



ProspectaTrace

(In association with Lead Forensics)



Your website is your shop window to the world; open 24 hours a day, 7 days a week. More than 2.4 billion people use the Internet every day, and some 90% of those have purchased something, or contacted a company online in the last 12 months.

But having a website doesn't close the loop. Prospective customers will visit while comparing services and suppliers. Unless your website is captivating enough for them to make initial contact, or it showcases your products and services far better than your competitors, they will leave, without you ever knowing that they were there.

Identify sales leads you never knew you had by turning your unknown website visitors into hot sales prospects.

Lead Forensics

Lead Forensics is the UK's number 1 website visitor tracking tool that identifies the otherwise anonymous visitors to your website.



ProspectaTrace harnesses the power of Lead Forensics, and applies industry leading intelligence and telemarketing to provide a unique, digital lead generation service.

ProspectaTrace is a unique, automated digital service that reveals the identity of your anonymous website traffic, and turns it into actionable sales-leads.



ProspectaTrace

Capture – Profile – Qualify

ProspectaTrace can either be a completely managed service or tailored to your needs by adopting either of the below elements.

Capture: Monitors and captures visitor behaviour giving insight on:

- What visitors searched for
- How many times they visited
- Pages viewed and time spent
- Buyer consideration

Profile: Categorises each visiting company and provides a detailed report including:

- Business name and address *
- Names, positions and email addresses of key IT contacts and decision makers *
- Telephone number (including DDIs and mobile numbers) *
- Infrastructure sizing intelligence – number of endpoints, servers, storage amounts*
- Hardware & software install – server/storage vendor, anti-virus SW, database, etc *

*Where available

Qualify: Prospects that visit your website can be followed up by our expert telemarketing team. We'll identify any sales opportunity and provide you with a fully qualified, detailed report, including:

- Full details of the requirement(s)
- Decision making process
- Budget
- Timescales
- Agreed follow up; appointment / call-back



CPB UK Ltd, Nortec House, 12 North Bar, Banbury, OXON, OX16 0TB
t: 01295 263 410
e: infocpb@cpbuk.co.uk