



About Fluid Branding

Fluid's mission is to deliver exceptional customer experiences, driven by innovation, education, relevance and quality. They want their merchandise to be more than just give-aways, to make a lasting, meaningful impression for the brands they work with in an environmentally responsible way.

The Challenge

The promotional products industry is a competitive one, with the Advertising Specialty Institute (ASI) predicting continuous growth from large players that provide a fast, painless, accessible solution for clients online. To remain competitive and retain their impressive client list which includes American Airlines, Google and Sky — Fluid Branding needed a solution that enabled them to capitalize on all the traffic visiting their website; not just those that make contact.

Our Solution

Fluid Branding uses Web Insights to create bespoke workflows for each of their Use Cases, focusing predominantly on new and repeat business opportunities. Their sales and account management team of over 60 people, receive real-time data notifications when prospects and existing customers visit their website but don't inquire. Not only do they react quickly to the intelligent data gathered from Web Insights, they also personalize these interactions, ensuring they are always relevant; and with the right person.



By using Web Insights, the sales team can engage with their prospects and existing accounts visiting their website faster than ever before. And with 84% of B2B buyers purchasing from the first business they engage with, this has a very positive impact on their bottom line.



Working with Web Insights

The goal at Fluid Branding is to generate more sales revenue and create personalized, relevant experiences across each Use Case. They have achieved this through the use of Web Insights. In just 8 months as a customer, they've realized a ROI and are focused on continuing to grow their market share.



“**Web Insights is a great tool for Fluid, capturing excellent data of how our current and future clients interact within our website. We have received a first-class service from our account manager in regards to employee training and data management.**”

Eric Bendelow, People Operations HR & Organization Development.