



# What is website visitor automation and how can it help my B2B business?



Introducing website visitor automation: the next revolution for B2B Enterprise organizations.

# Introduction



It's simple. **Website visitor automation** maximizes the success of your business website. Today, there's more competition, longer buyer journeys, and a demand for instant gratification. Customer expectations are at an all-time high. **In fact, according to Super Office, 86% of customers are willing to pay more for a great experience (CX).** And, **a study by Walker found that CX has overtaken price as a key brand differentiator.**

So, how can an Enterprise business, with tons of site traffic, stand out? **Enter website visitor automation:** the key to your untapped website visitor data.

**Engage with marketing leads in real-time. Transform your website conversions. Connect with every visitor, every time.**

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## What is Website Visitor Automation?

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## Introducing Web Insights: the leader in website visitor automation



**"B2B marketing is more important than B2C. It's what drives the economy forwards, not just outwards."**


Tom Gatten. CEO Growth Intelligence

# 1. What is Website Visitor Automation?



Let's go back to basics. Only 2% of visitors to your website will fill in a form, provide contact details, or make a conversion. Consider the money you spend to drive your website traffic, and you'll quickly see that you're missing out.

Website visitor **automation** takes website visitor tracking features to the next level, combining automation and integration to deliver results in an instant.




Did you know that only

**2%**

of visitors to your website will fill in a form, provide contact details, or make a conversion?

The software identifies your anonymous visitors in real-time. Then, through powerful integration, that intel gets routed to the right place, at the right time. Send brand new opportunities to your CRM as new lead leads. Share leads-in-play with their sales representative. Route **existing customers** to their account manager for upsell and cross-sell opportunities. This way, you can handle every opportunity in a bespoke, relevant and timely way.

**Generate quality leads. Use visitor behavior to maximize customer relationships. Impress your pipeline prospects with instant communication.**



## 2. Introducing Web Insights: the leader in website visitor automation

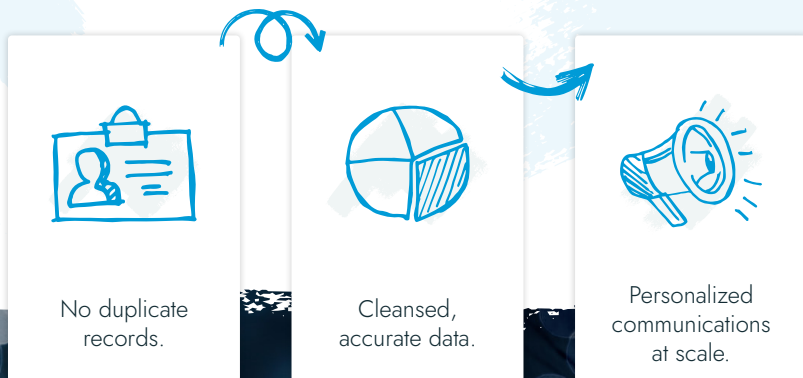
Web Insights is the global leader in website visitor automation. The solution provides users with real-time intel and fuels businesses with high-value opportunities. So, how does it work?

Web Insights owns the largest proprietary database of B2B IP data on a global scale. Using intelligent website visitor automation technology, the software identifies visitors in real-time. It then matches the visitor to its database and reveals the business's identity. Users receive the business name, contact details, firmographic data and on-site behavior.

Where Web Insights really transforms your process, though, is through **intelligent two-way integration**. For Enterprise organizations, you'll want to follow what we call The Rule of 50.

Generating tons of engaged traffic is a great start. And, identifying who those visitors are and how to get in touch is a huge help. But, for large-scale businesses, there's simply too much data to deal with. If you see more than 50 actionable leads per day, then it's not sustainable. You need automation and integration to make it work.

Web Insights removes any need for manual intervention, and routes your data to where it needs to be. This could be to a member of your team, into your CRM, or into your marketing automation for nurture. And, it slots seamlessly into **your existing tech stack**.



**Web Insights** is an intelligent website visitor automation solution. The software empowers marketers to boost website performance through automation and integration. Turn every visitor into an opportunity, no matter where they are in your pipeline. Close more business than before and speed up success with website visitor automation today.



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

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