About **boomtime**

boomtime is a digital marketing company that fuses technology and expertise to deliver marketing-as-a-service for B2B and law firms at scale. Its ultimate goal is to provide the perfect marketing solution for small and medium-sized businesses, a solution that gets the day-to-day marketing done. It moves the needle and amplifies the one form of marketing that boomtime believes works — word of mouth.

boomtime

" **We've set up rules and added key firmographics, including industry and business size, allowing us to capture high-value, relevant MQLs, SQLs, and opportunities at every turn. These are then routed directly to stakeholders across the business at the right time and in real-time, automatically.** "

— JP Clement. CEO of boomtime.

Working with Web Insights

During initial discussions, boomtime highlighted challenges around manually handling large volumes of data and a tech stack that worked in silo. Also, without a clear link between their web visitors and the data they held in their CRM solution, boomtime was aware that potential opportunities may be slipping by.

" My discussions with the adoption team at Web Insights alleviated a lot of my challenges and concerns. How Web Insights integrates with our Pipedrive CRM system is a game-changer for us. **Web Insights allows us to capture web visitors and intelligently identifies whether they are an existing customer,** new prospect, or even a lapsed client. Data intel is routed directly into our CRM solution and allows us to reach out in real-time, faster than ever before. **We're better able to understand how our web visitors interact with our site and even understand visitor needs** through their browsing behavior.

The integration between Web Insights and our CRM and tech stack saves us valuable time. And we're also able to align attribution and lead source accurately as well as measure and analyze data and success like never before. We work very closely with the Web Insights team, and during deployment were able to implement the solution into our business earlier than scheduled, and since has allowed us to maximize on its benefits quicker than we envisaged.**"**

Within the first two weeks of setting up the integration, **we closed a deal from a lead captured by the Web Insights solution.**