


## How do Hot Leads work?

Don't lose sleep about "the one that got away" with a Hot Leads campaign. A Hot Lead is a contact that has started the registration process by inserting an email in the registration form but did not complete the rest of their registration. This refers to anyone who has abandoned their registration process.

 Hot leads functionality is not GDPR compliant and will be OFF by default. To get this information, the registrant needs to give permission for the collection of this data. It is the responsibility of the individual Bizzabo user to determine a legal basis for each of their personal data processing activities and to obtain GDPR-compliant consent for those processing activities in any instance where consent will serve as the lawful basis for the processing.

Once the campaign has been set up, the system will start capturing the incomplete registration dashboard.

For those registrants that have inserted at least an email address in the registration form, Bizzabo will collect the contact's data and add it to a new smart list under the name "incomplete registration". Once on this list, you will be able to send them an email through our platform reminding them to finish their registration

Once the contact finalizes their registration, the hot lead will be automatically removed from the list and marked as a recovered hot lead.

By implementing a Hot Leads campaign, you won't need to fear losing potential registrants again.