An aerial view of the London skyline at dusk, featuring prominent skyscrapers like The Shard and the Gherkin. Overlaid on the city is a complex digital network of glowing white and blue lines connecting various points. Several concentric white circles emanate from different locations, suggesting signal transmission or data flow. The overall theme is digital connectivity and real-time communication.

# Personalized, real-time communications at scale

Hyperpersonalize your experience, and deliver  
amplified success with real-time engagement.

# Introduction



In this era of remote work, digitization, and the transition to working, selling and buying entirely online, a one-size-fits-all approach to **marketing communications** is no longer effective. To succeed, compete and ultimately thrive, personalized experiences, delivered to the right person, at just the right time, are vital.

**According to Retail TouchPoints, more than a third of buyers say retailers need to do more to offer personalized experiences. And, Statista reports that as many as 90% of US consumers find marketing personalization appealing.**

So, as B2B **tech and SaaS marketers**, what can we do to ensure customers, prospects and first-time website visitors receive a bespoke, timely experience?

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## The hyper-personalization revolution

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## Data is key

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## Real-time engagement and instant communications

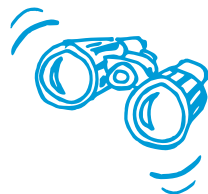


# 1. The hyper-personalization revolution



"To me, the future is personalization."

— Marissa Mayer, Businesswoman



By now, you should be familiar with personalization. In fact, you should be good at it; from using customer and prospect names in your communications to leveraging location data. But, what about 'hyper-personalization': the most granular, effective and bespoke marketing approach.



With intelligent technology working seamlessly in the background, marketers can create and display tailored experiences for their audience, **in real-time and at scale**. Through **automation software**, website visitors at every stage of the pipeline can be fed relevant recommendations, content, and communications, all thanks to analytics and behavioral insight. Deliver advanced customer and prospect experiences, yield better results, and maximize marketing ROI.



## 2. Data is key



**Enriched, accurate data can unlock a world of opportunities for B2B tech and SaaS marketers.** Whether you gate your content, purchase third party data, or have your own database for lead generation and nurture, high-quality data is at the very root of all marketing success.

Accurate contact details, location data, behavioral intel, demographic and firmographic insights — all of this valuable information works to **enable personalization**, boost customer experience, and ultimately improve your brand reputation as a whole. Reduce the clutter customers and prospects are too often subjected to, and instead provide them with a simple and highly relevant experience. And remember, pair your data with intelligent software to deliver these experiences and communications **instantly and real-time**.



**"Data will talk if you're willing to listen"**

— Jim Bergeson, Division Vice President, BI Worldwide



### 3. Real-time engagement and instant communications

In 2021, there is no excuse for your inquiry to contact time to be less than hyperfast. Today, marketers have the chance to engage with leads in seconds — increasing the chance of **conversion**, eliminating the chance of lost leads, and giving your team a head start against competitors that your leads are also in conversations with. In fact, with intelligent website visitor automation software, marketers are empowered to be **proactive** — not just reactive.

For example, **Web Insights** identifies your website visitors in real-time, and delivers them to the most relevant person, place or department within your team for instant contact (even if they don't make an inquiry). The software can tell whether the visitor is a new opportunity, lead-in-play, customer or lapsed opportunity, so communications can be tailored accordingly. And, paired with enriched firmographic, contact and behavioral, your team has everything they need to reach out.



**Web Insights** cuts out the noise to deliver insight to B2B organizations, precisely where and when required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective, capitalizing on every website opportunity in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business — the ultimate solution for marketers looking to optimize lead generation embrace automation, and do so without disrupting busy, high-performing enterprise teams.

**Automated, intelligent lead generation, immediate website visitor insight and seamless integration — every time.**

A low-angle, upward-looking photograph of several tall skyscrapers in a city. The buildings are made of stone and glass, with many windows visible. The sky is a clear, pale blue. The perspective creates a sense of height and scale.

Close **more business** than ever before, and  
accelerate business success with **Web Insights**.

[Book a demonstration](#)

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