lead scores, content-interaction data, email open and click rates, and microsite responses — all updating in real time.

What do the event dashboards show?

Rep performance, lead quality, and pipeline value live during the show — visible from anywhere, and rolled up across your whole event portfolio.

How does momencio handle attribution?

Every scan, qualification score, follow-up, microsite visit, and CRM activity ties to a lead, a campaign, and a deal — so you prove pipeline instead of defending a slide.

08 integrations

Clean, complete leads land in the tools your revenue team already runs.

Which CRMs does momencio work with?

It connects natively to Salesforce, HubSpot, Microsoft Dynamics 365, Marketo, and more, set up through guided wizards in minutes.

Can I run more than one CRM at the same time?

Yes. momencio syncs to multiple CRMs simultaneously, mapping each lead to the right fields, owner, and campaign in each system.

What syncs to my CRM — just the contact?

The whole story: enriched profile, qualification score, survey answers, smart notes, email activity, and microsite engagement — all mapped automatically.

What if my team doesn't have a CRM yet?

momencio includes built-in CRM capabilities, so smaller teams can manage and nurture leads in-platform without standing up a separate system.

How many event APIs and integrations are supported?

20+ leading event APIs plus native CRM and marketing-automation integrations — and it still works on any badge without an API.

09 features

The quick yes/no — what momencio includes, in plain feature terms.

Does momencio have real-time notifications?

Yes — it pushes smart notifications to a rep's phone and smartwatch the moment a lead re-engages (revisits a microsite, opens an asset), so they can act while intent is high.

Does momencio have smart notes?

Yes — reps capture what was said by voice or text, with smart tags, and the note attaches to the lead record automatically.

Is there an in-app meeting and calendar booker?

Yes — connect your calendar and reps can book the next meeting in the app while the prospect is still at the booth.

Does momencio have gamification?

Yes — event activations like quizzes, challenges, and games draw attendees in and capture engagement data as they play.

Can it scan badges and business cards?

Yes — printed, QR, and NFC badges, business cards, booth QR codes, kiosk and self-capture, or manual entry.

Does it work offline?

Yes — every capture method works offline and auto-syncs to your CRM when you reconnect.

Does it have AI lead enrichment?

Yes — **AI EdgeCapture™** completes each contact from 20+ verified sources (email, phone, title, company, LinkedIn) in seconds.

Does momencio have lead scoring?

Yes — **AI IntelliSense™** scores leads against your ICP and recommends the next action.

Are there personalized microsites?

Yes — every lead gets a **LiveMicrosite™**, a branded hub built around their interests and trackable in real time.

Can it sync to more than one CRM?

Yes — natively to Salesforce, HubSpot, Microsoft Dynamics 365, Marketo and more, and to multiple CRMs at once.

Does it have custom qualifying surveys?

Yes — build ICP surveys with branch logic, and the answers feed each lead's qualification score.

Can I generate QR codes for booth content?

Yes — printable QR codes link to your content and capture visitor engagement.

Is there a built-in CRM?

Yes — teams without a CRM can manage and nurture leads directly in momencio.

Is momencio secure and compliant?

Yes — SOC 2 Type II and GDPR certified, with control over data retention, consent, and opt-out.

10 security

Enterprise-grade trust for the data you capture at every event.

Is momencio enterprise-secure?

Yes. momencio is SOC 2 Type II and GDPR certified, with control over data retention, consent management, and opt-out handling.

How is attendee consent and data handled?

You control retention, consent capture, and opt-out — the requirements regulated buyers in healthcare, finance, and similar fields expect.

11 getting started

What rollout and evaluation actually look like.

How hard is it to roll out to a booth team?

Low. Reps download the iOS or Android app and start scanning — no steep learning curve, and CRM connections are wizard-based.

What's the best way to evaluate momencio?

Run it live at one show against your current process and compare time-to-follow-up, lead quality, and pipeline attributed 60–90 days out.

★ two ways to run events

Most capture apps converge on the same headline — scan, enrich, sync. The separation shows up past it.

OTHER CAPTURE APPS

- A contact record with the basics
- One CRM, manual field mapping
- A hot / warm / cold tag
- Open rates and click-throughs
- Leads captured. Revenue unknown.

WITH MOMENCIO

- ✓ A verified profile — email, direct phone, title, company size, LinkedIn
- ✓ Multiple CRMs synced at once, via guided wizards
- ✓ AI IntelliSense™ scores to your ICP and names the next action
- ✓ IntelliStream™ tracks the full behavioral journey — to the wrist, in real time
- ✓ Every scan and follow-up tied to a deal

see it on your next show floor.

run momencio live at one event against your current process — the follow-up speed and attributed pipeline tend to make the case for you.

momencio.com/book-a-demo · info@momencio.com · +1 888 804 4323

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