



Email signature recognition,
business card scan or
trade show lead capture in ADITO

with snapAddy
BusinessCards & VisitReport

ADITO Software GmbH
From version 2026.4.0 | April 2026





Screenshots

The UX design of ADITO is continuously optimized for you. There may therefore be deviations in the screenshots.



Agenda



Use of snapAddy

- BusinessCards & VisitReport – usages in ADITO
- Requirements

Use in ADITO Quick entry

- Email signature recognition or business card scan?
- General procedure
- Email signature recognition
(using the ADITO desktop view)
- Business card scan
(using the ADITO Mobile view)

Recording of trade show leads

- "ADITO Questionnaire with business card scan" or "snapAddy VisitReport"?
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- ADITO Questionnaire with business card scan
 - Questionnaire configuration
 - Using the questionnaire at a trade show
 - Looking into answers
 - Verification of leads
- snapAddy VisitReport
 - Access to snapAddy Dashboard & App
 - Dashboard: event configuration
 - App: capturing information at the trade show
 - Dashboard: executing export of trade show leads
 - Import into ADITO Questionnaire



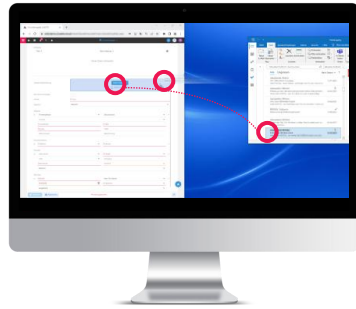
Use of snapAddy



Use of snapAddy in ADITO

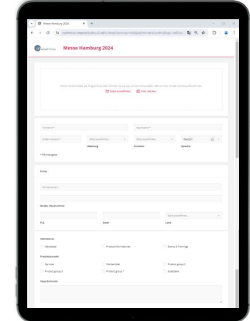
4 possible applications – BusinessCards & VisitReport

Email signature recognition
in ADITO Quick entry



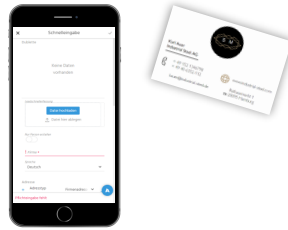
 snapAddy
BusinessCards

Recording of trade show leads
with the **ADITO Questionnaire**
and business card scan



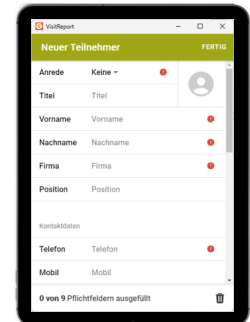
 snapAddy
BusinessCards

Business card scan
in ADITO Quick entry



 snapAddy
BusinessCards

Recording of trade show leads
with the **snapAddy VisitReport**
and import into ADITO Questionnaire



 snapAddy
VisitReport

Use of snapAddy

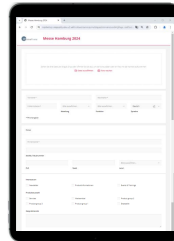
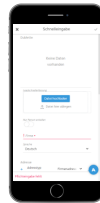
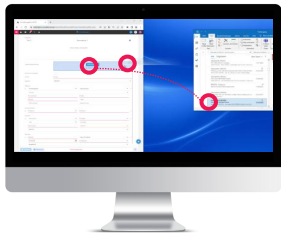
Requirements

snapAddy BusinessCards

For all subscription clients, the use of business card scans or email signature recognition is included with snapAddy.

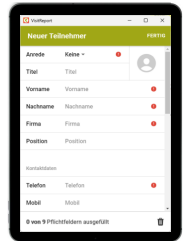


For other contract models, integration is possible in consultation with ADITO.
Access to data in the system options in ADITO Designer should be customized accordingly.



snapAddy VisitReport

To use snapAddy VisitReport, a license has to be purchased with snapAddy. Accordingly, the API key must be customized in the system options of the ADITO Designer.



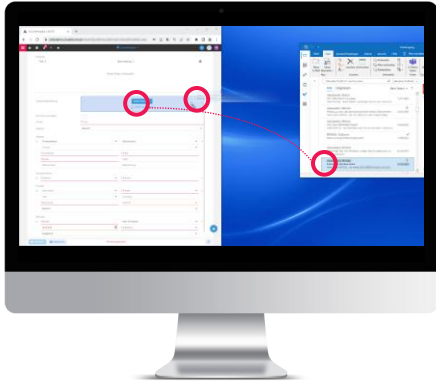
Usage in ADITO Quick entry

Business card scan or email signature recognition

Why? To create contacts quickly – without typing – In ADITO.

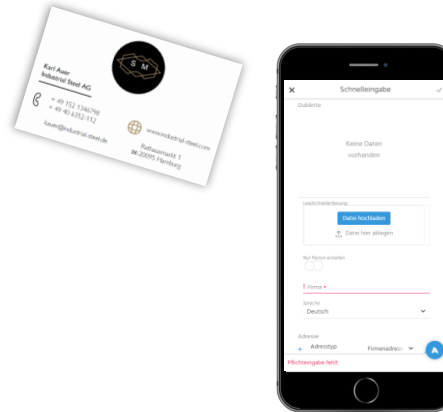
If you receive an email **in the office** from a new contact with a signature.

Use **email signature recognition** and capture the data with the desktop application by dragging and dropping the email to ADITO.



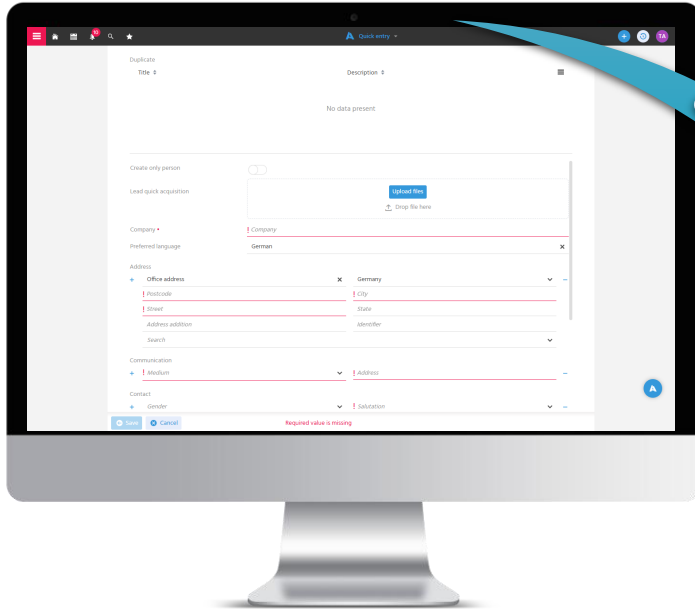
If you receive a business card from a new contact while you are **out and about**.

Use the **business card scan** to capture it directly on your smartphone using a photo.



Business card scan or or email signature recognition

General procedure



Open Quick entry

Upload email or take a photo of a business card

Fields of Quick entry are filled out

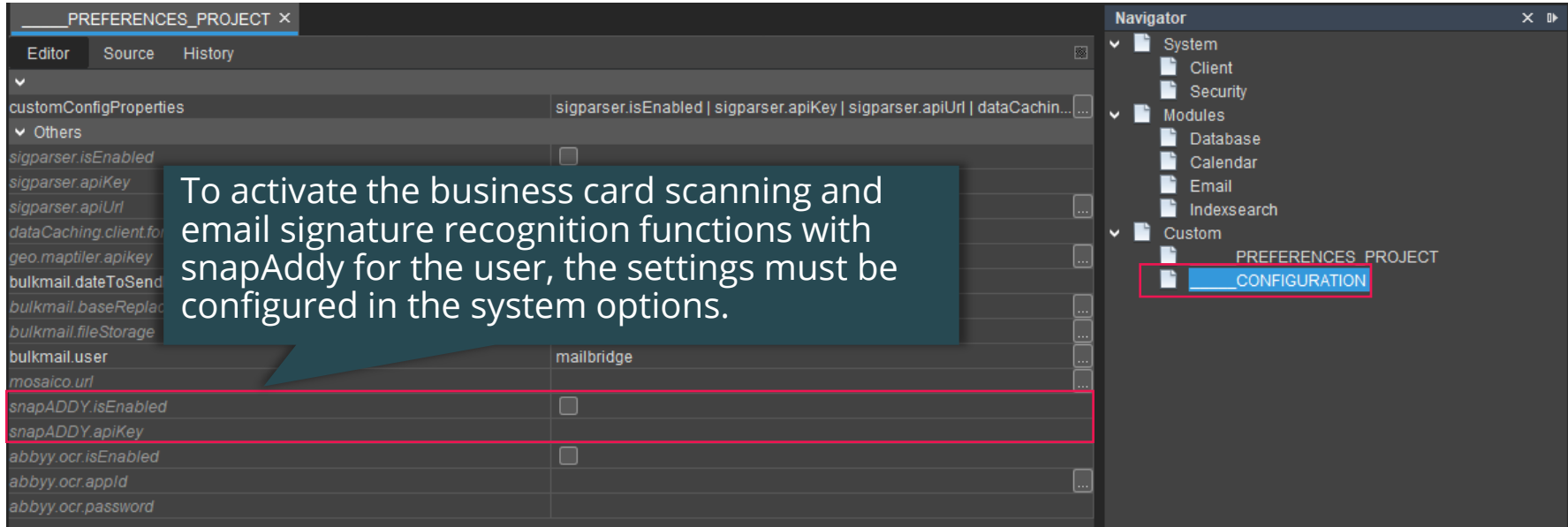
Check parsed data

Add/delete additional fields if necessary

Save

Use of snapAddy

Prerequisite: Activate business card scanning function in ADITO



The screenshot displays the ADITO configuration window with the 'CONFIGURATION' tab selected in the 'CUSTOM' category of the Navigator. The 'snapADDY.isEnabled' checkbox is currently unchecked. A text box explains that to activate business card scanning and email signature recognition functions with snapAddy, these settings must be configured in the system options.

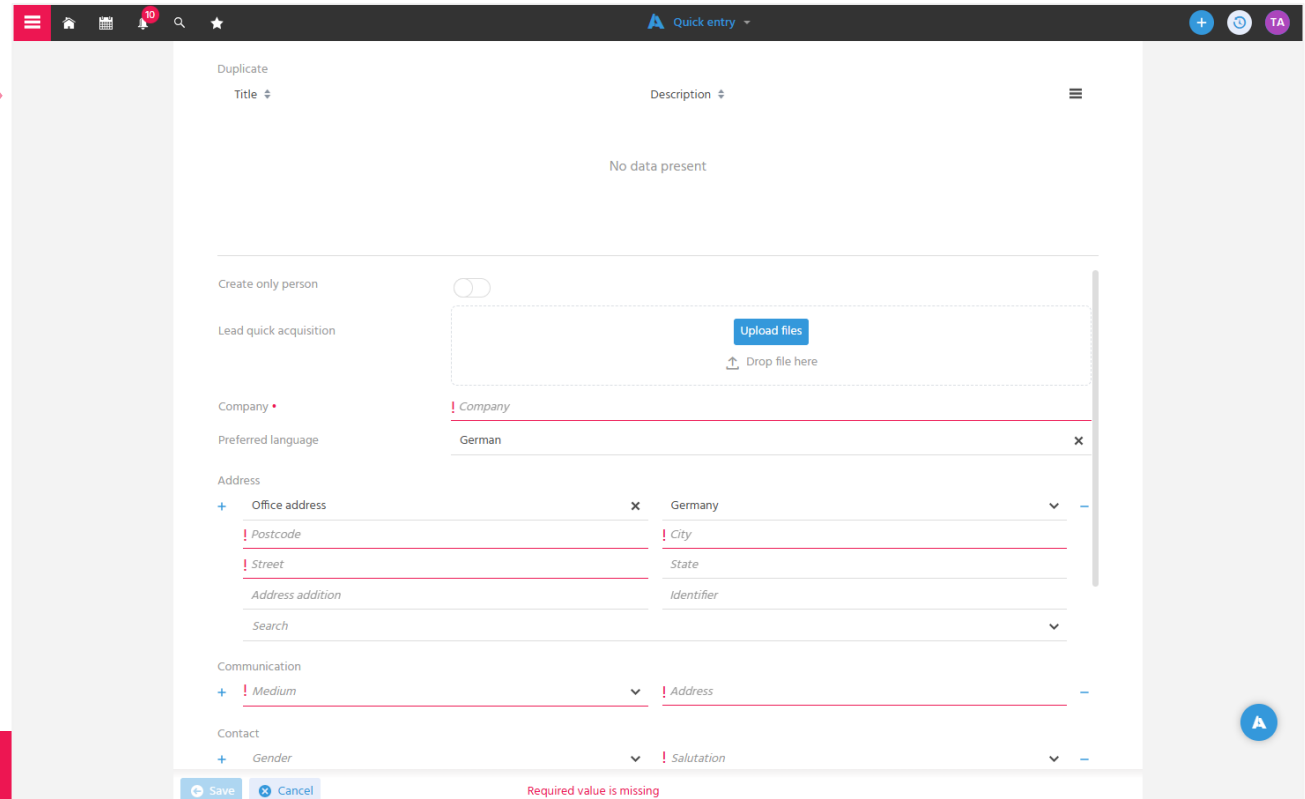
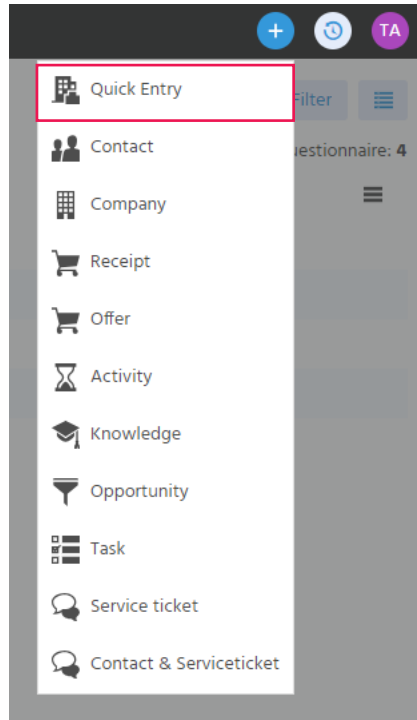
Property	Value
customConfigProperties	sigparser.isEnabled sigparser.apiKey sigparser.apiUrl dataCachin...
Others	
sigparser.isEnabled	☐
sigparser.apiKey	
sigparser.apiUrl	
dataCaching.clientFor	
geo.maptiler.apikey	
bulkmail.dateToSend	
bulkmail.baseReplac	
bulkmail.fileStorage	
bulkmail.user	mailbridge
mosaico.url	
snapADDY.isEnabled	☐
snapADDY.apiKey	
abbyy.ocr.isEnabled	☐
abbyy.ocr.appId	
abbyy.ocr.password	

Email signature recognition



Email signature recognition

Desktop View: open Quick entry



The 'Quick entry' form displays the following sections and fields:

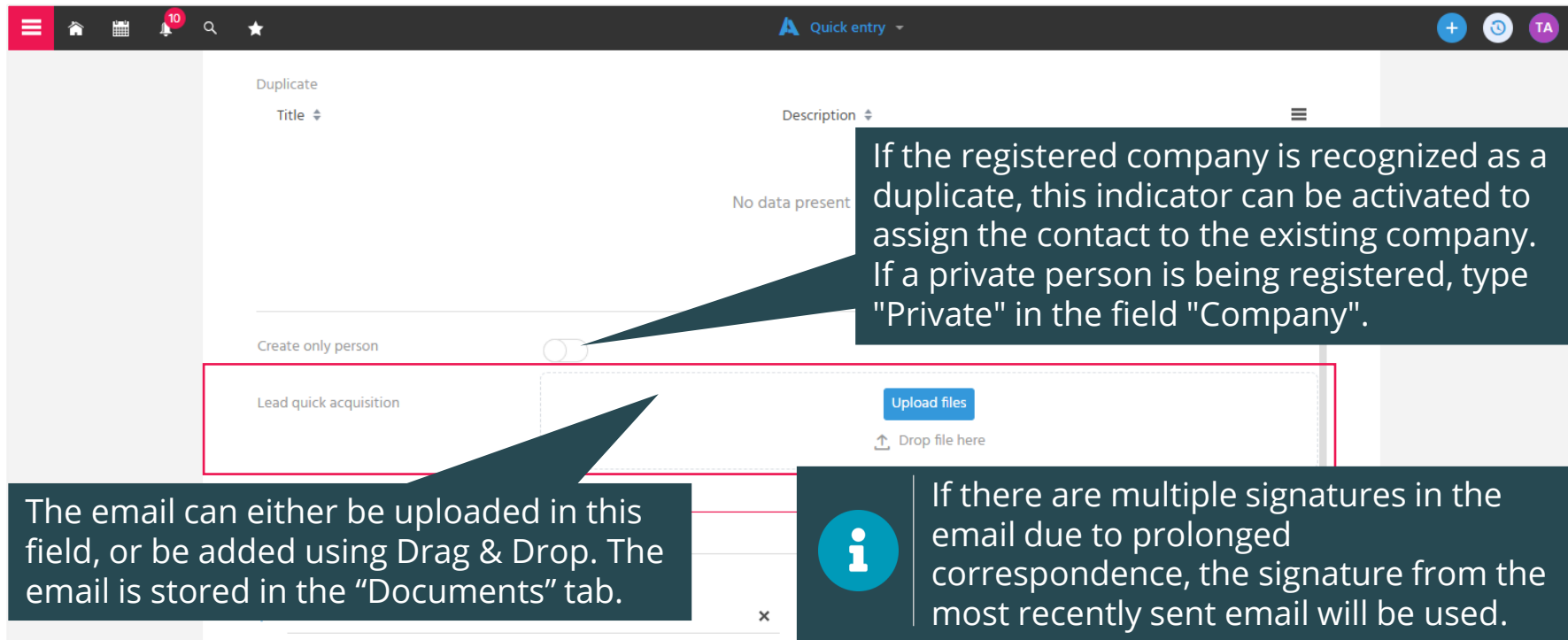
- Duplicate**
 - Title
 - Description
- Create only person** (Toggle switch)
- Lead quick acquisition**
 - Upload files button
 - Drop file here area
- Company**
 - Company (with red exclamation mark)
- Preferred language**
 - German
- Address**

Office address	Germany
Postcode	City
Street	State
Address addition	Identifier
Search	
- Communication**
 - Medium
 - Address
- Contact**
 - Gender
 - Salutation

Required value is missing

Email signature recognition

Uploading an email in Lead quick acquisition



If the registered company is recognized as a duplicate, this indicator can be activated to assign the contact to the existing company. If a private person is being registered, type "Private" in the field "Company".

The email can either be uploaded in this field, or be added using Drag & Drop. The email is stored in the "Documents" tab.

If there are multiple signatures in the email due to prolonged correspondence, the signature from the most recently sent email will be used.

Email signature recognition

Check parsed data

Control of the correct depiction
(hyphens, line breaks, etc.)

Quick entry

Duplicate

Title

ADITO Software GmbH

Description

Konrad-Zuse-Straße 4 - DE 84144 Geisenhausen | Phone: +49 8743 9664281 | Email: [redacted]

To upload a new file, the current file needs to be removed.

Create only person

Lead quick acquisition

Upload files

Drop file here

Feedback.msg

Company

ADITO Software GmbH

Preferred language

German

Address

+ Office address

84144

Konrad-Zuse-Straße 4

Address addition

Search

Germany

Geisenhausen

BY

Identifier

Communication

+ Website

https://www.adito.de

Phone

+49 8743 [redacted]

Save Cancel

Required value is missing



Information shown in the signature that lacks a corresponding field in ADITO is discarded.

Email signature recognition

Delete excess fields and save the object

Communication

+ Website	▼	https://www.adito.de	—
Phone	▼	+49 8743 96[redacted]	—
E-Mail	▼	[redacted]@adito.de	—

Contact

+ Female	×	! Salutation	▼
Title	▼	[redacted]	
[redacted]		Position	▼
German			▼

Activity

+ ! Subject		Tim Admin	×
11/10/2025	📅	! Category	▼
10:35 AM	🕒		▼

Save

Save Cancel

Required value is missing

Delete additional fields

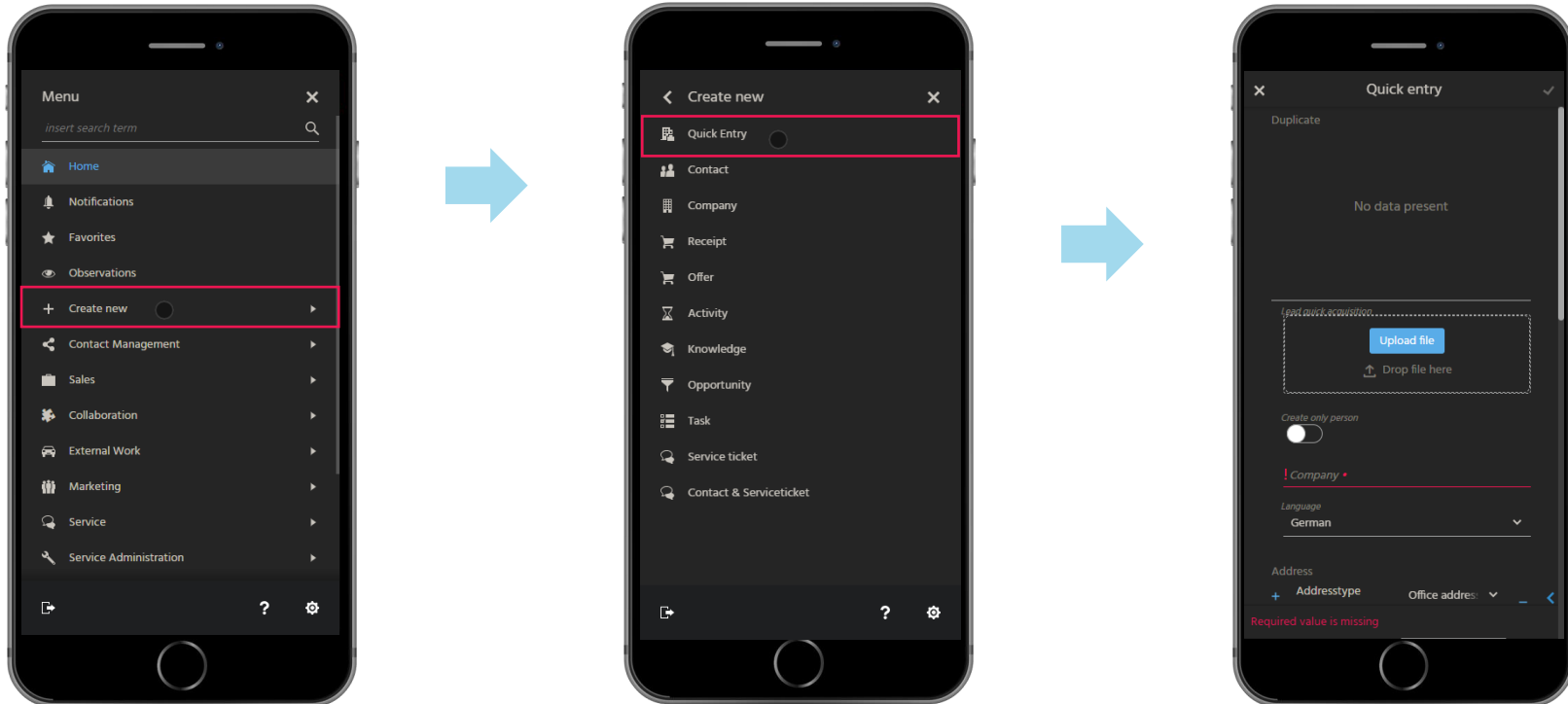
Add missing entries

Business card scan



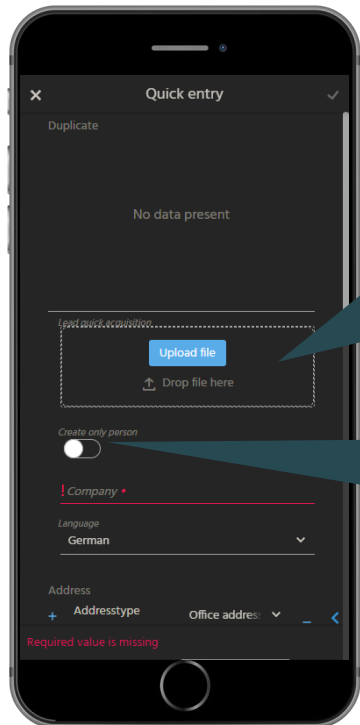
Business card scan

Mobile View: Open Quick entry



Business card scan

Uploading business cards in Lead quick acquisition



The business card can be uploaded as a photo in this field.

- In the **Mobile View**, ADITO gains access to the camera roll and directly loads the photo.
- In the **Desktop View**, the image can be selected and added using drag and drop. Permitted image formats: JPG, PNG

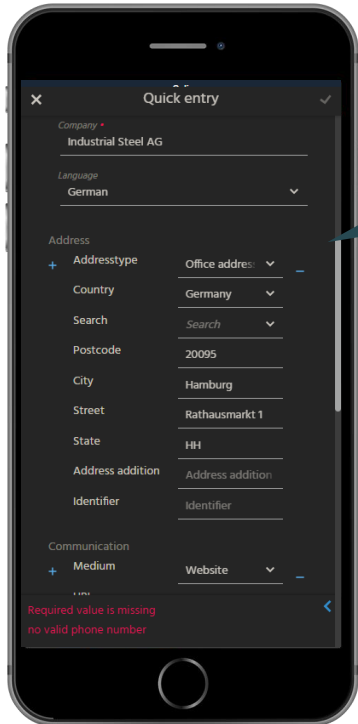
The image of the business card is stored in the "Documents" tab.

If the registered company is recognized as a duplicate, this indicator can be activated to assign the contact to the existing company.

If a private individual is being registered, type "Private" in the field "Company".

Business card scan

Check saved data



Quick entry

Company
Industrial Steel AG

Language
German

Address

+ Address type Office address: -

Country Germany

Search Search

Postcode 20095

City Hamburg

Street Rathausmarkt 1

State HH

Address addition Address addition

Identifier Identifier

Communication

+ Medium Website -

Required value is missing
no valid phone number

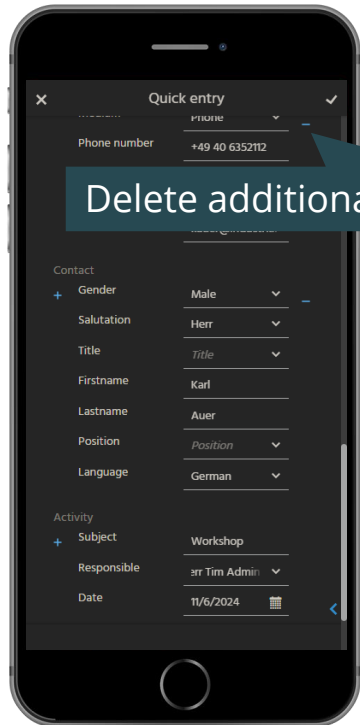
Control of the correct depiction
(hyphens, line breaks, etc.)



Information shown on the business card
that lacks a corresponding field in ADITO
gets discarded.

Business card scan

Delete excess fields and save the object



Quick entry

Phone number +49 40 6352112

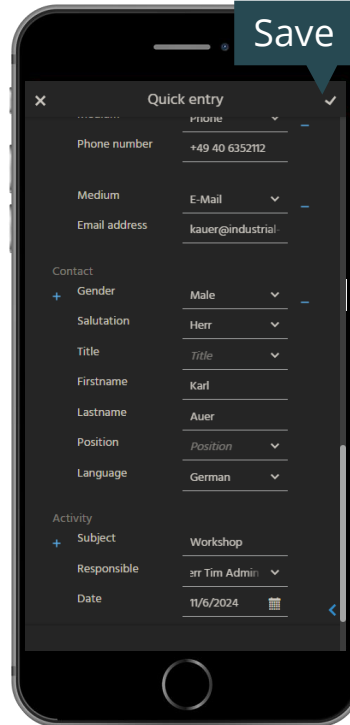
Delete additional fields

Contact

- + Gender Male
- Salutation Herr
- Title Title
- Firstname Karl
- Lastname Auer
- Position Position
- Language German

Activity

- + Subject Workshop
- Responsible Mr Tim Admin
- Date 11/6/2024



Quick entry

Phone number +49 40 6352112

Medium E-Mail

Email address kauer@industrial

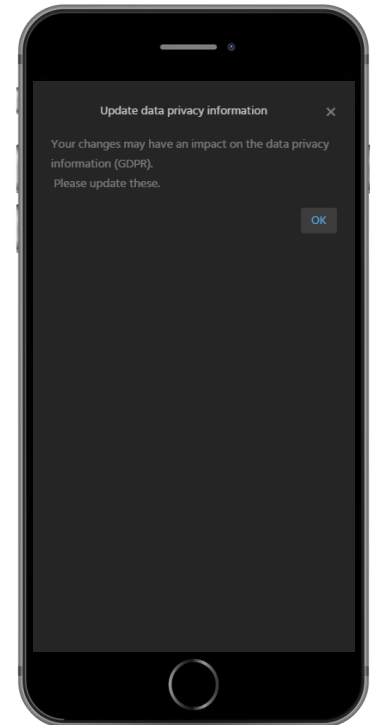
Contact

- + Gender Male
- Salutation Herr
- Title Title
- Firstname Karl
- Lastname Auer
- Position Position
- Language German

Activity

- + Subject Workshop
- Responsible Mr Tim Admin
- Date 11/6/2024

Save



Update data privacy information

Your changes may have an impact on the data privacy information (GDPR). Please update these.

OK

Capturing trade show leads

Capturing of trade show leads with the



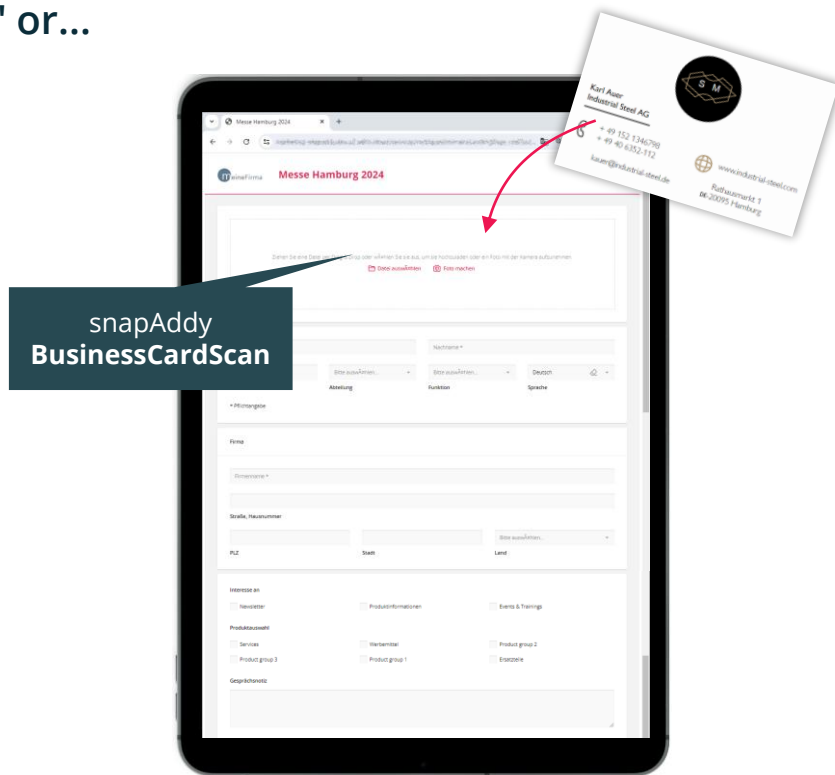
"ADITO Questionnaire with business card scan" or...

When using the ADITO Questionnaire, carry out all process steps in ADITO:

- Create trade show form,
- Register leads with your answer,
- Post-processing of leads
- etc.

Direct access to ADITO data, such as keywords and attributes, is also possible here.

The function for registering business cards in the trade show form is linked to the snapAddy BusinessCardScan.



Capturing of trade show leads with the

... "snapAddy VisitReport"

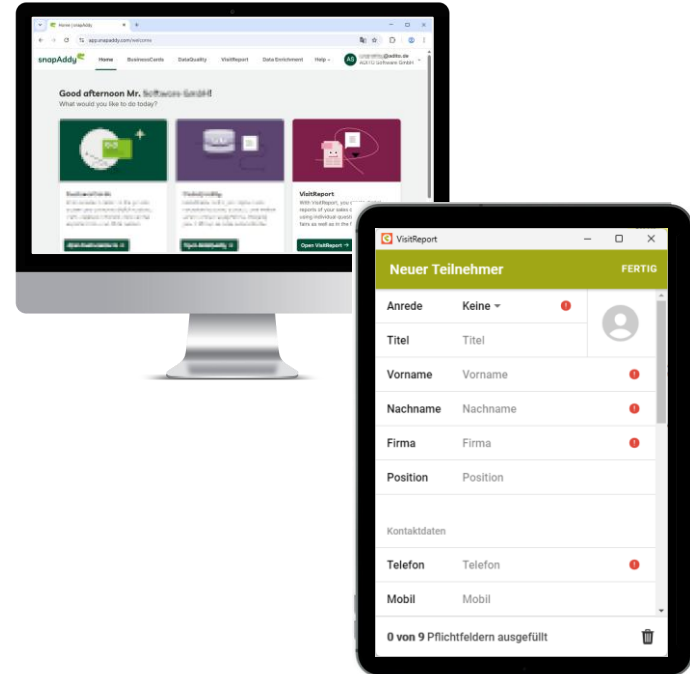
When using the snapAddy VisitReport, carry out the following process steps in the snapAddy dashboard or app:

- Create trade show form,
- Register leads,
- Export of leads

The subsequent process steps are then presented in ADITO.

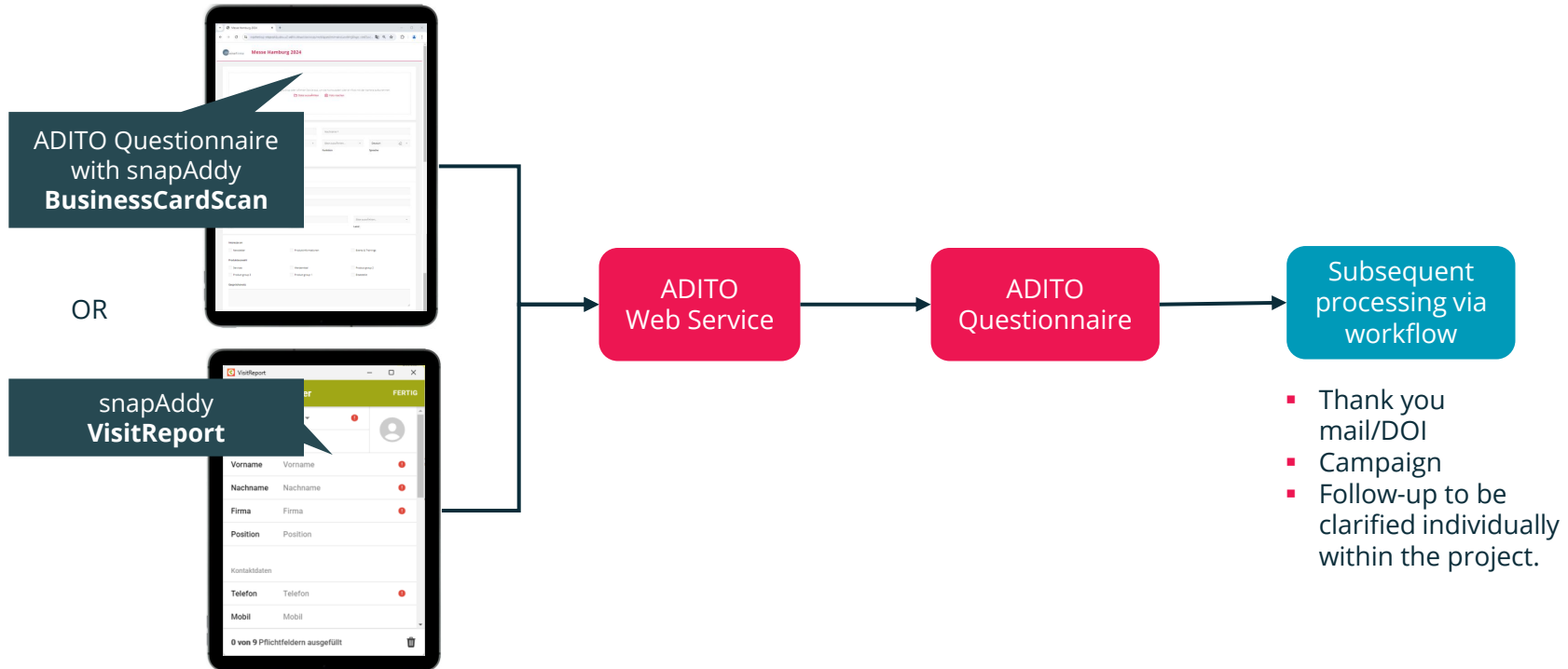
- To accomplish this, the leads are imported into the ADITO Questionnaire.
- The subsequent steps of post-processing can be mapped in exactly the same way as when using the ADITO Questionnaire.

The advantages of using snapAddy are its offline-capable app and the possibility of integrating additional interfaces (social media, badge scanning).



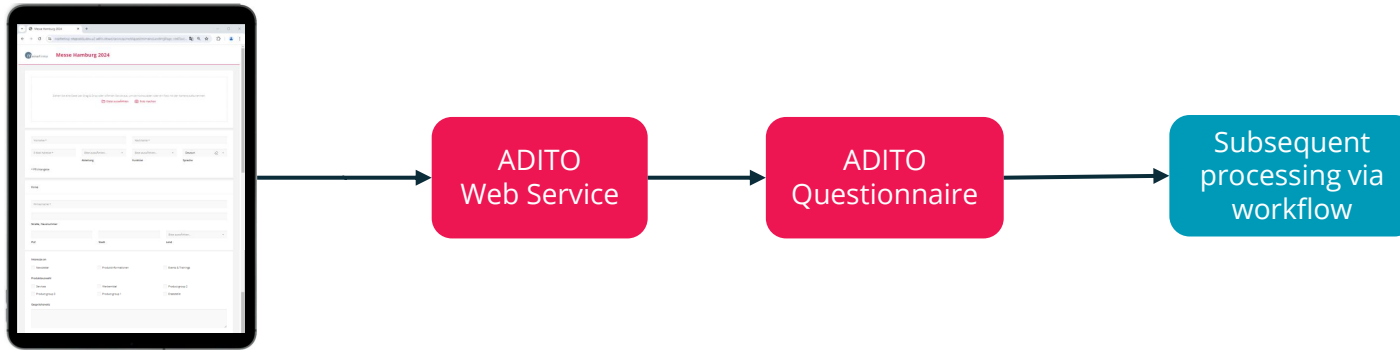
Capturing of trade show leads

General procedure



Capturing of trade show leads

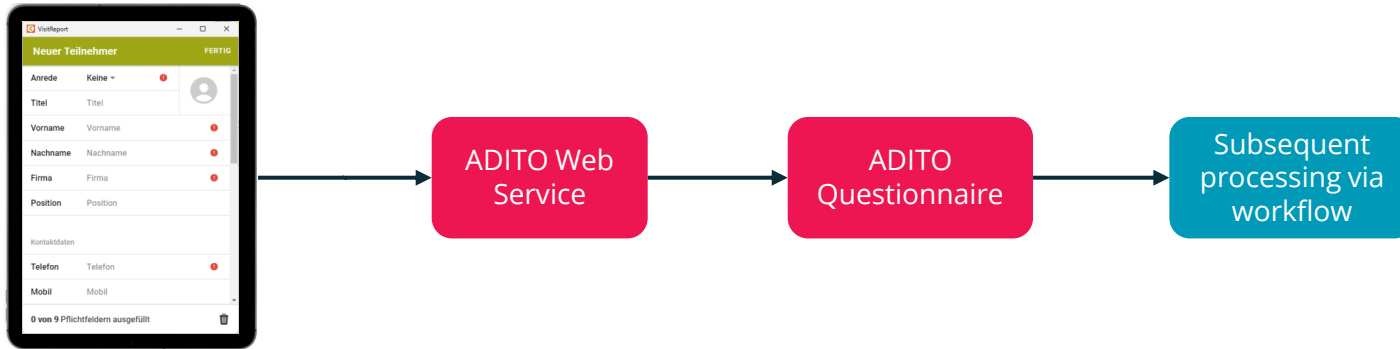
Procedure with the ADITO Questionnaire



- Create the Questionnaire with all the necessary fields/questions
- Open Questionnaire to capture the trade show lead
- Saving the Questionnaire with Duplicate Check, new creation of Company/Contact if necessary
 - Case 1: Email address cannot be found => new creation of contact
 - Case 2: Email address can be found only once => assignment to existing contact
 - Case 3: Email address can be found multiple times => new creation of contact
- Answers (incl. business card and attachments) in the Questionnaire + linking to Contact/Company
- Subsequent processing (to be defined individually for each customer)

Capturing of trade show

Procedure with the ADITO Questionnaire



- Creation of Questionnaire in snapAddy Dashboard
- Open and record contact data and replies to the Questionnaire through the snapAddy App
- Export of visitor reports from snapAddy App to the snapAddy Dashboard
- Export of leads from snapAddy Dashboard, a Questionnaire is automatically created in ADITO
 - Check for duplicates takes place, new creation of Company/Contact if necessary
 - Case 1: Email address cannot be found => new creation of contact
 - Case 2: Email address can be found only once => assignment to existing contact
 - Case 3: Email address can be found multiple times => new creation of contact
 - Report, business cards and attachments are taken over into the Questionnaire + link to Contact/Company
- Subsequent processing (to be defined individually for each customer)

ADITO
Questionnaire
with business
card scan



Capture of trade show leads with ADITO Questionnaire

Configuration: Questionnaire

What to keep in mind when configuring a questionnaire:

- Type must be "Web Form".
- The workflow for the further processing can be entered here.
- A question with answer type "Business card scan" has to be entered.
- Fields that capture the business card information require an assignment to the target table or target field.
- For an additional data upload, you can add a question with the answer type "Upload".

Create a master questionnaire that can be easily copied for new trade shows.

Further documentation on the configuration of the questionnaire can be found in the accompanying documentation.

Capture of trade show leads with ADITO Questionnaire

Open the questionnaire

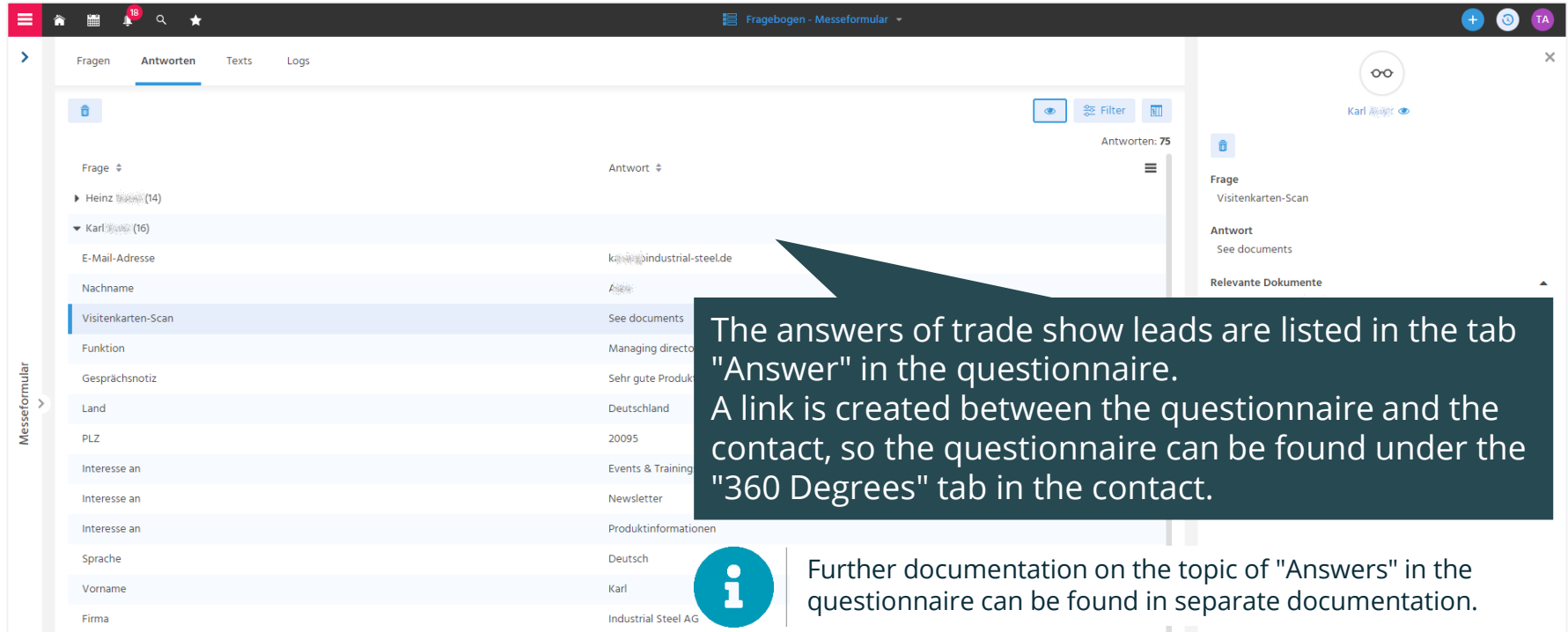
The URL to the questionnaire is distributed to trade show employees and is, e.g. stored as a shortcut on the Desktop for a quicker access.

The image shows a tablet displaying the ADITO questionnaire for 'Messe Hamburg 2024'. The form is titled 'Meine Firma' and 'Messe Hamburg 2024'. It features a large dashed box for a photo upload with the instruction: 'Ziehen Sie eine Datei per Drag & Drop oder klicken Sie sie aus, um sie hochzuladen oder ein Foto mit der Kamera aufzunehmen.' Below this are two buttons: 'Datei auswählen' and 'Foto machen'. The form contains several input fields and dropdown menus for personal and company information:

- Vorname** (First Name)
- Nachname** (Last Name)
- E-Mail-Adresse** (Email Address)
- Abteilung** (Department)
- Funktion** (Function)
- Sprache** (Language) - with a dropdown menu showing 'Deutsch' and a refresh icon.
- Firma** (Company Name) - multiple lines for input.
- Straße, Hausnummer** (Street, House Number)
- PLZ** (Postal Code)
- Stadt** (City)
- Land** (Country) - with a dropdown menu.

Capture of trade show leads with ADITO Questionnaire

Answers



The screenshot shows the ADITO Questionnaire interface. The top navigation bar includes a menu icon, home, calendar, notifications (18), search, and star icons. The main header displays 'Fragebogen - Messeformular'. The left sidebar shows a list of questions under the 'Antworten' tab. The right sidebar shows the contact profile for 'Karl' with a '360 Degrees' tab highlighted. A callout box points to the 'Antworten' tab and the '360 Degrees' tab in the contact profile.

Fragebogen - Messeformular

Antworten

Antworten: 75

Frage

Heinz [14]

Karl [16]

E-Mail-Adresse

Nachname

Visitenkarten-Scan

Funktion

Gesprächsnotiz

Land

PLZ

Interesse an

Interesse an

Interesse an

Sprache

Vorname

Firma

Antwort

industrial-steel.de

See documents

Managing director

Sehr gute Produk

Deutschland

20095

Events & Training

Newsletter

Produktinformationen

Deutsch

Karl

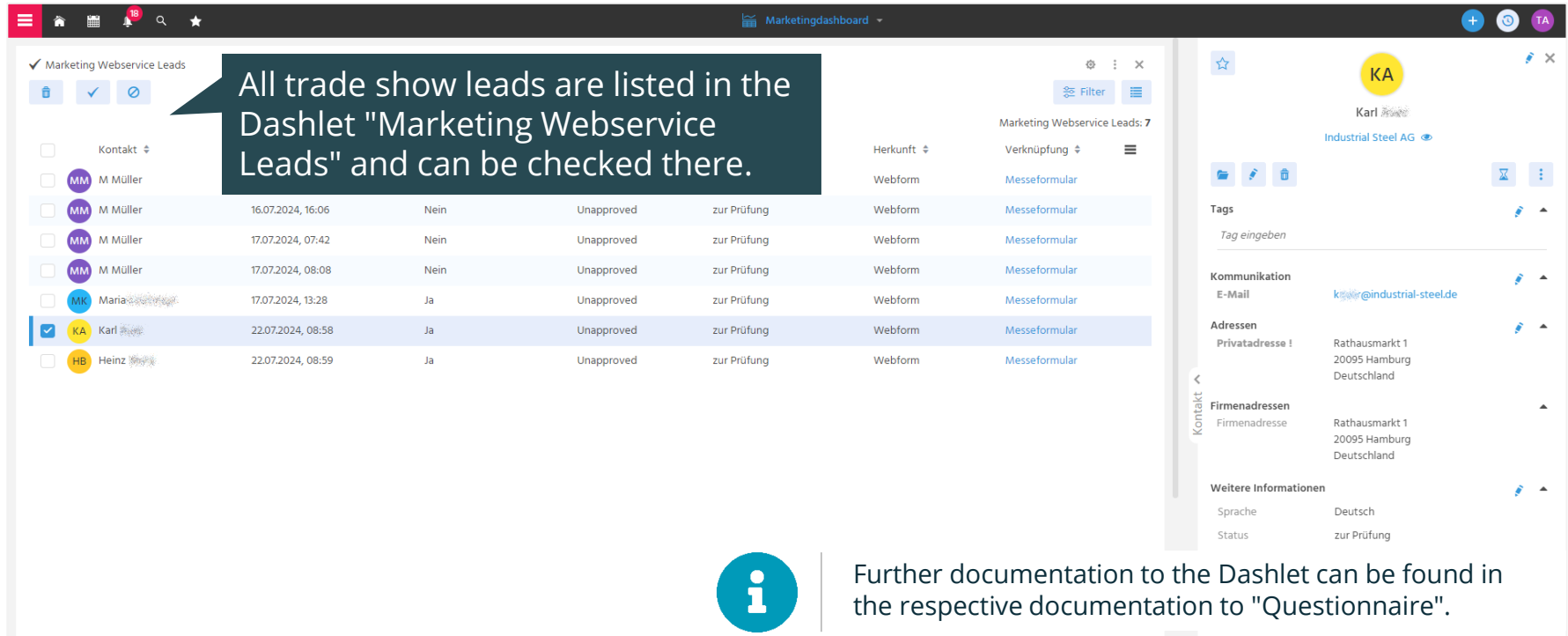
Industrial Steel AG

The answers of trade show leads are listed in the tab "Answer" in the questionnaire. A link is created between the questionnaire and the contact, so the questionnaire can be found under the "360 Degrees" tab in the contact.

Further documentation on the topic of "Answers" in the questionnaire can be found in separate documentation.

Capture of trade show leads with ADITO Questionnaire

Checking the leads



Marketing WebService Leads

All trade show leads are listed in the Dashlet "Marketing WebService Leads" and can be checked there.

Kontakt	Datum	Status	Prüfung	Webform	Messeformular
☐ MM M Müller	16.07.2024, 16:06	Nein	Unapproved	zur Prüfung	Webform
☐ MM M Müller	17.07.2024, 07:42	Nein	Unapproved	zur Prüfung	Webform
☐ MM M Müller	17.07.2024, 08:08	Nein	Unapproved	zur Prüfung	Webform
☐ MK Maria Müller	17.07.2024, 13:28	Ja	Unapproved	zur Prüfung	Webform
☒ KA Karl Müller	22.07.2024, 08:58	Ja	Unapproved	zur Prüfung	Webform
☐ HB Heinz Müller	22.07.2024, 08:59	Ja	Unapproved	zur Prüfung	Webform

Marketing WebService Leads: 7

Kontakt: Karl Müller, Industrial Steel AG

Tags: Tag eingeben

Kommunikation: E-Mail: k.mueller@industrial-steel.de

Adressen: Privatadresse: Rathausmarkt 1, 20095 Hamburg, Deutschland

Firmenadressen: Firmenadresse: Rathausmarkt 1, 20095 Hamburg, Deutschland

Weitere Informationen: Sprache: Deutsch, Status: zur Prüfung

Further documentation to the Dashlet can be found in the respective documentation to "Questionnaire".

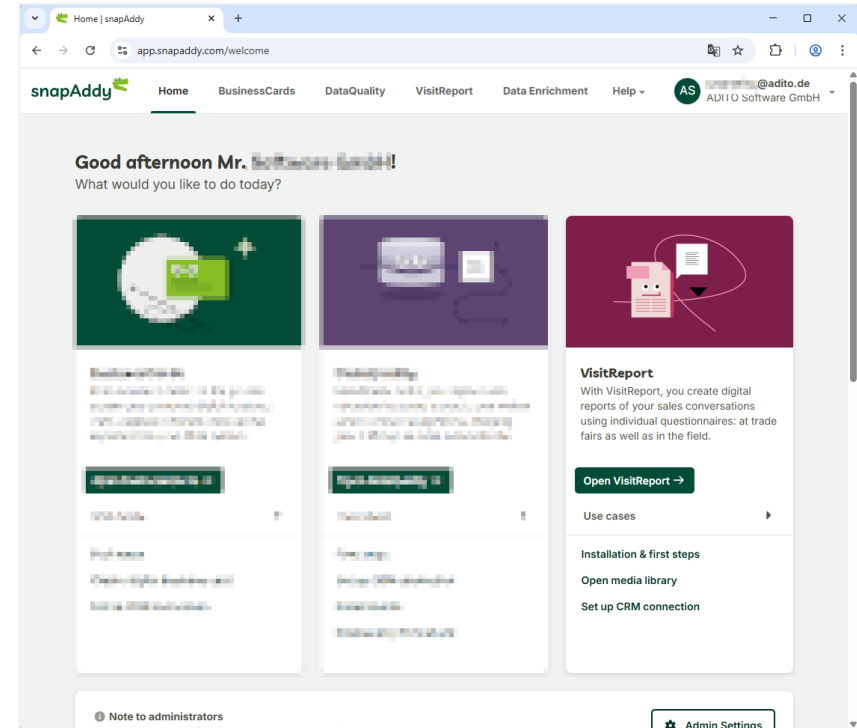
snapAddy VisitReport



Capture of trade show leads with snapAddy VisitReport

Access to snapAddy Dashboard

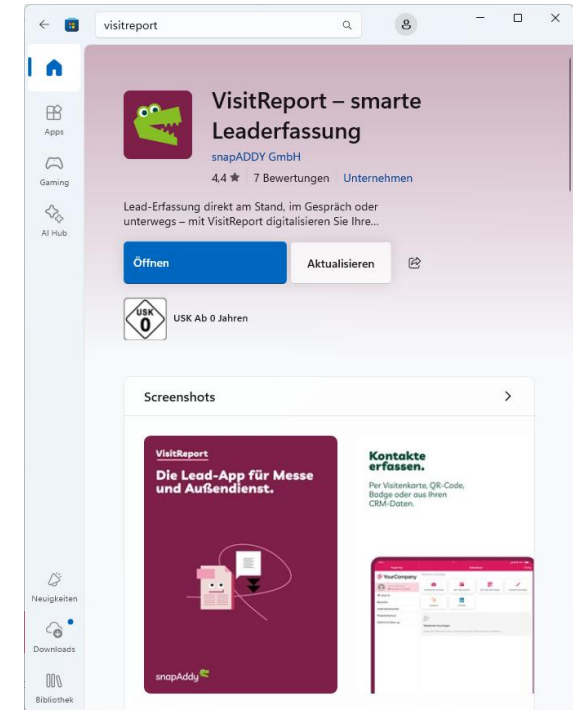
- <https://app.snapaddy.com/welcome>
- Dashboard for preparation and follow-up are usually for administrators.
- Here you have functions to:
 - Create new questionnaires etc.
 - Export Leads, which are to be imported in ADITO.



Capture of trade show leads with snapAddy VisitReport

Access to the snapAddy App

- Install "snapAddy VisitReport" from the corresponding app store.
- As a trade show employee, you have the following functions:
 - Creating reports; you enter the contact data of one or more people in a report, as well as answers to a defined questionnaire, photos and notes.
 - Exporting reports to the snapAddy Dashboard.



Capture of trade show leads with snapAddy VisitReport

Configuration: Creating an event

The screenshot displays the snapAddy VisitReport web application. The background shows a sidebar with navigation options: Home, BusinessCards, DataQuality, and VisitReport (selected). The main content area lists several events: 'Kopie von Sprint Messe 44', 'Sprint Messe 44', 'Messe xRM Entwicklung', and 'Sample Template for Trial'. A 'Create new event' button is visible. Overlaid on this is a 'Create new event' modal window. The modal has a close button (X) in the top right corner. It contains the following sections:

- Event name**: A text input field containing 'MK traid fair 2025'. Below the input, a note states: 'This is the name of the event as shown in the VisitReport dashboard and in the app.'
- Languages**: A section with the instruction 'Assign the languages for this event. The questionnaire should be translated to the selected language for use in the VisitReport app.' It features a button with the UK flag and the text 'English' (marked as 'Default'), and an 'Add language' button.
- Location**: A section with the instruction 'Select the event location to ensure accurate data display for all users. If the exact place is not yet determined or the event has no fixed location, select a time zone instead.' It includes a search input field with the placeholder 'Location of event' and a magnifying glass icon. Below the input, a note says 'Search for the location of your event or [enter time zone manually](#)'.

At the bottom of the modal, there is a progress indicator showing '1 of 2' steps, a 'Cancel' button, and a 'Next' button.

Capture of trade show leads with snapAddy VisitReport

Configuration: settings

The screenshot shows the snapAddy VisitReport configuration page for the 'MK traid fair 2025' event. The top navigation bar includes 'snapAddy', 'Home', 'BusinessCards', 'DataQuality', 'VisitReport' (active), 'Data Enrichment', and 'Help'. The user profile 'AS' and 'adito.de' are in the top right. The left sidebar lists navigation items: 'Home', 'Setup', 'Questionnaire', 'Reports', 'Analytics', 'Voice AI', 'Inventory data', 'Meetings', 'Team coordination', 'Info center', 'Follow-up emails', and 'Settings'. The main content area shows the event name 'MK traid fair 2025' and a 'Home' link. Below this, a table displays event details: 'CREATED BY ADITO Software GmbH', 'AVAILABILITY at any time', 'ACCESS unrestricted', 'CREATED ON Nov 06, 2025', and 'LAST UPDATED Nov 06, 2025'. The 'General' section is active, with a description: 'Configure key event settings and create a questionnaire before the event. Access captured reports and analytics during and after the event.' The 'PREPARATION' section contains two options: 'Setup' (Basic configuration and design) and 'Questionnaire' (Custom questions and answer options). The 'CAPTURED REPORTS' section contains one option: 'Reports' (Captured visit reports). A callout box points to the 'Setup' option.

2. Adjusting settings:

- Enter ADITO as target for export
- Enter the workflow for subsequent processing.
- Multilingualism, if applicable
- Etc.

Capture of trade show leads with snapAddy VisitReport

Configuration: Settings – Multilingualism

The screenshot shows the 'VisitReport' configuration page for the event 'MK traid fair 2025'. The left sidebar contains navigation links: BACK TO EVENTS, Home, Setup (highlighted with a red box), General (highlighted with a red box), Design, Questionnaire, Reports, Analytics, Voice AI, Inventory data, Meetings, Team coordination, Info center, Follow-up emails, and Settings. The main content area is divided into sections: Event name (MK traid fair 2025), Languages (with a red box around the selection area), and Location (Munich, BY, Germany). The Languages section includes a description: 'Assign the languages for this event. The questionnaire should be translated to the selected language for use in the VisitReport app.' and a list of languages: English (marked as Default) and German. An 'Add language' button is also present. The Location section includes a map and a dropdown menu showing 'CET Europe / Berlin'. Two callout boxes provide additional information: 'In the ADITO Questionnaire, the default language is used in the import.' and 'Here, you can select the languages, in which the report should be entered in. The trade show employee can select the required language in the app.'

snapAddy  Home BusinessCards DataQuality **VisitReport** Data Enrichment Help  @adito.de ADITO Software GmbH

← BACK TO EVENTS

Home

Setup

General

Design

Questionnaire

Reports

Analytics

Voice AI

Inventory data

Meetings

Team coordination

Info center

Follow-up emails

Settings

MK traid fair 2025 Draft > Setup > General

Event name

This is the name of the event as shown in the VisitReport dashboard and in the app.

MK traid fair 2025

Languages

Assign the languages for this event. The questionnaire should be translated to the selected language for use in the VisitReport app.

English Default

German

Add language

Location

Select the event location to ensure accurate data display for all users. If the exact place is not yet determined or the event has no fixed location, select a time zone instead.

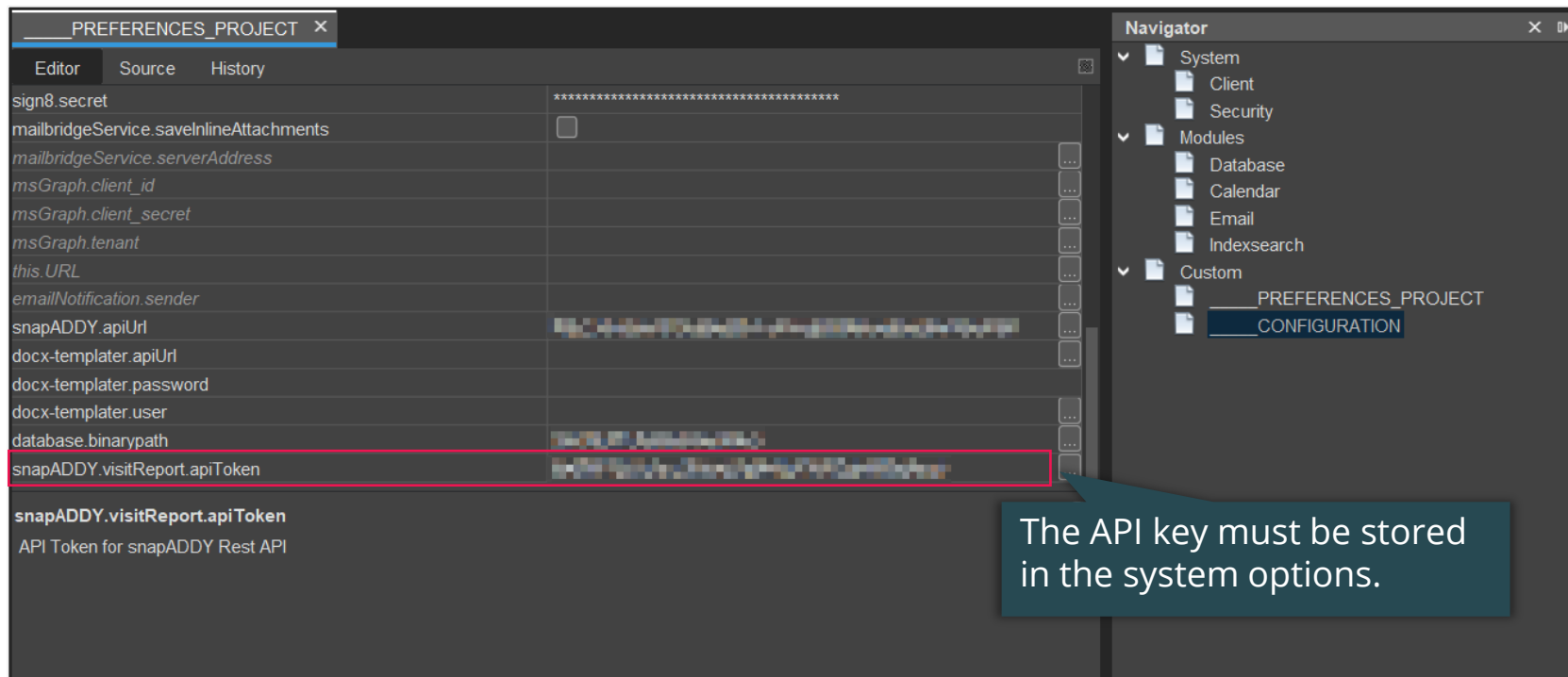
 Munich
Munich
BY, Germany
CET Europe / Berlin

In the ADITO Questionnaire, the default language is used in the import.

Here, you can select the languages, in which the report should be entered in. The trade show employee can select the required language in the app.

Use of snapAddy

Prerequisite: Activate the VisitReport function in ADITO



The screenshot shows the '___PREFERENCES_PROJECT' window in ADITO. The 'Editor' tab is active, displaying a list of configuration items. The 'snapADDY.visitReport.apiToken' item is highlighted with a red box. A callout bubble points to this field with the text: 'The API key must be stored in the system options.'

Field	Value
sign8.secret	*****
mailbridgeService.saveInlineAttachments	☐
mailbridgeService.serverAddress	
msGraph.client_id	
msGraph.client_secret	
msGraph.tenant	
this.URL	
emailNotification.sender	
snapADDY.apiUrl	
docx-templater.apiUrl	
docx-templater.password	
docx-templater.user	
database.binarypath	
snapADDY.visitReport.apiToken	

snapADDY.visitReport.apiToken
API Token for snapADDY Rest API

Capture of trade show leads with snapAddy VisitReport

Configuration: Settings – Export configuration

The screenshot displays the 'Export' configuration page for the 'MK troid fair 2025' event. The left sidebar contains a menu with 'Export' highlighted. The main content area shows the 'Export target' section with three radio button options: 'Only allow exports to this dashboard' (selected), 'Only allow exports directly to the CRM system', and 'Let the user decide when exporting from the app'. Below this, the 'Export configuration' section is visible, featuring a checked 'Webhook' checkbox and a text box for the 'VisitReport Webhook Target URL' containing the URL 'https://test-2044135.dev.c2.adito.cloud/services/rest/snapAddyVisitReport_rest'. A red box highlights the 'Export' button in the sidebar.

Activate the "Webhook" checkbox in the Export configuration and enter the URL of the ADITO system, designating the webservice as the target.

URL of the ADITO system

Webservice

Capture of trade show leads with snapAddy VisitReport

Configuration: Export configuration

The screenshot shows the snapAddy web interface. The top navigation bar includes links for Home, BusinessCards, DataQuality, VisitReport (active), Data Enrichment, and Help. The left sidebar contains a menu with options like BACK TO EVENTS, Home, Setup, Questionnaire, Reports, Analytics, Voice AI, Inventory data, Meetings, Team coordination, Info center, Follow-up emails, Settings (highlighted), App configuration, Access & availability, Contact capture, Export (highlighted with a red box), and Workflows. The main content area is titled 'Export configuration' and contains the following sections:

- Export configuration**
Define custom properties for exporting from the dashboard into target systems.
 - ☐ Optimizely
 - ☐ Mandrill
 - ☐ RapidMail
 - ☐ Pardot
 - ☐ Form integration
 - ☒ Webhook
 - VisitReport Webhook Target URL**
 - VisitReport Webhook Authorization Header**
 - ☐ Eloqua
- Custom fields**
You can set custom key/value pairs that can be referenced in mappings to third-party systems.

Key	Value
workflowKey	bulkmail_doi

[Add custom field](#)
- Custom System Integration**
If you wish a custom integration of this event into your third-party system (e.g. CRM), please download the [mapping template](#)

If you have defined a workflow in xRM that you want to execute for each participant in a questionnaire, store it as follows:

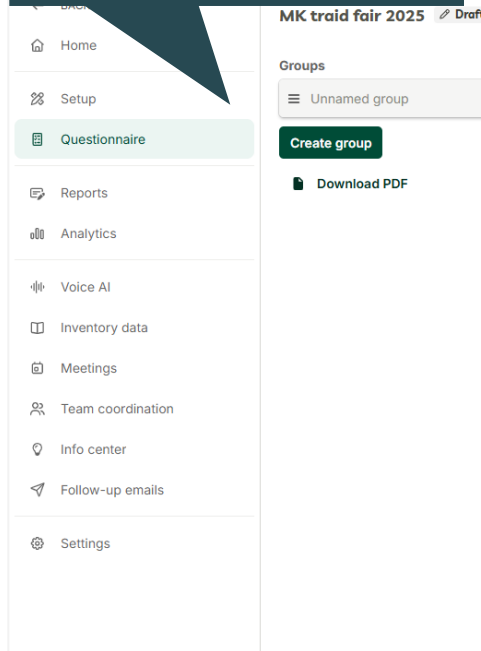
- Key: "workflowKey"
- Value: Key of the workflow from xRM, e.g., "bulkmail_doi"

In the workflow mentioned in the example, each imported recipient would receive a DOI E-Mail .

Capture of trade show leads with snapAddy VisitReport

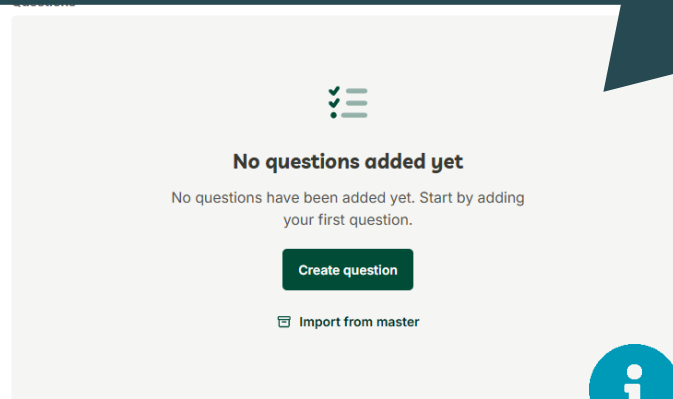
Configuration: creating questionnaire

3. Create questionnaire



With regard to the import into ADITO, it should be noted that when creating the questions, the imported questions in the ADITO Questionnaire are always transferred as plain text (as entered by the user). Customizing is necessary if questions from snapAddy are written into ADITO fields.

Hence, the creation of the trade show questionnaire must be clarified individually for each customer in the project.



A new master questionnaire gets created, which can simply be copied for new trade shows.

Capture of trade show leads with snapAddy VisitReport

Configuration: adding questions – Example: question to query the ADITO "Function" field

snapAddy Home BusinessCards DataQuality Visit

← BACK TO EVENTS

Home

Setup

Questionnaire

Reports

Analytics

Voice AI

Inventory data

Meetings

Team coordination

Info center

Follow-up emails

Settings

MK traid fair 2025 Draft

Groups

Unnamed group

Create group

Download PDF

Create question

Define the title and the type of the new question.

Question title

Contact role

Funktion

Question type

Select a question type that fits your needs.

INPUT

Text single line

Text area multiple lines

Number

Signature on a legal statement

SELECTION

Single selection

Single selection with search

Multi selection

Multi selection with search

TIME

Date

Time of day

Date and time

Cancel Create

Only one value can be entered as answer.

Capture of trade show leads with snapAddy VisitReport

Configuration: adding questions – Example: question to query the ADITO "Function" field

The screenshot shows the snapAddy web application interface. On the left is a sidebar with navigation links: BACK TO EVENTS, Home, Setup, Questionnaire, Reports, Analytics, Voice AI, Inventory data, Meetings, Team coordination, Info center, Follow-up emails, and Settings. The main area displays 'MK traid fair 2025' with a 'Draft' status. Below this are options for 'Groups' (Unnamed group), 'Create group', and 'Download PDF'. A modal window titled 'Edit question > Contact role' is open. It has tabs for 'Question', 'Answers', and 'Dependencies'. The 'Question' tab is active, showing 'Question type' set to 'Single selection'. There are buttons for 'Import from excel' and 'Add answer option'. A search bar is present. Below it, a list of roles is shown with checkboxes, language indicators (EN, DE), and corresponding ADITO codes. A callout bubble points to the 'CONTACTROLEMANAGING' entry.

Role	Language	ADITO Code
☐ Managing director	EN	CONTACTROLEMANAGING
☐ Geschäftsführer	DE	
☐ Purchasing manager	EN	CONTACTROLEPURCHASING
☐ Einkaufsleiter	DE	
☐ Marketing manager	EN	CONTACTROLEMARKETING
☐ Marketingleiter	DE	

Here, you have to ask the ADITO administrator for, e.g. the specific values for this keyword.

Capture of trade show leads with snapAddy VisitReport

Configuration: adding questions – further examples

3. Fragebogen erstellen

Firmengröße

Company size

Frage typ

Wählen Sie einen Fragetyp, der Ihren Bedürfnissen entspricht.

EINGABE

☐ Text
einzellig

AUSWAHL

☒ Einfachauswahl

ZEIT

☐ Datum

Textfeld/mehr

Frage bearbeiten > Firmengröße

Fragedetails, Antwortoptionen und Abhängigkeiten anpassen.

Frage

Antworten

Abhängigkeiten

Frage typ

☐ Zahl

Import aus Excel

Antwortoption hinzufügen

Suchen

☐ 1 Option

Antwortoption (Deutsch)

Standardwert

Antwortoption (Englisch)

Abbrechen

Speichern

Frage erstellen

Definieren Sie den Titel und den Typ der neuen Frage.

Titel der Frage

Branche

Industry

Frage typ

Wählen Sie einen Fragetyp, der Ihren Bedürfnissen entspricht.

EINGABE

☐ Text
einzellig

AUSWAHL

☒ Einfachauswahl

ZEIT

☐ Datum

Textfeld/mehr

Frage bearbeiten > Branche

Fragedetails, Antwortoptionen und Abhängigkeiten anpassen.

Frage

Antworten

Abhängigkeiten

Frage typ

☒ Einfachauswahl

Import aus Excel

Antwortoption hinzufügen

Suchen

☐ 5 Optionen

Maschinenbau

Wert (optional)

Mechanical engineering

Service

Service

Handel

Trade

Abbrechen

Speichern

Frage erstellen

Definieren Sie den Titel und den Typ der neuen Frage.

Titel der Frage

Produktinformationen zusenden

Send product information

Frage typ

Wählen Sie einen Fragetyp, der Ihren Bedürfnissen entspricht.

EINGABE

☐ Text
einzellig

AUSWAHL

☒ Einfachauswahl

ZEIT

☐ Datum

Textfeld/mehr

Frage bearbeiten > Produktinformationen zusenden

Fragedetails, Antwortoptionen und Abhängigkeiten anpassen.

Frage

Antworten

Abhängigkeiten

Frage typ

☒ Einfachauswahl

Import aus Excel

Antwortoption hinzufügen

Suchen

☐ 2 Optionen

ja

yes

nein

no

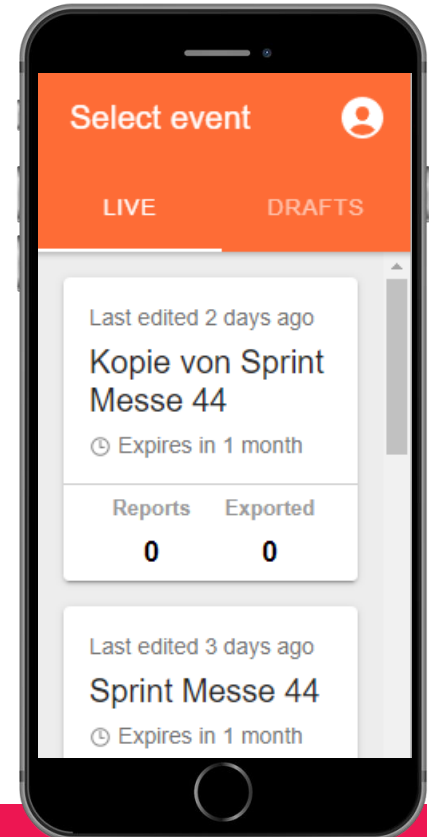
Abbrechen

Speichern

Capture of trade show leads with snapAddy VisitReport

Opening the questionnaire in the app

- Recording report with one or more participants. In the first step, the contacts are recorded (depending on the configuration, such as by business card or badge scan, etc.), and then the questionnaire is answered.
- "After the trade show", the reports are exported to snapAddy and from there to ADITO.



Capture of trade show leads with snapAddy VisitReport

Export of the leads from the dashboard to ADITO

The screenshot displays the snapAddy VisitReport dashboard. The top navigation bar includes links for Home, BusinessCards, DataQuality, VisitReport (active), Data Enrichment, and Help. The user profile shows 'AS' and '@adito.de' for ADITO Software GmbH.

The main section is titled 'Kopie von Sprint Messe 44' with a 'Live' status and a 'Reports' tab. Below the title, it states 'These reports have been exported to the dashboard from the VisitReport app. [Learn more](#)'.

A table lists 4 reports, all of which are selected. The table columns include 'Export', 'Status', 'Created', 'Created by', 'Created by (email)', 'Report ID', 'Salutation', 'Title', 'First name', and 'Last name'. The reports are:

Export	Status	Created	Created by	Created by (email)	Report ID	Salutation	Title	First name	Last name
☒			ADITO Software...	adito.de	0008	Ms.		Claudia4	S
☒			ADITO Software...	adito.de	0003	Ms.		Claudia3	S
☒			ADITO Software...	adito.de	0002				S
☒		Nov 03, 2025	ADITO Software...	adito.de	0001				S

Annotations on the screenshot:

1. Select required report (points to the 'Export' column checkboxes)
2. (points to the 'Bulk export' button)
3. Export is executed in the direction of the specified target system. (points to the 'Webhook Export' dropdown menu)

At the bottom, there is a '10 reports per page' dropdown, a '4 Reports (4 Contacts)' summary, and a 'Page: 1 / 1' indicator.

Capture of trade show leads with snapAddy VisitReport

Automatic import of questionnaire into ADITO

The screenshot displays the ADITO Questionnaire management interface. A table lists several questionnaires, with the first one, 'Kopie von Sprint Messe 44', highlighted. This questionnaire is of type 'SnapADDY', has a status of 'Completed', and was created on Nov 3, 2025. It contains 2 questions, has 0 pages, and has 4 participants. A text box explains that as soon as the export is executed in snapAddy, a questionnaire of this type and status is created, and further editing is not possible. To the right, the details for this questionnaire are shown, including its type, form title, valid dates, privacy settings, and description.

Name	Type	Form title	Status	Created	Questions	Pages	Participants
KV Kopie von Sprint Messe 44	SnapADDY	Kopie von Sprint Messe 44	Completed	Nov 3, 2025	2	0	4
NE Newsletteranmeldung	Web Form	Newsletteranmeldung	Active	Sep 22, 2025	5	1	0
KO Kontaktformular	Web Form	Kontaktformular	Active	Dec 30, 2024	6	1	0
MK meineFirma Kundentag: Umfrage	Survey						
LN Lead Nurturing zum Thema "Cross-Selling"	Web Form						
AA Auflistung aller Antworttypen	Survey						

As soon as the export is executed in snapAddy, a questionnaire in ADITO of the type "snapAddy" with the status "Completed" gets created. Further editing in this questionnaire is not possible.

Questionnaire Details:

- Name:** KV Kopie von Sprint Messe 44
- Status:** Completed
- Created:** Nov 3, 2025
- Type:** SnapADDY
- Form title:** Kopie von Sprint Messe 44
- Valid from:** Nov 3, 2025
- Valid to:** Jan 1, 2026
- Privacy:** Anonym
- Description:** No

Capture of trade show leads with snapAddy VisitReport

Automatic import of questionnaire into ADITO – MainView

The screenshot displays the ADITO MainView interface. The top navigation bar shows the title 'Questionnaire - Kopie von Sprint Messe 44'. The left sidebar contains details for the questionnaire, including the title 'Kopie von Sprint Messe 44', status 'Completed', completion date 'Nov 3, 2025', type 'SnapADDY', form title 'Kopie von Sprint Messe 44', valid from 'Nov 3, 2025', valid to 'Jan 1, 2026', privacy 'Anonym', and description 'No'. The central area shows the 'Questions' tab with a table of imported questions. The table has columns for 'Sorting', 'Name', 'Answer type', 'Required', and 'Description'. The table contains two rows: '1' with 'Nachname' and 'No', and '2' with 'Firmenname' and 'No'. The right sidebar shows filters for 'Firmenname' and 'Question'.

Sorting	Name	Answer type	Required	Description
1	Nachname	No	No	
2	Firmenname	No	No	

In the tab "Questions", you receive an overview of all imported questions (incl. Preview). The questions are imported in the specified standard languages.

Capture of trade show leads with snapAddy VisitReport

Automatic import of questionnaire into ADITO – MainView

The screenshot displays the ADITO MainView interface. On the left, a sidebar shows details for 'Kopie von Sprint Messe 44', including its completion status and dates. The main area is divided into 'Questions', 'Answers', and 'Logs' tabs, with 'Answers' currently selected. A table lists imported answers for 'Claudia' (3 entries), showing fields like 'Firmenname', 'Nachname', and 'Notiz'. A dark blue callout box with white text points to the table, stating: 'Overview of all imported answers (incl. Preview) become available'. On the right, a panel shows the 'Question' (Firmenname) and 'Answer' (Test2), along with 'Relevant Documents' like 'businesscard.jpg', 'report.pdf', and 'attachment_0.jpg'.

Questionnaire - Kopie von Sprint Messe 44

KV

Kopie von Sprint Messe 44
Completed
Nov 3, 2025

Details

Type: SnapADDY
Form title: Kopie von Sprint Messe 44
Valid from: Nov 3, 2025
Valid to: Jan 1, 2026

Privacy

Anonym: No

Description

Questions Answers Logs

Question

▼ Claudia (3)

Question	Answer
Firmenname	
Nachname	Test1
Notiz	Notizen

► Claudia2 (2)

► Claudia3 (2)

► Claudia4 (2)

Overview of all imported answers (incl. Preview) become available

Question

Firmenname

Answer

Test2

Relevant Documents

businesscard.jpg
report.pdf
attachment_0.jpg

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