

## Use case — New Business Opportunities

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



**New Business Opportunities: 9%**



**Lapsed Pipeline: 34%**



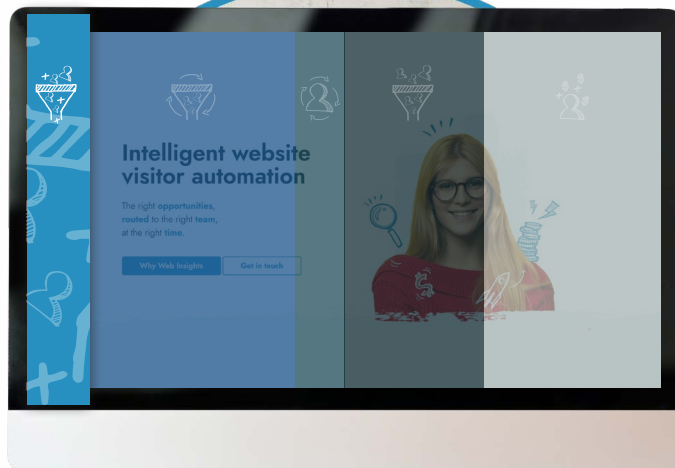
**Lapsed Customer: 6%**



**Existing Sales Pipeline: 23%**



**Existing Customer Upsell: 28%**



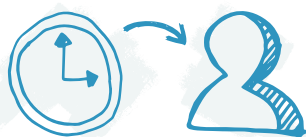
**98%** of your website visitors will never make an inquiry. And, as much as **9%** of this traffic is new business pipeline. Web Insights integrates with your existing systems, automatically routing this unknown visitor information around your business and sharing it with the relevant stakeholder, enabling your sales team to connect with new business pipeline faster than ever before.



### Here's how it works:



Web Insights identifies your website visitors while they are still on your site, segmenting and enriching them 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.



The increased flow of Marketing Qualified Leads (MQLs) and SQLs enables you to grow your business and revenue.

Virgin Experience Days is one of our many successful customers experiencing the positive impact of Web Insights.

**The business saw incredible results to its new business pipeline over just 3 months:**



**978**

new matched business opportunities



**268**

Marketing Qualified Leads



**32**

sales qualified opportunities



**7**

deals completed across products

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

[Book a demonstration](#)