

Web Insights VS Lead Forensics

Web Insights provides next level IP tracking intelligence, automatically routing the right opportunities, to the right team, at the right time; through bespoke integrations into your technology stack.

Lead Forensics is an off the shelf, self-serve product, informing customers of anonymous web traffic for manual follow up. Web Insights delivers a bespoke, fully-automated SaaS solution with endless integration options. Your dedicated Solutions Architect and Adoption Team will ensure rapid time-to-value through our best practice and goal orientated onboarding process. Meaning anonymous visitor data will always reach the right part of your business in real time and without the need for manual intervention. Your sales, marketing and account management teams will capitalize on more opportunities faster than ever before.

Accenture stated in 2018, that most B2B buyers are already **57%** of the way through the buying process before the first meeting with a representative – Web Insights enables you to truly own the conversation with prospects, and engage before competitors even know they're in the market for your product or service.

How do they compare?

Web Insights Lead Forensics

	Web Insights	Lead Forensics
Bespoke integration with CRM platforms as standard including Salesforce, Microsoft Dynamics or platform of your choice	✓	✗
Bespoke integration with MA platforms as standard including: Hubspot, Marketo, Pardot or platform of your choice	✓	✗
Immediate routing of customers visiting website to Account Managers	✓	✗
Immediate routing of prospects visiting website to Sales Team	✓	✗
Immediate routing of unknown website traffic to Marketing Team	✓	✗
Dedicated adoption team providing onboarding and training	✓	✗
Dedicated Solutions Architect during onboarding	✓	✗
Unlimited contact data for visiting businesses	✓	✗
Real-time visitor alerting	✓	✗
Real-time opportunity routing	✓	✗
Instant communications with your prospects	✓	✗
Real-time reporting within CRM platform	✓	✗
View data and reports inside of your existing CRM	✓	✗
Make contact directly within your CRM	✓	✗
Track business results and contribution	✓	✗
Customized reporting	✓	✗
Access to the largest B2B matched IP database in the world	✓	✗
Obtain detailed firmographics for each visiting business	✓	✓
Categorization of website visitors	✓	✓
Gain visibility of your repeat visitors and highest value opportunities	✓	✓
Identify best performing webpages with conversion tracking	✓	✓
Prioritize visitors with lead scoring	✓	✓
Ability to export data from portal ready for upload into tech stack	✓	✓
Desktop alerts when opportunities visit the website	✓	✓
Import data such as ABM, prospect and customer lists	✓	✓
Access to Lead Manager solution	✓	✓
Customize dashboard by prioritizing key reports	✓	✓
Reporting functionality including keywords, login activity and more	✓	✓
Ensure key opportunities are not missed by setting up trigger reports	✓	✓
Assign particular businesses to internal stakeholders	✓	✓
Website visitor detail including referring site and pages visited	✓	✓
Visitor list of unknown visitors	✓	✓
Ability to purchase contact data	✓	✓
Get insight into referring sources to track your marketing impact and success	✓	✓
Enable effective contribution and attribution models	✓	✓

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

[Book a demonstration](#)