WebInsights

Web Insights helps boomtime to win new business

boomtime

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

JP Clement,
CEO of boomtime

| THE CHALLENGE

boomtime is a digital marketing company that fuses technology and expertise to deliver marketing-as-a-service for B2B and law firms at scale.

boomtime's main challenges were that the team was manually handling large volumes of data and that their tech stack worked in silo. Also, without a clear link between their web visitors and the data held in their CRM solution, business opportunities were being missed.

| THE SOLUTION

boomtime selected Web Insights to provide IP tracking tools and advanced website visitor automation. Web Insights marketing software captures intel on web visitors and identifies whether they are an existing customer, new prospect or lapsed client. This data intel is routed directly into boomtime's Pipedrive CRM system, allowing the team to make contact in real-time.

"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

boomtime is now better equipped to understand how its web visitors interact with the site. The Web Insights marketing software allows boomtime to discover signs of buyer intent and interact with visitors based on their browsing behavior, leading to more contract wins, happy clients and increased revenue.

"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.

JP Clement. CEO of boomtime

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| ABOUT WEB INSIGHTS

Web Insights is the industry leader in website visitor automation. A leading provider of SaaS solutions specifically for the B2B sector. Web Insights identifies website visitors in real-time, enriching the visitor information with firmographics and contact information from the world's largest matched IP database. Opportunities are instantaneously segmented and routed throughout our customer's organizations via advanced integration capabilities, which creates a frictionless and real-time lead routing process. Web Insights delivers high intent opportunities directly where they are needed throughout the business, all within a matter of seconds, enabling pro-active engagement right at the time when it is most relevant — whilst the visitor is still actively interested and viewing the website. Web Insights has over 60,000 customers globally and contributes to over $1 billion in revenue uplift across our customer base every year.

To see what Web Insights can do for your business request a demonstration

[**Click here for demo**]

| ABOUT BOOMTIME

boomtime's 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.

[**Find out more**]
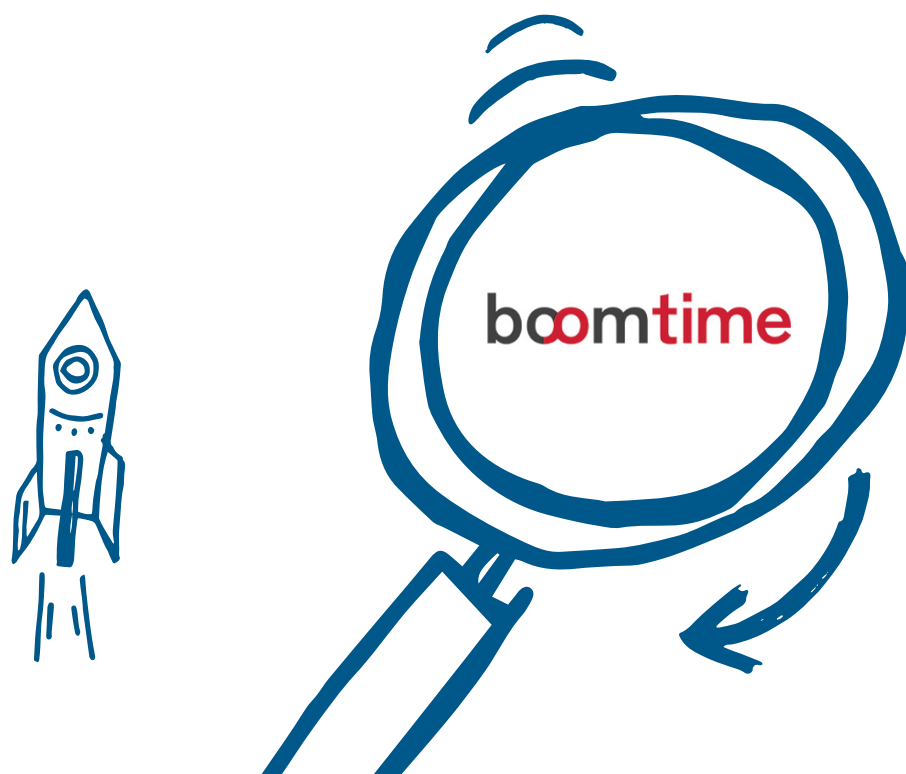
boomtime

"boomtime are a pleasure to work with. The whole team are fully invested in giving their customers the best service to fully enhance and maximize their marketing. With Web Insights on board they take a truly personalized sales approach to add value to their potential new customers from the very first interaction. boomtime offer a suite of incredible marketing tools and expertise to enable their customers to reach targeted audiences and maximise brand awareness, naturally as a forward-thinking marketing company, they took to the Web Insights software like a duck to water and are now inviting their own customers to demo the tool."

Charlotte Blain,
Customer Success Manager
at Web Insights