



About BITO

BITO, short for “Bittmann Oberstein”, is named after the location of where their business was founded by the Bittmann family in 1845. Today, they employ over 1000 members of staff.

BITO Storage Systems stands for innovative storage technology. As one of the few single service providers in their field, the company supplies shelving, containers, picking and transportation systems for all industries. They are an international company, with more than 70,000 customers, and are one of Europe’s market leaders.



“ **Reviewing our website visitor data, now sits comfortably as part of our daily routine; and allows us to analyse campaign results and improve e-commerce activity.** ”

– Duncan Grime. Marketing Manager, BITO

Working with Web Insights

“ BITO UK and BITO group’s experience of Web Insights and working with the team has been very positive since we implemented the solution. Reviewing our website visitor data, captured via their platform, now sits comfortably as part of our daily routine, and allows us to analyse campaign results and improve e-commerce activity.

It also enables us to better understand what works about our website and our wider marketing; and lets us tailor email communication and share information with customers and new leads based on their search activity on our site, removing any guesswork when planning future campaigns.”

“ **Web Insights** lets us tailor email communication and share information with customers and new leads based on their search activity on our site, removing any guesswork when planning future campaigns.