



COSWORTH

About Cosworth

Established 60 years ago to “make a living messing around with racing engines,” today Cosworth are at the forefront of propulsion, hybridisation, connectivity and automation technologies, ready to solve the new challenges on the road, racetrack; and in the air with the mobility solutions of the future.

The Challenge

Cosworth are renowned for their Formula 1 roots. Until the 80's Ferrari and Cosworth were the main Formula 1 players and the company's reputation was built on making powerful engines. Since Ford purchased and resold Cosworth, their focus has shifted to mainstream and high performance automotive, aerospace and marine, however their challenge is people remember them for what they used to do. As a modern engineering business, they trade with billion-dollar companies and need to know who is looking at their website, in order to expand their commercial operations.

Our Solution

Cosworth uses Web Insights to create bespoke workflows, focusing chiefly on new and repeat business opportunity Use Cases. Web Insights seamlessly integrates directly into their Microsoft Dynamics CRM, providing real-time data to their sales team. This enables them to react quickly when a new prospect or existing customer visits their website but doesn't inquire. Due to a high average order value and long sales cycle, each and every visit to the website is extremely valuable to them. The intelligent data gathered from Web Insights allows them to personalize interactions, ensuring they are always relevant and with the right person.

Working with brands like Aston Martin and Red Bull on a new hypercar and supplying Formula 1 teams with their engines, means Cosworth have to adopt slick, robust solutions in their tech stack and approach new and existing opportunities in a considered, but quick way. The seamless integration that Web Insights provides enables all of that and more.



“The Web Insights team worked with us to integrate the tools with our existing CRM system, providing the functionality we were looking for. Engagement after the integration was also very good, as that helped us to find a routine for incorporating the flow of new leads into our pipeline.”

— Richard Sammut, Key Account Manager



Working with Web Insights — The overarching objective at Cosworth is to expand their commercial operations by introducing more opportunities to their sales team, from both a new business perspective and existing customers. Cosworth have seen increased opportunities in both areas, that are automatically fed into their CRM system ready for action. Ultimately Web Insights is increasing the flow of new leads into their sales pipeline.

