

# How HEROLD generated more leads and increased conversion rates

*“Without a doubt, this is one of the most important sales tools in our sales reps’ hands. By using Insites, sales reps have the confidence that they can convert a business lead into a paying customer more easily”*

**Christian Descher - Head of Product Management, HEROLD**

**3X**

higher click-throughs.

**12%**

of leads converted to a sale.

## The challenge

HEROLD wanted to generate more qualitative leads for the sales organisation, while at the same time improve the sales conversion rate and the associated revenue for websites and presence management.

A major hurdle to overcome was that potential customers did not know whether their online presence and/or website was good or bad. This meant sales reps had to use multiple tools and visuals to try and convince a business to make changes.

**“Results are what matter and Insites has delivered a clear improvement of our results.”**

**Martin Kargl**

CEO/CCO, HEROLD

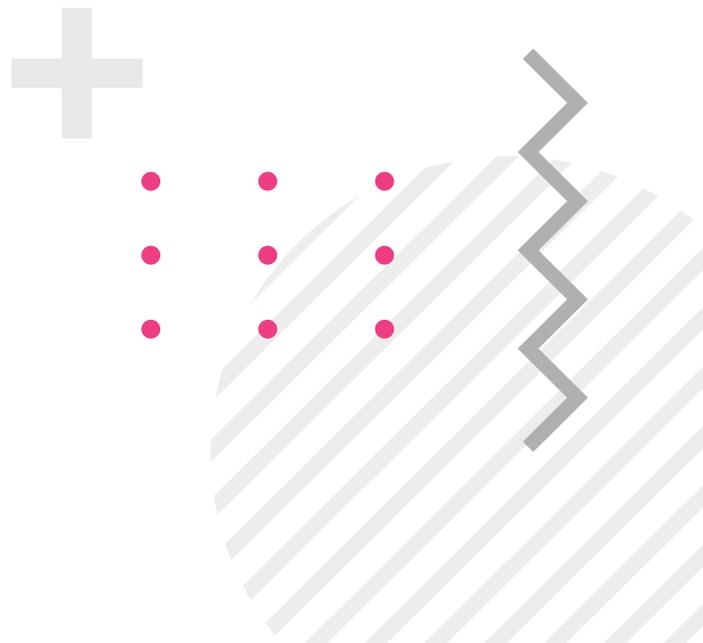
## The solution

HEROLD selected Insites as an accurate, comprehensive and robust solution to improve lead generation and structure the sales process.

HEROLD was able to create clear call-to-actions in lead generation campaigns. The Insites reports provided an objective and detailed view of the website and online presence of the SMB.

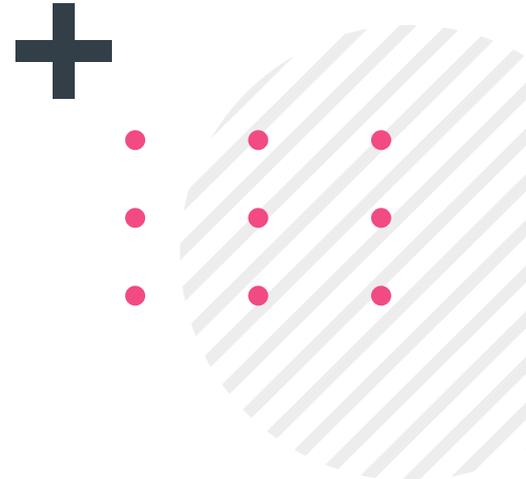
Field-based and telesales teams were able to utilise Insites reports producing a structured and objective assessment of a business’s website and online presence.

The flexibility and adaptability of Insites’s platform was key to HEROLD’s selection of Insites as a solution provider.



## Outcomes

Insites reports significantly improved the volume and quality of hot leads delivered to sales. This impacted positively on the performance of sales teams who trust the results.



**Higher engagement** - Marketing campaigns with Insites reports had a 3x higher click-through (9.3% vs. 3.2%).



**Hot leads generated** - 4.7% of all targeted businesses ran a digital health check.



**High sales conversion** - 12% of the businesses that conducted a digital health check were converted to a sale.



**Higher ARPA** - Converted leads result in more than double the revenue (compared to the control group not using Insites).



Success in multiple sales channels - Leads were converted in telesales (10%) and field sales (90%).

## About HEROLD

HEROLD specialises in online media and marketing services, bringing together sellers with potential clients in keeping with its motto: "we connect buyers and sellers". Around four million consumers use HEROLD's on line portals and apps to find the right local service provider.

## About Insites

Insites is a web intelligence company based in the UK. Founded in 2001, they help analyse the digital presence of tens of millions of businesses every year. Learn more about Insites at [insites.com](https://insites.com)