

# Web Insights & Marketing Automation

At Web Insights, we're passionate about harnessing the power of automation to ease processes, eliminate repetition and error, and amplify success. On its own, marketing automation does a good job — from delivering communications and personalizing content at scale, to automating responses and boosting customer experience.



## What is marketing automation?

Marketing automation is the process of streamlining your marketing to make it more effective with technology. **This could include:**



"According to Social Media Today, **three quarters** of businesses are already using marketing automation."

Powerful marketing automation drives relevant traffic to your website, however as much as **98%** of your website visitors will never contact you

## Turbocharge your marketing automation and compliment your systems



Your preferred marketing automation platform such as Hubspot, Marketo or Pardot continues to work in the background. Web Insights compliments this activity by allowing you to communicate with the visitors that don't inquire in real-time and in a much more efficient way.



Web Insights instantly recognizes the visitors that land on your website based on their unique business IP address.



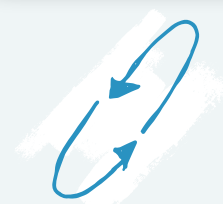
This data is matched with the world's largest business IP database to reveal the name of the business, as well as enriched firmographic insight.



All of this information is routed automatically and in real-time to the most relevant member of your team, exactly.




You can immediately reach out and connect with your new lead — a vital strategy, considering **84%** of buyers purchase from the very first business they engage with



### Seamless Integration

With Web Insights, the integration possibilities are seamless and endless. We deliver your visitor data to the right part of your business, in real-time, with no need for manual intervention. Plus, our integrations team will work with you to create the integrations.

The best way to learn about Web Insights is to take a look for yourself.

 [Book a demonstration](#)