

# LEADSExplorer

## The reasons:

- The website is omnipresent:
  - On all your printed or digital
  - All your advertising invites to visit your website for more information.
- 7 out of 10 B2B deals start with an Internet search
- About 2-3% of your website visitors will submit contact information. What about the 97% remaining visitors.

*Just ask yourself: Who is visiting your website right now?*

## A web service with many features:

- Discover website visitors, Identify by company name, define interest
- Qualify visitors as leads, save them to the CRM
- Lead generation
- CRM with continuous data feed from website visits.
- Gives your sales staff real-time:
  - Leads
  - customer intelligence information and reports
- Reduce significantly lead generation, and selling costs
- Cold call more efficiently
- Conversation instead of campaigns
- Valorizing your Pull Marketing

## The Services: DISCOVER and IDENTIFY

### **DISCOVER:** Discovering website visitors

Identify website visitors by company name

Qualify your website visitors as leads or as not interesting, based upon:

- The website data:
  - Location, language
  - Origin visitor: Search terms used, originating website
  - Interest by: Pages visited, Time on pages, Click path
  - Returning visitors
- Internet search and data retrieval

Insert (save) these leads into the CRM IDENTIFY.

### **IDENTIFY:** CRM

"Computer Assisted Selling" system instead of a CRM for Lead generation, Lead nurturing, Lead acquisition, Customer retention, Customer engagement.

- Find information and contacts using Internet Data Mining
- Follow-up with:
  - Contact history: events and planned actions
  - Website visit history
- Website data aggregation by company: search terms used, visits
- Lead qualification, Lead management
- Nurturing based upon visual analysis of communications and conversations in relation to the induced website visits.
- Lead qualification with visual tools
- Keep customers (retention) with the alerts from the new visits

All the functionalities of DISCOVER are included in IDENTIFY

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