

# How could Web Insights work for me?

The businesses coming to your website aren't all visiting for the first time. Instead, there will be a combination of new business opportunities, existing prospects and customers. Web Insights is a bespoke, fully automated solution, that routes your website visitors to the relevant team in real-time, with no need for manual intervention, no matter which category they fall into.



Your website visitors can arrive at any stage of the buyer journey. Web Insights helps you identify, segment and deliver success to each of the following visitors to create business opportunities, every time.



New Business Opportunities: 9%



Lapsed Pipeline: 34%



Lapsed Customer: 6%



Existing Sales Pipeline: 23%



Existing Customer Upsell: 28%



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

[Book a demonstration](#)