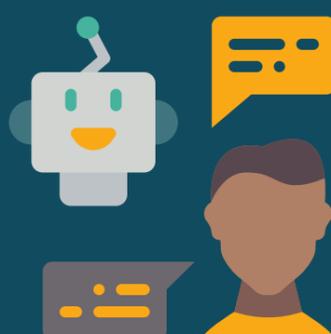


Can modern technologies offer new business lead generation opportunities?

Technology constantly evolves to bring the world of business new opportunities. But as artificial intelligence (AI) progresses, many fear it could surpass our human abilities; should we embrace AI?

What can artificial intelligence offer B2B lead generation?

We know artificial intelligence has started to save B2B marketers time and money, with Chatbots alone predicted to **save businesses \$174 billion** in upcoming years.



Added to this cost cutting bonus, AI opens some incredible opportunities for the keen lead generators amongst us. Artificial intelligence will soon...

Allow you to reach a wider audience

The ability to strike up **natural sounding automated online conversations** will enable businesses to engage with more people than ever before.



Help you understand your data

In 2019, the data industry is due to be **worth \$102 billion**. New technologies will help you organize and manage data, so you can maximize your lead generation potential.



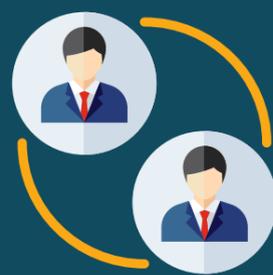
Improve lead quality

AI is set to introduce lead filtering, helping businesses prioritize **which leads best fit their desired criteria** and are more likely to become clients.



Boost re-targeting efforts

AI will soon make it easier to keep connections with people you've previously engaged with by retaining contact and behavioural data to **convert those who have lapsed**.



Allow predictive analysis

You heard right! AI is soon to **predict prospect behaviour** offering advanced marketing analysis allowing you to see predicted impact before making decisions.



Offer website improvement

With the reliance on business websites ever advancing, AI looks to **understand visitor intention** for ultimate website optimization.



Discover how Lead Forensics can boost your website success with its ground-breaking ability to identify the businesses visiting your website and provide contact details for their key decision makers. Maximize on every online opportunity and generate more leads than ever before

Find out more – book your free demo and no obligation trial!

GET STARTED