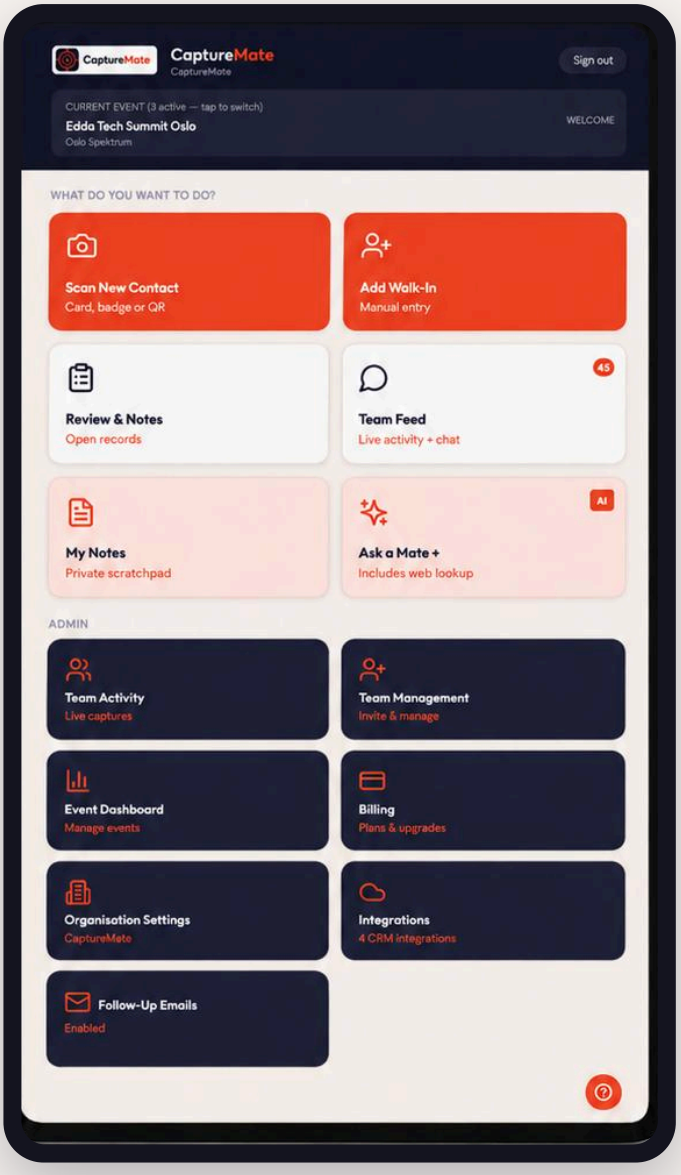
CaptureMate

Turn every conversation into sales momentum.

CaptureMate helps event teams capture richer lead information while the conversation is still fresh, then turns it into structured, sales-ready data your CRM can use.

Start your free trial →

14 days free. No credit card.



Capture faster. Qualify better. Follow up smarter.

Built for trade shows, exhibitions and live sales events.

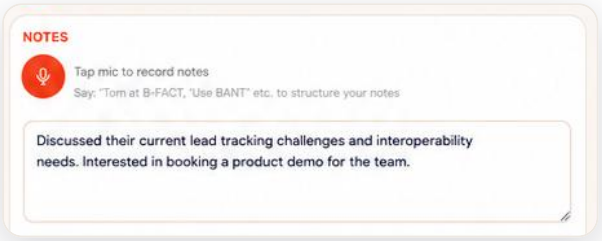
CaptureMate

The value is in the conversation, not just the contact details.

A badge scan or business card tells you who someone is. It rarely tells your sales team why they stopped, what matters to them, or what should happen next. Four habits fix that.

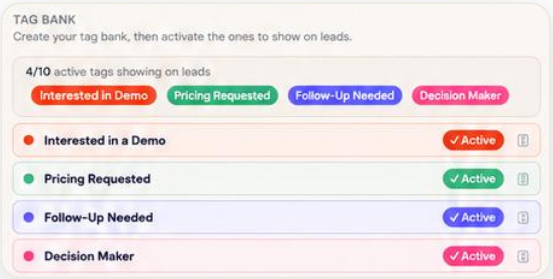
1 CAPTURE CONTEXT

Record the key points in your own words, by typing or dictating. Capture what mattered, what was asked for and what happens next.



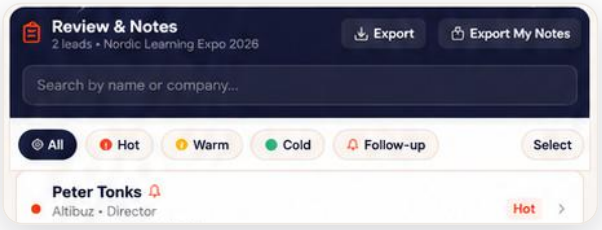
2 STRUCTURE INSTANTLY

Tag every lead from a shared tag bank, so the whole team describes interest and intent the same way.



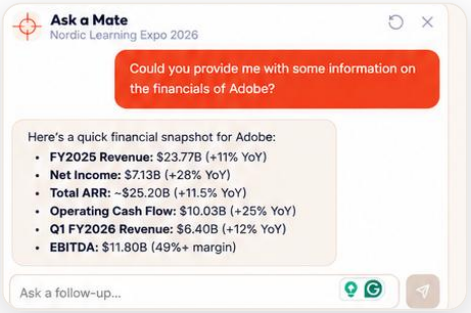
3 PRIORITISE ACTION

Rate leads Hot, Warm or Cold, flag follow-ups and keep owners clear, so the best opportunities are worked first.



4 ASK SMARTER QUESTIONS

Ask a Mate brings live web context into the conversation, such as a quick company snapshot, without leaving the app.



Listen first
Understand the person and their challenges before moving forward.

Define the next step
Agree what happens next and capture it clearly.

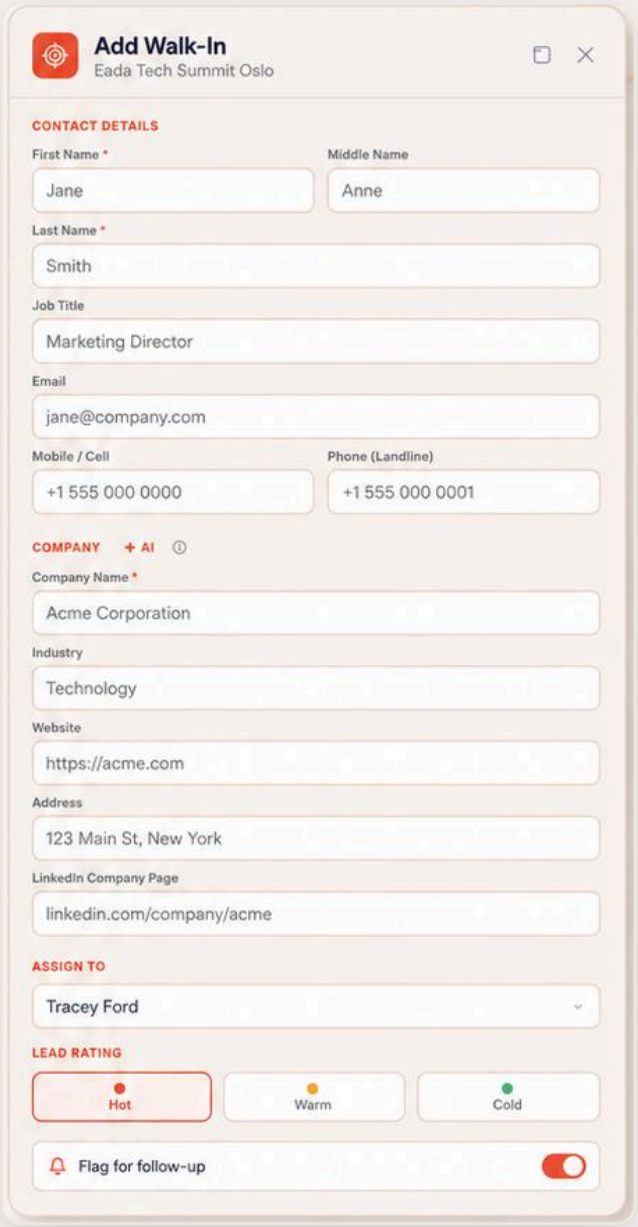
Capture agreed needs
Record what matters, what was requested and the outcome.

Keep ownership clear
Assign owners so follow-up never gets missed.

CaptureMate

From first hello to a clear next step.

A simple, repeatable process that keeps the human conversation at the centre, whether you scan a card, a badge or a QR code, or add a walk-in by hand.



1 Capture

Scan or enter the contact, then record the important points in your own words.

2 Understand

AI fills in the company details, and notes and tags are structured while the context is fresh.

3 Qualify

Rate the lead and note interest, urgency, fit and the next agreed action.

4 Activate

Review, assign and export, or push clean lead data into your CRM.

Try it before your next show

Set up your event, capture a few test contacts and see the whole flow in about ten minutes.

Start your free trial →

Capture faster. Qualify better. Follow up smarter.

CaptureMate

Work as a team. Stay in control. Connect to your CRM.

CaptureMate is built for teams that need speed at the event, consistency across the team and a cleaner handover into the sales workflow afterwards.

1 SHARED TEAM STANDARDS

Set up reusable tags, ratings and rules so every rep captures information the same way.

2 YOUR BRAND, YOUR SETTINGS

Add your logo and colour so exports match your organisation, and choose how long data is kept after an event.

3 KNOW WHAT YOUR TEAM CAPTURED

Team Activity shows live captures as they happen, and the Team Feed keeps everyone in the loop at the booth.

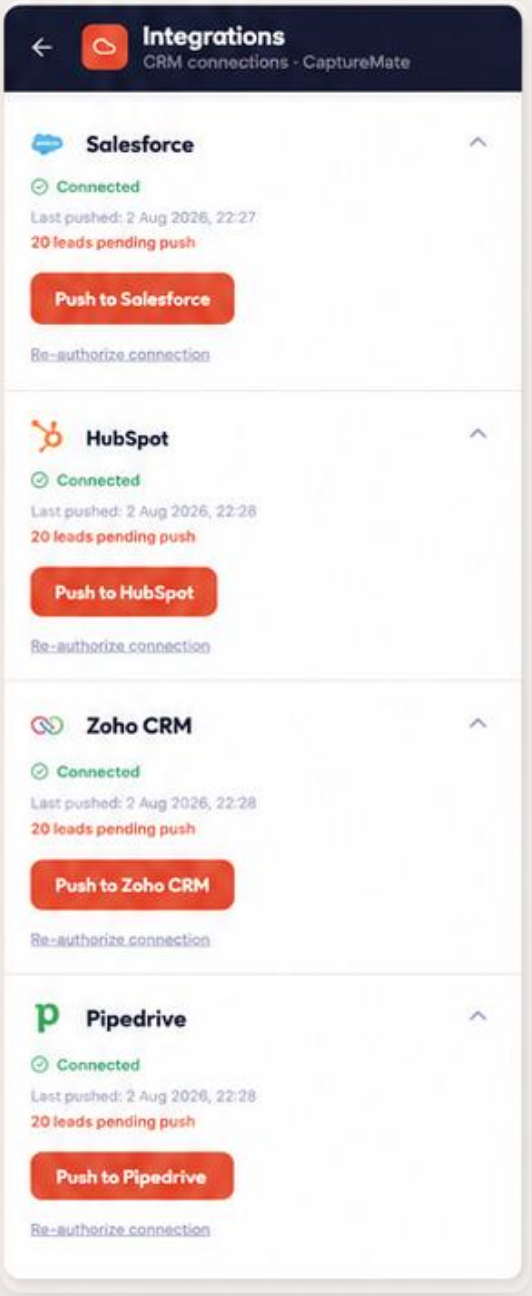
4 REVIEW, THEN PUSH

Fix a name, change a rating or add a note first. Nothing reaches your CRM until you press Push.

Works with four CRMs

Salesforce · HubSpot · Zoho CRM · Pipedrive

CRM push is included from the Studio plan. Tap a CRM to see exactly which fields are sent.



CaptureMate

Ready to capture more than a name?

Start with a 14-day free trial: no credit card, no commitment. Upgrade when you are ready to export leads or push them to your CRM.

Starter	Team	Studio · CRM push	Agency
$29	$99	$299	$499
per month	per month	per month	per month

Pay annually and get two months free. Prices in US dollars. See full plan details.

BEFORE YOUR NEXT SHOW

1. Create your event and invite your team.
2. Set up your tag bank, so everyone labels leads the same way.
3. Agree what a Hot, Warm and Cold lead means for you.
4. Connect your CRM and check the field mapping.
5. Capture a few test contacts to practise the flow.
6. Decide who follows up with whom, and by when.

WHO IT IS FOR

Trade shows, exhibitions, conferences and live sales events where speed matters, but context matters even more.

WHAT TEAMS GAIN

Cleaner handover, more consistent qualification, stronger follow-up and lead data that is ready for your CRM.

See how CaptureMate fits your event

Comparing options? See how it compares with badge scanner rental.

Start free trial