

# WORKBOOKS WEB INSIGHTS

A web analytics solution to turn your website visitors into leads and gain actionable insights.

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

Only a small percentage of your website visitors will actually make contact with you - many just look around and then leave. Who are these people? What are they interested in? Are they already in your pipeline?

Getting this information is easy with Workbooks Web Insights.

## AN EDGE YOU NEVER HAD BEFORE

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 organizations, leads and people, giving you 'in context' actionable insights that can truly transform your sales engagement.



**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

## TURN ANONYMOUS TRAFFIC INTO LEADS

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 organizations 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.

## 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. Page scoring (based on the type of content an individual page contains) can help you identify the 'hot' opportunities so that you can prioritize accordingly.

The visitors information is stored as an online activity against an organization, 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 make more pertinent and 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 maximize your website ROI, provide a better customer experience, and identify cross-sell and up-sell opportunities.

## *Web Insights* STANDARD REPORTS:

- 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

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