

# ProspectaTrace

Website Analytics and Monitoring



## INTRODUCTION

ProspectaTrace (in association with Lead Forensics) is a unique, automated digital service that reveals the identity of your anonymous website traffic, and turns it into actionable leads.

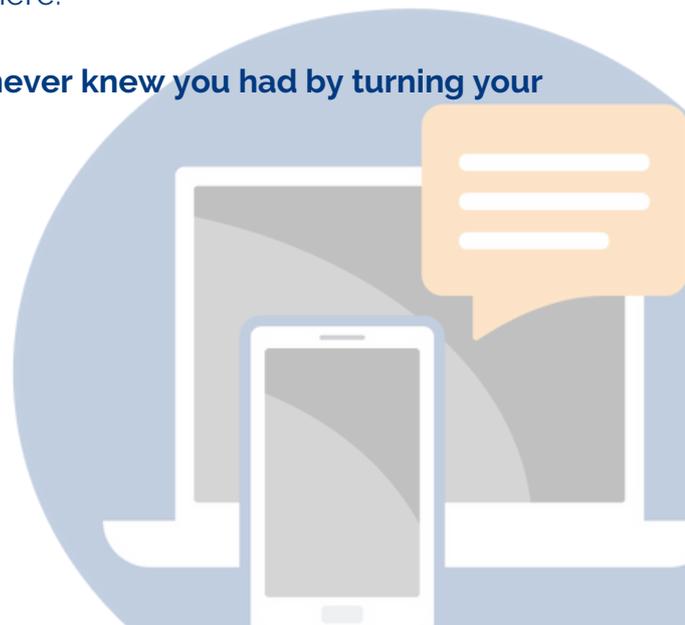


## ProspectaTrace

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. 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 whilst comparing services and suppliers. However, 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 they were there.

**ProspectaTrace helps you identify sales leads you never knew you had by turning your unknown website visitors into hot prospects.**



## OVERVIEW

Lead Forensics is the UK's No. 1 website visitor tracking tool that identifies 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. Combined with Lead Forensics, the ProspectaTrace automated digital service reveals the identity of anonymous website traffic, and creates actionable sales leads.



## CAPTURE - PROFILE - QUALIFY

ProspectaTrace is always tailored to your needs. Furthermore, it can either be a completely managed service or managed in-house, giving you full control. The USP of the systems is that it specialises in capturing, profiling and qualifying leads.

**CAPTURE:** ProspectaTrace monitors and capture visitor behaviour, giving insight on:

- What visitors search for
- How many times they visit
- Pages viewed and time spent
- Buyer consideration

**PROFILE:** ProspectaTrace enables us to categorise each visiting company and provides a detailed report including (where available):

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

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

- Full details of the requirement
- Decision making process
- Budget and timescales
- Agreed follow up i.e. appointment or call back

## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

**CPB UK Ltd**  
**Nortec House**  
**12 North Bar**  
**Banbury**  
**Oxfordshire**  
**OX16 0TB**

## CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 20 vendors, and this number continues to rise.



For more information please visit:

[www.cpbuk.co.uk](http://www.cpbuk.co.uk)  
[infocpb@cpbuk.co.uk](mailto:infocpb@cpbuk.co.uk)  
Tel: 01295 263410

