

LEAD FORENSICS

Success Stories

C U S T O M E R T E S T I M O N I A L S



Success Stories

CUSTOMER TESTIMONIALS

Your success is our success.

Welcome to this collection of customer success stories. As the global leader in website visitor identification, we've learnt many things about keeping our customers happy over the years.

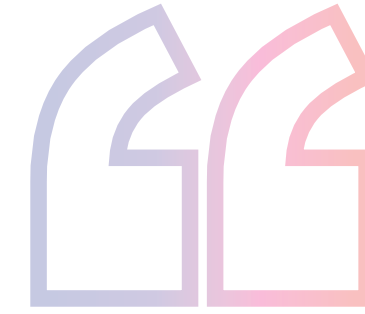
Our commitment to help customers generate exceptional results is the cornerstone of our success - and we continually invest in our technology, data and people to ensure that we're always at the leading edge.

Our dedicated Customer Support Managers help our customers to get the best results from Lead Forensics - because we succeed when our customers succeed.

Thanks to all of the featured customers for their kind words!

As used by:





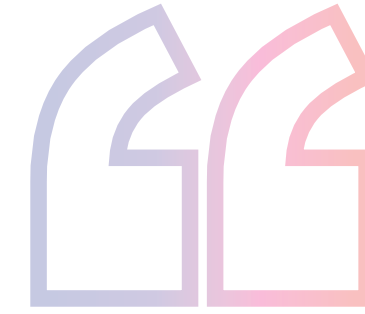
Great tool for prospecting!

I like the ability to visually see who visits your website and obtain contact information. It allows us to get a grasp on what industries and specific companies are interested in our products and where they are located. It's definitely worth checking out.

It enables us to procure contact information for potential customers and it's great to see who is visiting our site. You will inevitably gain more customers and get a better understanding of who exactly your target customer is.



**Tableau Software,
IT & Software**



Informed data-driven decisions

With Lead Forensics, Travelers makes informed data-driven decisions, something we couldn't do previously. Our distribution network relies heavily on data intelligence and reporting - Lead Forensics' capabilities allow us to deliver just that.



**Travelers,
Insurance**



RICOH

There is always something to follow-up

Lead Forensics provides very useful content that is easy to use, from both PC and mobile. We check Lead Forensics about four times a day; there is always something to follow-up.



Ricoh,
Digital Services & Printing



BITO

Very positive

BITO UK and BITO group's experience of Lead Forensics and working with the team has been very positive since we implemented the solution. Reviewing our website visitor data now sits comfortably as part of our daily routine; and allows us to analyze campaign results and improve e-commerce activity.



**Bito,
Storage Systems**

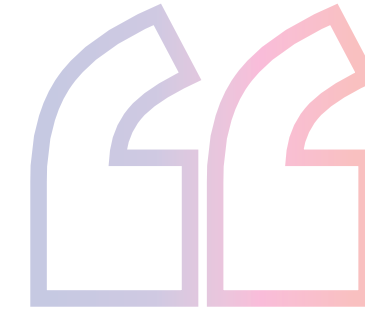


A fantastic way to start the sales day

Lead Forensics is a fantastic way to start the sales day. I know who has visited my site in the past 24 hours, and see who I can add as a prospect.



**Tools Group,
Supply Chain Software**



Deployment of the solution was seamless

We're excited to see where Lead Forensics can take us; since its implementation, we've closed multiple sales opportunities. Deployment of the solution was seamless, and the team has been excellent from the outset.



Rusken Packaging, Inc
Packaging



boomtime

Saves us valuable time

"The integration between Lead Forensics and our CRM and tech stack saves us valuable time. And we're also able to align attribution and lead source accurately as well as measure and analyse data and success like never before. Within the first two weeks of setting up the integration, we closed a deal for a lead captured by the Lead Forensics solution."



**Boomtime
Marketing Agency**

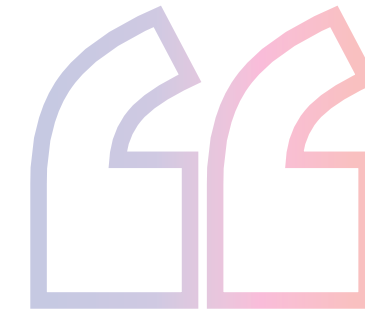


Improve that specific customer journey

Using Lead Forensics' software, we were able to identify that clients were visiting particular product pages and bouncing off because they couldn't find whatever it was they were looking for. We were then able to redesign pages and improve that specific customer journey.



**Survitec
Manufacturing**



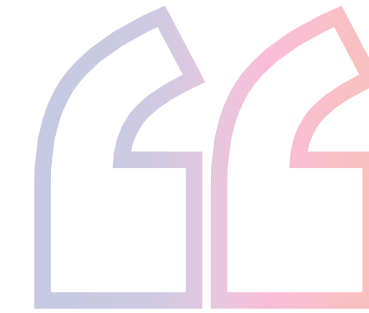
We are 5x more effective

Historically we will set appointments with a 7% effective rate. In other words, 7% of our activities result in appointments.

However, when using lists developed through Lead Forensics, we are 5x more effective with 39% of our activities resulting in appointments. It makes a huge difference. We wouldn't be without it.



Bay Marketforce,
Sales & Marketing Agency



Our sales teams reach out in real-time

Our sales teams reach out in real-time, can add web visitors to a nurture or inbound workflow; or instantly engage with a follow-up communication or meeting request. Lead Forensics also enables us to review the effectiveness and relevance of our paid advertising and marketing campaigns.



MPA,
Marketing Agency



flock safety

It allows us to get ahead of our competition

The CRM integrations makes it easy to assign leads to sales for them to start working within their CRM. We are identifying more leads to reach out to and since we are able to contact the opportunity earlier in their journey, it allows us to get ahead of our competition.



**Flock Safety,
Security**

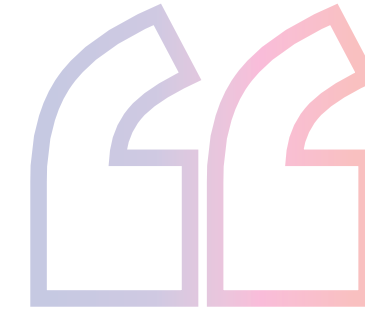


Not just new business

Lead Forensics allows us to see not just new business opportunities, but lost customers returning to our site, engagement with social media, and the customer journey a lead has taken.



**Air Marketing Group,
Marketing Agency**



Really solid leads

Fascinating technology! We were able to generate really solid leads, along with their contact information.



**McCullough Creative,
Advertising & Creative**



We have received a first-class service

Lead Forensics is a great tool for Fluid, capturing excellent data of how our current and future clients interact within our website. We have received a first-class service from our Account Manager in regards to employee training and data management.



**Fluid Branding,
Promotional Merchandise**



**It's highly
cost-effective**



The Lead Forensics tool seamlessly integrates into our existing platforms, and initial setup and deployment were straightforward. It's highly cost-effective and delivers key information that helps influence our qualification and customer support approach.



**Rivet,
Sales & Marketing Agency**



**It's crucial to our
aggressive growth plan**

We've been using Lead Forensics to identify website visitors for over three years, it's crucial to our aggressive growth plan. Innovation and integration are key, and Lead Forensics offers both.



**Creditsafe,
Finance**



Customer insights to build ABM campaigns



Lead Forensics visitor data gives us customer insights to build account based marketing campaigns and make data-rich, humanized outreach for our newfound leads.



Greymatter,
B2B Agency



HOTWIRE

Opens a window into a prospect's intent

Crucially for our clients, Lead Forensics visitor tracking opens a window into a prospect's intent. Intent data supports ABM projects by revealing what their targets do once they've come into contact with their campaign. Lead Forensics deciphers web traffic in an insightfully granular way.



Hotwire,
B2B Agency



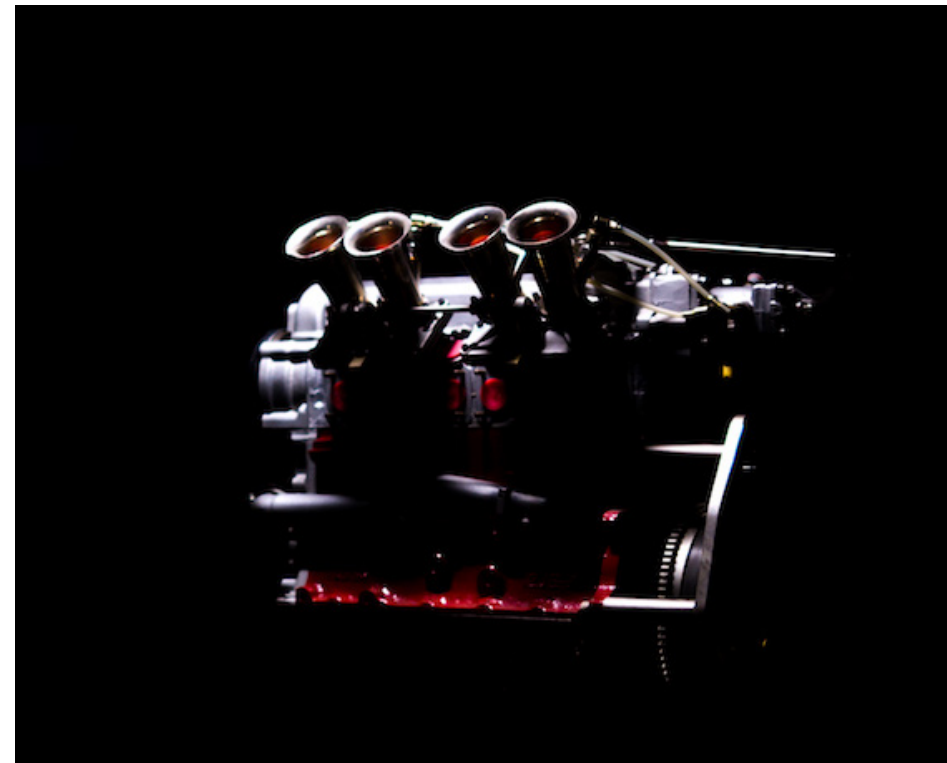
Better ROI from our website



Lead Forensics has provided us with the means to grow our business and get better ROI from our website. It has also energized our sales representatives. They love receiving the quality leads generated from Lead Forensics.



**Helwig Carbon,
Manufacturer**



COSWORTH

New leads into our pipeline

The Lead Forensics team worked with us to integrate the tools with our existing CRM system, providing the functionality we were looking for. Engagement after the integration was also very good, as that helped us to find a routine for incorporating the flow of new leads into our pipeline.



**Cosworth,
Automotive Engineering**



**Integrates into our
existing platforms**



The Lead Forensics tool seamlessly integrates into our existing platforms, and initial setup and deployment were straightforward. It's highly cost-effective and delivers key information that helps influence our qualification and customer support approach.



**Basware,
SaaS**



**Increase in our
inbound leads of 30%**



Since adopting Lead Forensics at Big Group, we've tracked an increase in our inbound leads of 30%. Each of our business groups in the UK and The Netherlands now have visibility of brands visiting our websites and the tools to proactively develop these into leads.



**Big Group,
Marketing Agency**

kainos®



Valuable business insight



Lead Forensics is a great tool for providing valuable business insight into our growing global marketing and sales operations. It helps us identify leads and transition them into our sales and marketing pipeline. It's a solid source of data for our business.



**Kainos,
Software**



PROLIGHTS

Given us a clear picture of the market

We installed Lead Forensics to understand the behaviour of our end-customers. As a B2B business, we don't often communicate with the end-customers, or are aware of the size of our potential market and other trends. Lead Forensics has given us a clear picture of that market, helping us liaise with our distributors to boost sales worldwide



**Prolight,
Events**



We do not miss opportunities to engage



Being able to make sense of traffic and utilize a trigger system that emails our sales team either immediately or daily – depending upon the trigger – means that we do not miss opportunities to engage with a business while they may still be on our website.



**Propertyserve,
Facilities Services**



Gives us a second shot at a new customer



The beauty of Lead Forensics is it gives us a second shot at a new customer. One of its powerful features is notifying us when our existing clients come to our website. We can then make a timely call and introduce other products to them.



**Pinksheep,
Promotional Merchandise**



Lead Forensics is a great tool that enables us to see what companies are visiting our website and assists us in getting sales. We check the tool every day. Not only does this help us with any new business, but it also allows us to know when a client is looking at membership pages for upsell. We have been a client for a few years now, and **do not know how we fully functioned pre-Lead Forensics.**



**Sugaronline,
Informational Services**



Lead Forensics is a great system with **fast customer service** and a good response time.



**Gerrie,
Electrical Wholesale**



By combining Lead Forensics' data with our Customer Success team, we're able to identify and approach businesses we would have previously been unaware of, and have **given ourselves a leg-up on the competition** for valuable new business opportunities.



**Just Payroll Services,
Accounting**



After only three months, our first direct lead resulted in a new partnership with a market leader. I was able to reach out at the exact time they were on our site. The **estimated potential in direct sales is about €300,000** annually and accumulating software fees of €30,000. Looks like a decent ROI coming from Lead Forensics!



**Distance,
Fintech**



Lead Forensics has been a key component in making **informed decisions in our marketing department** and has also helped drive sales. Overall, it has been a very useful tool that we will continue to use for all our marketing and sales needs.



**Prosperoware,
Software**



The ability to see the anonymous traffic visiting our website is really great in generating leads and finding decision makers. **Lead Forensics is a platform which we trust** in helping our sales process.



**Panintelligence,
SaaS**



Amazing service and even more useful data from visitors to our site.

Lead Forensics is a really good tool if you are looking to skip ahead of competitors, giving us intel on the companies that view our pages. We can easily see which are the most popular and our account manager is great at getting back to us with answers to questions.



**Clearview,
IT & Software**



I love Lead Forensics.

Seeing instantly who is looking at the site and how many times is great. The software has all the information that is needed; if you're in marketing and sales, you need to try it.



**360 InStore,
Marketing & Advertising**



“Great product for tracking website visitors and developing new opportunities for sales.”

Lead Forensics provides an easy-to-use platform with rich data; everything from site analytics and visitor information to multiple custom options for in-depth site tracking and reporting. It's a great product that is worth the money, and return on investment is fully traceable.



Elgin Separation Solutions,
Manufacturing



“Prospects from our target industry and companies with relevant info.”

All the information is there, when and where I need it. It's easy to integrate into our other systems for workflow, and customer service is second to none. We find the landing page, page views, and exit page information very helpful for lead scoring. The Lead Forensics team is a great bunch of people who really go the extra mile to help with user guides and implementation.



DTE Ltd,
Software



“Lead Forensics provides a very proactive service and follow-up.”



Queaso,
IT



“Lead Forensics is a great business tool. I get the right information to carry out very focused telemarketing activities through being smart and planning effectively. I can't praise Lead Forensics enough – I wax lyrical all time about it to my business network!”



Galaxkey Ltd,
IT & Security



We are very **happy with the quality** of information provided. It goes a long way to demonstrate ROI of marketing activities both on and offline.



**Total Kare,
Manufacturing**



Lead Forensics has become an important part of my work day by keeping me up-to-date with who is interested in our company and products. This saves time when prospecting, and provides some focus on industries and who to contact.



**Comairco,
Manufacturing**



We've been using Lead Forensics for just over a year now and it's been fantastic

It provides us with great insight and tools that help with prospecting. The team is really helpful and gives us tips and advice on a regular basis. Overall, it's a really good addition to any outbound sales team.



**DCSL GuideSmiths,
Software**



The experience with Lead Forensics has been excellent, it's an easy process and **I'd definitely recommend giving Lead Forensics a shot.** All that information in one place blew my mind!



**Hydro Dynamics Inc,
Manufacturing**



Our experience was great. We're able to see who visited our website, get contacts, and automatically report on the leads that come in.



**VesuvITas,
Telecommunications**



Lead Forensics provide invaluable information and leads. We have always received great service from them and it helps focus, direct, and drive some great activity. I wouldn't hesitate to recommend them!



**Eight Days a Week Print Solutions,
Printing and communications**



Whilst there's lots to the Lead Forensics software, we find it most useful in tracking visitors to our website, which allows us to **strike whilst the iron is hot**. We use it primarily to capture customers whom we know to be warm, rather than having to go in and cold call.



**Guardian Goalposts Ltd,
Manufacturing**



Lead Forensics is a good asset that enables us to engage with **new business that we may not have obtained previously**. The in-depth reports show us what pages visitors have looked at on our website and how long they spent on each individual page.



**Evans Coolants,
Automotive**



Lead Forensics has been a massive source of lead generation for me.

I also recommend it to my clients to enable them to gauge the success of digital campaigns they book from me. I use it every day and have made some considerable sales from it.



**Cognitive Publishing,
Publishing**



The value Lead Forensics **brings is a vital component to our business.** The platform is extremely efficient.



**EtheraLabs,
Venue Accelerator**



Great tool to help us understand our traffic.

The biggest problem we were looking to solve by employing Lead Forensics was the identification of anonymous traffic to our website. The platform allows us to identify traffic and assign those visitors to the respective members of our sales team.

From an administrative perspective, it's super easy to establish categories of traffic, make assignments, and set up notifications. It also provides invaluable intelligence to our sales team for the work they do with sales prospects in the pipeline.



**Deacom Inc,
Software**



I really like the **ease of use of the software** and the ability to see in-depth info on each visitor's path to my site.



**Specright,
SaaS**



Our Account Manager was able to constructively engage our business with the Lead Forensic tools, **allowing us to develop our understanding** and interaction of our client bases, helping us better assist our clients.



**Connect Vending,
Catering**



I was first skeptical about the benefits and practical use, but there is no better way to collect warm leads than seeing who has interacted with your website. **The system is super easy to use**, the onboarding was excellent, and the system has paid off its annual fee within weeks of use.



**Ignite My Sales,
Consulting**



Lead Forensics is a fantastic tool for me and the KNP team to see **which companies have visited our website** and what pages they spent the most time looking at. Highly recommend!



**KNP,
Printing & Communications**



We switched to Lead Forensics a few months ago and could not be happier with the service provided. The information is incredibly valuable to our business. **A five star rating** and I highly recommend!



**Falcon Asphalt Repair Equipment,
Engineering**

LEAD FORENSICS

