



How to use website visitor automation software in your business

Automation can benefit every business.
Discover how it can work for you.



Introduction



Web Insights is a website visitor automation platform that enables **B2B businesses** to instantly identify their website visitors. This way, Enterprise organizations with high volumes of traffic never lose sight of opportunities to engage with potential customers in **real-time**. Every single website visitor is important to a business in some way. Website visitor automation, then, empowers marketers to understand their traffic and help the marketing and sales team communicate with each prospect in a relevant and engaging way.

So, as a business, how can website visitor automation work for you?

03

Discover new business opportunities

04

**Re-engage with lapsed customers
and pipeline**

05

Engage with your existing sales pipeline

06

Impress existing customers



1. Discover new business opportunities

98% of website visitors will never make an inquiry. Your website is home to a world of untapped data and hidden opportunities to generate leads and drive revenue for your business.

As much as **9% of website traffic are new business opportunities.** Intelligent website **visitor automation**, like Web Insights, for example, **integrates** with your existing systems, automatically routing previously unknown visitor information around the business. This way, intel is shared with the relevant stakeholder, enabling your sales team to connect with new business opportunities faster than ever before.

Did you know that only

98%

of website visitors will never make an inquiry.

As much as

9%

of website traffic are new business opportunities.



2. Re-engage with lapsed customers and pipeline

Up to

34%

of website traffic is made up of prospects you've previously been in conversations with that ended up going nowhere. Web Insights identifies the lapsed pipeline visitors and enables businesses to follow up at the right time, in a personalized way.

Gartner states that

90%

of B2B buyers now twist and turn through the sales funnels, looping back and repeating at least one or more tasks. These prospects are important to identify as they are very much alive, and can lead to great **opportunities for the business**.

In fact, **according to Marketing Metrics, these visitors have a 20-40% probability of buying from you** compared to new prospects, who convert at just 5-20%.

3. Engage with your existing sales pipeline

23%

of website traffic is made up of existing pipeline.

Buyers are likely to revisit a website for numerous reasons during the buyer journey, but following up with them in real-time can increase the chance of **converting an opportunity**.

As many as eight people are involved in making a buying decision in a company, so standing out at every touchpoint is vital.

Demand Gen found that 95% of B2B buyers choose to work with providers that showcase an ability to lead throughout the entire buying process. Web Insights instantly makes users aware when a lead-in-play is exploring their site, so the right person can reach out in a **timely way**.



4. Impress existing customers



28% of your traffic is made up of existing customers. Forbes discovered that it can cost five times more to acquire a new customer than to keep an existing one. Your business needs to have an action plan based on **existing customers**, to cater to their needs and deliver unbeatable CX.



Did you know that

28%

of your traffic is made up of existing customers.

Web Insights cuts out the noise to deliver insight to B2B organizations, precisely where and when it's 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.



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

[Book a demonstration](#)

UK: 02039 932 497 | **US:** 508 206 8428