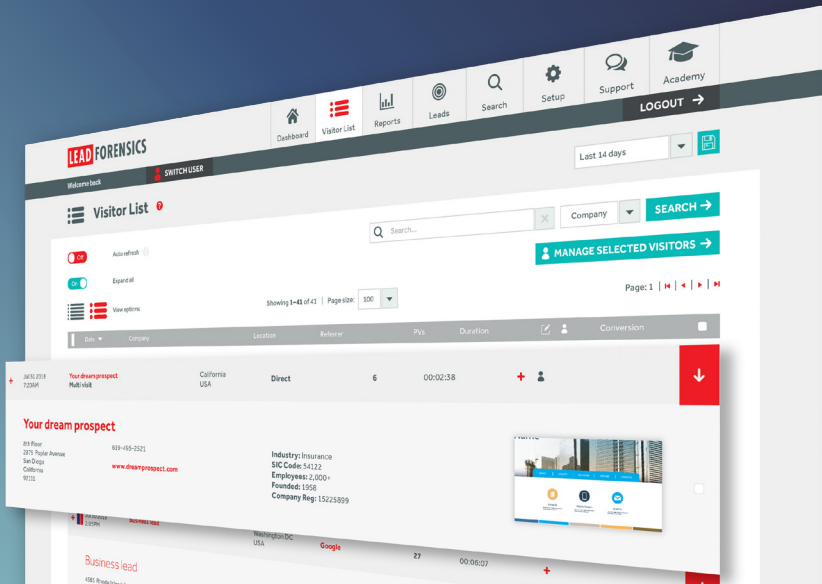# LEAD FORENSICS

98% of website visitors don't inquire. **We tell you who they are.**

Providing you with **names, email addresses and phone numbers** of key decision makers visiting your website.

leadforensics.com

UK: **0207 206 7293** • USA: **720-362-5033**

Who we are...

Lead Forensics is an independently owned, business to business lead generation SaaS organization. Our market-leading software allows you to see which businesses have visited your website, providing insightful detail about those interested visitors *(including contact information)* and an analysis of their time spent on your website. We're a fast-growing global company, founded in 2009 with offices currently in the UK, Macedonia and North America.

Our solution

Simply put, Lead Forensics is a code that attaches to your website. This may not sound like much, but what that code can do is a game-changer for how your company finds new business opportunities. We own the world's largest IP address database. We use this database, along with reverse IP tracking to identify businesses visiting your website, in real-time.

Lead Forensics provides you with:

- **Names, emails and phone numbers of key decision makers visiting your website**

- **Company information, financial history and employee head count**

- **Information about their visit – how they found you, what pages they looked at and duration of visit.**

Lead Forensics also comes with an inbuilt CRM, so you can manage those leads from interest to sale! And with our customizable dashboard, you're able to run website analytics and discover what audience base you're drawing in, what pages are popular and where you can apply website improvements to increase conversion.

" **Lead Forensics has provided us with the means to grow our business and get better ROI.** "

– Tom Leunig, Business Development Manager, Helwig Carbon

drp ᴳ

THE COMPANY

DRP Group is an integrated communication and production agency, renowned for making anything possible, connecting people, building brands and helping grow organizations worldwide.
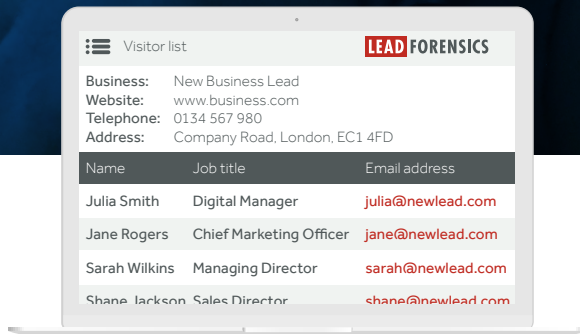
WHY LEAD FORENSICS?

Our goal was always to generate high-quality, qualified new business leads – but the website looked dated and lacked engagement. Lead Forensics shone a light onto who was visiting the site, what pages they were viewing, and most importantly, why they left.

HOW HAS LEAD FORENSICS HELPED?

Lead Forensics' software enabled us to double our traffic, month on month, and increase our page views by a factor of 2.5. It helped us generate more leads, increase sales, and close sales – including high profile contracts such as Jaguar Land Rover.
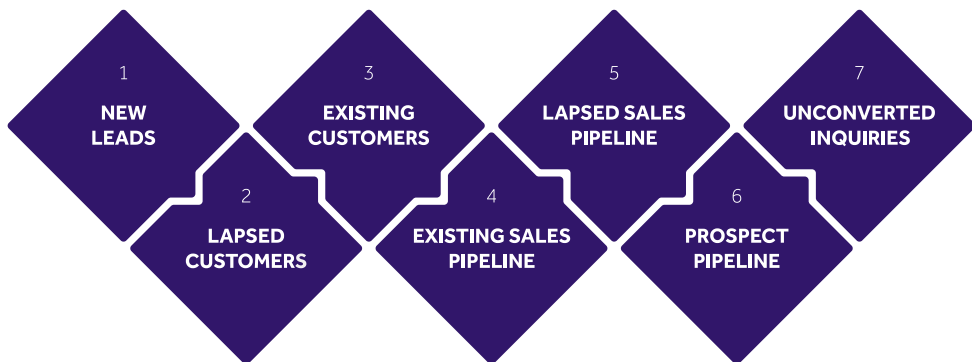
" Lead Forensics radically transformed the processes we have internally when measuring ROI and determining the value of our website. In 2 years, we've delivered around 2,100% ROI. It's been integral in driving new sales, and vital in strengthening the sales funnel. "

– Callum Gill, Marketing Manager, DRP Group

	Visitor list		**LEAD** FORENSICS

Business: New Business Lead
Website: www.business.com
Telephone: 0134 567 980
Address: Company Road, London, EC1 4FD

Name	Job title	Email address
Julia Smith	Digital Manager	julia@newlead.com
Jane Rogers	Chief Marketing Officer	jane@newlead.com
Sarah Wilkins	Managing Director	sarah@newlead.com
Shane Jackson	Sales Director	shane@newlead.com

How can Lead Forensics benefit you?

Our world-class software can provide a whole host of benefits to your lead generation process, at any stage of your pipeline.

| 1 NEW LEADS | 3 EXISTING CUSTOMERS | 5 LAPSED SALES PIPELINE | 7 UNCONVERTED INQUIRIES |
| 2 LAPSED CUSTOMERS | 4 EXISTING SALES PIPELINE | 6 PROSPECT PIPELINE | |

1 New lead generation

Our software is the industry front-runner in lead generation and identifies companies that visit your website but don't inquire – even though they show clear signs of being in the market for your product or service.

2 Prospect pipeline

Lead Forensics also reveals companies you are actively prospecting to but haven't yet booked an appointment with. The software identifies that they have come to your website – this is a clear sign that now is the time to pick up the phone and give them a call.

3 Lapsed customers

Looking to re-engage with past customers? Lead Forensics showcases lapsed customers who have viewed your website and are now looking at your product or service once again. This is the perfect opportunity to re-engage and give them a call as it's highly likely they are back in the market and ready to purchase!

4 **Existing sales pipeline**

These prospects are companies that are already in your sales process, but you haven't quite signed the contract yet. You've had an appointment with them and you're moving them through your sales pipeline. Using Lead Forensics, you can see when they visit your website and the pages they view, so you know when to pick up the phone and get that deal closed!

5 **Lapsed sales pipeline**

If you have prospects that have previously booked appointments but have become uninterested, Lead Forensics tells you when this exact company is back on your website and looking at your product! This is an obvious signal that they are back in the market. With Lead Forensics, you'll know it is now the perfect time to pick up the phone again.

6 **Existing customers**

Your existing customers are still the perfect buyer. When Lead Forensics reveals that a company that is already a customer is viewing your website, you know there is an opportunity to up/cross sell. Look at the specific pages they are viewing and see if there are any further opportunities with your existing customers.

7 **Unconverted marketing inquiries**

Still haven't booked that marketing generated inquiry to an appointment? Lead Forensics alerts your marketing department when they are back on your website, allowing them to get that appointment booked. Unlike marketing automation, we don't use cookies, so your marketing department can track when a previous inquirer returns to your website even when they delete their browsing history.

" **In 2 years, we've delivered around 2,100% ROI. It's been integral in strengthening our sales funnel.** "

– Callum Gill, MARKETING MANAGER, DRP GROUP

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What do I get when I sign up?

When you become a Lead Forensics client, you get access to our ground-breaking software, along with a few extra features to utilize. We do everything in our power to ensure Lead Forensics is always one step ahead of our clients' needs.

Data Manager

Data manager allows you to upload lists of businesses you want to keep track of. Whether they're target organizations, ideal buyers or clients, once uploaded into the portal, you are able to categorize the data and assign it to the appropriate user. This means if a specific lead comes onto your website, you will know straight away and be able to act promptly.

Lead Manager

Lead Forensics comes with a built in CRM, allowing you to manage your leads all the way through the pipeline – from start to sale. You can set up appointments with reminders and add appropriate notes.

16 week adoption process

When you become a Lead Forensics client, you'll start with a 16 week adoption process implemented by your assigned CSM (Customer Success Manager). You'll work together to produce an on-boarding plan, tailored to your specific business needs and product goals. You'll establish benchmarks and targets you're keen to reach with Lead Forensics, and monitor your progress towards success.

Your CSM

Every Lead Forensics client has a dedicated CSM. They're what makes our customer service so great; they want you to succeed, close amazing sales and see that all important ROI. They're there to:

- **Offer ad-hoc support** via our live chat feature inside the portal or over the phone. Whatever the question, they'll have all the answers ready.

- **Help with your goals.** They'll ensure you've got a plan in place to get the most out of Lead Forensics, and work with you to achieve the goals you set at the start.

- **Let you know about any advancements.** Lead Forensics is an ever-growing software, and we've got plenty of exciting features coming soon! They'll be there to keep you posted.

- **Listen to your feedback and put it into action.** We're passionate about customer service; your CSM is there to understand how you use the product and help make it better every day.
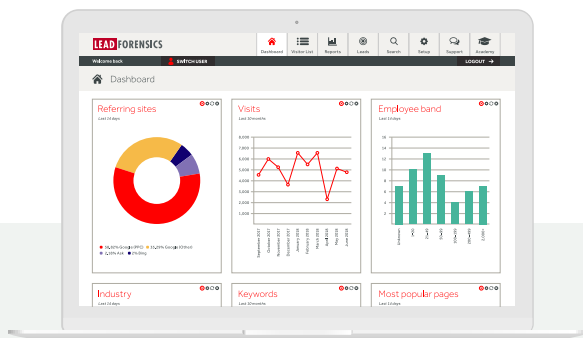
" Our sales have increased and our bounce rate has halved. That's largely down to the help of Lead Forensics! "

– Chris Burrows, MARKETING EXECUTIVE, SURVITEC GROUP

JPS | **Just Payroll Services**
Payroll, HR & Business Services

THE COMPANY

Just Payroll Services provides uncompromising payroll accuracy, ensuring it understands every business and provides the perfect solution – on time, every time.

WHY LEAD FORENSICS?

We wanted to proactively generate more new business revenue outside of direct customers by understanding prospective businesses visiting our website that were not submitting inquiries.

HOW HAS LEAD FORENSICS HELPED?

Lead Forensics shows us the industry, business size and products of interest of previously anonymous website visitors, so we can approach them personally, understand their requirements, and develop the perfect solution in a timely fashion. In just three months, we've already progressed with five projects, among other prospects that are currently in progress. We're excited at the prospect of generating a healthy return on investment from the platform.

" By combining the support from our Customer Success Manager and the data within the platform itself, we have been able to identify and approach businesses we would have previously been unaware of, and have given ourselves a leg-up on the competition for valuable new business opportunities. "

– Karen Healy, Managing Director, Just Payroll Services

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