

### **CAPTURE Landing Pages**

Increase your sales leads with WebleadsB2B's specially designed landing pages

For on-line lead generation to be successful, visitors must be driven not to your home-page but a dedicated landing page or mini-site. Landing pages should be specifically designed to support the offer or precise online advertisement on which you visitor has clicked. Your visitor needs to see exactly what they are expecting to see, and be given a strong call to action.

WebLeadsB2B CAPTURE provides the following premiere capabilities that help organizations to maximize their return on sales and marketing programs by converting their on-line visitors into sales leads:

**Strong appeal** - strong offers that appeal to your target audience. Our landing pages make it as easy and painless as possible to capture a prospect's contact details.

**Build trust** – Build the trust visitors often ask for when visiting new web pages. Providing privacy guarantees is important to improve conversion rates and attract genuine leads.

**High conversion** - Normal conversion rates for B2B online adverts are at about 3%. With specially designed and developed landing pages, our customer's conversion rates can be much higher at 5% to 15%.

**Add-on intelligence** – there is a lot of add-on intelligence that needs to be collected from your visitors explicitly and implicitly to help achieve good conversion rates. For example, what about capturing their geo location details to confirm they are who they claim to be?

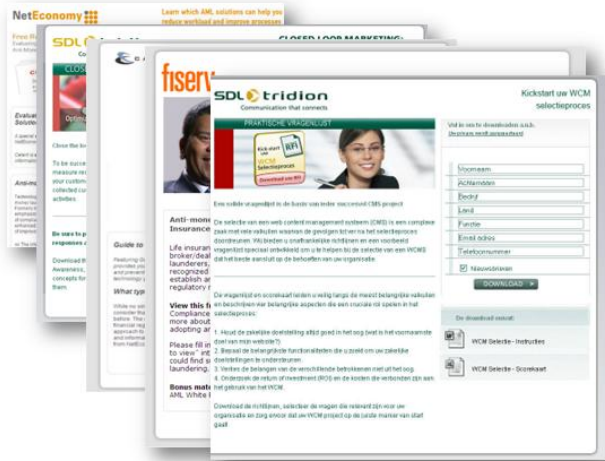


**Profile matching** - What about immediate check-ups to confirm if they are your target audience, or an existing customer? This feature can be added so that you really can focus on your target audience and up-sell to existing customers.

**Email checks** – Ensure that all emails entered are validated and true so that you can follow leads up through email correspondence. If the email is not correct, no download to the collateral they wish to download is granted.

**Automatic confirmation** – All prospects that fill in the form are given a polite thank you message and encouraged to look at other high-lights on your website. Confirmations are sent to your marketing or sales departments in real-time.

**Fail-over support** – Ensure no potential lead is lost due to a system error. A back-up system ensures they are stored in both a database and the email server to guarantee you capture every completed form.



WebleadsB2B Landing Pages score conversion rates higher than industry averages time after time

WebleadsB2B enables marketing and sales executives to improve sales by providing B2B lead generation solutions that identify, capture, and convert both visible and invisible visitors. Delivered as an online service, our solutions combine the ability to single out your target audience from the many who visits your websites, with a rich state-of-the-art user interface.

“WebleadsB2B has more than doubled our website leads, outdoing other methods and tools we have used to generate leads.” NetEconomy

### Contact us

WebLeadsB2B is a fully automated online service. Contact us through our website or email:

[www.webleadsB2B.com](http://www.webleadsB2B.com)

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