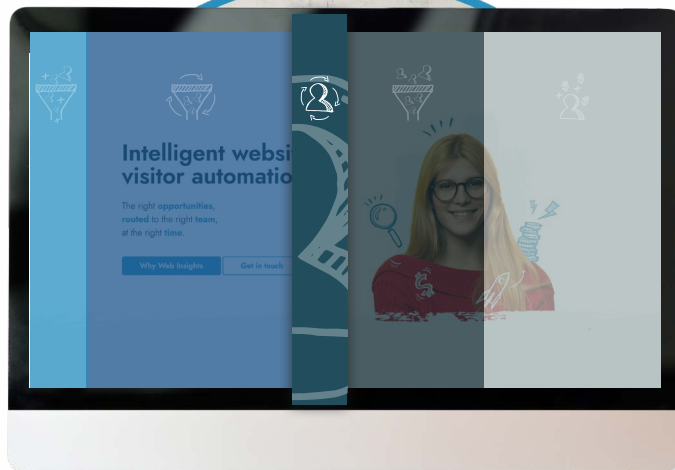


## Use case — Lapsed Customer

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



**6%** of your web traffic is made up of lapsed customers. According to Marketing Metrics, these visitors have a **20–40%** probability of buying from you again, compared to new prospects who convert at just **5–20%**. Bespoke integrations and workflows allow Web Insights users to segment these lapsed customers based on their reason for leaving. Plus, they can personalize future communications and follow-up in real-time based on interaction with your website. The Harvard Business Review and Sales-i both recommend a different strategy for lapsed customers compared to winning new prospects. Web Insights enables you to direct these website visitors in real-time to the correct sales or account management representative and maximize these opportunities.

### Here's how it works:



Web Insights identifies when a business fitting the lapsed customer criteria visits your website.



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



Your team can immediately interact with lapsed customers visiting your website and develop a win-back strategy based on the products or services they are interested in now.

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

[Book a demonstration](#)