MP Filtri: Digital lead management and business process optimization with snapADDY VisitReport

MP Filtri is a leading Italian multinational company in the fields of mechanical engineering and hydraulic components. Headquartered in the province of Milan, with nine branches worldwide and a distribution network that spans more than 100 countries, MP Filtri offers advanced solutions for hydraulic filtration and contamination control and is characterized by the high quality and technological innovation of its products.

We spoke to Alessandro Toscano, Digital Marketing Specialist, and Davide Pozzoni, Marketing Manager, who explained how MP Filtri uses snapADDY VisitReport to make lead management at trade fairs more efficient and speed up sales.

MP Filtri generates approximately 800 leads per year at its trade show booths. Since the introduction of VisitReport, these leads can be processed in the sales process in a more structured, faster and more efficient way.

The business challenge: optimizing lead management and improving data quality

The company was faced with the challenge of managing the leads collected at numerous international trade shows. Participation in trade shows is an essential part of MP Filtri's business strategy. However, the previous management of the leads generated at these shows posed some difficulties.

As Alessandro Toscano explains, the leads were recorded manually, depending on the show, using handwritten forms and pinned business cards, which were often lost.

The poor quality of the data and the resulting incompleteness of the lead data were a problem for MP Filtri.

"The quality of the data is crucial for us, but this was our main problem. We decided to implement VisitReport because the data we were collecting was not being managed in a structured and consistent way, let alone shared."

Davide Pozzoni, Marketing Manager at MP Filtri

Additionally, the company found it challenging to track leads across its various international branches: "Leads weren't managed properly, or rather, local Excel files were created but never shared," says Davide Pozzoni. Alessandro Toscano explained that due to the lack of oversight from past trade shows and not knowing how many leads were captured at each event, it was difficult to assess the effectiveness of the shows and decide whether to participate again.

The absence of an optimized lead management system and reliance on paper-based processes made strategic oversight difficult and required lengthy processing times.

Internal enthusiasm for the new digital solution

To counter this, MP Filtri decided to implement **snapADDY VisitReport**, a solution for digitizing and structuring the capture and management of leads at trade shows.
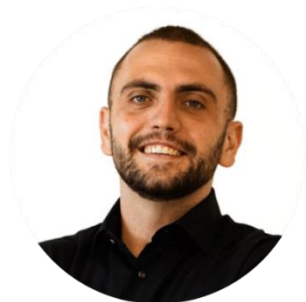
"The need for a digital solution like snapADDY VisitReport arose precisely from the necessity to improve global data management, facilitate data sharing, and manage leads in a more structured way."

Alessandro Toscano, Digital Marketing Specialist at MP Filtri

The MP Filtri team was thrilled with the ability to easily capture leads from their mobile phones. Alessandro Toscano explains: "We also have IPads at the biggest trade shows, but the sales team only needs to download the VisitReport app on their mobile phones to manage all the reporting and lead capture".

The implementation of snapADDY VisitReport in multiple languages was organized by Alessandro Toscano and the snapADDY team. MP Filtri users had no difficulty in learning the application's functions and "welcomed VisitReport as a digital innovation", explains Alessandro Toscano.
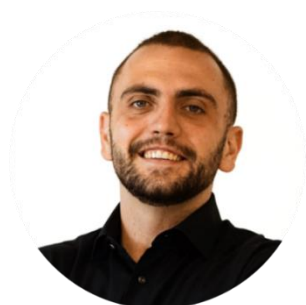
"Thanks to VisitReport's multilingualism, we were able to organize the training courses in the international branches in different languages. Everything went smoothly and our colleagues were very satisfied. The platform was easy to use and made our work much more efficient."

Alessandro Toscano, Digital Marketing Specialist at MP Filtri

Whether online or offline, all sales-relevant data can be efficiently captured digitally and the sales process can be quickly continued

One of the most appreciated features of snapADDY VisitReport by MP Filtri is the ability to use the platform in offline mode, avoiding problems with unstable internet connections during trade shows: "We had a problem with the Internet connection at a trade show, but thanks to VisitReport's offline function, we were still able to capture all the leads without any problems," recalls Toscano.

For MP Filtri, the [features of snapADDY VisitReport](#) have made the lead capture process much faster than before. The scanning feature, which automatically transcribes business card data, has significantly improved data quality: "The business card scanner is very convenient and the ability to automatically digitize all the data is a big plus," emphasizes Alessandro Toscano. The clipboard function, which allows notes to be added to leads and diagrams or drawings to be attached, is also a big plus for the exhibition staff: "We can now record not only the contact data, but also any drawings or diagrams created during the meetings," says Alessandro Toscano. Davide Pozzoni explains that the speed with which snapADDY's functions can be used is definitely an added value for MP Filtri and its stands.

VisitReport speaks many languages and facilitates work with international subsidiaries

MP Filtri also appreciates VisitReport's multilingualism, which makes it possible to configure visitor questionnaires in different languages, facilitating data capture for the international branches. Alessandro Toscano adds: "For us in marketing, the predefined questionnaires are a relief, we configure them in English and in the language of the reference branch, and for the colleagues it is much more convenient to have the questionnaires in their own language".

For MP Filtri, the multilingualism of VisitReport has thus further simplified the work and made it possible to tailor the acquisition of customer contacts to the needs of the individual branches.

VisitReport enables true lead management

With snapADDY VisitReport, MP Filtri has radically changed the way it manages its leads, moving from a cluttered traditional system to a clear and structured digital one. "The implementation of VisitReport has been a very well received improvement. It saves time for both the sales staff and us in marketing," concludes Toscano. As a result, the company has made its lead management more efficient and strategic and is able to make the most of its global trade show presence.

"VisitReport has been extremely helpful for us, as we previously didn't have any proper lead management system. With an average of 80 leads from 10 trade shows a year, that's 800 leads that are now centrally managed, whereas before, they were scattered in paper form in some drawer or in an Excel file on the local hard drive of a PC."

Davide Pozzoni, Marketing Manager at MP Filtri

Finally independent from badge scan apps provided by trade show organizers

Another advantage of snapADDY VisitReport is its versatility compared to the apps traditionally offered by show organizers. Pozzoni highlights: "Our colleagues were used to using trade show apps to scan business cards and QR codes, but snapADDY VisitReport is much better. As a universal solution, it can be used at all international trade shows, making lead capture much clearer and more structured". Unlike event-specific apps, snapADDY provides a consistent lead capture solution across all events.

We would like to thank Alessandro Toscano and Davide Pozzoni for sharing their experiences and important results with snapADDY VisitReport.