

Dear Partner,

Thank you for sponsoring Informa Connect events! To access your lead report, [visit this URL](#) and enter your username/password credentials to unlock your data.

Please read this entire guide for an overview of your Alchemy Engagement Insights Dashboard. In addition to utilizing the latest summary and filtering features you can also choose to export your complete event lead data into a CSV file. Check the following pages for FAQs.

The screenshot shows the Alchemy Engagement Insights Dashboard. On the left is a navigation menu with 'Dashboard', 'User guide / FAQ', and 'Contact Us'. The main area displays 'Unique Leads: 384 Opt Ins' with a large 'XXX' placeholder. Below this is a section titled 'Export Your Leads' containing a disclaimer and a purple 'Export' button.

Export Your Leads by clicking the corner of the purple button to download your full lead data in CSV format.

The data export reflects full contact details, activity detail, engagement score, and available consent data.

Engagement Overview features your total unique lead count and the event(s) you've sponsored.

If more than one event is shown, you can adjust your dashboard for a single view across multiple events.

The 'Your Event Activity' dashboard features a pie chart for 'Activity Types' and a table for 'Top Content'.

Activity Type	Count
Scheduled Session	12
Poster View	9
Showcase Visit - Digital	8
Meeting Scheduled	2

Activity Type	Activity Title	Number of Views
Poster View	Scale-up from a benchtop bioreactor to a 5,000 L single-use bioreactor using a mAb-producing CHO clone	8
Poster View	Production of high quality plasmid in novel chemically defined medium, Gibco™ Bacto™ CD Supreme Fermentation Production Medium (FFM), for AAV based gene therapy applications	3
Poster View	A Multiplex qPCR Based System to Quantitate Residual Plasmids with Kanamycin Resistance Genes for GMP Lot Release in Gene Therapy and Vaccine Manufacturing	1

Your Event Activity summarizes the types of activities driving your total leads and details audience engaged with your event content.

Your Leads

The Leads table shows your leads ranked by engagement score. Click a First Name to drill down into contact details and then further to Content Engaged with. Engagement score is a weighted sum of that contact's engagement activities with your company's presence, so it simply serves as a method to rank your most engaged leads.

You can use the filter below to only show Leads that have engaged with a certain Activity Type, for example on see Leads that have attended a session. You can also use the slider to the right to filter Leads within your desired Engagement Score Range.

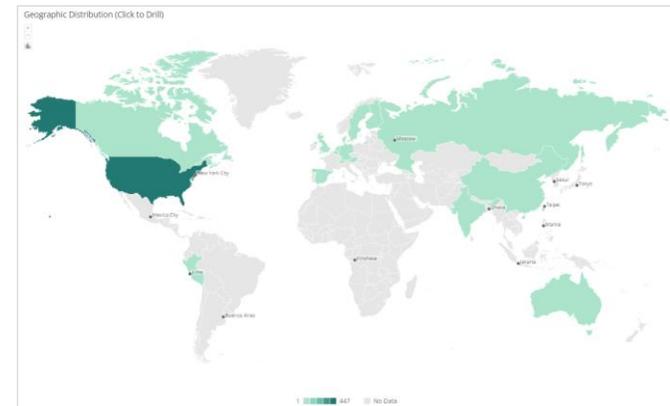
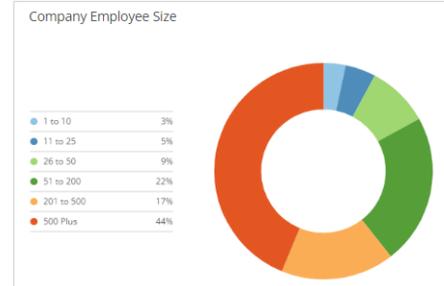
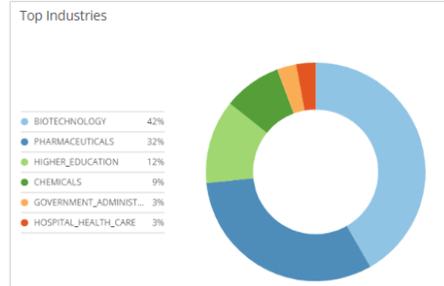
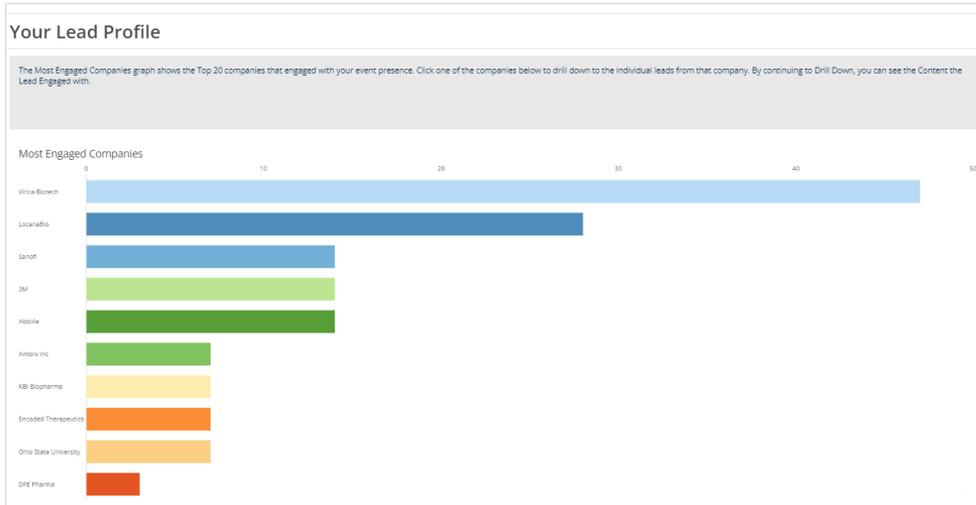
Please note this selection will apply to the Top Leads view and the Leads Export.

Activity: Activity Title: Score: (Minimum 3, Maximum 339)

Name (Click to View)	Job Title	Company	Engagement Score
Leon Ballard	Manager of Executive Administration	Ventura	339
Troy Sullivan	Senior Product Manager	Kenva	288
Phil Stickland	Cell Line Development Scientist	PPF Biologics	283
Diego Diaz	Scientist II	NucleArc	254
Maureen Berry	Associate Director, Cell Line Development	aTen Pharmaceuticals	222

Custom "Top Leads" View lists the attendees most engaged by your event presence ranked by engagement score. You can customize this view by drilling down to specific activity types or engagement score ranges.

Your Lead Profile provides insight into the companies that were most engaged with your event presence, plus demographics such as geographic region, industry, and company size.



Frequently Asked Questions

How do I export my full lead data into a spreadsheet?

In the Export Your Leads section toward the top half of the dashboard, click on the purple box labeled “Export” to download a CSV file containing your full lead data.

What do the engagement Activity Types mean?

Activity Type	Description	Engagement Score
Meeting Schedule	Pre-arranged meeting with a specific time accepted between your staff and a delegate	20
Inbound Call	Call to your staff initiated by delegate who visited your digital exhibition page	15
Session Question	Question submitted in association with your session (live or on-demand)	15
Session Attend - Onsite	Attended a live face-to-face session sponsored by or presented by your staff	12
Session Attend – Live Digital	Attended a live session sponsored by or presented by your staff on the digital platform	12
Meeting unconfirmed	Delegate requested a meeting with your staff with no response from your staff	10
Session Attend - OD	Delegate viewed an on-demand session sponsored by your company	10
Ad Click	Delegate clicked an in-platform banner ad from your company (not applicable to most sponsors)	7
Booth Visit - Onsite	Delegate scanned by your staff at the onsite exhibition	7
Poll Respondent	Delegate answered your sponsored poll question	7
Poster View	Delegate viewed a and/or downloaded your sponsored poster presentation	7
QR Code Scan - Onsite	Delegate scanned a QR code at your onsite booth to add your collateral or booth listing to their delegate bag	7
Content View – Digital Showcase/Exhibit	Delegate scanned a QR code at your onsite booth to add your collateral or booth listing to their delegate bag (not applicable to some events)	7
Scheduled Session	Delegate added your sponsored session to their custom agenda	7
Connection Enabled	A connection request was accepted between a delegate and your staff (not applicable to some events)	5
Booth Visit - Digital	Attendee visited your company's showcase page	4

What is the Engagement Score?

The engagement score is a weighted sum assigned to each lead contact based on their interactions specifically with your company's presence at the event. Higher scores mean the lead contact had more – or more meaningful – engagements with your event presence. There is no maximum engagement score, so this datapoint is essentially a measure to rank your leads. The engagement score of each lead is included in the CSV export file.

Will more leads flow into my report?

The lead report you have received will continue to be updated in batches for a limited time during/after the event, but your login credentials will stay the same. For clarification, please contact us.

Why did the lead numbers decrease on my dashboard since the first time I saw it?

When you drill down by clicking on some of the reports it creates a filter that applies to the entire dashboard. If your lead numbers changed or the data looks incomplete, it is likely due to unintentional creation of a filter. To view your full data, just remove the filter. To remove the filter, look for an icon on the top right of one of the charts that has a filter symbol with a line through it – click that symbol and it should remove the filter. If you're still having difficulty, please contact us.

If you have any questions or concerns regarding your lead report, please contact Sofia Munoz (sofia.munoz@informa.com).