



About Virgin Experience Days

Launched in 1988, Virgin Experience Days is the market leader in gift experiences. In line with the Virgin spirit of quality and innovation, Virgin Experience Days offers consumers unique, personal and exciting gift options.



The challenge

Virgin Experience Days required a robust sales automation solution to help generate new leads, identify revenue opportunities and keep its pipeline full by capitalizing on increasing website traffic. This was vital as the events sector, and its potential business clients, faced uncertainty due to COVID-19 — even more so when the company’s marketing team was placed on furlough.

The solution

In just three months, Web Insights automatically revealed and routed almost 1,000 brand new website opportunities to the relevant stakeholders within the organization along with enriched firmographic and contact data — empowering the team to reach out instantly and, ultimately, leading to seven completed deals and a bounty of qualified, pipeline opportunities.



“ Since bringing Web Insights onboard, we’ve managed to generate a sizeable new business pipeline and already closed three large opportunities, from our previously unknown website visitors. ”

— Michael Classen, Head of Business Development