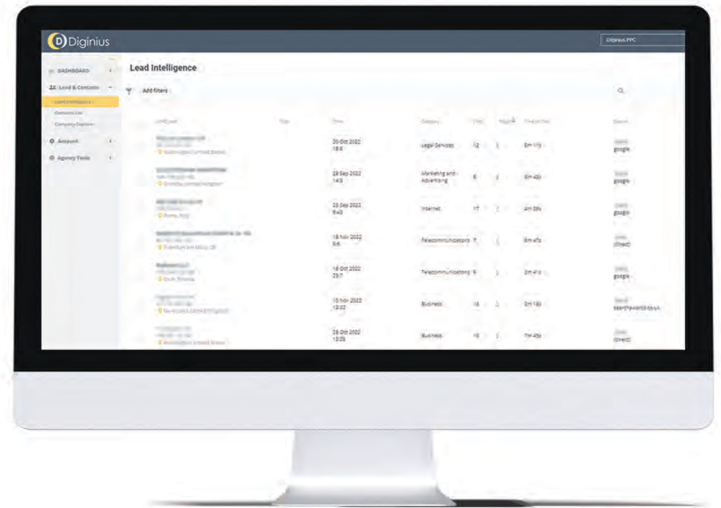


Lead Intelligence Datasheet

Does your company struggle to source new leads?

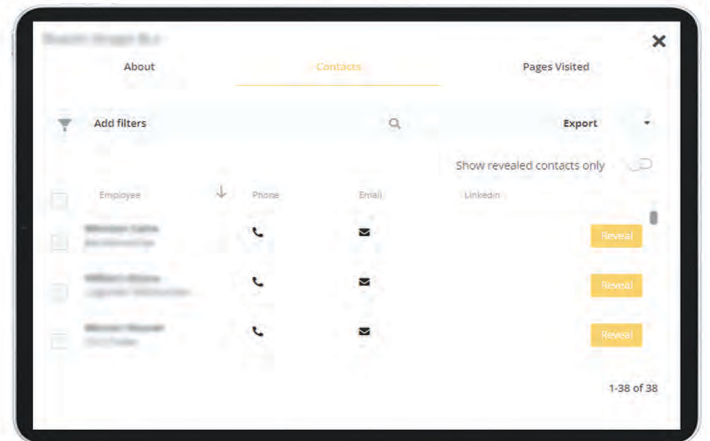
Do you find that most of the companies you call aren't interested in what you have to say? When it comes to boosting sales for your business, there is nothing more important than solid, well-qualified leads.



Overview

Lead intelligence is probably one of the most valuable elements in your sales process. There's no doubt that if you can focus on higher-quality leads, your sales team will be more efficient and more successful.

If your business runs a hungry B2B sales team, or you target B2B prospects with longer sales timelines, then the more intelligence you can build around that lead, the higher its value will be to your business.



Efficiency

No business wants to have its best sales agents researching and working on prospects with little or no potential. By supplementing generic prospect information with reliable data based on interest, needs and purchase intent, your sales team will know which leads should be prioritised.

Our powerful Diginus Lead Intelligence tool identifies and analyses the online behaviour of B2B site visitors and integrates that data with keyword search activity to better identify intent and need.



Profiling

Industry research shows that an average of 98% of prospects will visit a website but do not make direct contact.

And in B2B, successful sales teams will want to seek out all the parties in a buying group. Diginus Lead Intelligence can help by matching site visitors to businesses and providing relevant contact information. By identifying all those active individuals, your sales team can pinpoint and contact the influencers and decision-makers in your prospect organisation.

Features and **Benefits**

Diginus Lead Intelligence Tool



Our Lead Intelligence tool provides valuable insight into B2B site visitors. With the addition of powerful IP tracking analytics, our software is able to match website visitors to their respective businesses, thereby providing a more detailed profile for B2B prospecting.

By using this data to profile, segment and target your messages and marketing campaigns, you can track and reach better-qualified leads who are closer to converting, giving you a higher return on marketing investment and a clear edge over your competitors.



Key **benefits**

- ✓ See who visits your clients' websites and turn minimal information into quality, data-enriched leads
- ✓ Transform every visitor into potential business with IP analytics and business matching for detailed B2B profiling
- ✓ Improve campaign results and sales follow-up with better lead qualification
- ✓ Maximise your business growth and opportunities



Key **features**

- ✓ Information on who has visited your site, what pages they visited and how long they were there
- ✓ IP address tracking to trace users to your site
- ✓ Advanced filtering options to better manage incoming leads

Technical Details

Installation of analytics code required on web pages or via Google Tag Manager.

Technical Support

Technical support is available by contacting your assigned analyst or our customer success team at support@diginus.com

