About Basware

basware

Simplify Operations, Spend Smarter.

Basware is an award-winning cloud-based purchase-to-pay and e-invoicing solutions software company. Basware enables businesses worldwide to reduce costs, manage their spending, and forecast growth. The company's impressive client base includes DHL, Carlsberg Group, McDonald's, Panasonic, and Toyota, and they operate the world's largest open business network.

Founded in 1985 in Finland, Basware has over 20 offices worldwide and empowers its customers to simplify their operations, maximize efficiency, and spend smarter.

The Challenge

Basware historically relied on inbound organic conversions via the website to initiate the qualification and sales process. Over the last two years, driven by more complex buyer journeys and the need to win entire organization buy-in for projects, Basware saw a change in user behavior that resulted in the need to build a more sophisticated way of generating leads at the organizational level.

The Solution

Basware understands its audience — its ICP, target businesses, and the need to identify key personas. Today, Basware uses website visitor intel to initiate conversations with target businesses and key personas — in real-time. By uploading target account lists into the Web Insights solution and seamlessly integrating with their marketing automation solution, Basware's sales and marketing activity is now co-ordinated via a single platform — where campaigns are triggered, and insight is shared with multiple business stakeholders.

The Web Insights custom built integration identifies target accounts and creates a look-a-like Ideal Customer Profile based on critical attributes. Additionally, feed session data and firmographics are captured and sent directly into the company's marketing automation portal. A trigger then alerts Business Development representatives when one of these target companies is active on the website — all in real-time.

The Web Insights tool seamlessly integrates into our existing platforms, and initial set up and deployment was straightforward too.

It's highly cost-effective and delivers key information that helps influence our qualification and customer support approach. The ability to upload lists into the Web Insights solution and create notifications for individuals across the floor has been fundamental for us to adopt globally at speed.

Web Insights helps to identify and quantify web visitors into relevant categories such as existing customers, new prospects, or leads in play; and even tells us when a lapsed customer visits the site. The ability to create real-time alerts and send them directly to specific stakeholders across the business is a significant benefit. Data captured has not only given my team the insight and accuracy they've been seeking but allows individuals to prioritize efforts based on the data intel, funnel analysis, visitor type, and manage how they reach out.

Our data intel has grown substantially, allowing us to manage communications via our marketing automation intelligently; as well as realign approach and planning to be more strategic."

— Matt Danson, VP Martech and Digital Operations