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Badge Scanning Methods for Lead Capture

1 Apps

Using an app for scanning is accurate, but most guests don't want to download a whole new app just for one event (and some don't even have the storage space on their phones to do so). Barcodes and QR codes are accurate, like the app option, but not as fast as some other methods.



3 RFID

RFID scanning is fast, accurate, and doesn't compromise guests' privacy. Event planners who choose RFID badges for events don't have to do manual scanning, which cuts down lines while ensuring an accurate attendance count.



Advantages of Badge Scanning

Badge scanning helps you track attendance, enabling personalized follow-up emails and feedback from those who missed the event. Advanced scanning systems can capture leads at multiple points, like session entries and exits, providing valuable insights such as drop-off rates. This efficient process also shortens lines, enhances guest experience, and boosts your brand image.