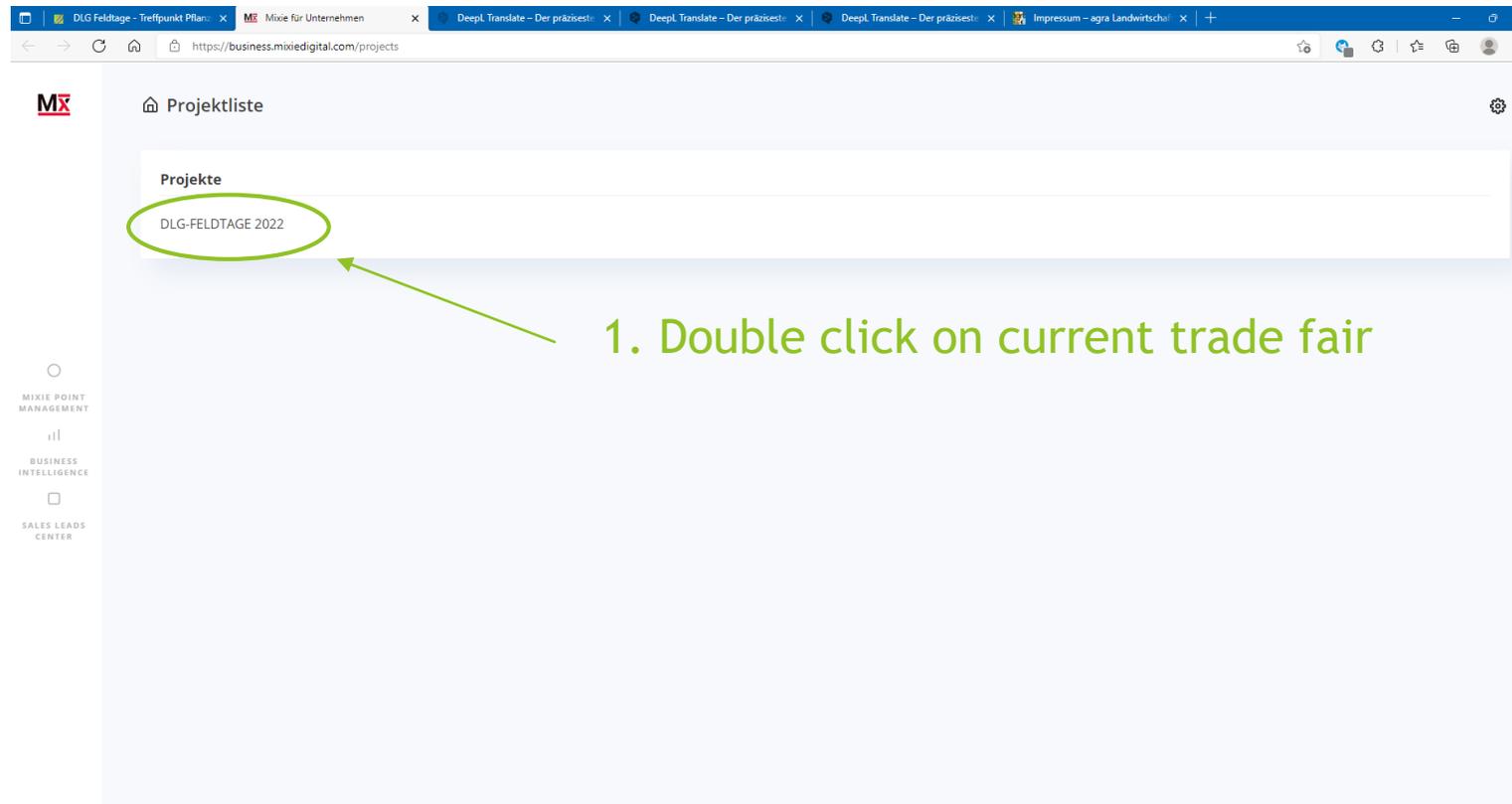


User guide for exhibitors
To create Mixie Points



Know **w** what your **cu**stomers **s**
are **i**nterested in

Welcome to the platform



1. Double click on current trade fair

Creating your own project list!



Projektliste **DLG-FELDTAGE 2022**

MIXIE POINTS

CREATE

Alle auswählen

Test | 4 ELEMENTE

test2 | 1 ELEMENT

1. Create a mixie point (e.g. for each product or service)



You can create an unlimited number of Mixie Points!

- MIXIE POINT MANAGEMENT
- BUSINESS INTELLIGENCE
- SALES LEADS CENTER

Name Mixie-Point and add content to it

Mixie Point Creation

Create a Point with files you want to share with users. These will be available as a folder so the title should be relevant. Upload one language version of each document, if a file has various translations add them later below.

POINT NAME
Test 3

Drag & Drop
oder suchen Sie in Ihren Dateien
[+ Kopieren](#)

Angehängte Dateien [ADD LINK](#)

ALLES LÖSCHEN

1. Name Mixie Point
2. Add data by drag und drop

😊 All common file formats (e.g. tables, documents, presentations, text, image, voice and video files) are possible.)!

Add content to the Mixie Point

MX Projektliste **DLG-FELDTAGE 2022**

< ZURÜCK

Mixie Point Creation

Create a Point with files you want to share with users. These will be available as a folder so the title should be relevant. Upload one language version of each document, if a file has various translations add them later below.

POINT NAME
test 2 neu

Drag & Drop
Or browse your files

CANCEL SAVE

CLEAR EVERYTHING

Angehängte Dateien [ADD LINK](#)

Screenshot

Test Excel

Title of the link ✓ ✕

URL
https://www.dlg-feldtage.de/de/

Drag & Drop aller verfügbaren Übersetzungen

Drag & Drop aller verfügbaren Übersetzungen

MIXIE POINT MANAGEMENT

BUSINESS INTELLIGENCE

SALES LEADS CENTER

1. Click for direct link
2. Enter URL/copy from browser

Insert language dependency

The screenshot shows the 'Mixie Point Creation' interface. At the top, there's a breadcrumb 'Projektliste DLG-FELDTAGE 2022' and a settings icon. Below that is a back arrow and 'ZURÜCK'. The main heading is 'Mixie Point Creation' with a sub-heading 'Create a Point with files you want to share with users. These will be available as a folder so the title should be relevant. Upload one language version of each document, if a file has various translations add them later below.' There's a text input field for 'POINT NAME' containing 'test 2 neu'. To the right is a 'Drag & Drop' area with 'Or browse your files' and 'CANCEL' and 'SAVE' buttons. Below this is a 'CLEAR EVERYTHING' button. The 'Angehängte Dateien' section shows a list of attachments. The first attachment is 'Screenshot'. The second attachment is 'Verzich Willkommen zum Mixie' with a Word document icon. Below this attachment is a 'Drag & Drop aller verfügbaren Übersetzungen' area with a '+ Kopieren' button. A green arrow points to the '+ Kopieren' button.

1. Insert document in other languages by drag and drop

Assign language



Mixie Point Creation

Create a Point with files you want to share with users. These will be various translations add them later below.

POINT NAME
Test 3

Angehängte Dateien [ADD LINK](#)

Herzlich Willkommen zum Mixie

SPRACHE

Abchasisch

Afar

Afrikaans

Akan

Albanisch

Amharisch

Arabisch

Aragonesisch

Armenisch

Aserbaidshisch

Assamesisch

Close

1. Select/assign language via selection menu

 Display multilingual file!

Drag & Drop
Or browse your files

CANCEL SAVE

CLEAR EVERYTHING

2. Save



ZURÜCK

Mixie Point Creation

Erstellen Sie einen Punkt mit Dateien, die Sie für die Benutzer bereitstellen möchten relevant sein. Laden Sie von jedem Dokument eine Sprachversion hoch. We später ein.

POINT NAME
Test 3

Angehängte Dateien [ADD LINK](#)

Herzlich Willkommen zum Mixie

SPRACHE
Deutsch

Welcome to the Mixie

SPRACHE
Englisch

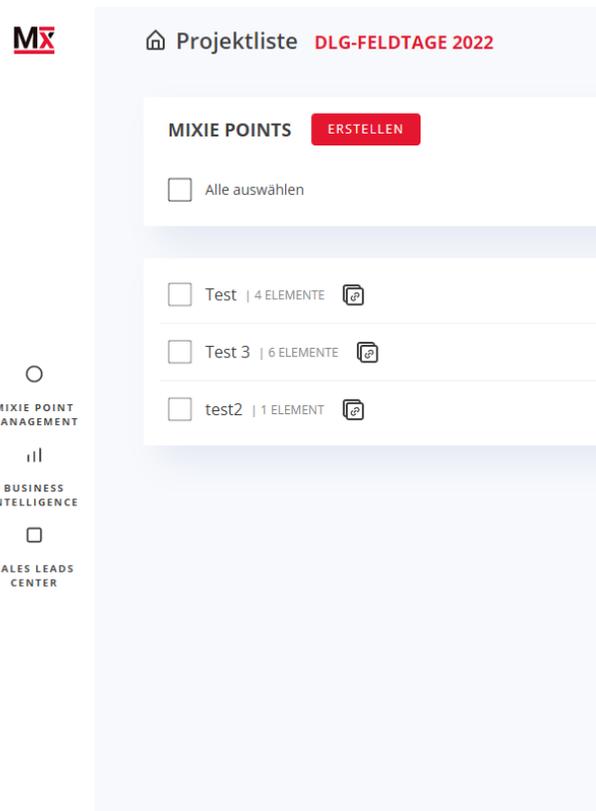
Bienvenido de Mixie

SPRACHE
Spanisch

Bienvenue au Mixie

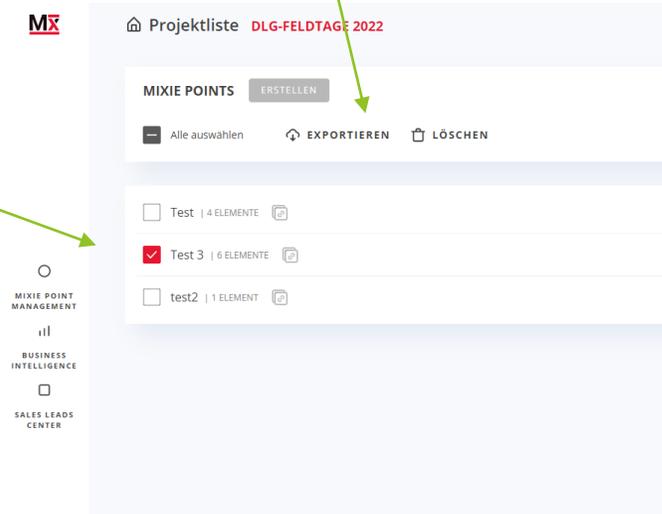
SPRACHE
Französisch

Create Mixie Point / Create QR Code



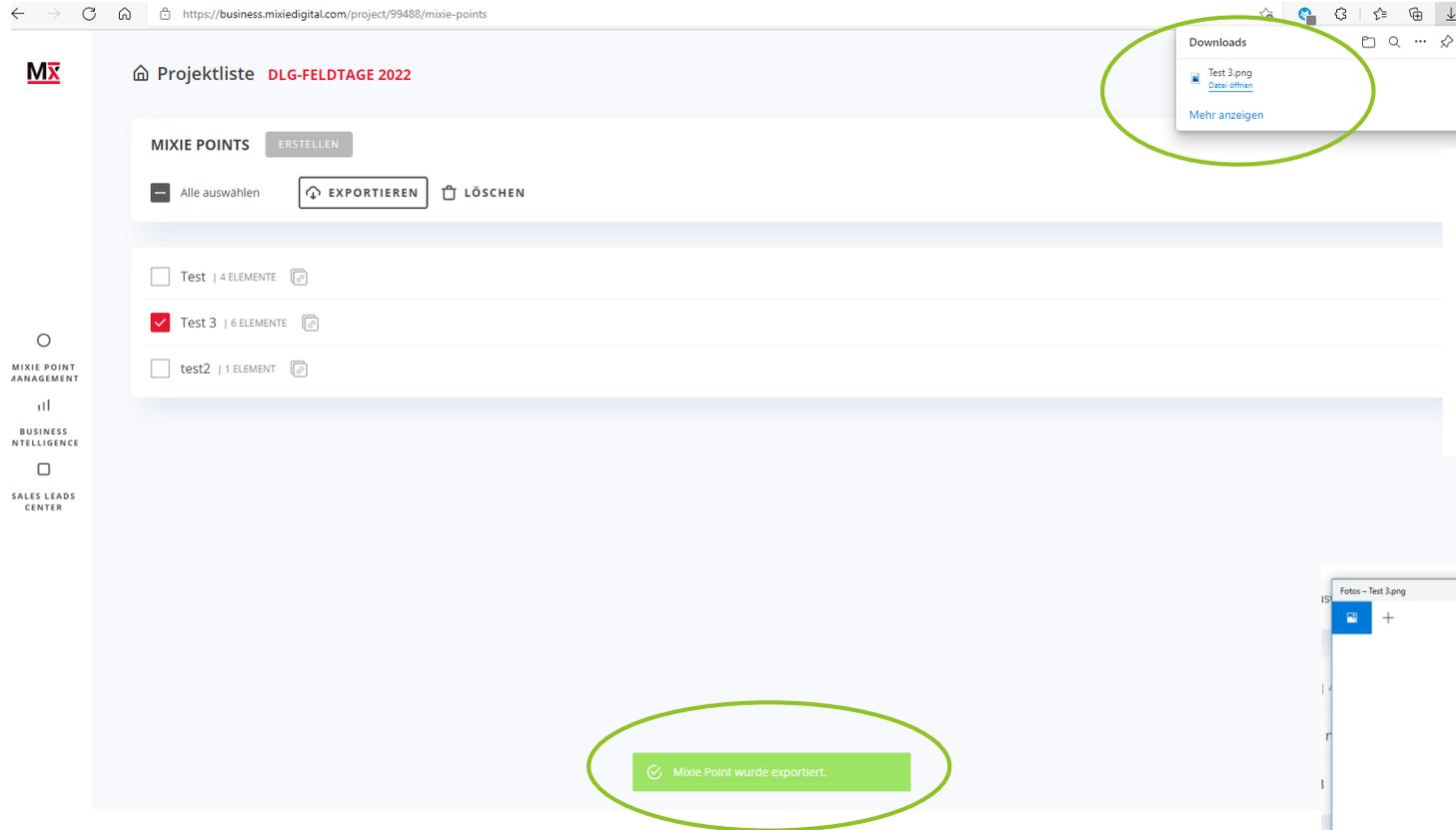
After saving you return to your project list!

2. Export Code

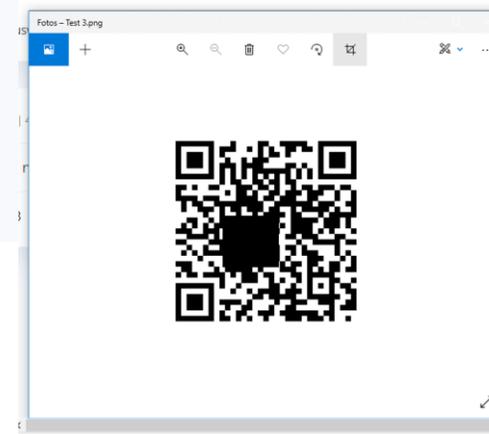


1. Mark the Mixie Point(s) for which a QR code needs to be created.

Export one Mixie Point



1. After exporting, the QR code is available as an image file - open file and use code



Export multiple Mixie Points

https://business.mixiedigital.com/project/99488/mixie-points

MX Projektliste **DLG-FELDTAGE 2022**

MIXIE POINTS **CREATE**

Select all **EXPORT** **DELETE**

Test | 4 ELEMENTE test 2 neu | 2 ELEMENTE Test 3 | 6 ELEMENTE

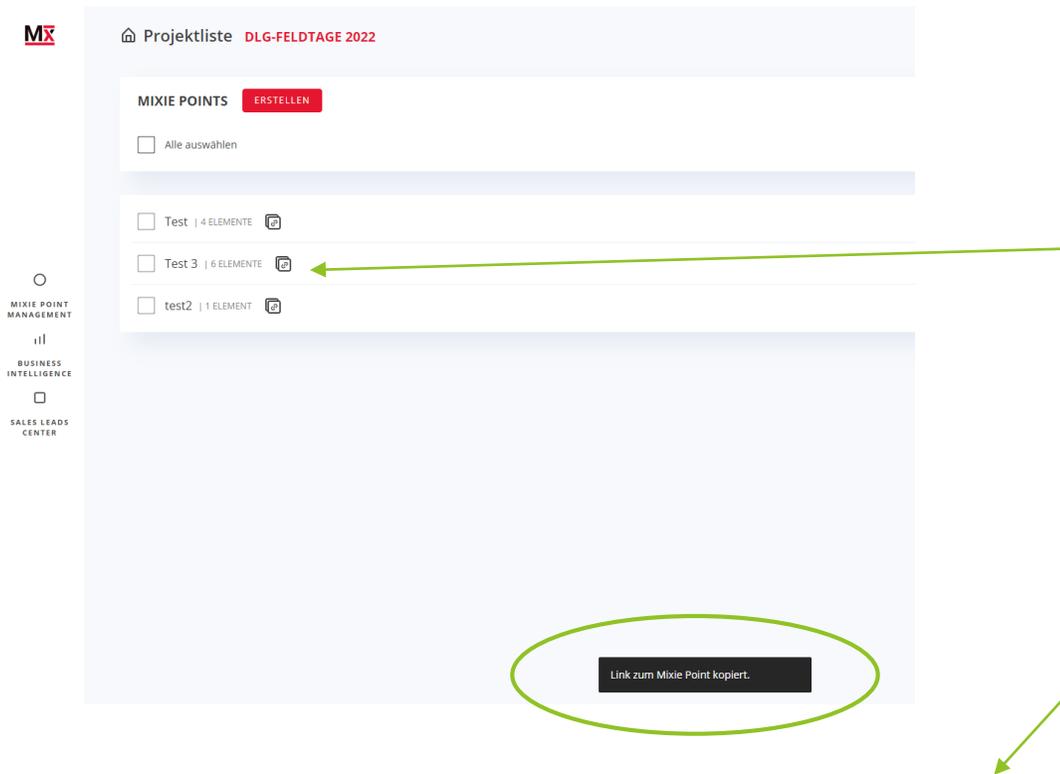
1. Select all and export
2. Open download files
3. Use QR codes

Die Mixie Points wurden exportiert.

Name	Typ
Test	PNG-Datei
test 2 neu	PNG-Datei
Test 3	PNG-Datei

10

Create alternative URL

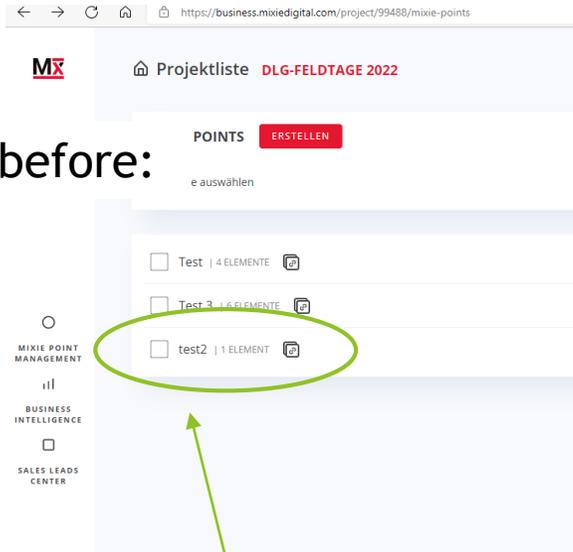


1. To generate a URL as an alternative to the Mixie Point (QR Code), click 
2. Enter URL directly in the browser with **ctrl** + **V**

<https://app.mixiedigital.com/scan/66f1e80d-0770-4a6a-abd9-72c83e98>

Subsequent changes

before:

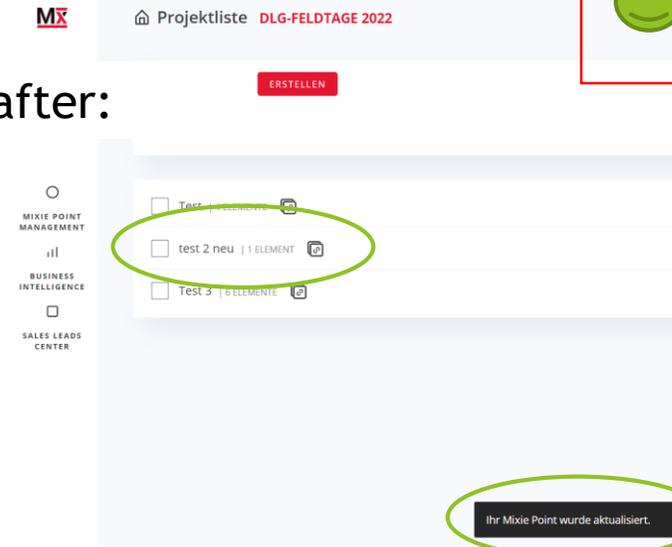


1. Select Mixie Point affected in project list

2. Make changes (e.g. change name or delete, add, rename documents)



after:



How do visitors see my files?

Scanning the Mixie Point gives the user access to the Mixie platform.

1. Overview of all documents stored in the Mixie Point

2. "back" leads to the higher level - with all Mixie Points of the exhibitor

< ZURÜCK

- Herzlich Willkommen zum Mixie
- Leadmanagement ET22
- Mixie Produktteaser (1)
- Mixie Test
- Test Excel
- Test PDF

Test 3

Reference to multilingualism of the document!

< ZURÜCK

Wählen Sie eine Sprache

Deutsch
Englisch
Französisch
Spanisch

open

Select language and open in the red bar below

Document opens in new browser window for viewing or download!

ANYWHERE.24 -TEST-

Test
test 2 neu
Test 3

Data Evaluation Basic Package and Basic Package Upgrade

MX Projects list **DLG-FELDTAGE 2022**

Interactions overview

Analyze and learn from the interest generated by your Mixie Points. Find out what type of potential customer has taken interest in your Mixie Points. Receive a list including:

- Name of potential customer
- Role
- Industry
- Interactions with your Mixie Points
- All in a CSV format

Full sales leads database

See what potential customers have taken interest in your products and services. Receive a Sales Leads list including:

- Name of potential customer
- Role
- Organization
- Industry
- Location
- Contact details
- Interactions with your Mixie Points
- All in a CSV format

NEW SALES LEADS
0 | 0€
0€/lead

PURCHASED LEADS
1

DOWNLOAD DATABASE (circled in green)

PURCHASE NEW SALES LEADS (grey button)

DOWNLOAD DATABASE (circled in green)

Basic Package

Business Package Upgrade

1. Activate Sales Lead Center

2. Buy Leads

3. Download database (Excel-Datei)

Data Evaluation Business Intelligence

1. Activate Business Intelligence

2. Selection of overall view or analysis per Mixie Point

3. Download data analysis (PDF)

The screenshot displays a dashboard for 'Projektliste DLG-FELDTAGE 2022'. It features a sidebar with navigation options: 'MIXIE POINT MANAGEMENT', 'BUSINESS INTELLIGENCE', and 'SALES LEADS CENTER'. The main content area includes an 'Übersicht' section with a 'PDF HERUNTERLADEN' button circled in green. Below this is a bar chart titled 'EVOLUTION DER INTERAKTIONEN (N°)' showing interaction counts for '23 FEB' (1) and '02 MAR' (3). To the right, there are two summary tables: 'INTERAKTIONEN BEI TAG' and 'TOP NACH INTERAKTIONEN'. A modal window is open at the bottom, titled 'Wählen Sie den Mixie Point aus, den Sie im Detail sehen möchten', with a table of items and a 'MIXIE POINT AUSWAHL' dropdown menu.

INTERAKTIONEN BEI TAG	
23 February	1
02 March	2

TOP NACH INTERAKTIONEN (Interaktionen, % der Gesamtheit)	
1. Test	1 33%
2. test 2 neu	1 33%
3. Test 3	1 33%

Wählen Sie den Mixie Point aus, den Sie im Detail sehen möchten				
MIXIE POINT AUSWAHL	N° ITEMS	INTERAKTIONEN	WIEVIELE MALE GEÖFFNET	GEÖFFNETE DATEIEN
Test	6	1	5	0

Instructions for Mixie Points