

generate new business WITH WEB INSIGHTS

Turn your website visitors into sales and gain actionable insights

INTRO

Your business is always on the lookout for more leads to drive business growth. And like most organisations today, your website is probably a core element of your marketing strategy.

But we all know that only a small percentage of your website visitors will actually make contact with you - many just look around and then leave.

Who are those people? What are they interested in? What are they looking at on your website? Are they in your pipeline?

Getting this information is easy with Workbooks Web Insights.

IN A NUTSHELL

Web Insights is primarily a lead generation tool that identifies your website visitors and tracks what they are looking at (pages viewed). And because Web Insights is part of the Workbooks suite, the information is automatically presented within Workbooks CRM.

The online activities are recorded against Organisations, Leads and People, giving you 'in context' actionable insights that can truly transform sales engagement.

Web Insights gives you an edge you never had before.



Identify leads in real-time by understanding who your anonymous website visitors are – creating a new source of leads for your business.



Identify who in your current sales pipeline **is actively researching or engaged**, and get valuable insights that help you tailor your approach and effectively drive your sales cycle.



Focus sales on the hottest leads, never miss a sales opportunity and easily **identify cross-sell and up-sell opportunities**.



actionable INSIGHTS in real-time

1

TURN ANONYMOUS TRAFFIC INTO LEADS Identify companies and individuals on your website

With Web Insights you can easily find out the companies that are on your website. You get demographic information (financial data, industry, employees, address, etc), to help you validate that they are the right target for your business. You also get information about the key decision makers so that you can contact and nurture them.

Web Insights uses advanced analytics to identify organisations by IP address and individual visitors via cookies, leveraging both public and CommuniGator's private database. With access to millions of records, it offers one of the highest and most accurate IP match rates in the industry.

Combine this data with the information you already have in Workbooks CRM and you get a sharp and detailed understanding of your website visitors and how you can convert them into leads.

2

TRANSFORM SALES ENGAGEMENT Track what website visitors are looking at and drive a more effective sales cycle

With Web Insights you can see which pages visitors are looking at on your website. But that is not all. Using page scoring (based on the type of content an individual page contains) can help you identify the 'hot' opportunities so that you can prioritise accordingly.

The visitors information is stored as an online activity against an Organisation, Lead or Person record. And like any other record inside Workbooks CRM, online activities can be easily reported on.

By combining website traffic analytics with your CRM information, Workbooks gives you insight into

potential new leads, including which ones to focus on first; and online activities of prospects already in your pipeline. This helps your sales reps to be pertinent and make more informed decisions on what to do next.

The value of Web Insights extends far beyond generating more leads, accelerating sales cycles and closing business more effectively. By better understanding what content is of interest to whom, you can maximise your website ROI, provide a better customer experience and identify cross-sell and up-sell opportunities.

Web Insights reports include:

- hot new prospects on your site
- people on your site today, last 7 days, last month...
- people on your site with an open opportunity
- most viewed pages by visitor type

If you want to know who is on your website, where they came from and how to best engage with them...

Start your Web Insights **FREE TRIAL** by visiting www.workbooks.com/web-insights or contact us on +44 (0)118 3030 100.