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Global Event Lead Capture Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Event Lead Capture Software market size is expected to reach $ 1108 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

Event Lead Capture Software is a type of digital solution designed to collect, manage, and process potential customer information during exhibitions, conferences, forums, business events, roadshows, and offline marketing activities. It enables companies to capture attendee data quickly through methods such as QR code scanning, digital forms, business card recognition, NFC, and mobile devices, while recording information including names, contact details, company profiles, interests, and engagement activities. By integrating functions such as real-time data synchronization, lead qualification, customer segmentation, CRM integration, and marketing automation, Event Lead Capture Software helps enterprises improve lead acquisition efficiency, optimize sales follow-up processes, and analyze marketing performance. With the increasing adoption of digital marketing and sales automation, Event Lead Capture Software has become an essential tool for modern event-based customer acquisition and relationship management.

The market for Event Lead Capture Software is currently undergoing continuous growth driven by digital transformation and the increasing demand for efficient customer acquisition during offline events. As enterprises place greater emphasis on event marketing effectiveness, customer data accumulation, and sales lead conversion, these solutions are evolving from simple data collection tools into integrated platforms combining lead capture, customer identification, lead management, marketing automation, and customer relationship coordination. Demand is mainly generated from exhibitions, conferences, corporate events, business networking activities, and brand

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promotion scenarios, with users increasingly focusing on real-time data synchronization, mobile-based collection, intelligent analytics, and integration with sales management systems. In the future, the integration of artificial intelligence, big data analytics, and automated marketing technologies will further enhance the capabilities of Event Lead Capture Software and accelerate the transition toward more precise and intelligent marketing operations.

Report Scope

This report studies the global Event Lead Capture Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Event Lead Capture Software, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Event Lead Capture Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Event Lead Capture Software total market, 2021-2032, (USD Million)

Global Event Lead Capture Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Event Lead Capture Software total market, key domestic companies, and share, (USD Million)

Global Event Lead Capture Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Event Lead Capture Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Event Lead Capture Software total market by Application, CAGR, 2021-2032, (USD Million)

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This report profiles major players in the global Event Lead Capture Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include atEvent, Violet Rome, Blinq, Captello, ebCard, EventRebels, fielddrive, Habsy Technologies, Handshook, HiHello, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Event Lead Capture Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Event Lead Capture Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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Market Segmentation

Global Event Lead Capture Software Market, Segmentation by Type:

Cloud-based

On-premise

Global Event Lead Capture Software Market, Segmentation by Data Acquisition Technology:

QR Code-Based

Business Card Recognition-Based

Form-Based

NFC/RFID-Based

Global Event Lead Capture Software Market, Segmentation by Technical Capabilities:

Traditional Digital Capture

AI-enabled Lead Capture

CRM-integrated Solutions

Global Event Lead Capture Software Market, Segmentation by Application:

Large Enterprises

SMEs

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Companies Profiled:

atEvent

Violet Rome

Blinq

Captello

ebCard

EventRebels

fielddrive

Habsy Technologies

Handshook

HiHello

Cvent

Info Salons

Hamilton

ITN International

Jonas Event Technology

Leadature

Leadline

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Momentive Software

Myleadssite

Mobly

momencio

Overpass

Pitchview

Popl

Eventkrowd

Romify

SmartSource

SpeakerStacks

Conference Badges

Validar

Zuant

Zuddl

Tencent

Beijing Yinova Digital Media Technology

Jinshuju

Accuvally

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Eight

Shanon

NEC

Key Questions Answered

1. How big is the global Event Lead Capture Software market?
2. What is the demand of the global Event Lead Capture Software market?
3. What is the year over year growth of the global Event Lead Capture Software market?
4. What is the total value of the global Event Lead Capture Software market?
5. Who are the Major Players in the global Event Lead Capture Software market?
6. What are the growth factors driving the market demand?

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