WebInsights

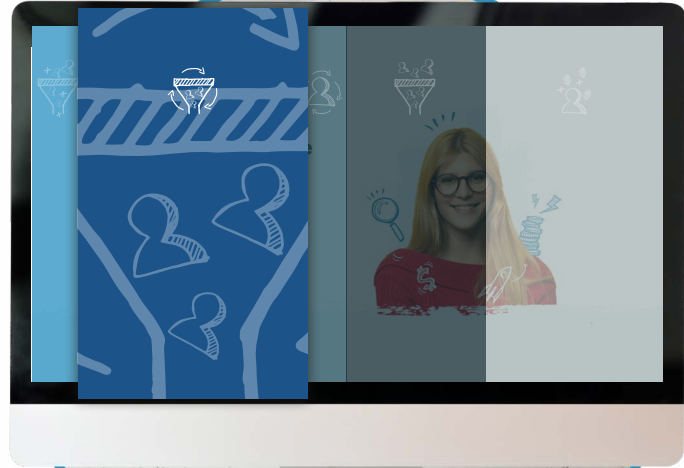# Use case — Lapsed Pipeline

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 **34%** of your web traffic is made up of lapsed pipeline; those prospects you were in conversations with that grounded to halt, including businesses that inquired but didn't convert. Gartner states that **90%** of B2B buyers now twist and turn through the sales funnel, looping back and repeating at least one or more tasks. So, many opportunities considered 'dead' are very much alive and kicking.

Strike while the iron is hot and reignite these SQLs by routing lapsed pipeline visit details to the right person in real-time, through our bespoke, seamless integration with your CRM. Adobe discovered that re-targeting can influence website visitors in such a powerful way that **70%** are more likely to convert. See the impact of personalized interactions delivered by your sales team through intelligent website visitor automation.

Here's how it works:

Through bespoke workflows and integrations, Web Insights identifies when a business categorized as lapsed pipeline visits your website and enriches that record with firmographic and contact data.

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

Web Insights enables your business to place these SQLs firmly back on the radar, allowing sales to follow up at the right time, in a personalized, relevant way.

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

Book a demonstration