

## Accessing and Understanding Your Student Lead Data

To access your leads from in-person and virtual fairs, you will need to log into (or create) your lead portal account at [Gotocollegefairs.com](http://Gotocollegefairs.com). **The email address used to create this portal must match the email address used for 'Lead Email' in your fair/virtual booth registration.**

Log in or click on [College Register Here](#) if you need to create your portal.

Enter the lead email address and create a password of 8 characters or more to set up a new lead portal.

College Registration

\* You must register with the email account which you used for event order.

Email address

Password

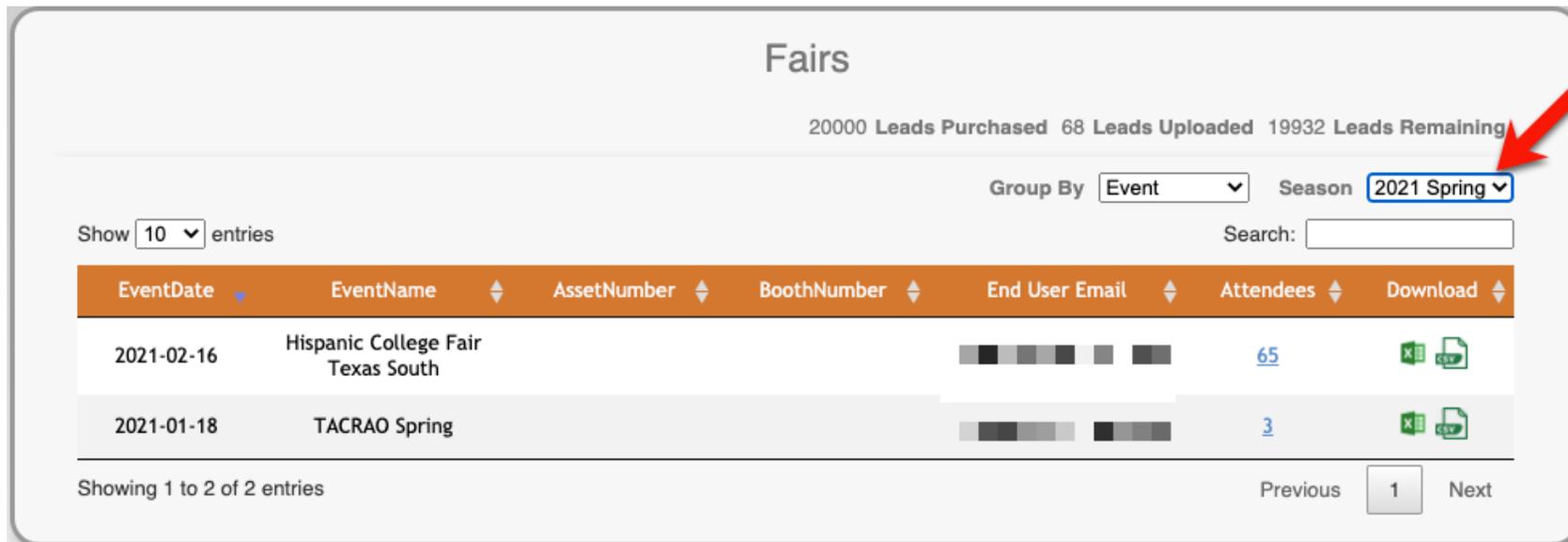
Confirm password

Check this box to accept our [terms and conditions](#) and [privacy policy](#) in order to submit this information.

Register

**For virtual fairs, you will need to wait until college registration has closed if you need to create a new lead portal.** For in-person fairs, you can create your lead portal after you have placed your scanning app order.

- Lead files can be downloaded in Excel or CSV from your portal. All lead files are listed by event.
  - Files in **bold** means there are new leads that have not been downloaded by your institution.
  - Files that are not bold means your institution has downloaded all leads from that event.
- Find the list of all data fields in lead files [here](#).
- You can view leads from the previous season by using the dropdown menu in the upper right corner.



The screenshot shows a web interface titled "Fairs". At the top, it displays statistics: "20000 Leads Purchased 68 Leads Uploaded 19932 Leads Remaining". Below this, there are filters for "Group By" (set to "Event") and "Season" (set to "2021 Spring"). A red arrow points to the "Season" dropdown menu. To the left, there is a "Show 10 entries" dropdown and a "Search:" input field. The main content is a table with columns: "EventDate", "EventName", "AssetNumber", "BoothNumber", "End User Email", "Attendees", and "Download". The table contains two rows of data. The first row is for "Hispanic College Fair Texas South" on "2021-02-16", with 65 attendees. The second row is for "TACRAO Spring" on "2021-01-18", with 3 attendees. At the bottom, it says "Showing 1 to 2 of 2 entries" and has "Previous", "1", and "Next" navigation buttons.

EventDate	EventName	AssetNumber	BoothNumber	End User Email	Attendees	Download
2021-02-16	Hispanic College Fair Texas South				65	 
2021-01-18	TACRAO Spring				3	 

## In the 'Notes' (column BY) of the lead files, you may find the following information:

Value in Column 'BY' (Notes)	Why am I seeing this value?	What does this value mean?
PageView	Registrant landed on your virtual booth page.	This is the virtual equivalent of scanning a barcode at an in-person fair.
Presentations	Registrant clicked the "Presentations" icon on your virtual booth page.	The registrant viewed the pop-up list of presentations in your booth; track if they attended in your organization's video conferencing or webinar platform.
Apply	Registrant clicked the "Apply" icon on your virtual booth page.	The registrant opened a browser window to the URL provided in the Apply field of your booth registration form.
Contact	Registrant clicked the "Contact Us" icon on your virtual booth page.	The registrant opened a browser window to the URL provided in the Contact Us field of your booth registration form.
MeetLater	Registrant clicked the "Meet Later" icon on your virtual booth page.	The registrant opened a browser window to the URL provided in the Meet Later field of your booth registration form.
SendInfo	Registrant clicked the "Secure File Transfer" icon on your virtual booth page.	The registrant opened a browser window to <b>wetransfer.com</b> and may have sent files to your booth representative.
Lead Matched On	Registrant's desired institution attributes match those of your institution.	At least 3 of the registrant's desired attributes matched the "Search Filters" selected in your booth registration form; this text will only appear once in the cell if the registrant is a match, followed by a list of the 3 or more matched attributes.
Geographic Region	Registrant's desired Geographic Region matches your institution's selected Geographic Region.	The registrant selected on or more of the Desired Geographic Regions your institution also selected as a filter in your booth registration; it is possible the registrant selected other Desired Geographic Regions as well.
Campus Size	Registrant's desired Campus Size matches your institution's selected Campus Size.	The registrant selected a Desired Campus Size your institution also selected as a filter in your booth registration; it is possible the registrant selected other Desired Campus Sizes as well.
Campus Setting	Registrant's desired Campus Setting matches your institution's selected Campus Setting.	The registrant selected a Desired Campus Setting your institution also selected as a filter in your booth registration; it is possible the registrant selected other Desired Campus Settings as well.
Institution Type	Registrant's desired Institution Type matches your institution's selected Institution Type.	The registrant selected on or more of the Desired Institution Types your institution also selected as a filter in your booth registration; it is possible the registrant selected other Desired Institution Types as well.
Majors Offered	Registrant's desired Majors Offered matches your institution's selected Majors Offered.	The registrant selected on or more of the Desired Majors Offered your institution also selected as a filter in your booth registration; it is possible the registrant selected other Desired Majors Offered as well.