What is Lead Forensics?

Lead Forensics is the ultimate tool for new business generation. This intelligent software allows you to see the complete details of companies that have visited your website, giving you the edge when it comes to uncovering new sales opportunities.

Lead Forensics gives your company the power to generate increased levels of quality leads by providing insight into exactly who is looking at your site, where they have come from and most importantly what areas of your business they are interested in.

A few features

- See all the details of who has visited your site but not contacted you,

- Terms they searched on to find you

- Setup trigger reports to send email alerts to key people in your organisation with visitor contact details when specific activity takes place on your site.

- Setup bespoke reports to come directly to your inbox detailing hot new prospects who are interested in your offering

The software is easily installed by adding a tracking code to your website that monitors a whole range of information that is unique and exclusively available to your organisation. You can access the data instantly either via the "online portal", or by integrating it with your own CRM platform. You can view and export visitor data, including the company name, web address, location and telephone number, creating a whole new source of business opportunities for you.

Previously, if a company visited and browsed your website then left without contacting you, that prime prospect was lost for good. Through the use of Lead Forensics, you can see exactly who these prospects are, transforming the return you generate from your website.

The benefits of using Lead Forensics

Driven by a team of highly-experienced Sales and Marketing professionals and developed by IT experts, Lead Forensics was created with first-hand experience of the challenges faced by B2B Sales and Marketing teams. So, whether you're in sales, marketing or you're a senior manager, the benefits of using Lead Forensics software as part of your lead generation strategy are endless.

From a sales perspective, you can monitor companies that are already in your sales pipeline and gain actionable insight into companies that are not. Save time by making fewer cold calls as Lead Forensics leads are warm and already qualified, giving you a conversion rate of 5-6 times higher than cold calling.

For business to business marketers, Lead Forensics provides an intuitive and cost effective method of generating sales leads and hot opportunities. With access to detailed information about who is visiting your site, visitor profiling is now possible. Understand and target your B2B prospects more effectively based on real time behaviour.

And for senior managers, Lead Forensics will enable you to drive a much greater return from your sales and marketing budgets. Not only this, you'll have access to leads that your competitors don't, providing you with a real advantage over them.

Lead Forensics delivers an ongoing source of quality B2B leads enabling you to generate new clients and also cross sell and up sell more effectively to existing clients. **This makes it the perfect tool for any results driven company.**

The information provided includes:

- Company Name
- Address
- Contact number
- Website
- How they found you
- And the pages they viewed

What some of our clients say

"Now, rather than investing more in driving traffic to our website, we are focussed on maximising the visitors we already have. This is delivering huge increases in return from our campaigns."

Sarah Murray, Keller Monroe

"Lead Forensics has allowed us to identify prospects and to divert our paid for search more effectively. Lead Forensics is an essential part of a marketer's toolkit."

Mark Bodoano – Digivate

"Helps drive return on investment because we can really focus our sales activity much better, we can contact companies we know have some form of interest as they've been on our website."

David Elphick – Haworth Castings

"Lead Forensics has added value from day one in just giving us info we didn't know was possible from our website. It scales down the amount of work we have to do in finding people we think need our services but don't know. We make fewer sales calls as a result of Lead Forensics and those calls are resulting in more business."

Guy Tillyard – Design Distillery