



About MPA



MPA is a professional services business that specializes in all aspects of innovation. Utilizing their expertise and experience, MPA provides everyday business needs – including accounts, logistics, recruitment, payroll, and dealing with HMRC.

Founded in 2007 by Michael Price, MPA is now one of the leading companies providing R&D tax credits; and diversifying to offer support across all aspects of business innovation.



720% gross ROI

secured a large net new deal, thanks to the intel captured by Web Insights.



Working with Web Insights – “Our business strategy focuses on three key business areas – retention, growth, and cost control. And with this, Web Insights plays a vital role.

As part of our retention strategy, Web Insights allows our client services team to review the online behaviors of our existing customers. We are able to see how they maneuver across our website, how they engage with our content, giving us the intel and foresight to capitalize on any cross-sell or upsell opportunity – maximizing our efforts to retain customers.

We’re able to route data intel captured by Web Insights straight into our sales teams, via a seamless integration into our CRM and martech platforms, in turn allowing them to generate new pipeline and revenue. Our sales teams reach out in real-time, can add web visitors to a nurture or inbound workflow; or instantly engage with a follow-up communication or meeting request.

Web Insights also enables us to review the effectiveness and relevance of our paid advertising and marketing campaigns. We can analyze, maneuver, and leverage spend in better ways – something we’ve not been able to do before - across these campaigns or across the business. Web Insights has empowered us to become much more efficient with our marketing outlay.”



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— Lucy Sanderson, Marketing