




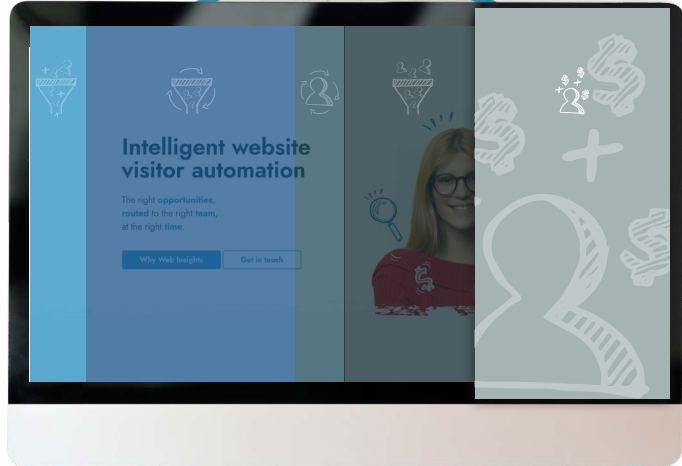


Use case — Existing Customer Upsell

Every website visitor is a business opportunity. But, what exactly does your traffic look like?

-  New Business Opportunities: 9%
-  Lapsed Pipeline: 34%
-  Lapsed Customer: 6%
-  Existing Sales Pipeline: 23%
-  Existing Customer Upsell: 28%



As much as **28%** of your web traffic is made up of existing customers, which presents a huge upsell and cross-sell opportunity. Forbes states that it can cost **5 times** more to acquire a new customer than to keep an existing one, and according to Bain & Company, increasing retention rates by **5%** can grow profits from **25%** to **95%**.

To expand your commercial operations, you need to have an action plan in place for existing customers visiting your website. With Web Insights, you'll gain insight into who is visiting your website, and can direct intelligent data to the correct person in your business, enabling them to react quickly with a relevant, personalized response.

Web Insights customers benefit from an automated end-to-end solution, ensuring website visits from existing customers reach their full potential.

Here's how it works:



Web Insights identifies when a business that meets your existing customer criteria visits your website.



Through a bespoke, fully automated integration into your tech-stack, Web Insights seamlessly routes data intel to a relevant salesperson.



Your account management team can immediately interact with customers visiting your website, identifying upsell and cross-sell opportunities at the right time. Enhancing their customer experience will also aid retention and increase the lifetime value of your customers.

Web Insights empowers your team to boost engagement with existing customers, enabling real-time conversation and amplifying customer service to deal with challenges instantly. CSO Insights states **70%** of buyers fully define their needs on their own before engaging with a sales rep, and **44%** identify specific solutions before reaching out to a seller. Web Insights enables you to disrupt this process, and become part of the conversation much earlier; before your competitors are even aware they are in the market to buy and solidifying you as the supplier of choice.

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

[Book a demonstration](#)