

INVESTIGATE

Provide better qualified leads and improve sales

WebLeadsB2B Lead Investigator enables you to focus on both your visible and invisible potential leads. Automatically retrieve background information about each lead using a wealth of B2B online resources such as from LinkedIn, Jigsaw, and Hoovers. Also tap into your own internal data to flag in real-time when your existing customers are reacting to online offers. Streamline your lead generation process and improve your lead generation numbers like never before.

WebLeadsB2B Lead Investigator provides the following premiere capabilities that help you convert online visitors into sales leads:

Speed up qualification - Quickly find out more about each of your potential leads. See if they match your target profile; match them to recognized professionals in B2B databases such as LinkedIn or Jigsaw; leverage modern web detection techniques to discover if they look like a likely lead. For example, find out what they were looking for by examining the search words they used. Are they a returning visitor who is becoming increasingly interested in your products? Could they be a potential buyer or will some quick background checks indicate they came to your site purely by chance?

Improve productivity - Take hours out of the time needed to check up on every potential lead filling in a form. Our investigation tools allow you to quickly determine who should be qualified out, who should be nurtured, and who is a lead. Avoid the usual pitfalls of examining again the same person who filled in a form weeks earlier, or working on someone who is actually a competitor. Identify your customers early on so they can be routed to the right account manager. Schedule emails to those you want to keep warm, so that their interest in your products picks up.



Streamline marketing and sales efforts

- Align marketing and sales efforts in the early qualification of leads. Through the use of an advanced user-friendly interface, dashboards, and management reports, sales managers are kept up-to-date with lead activity and overall marketing initiatives.

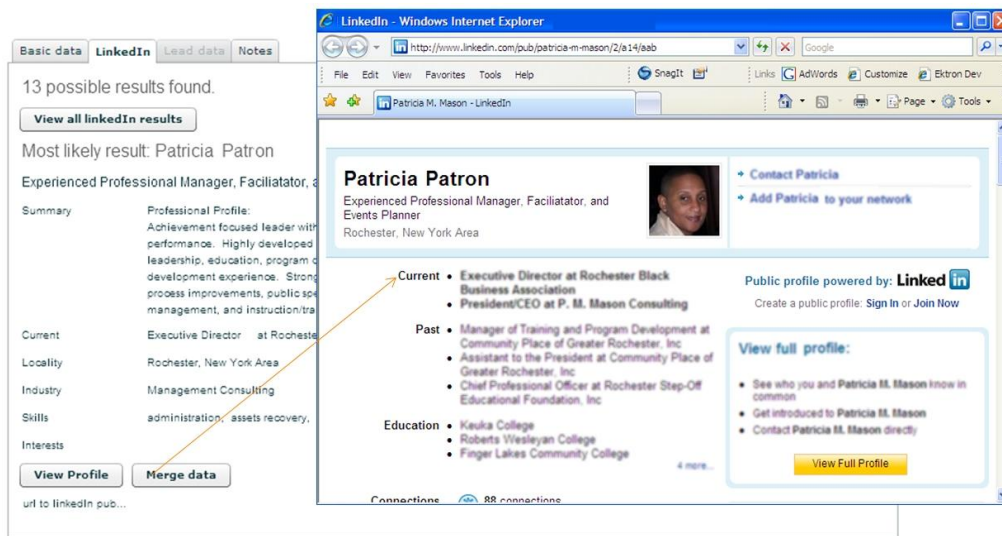
Focus on your target market

- With our unique profiling capabilities, immediately check-up on target accounts to see if they showing interest in any of offers. Up-sell to existing customers viewing your new online promotions.

Improve lead routing - Ensure sales executives are immediately alerted to new potential leads; identify contacts that need to be nurtured and contacted for future marketing promotions; filter out regular time wasters and competitors, allowing sales executives to focus on only their target audience.

Flag hot leads - To prevent the most significant leads from being ignored or dismissed, for follow up, define a way to score hot leads, and ensure sales executives are immediately informed.

Get up and running in minutes - As with Google Analytics, simply insert a tag into your web page, you are up and running. It's that simple.



Our seamless LinkedIn integration reveals who your visitors really are.

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 contributed significantly to our lead generation efforts. Their web marketing service provides us with an effective means to achieve our sales targets. They produce desirable enterprise customer opportunities that we are able to close." SDL Tridion

Contact us

WebleadsB2B is a fully automated online service. Contact us through our website or email:

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