



Acquire product tour



Generate more leads

The proven solution to generate more leads, boost sales and improve customer satisfaction.

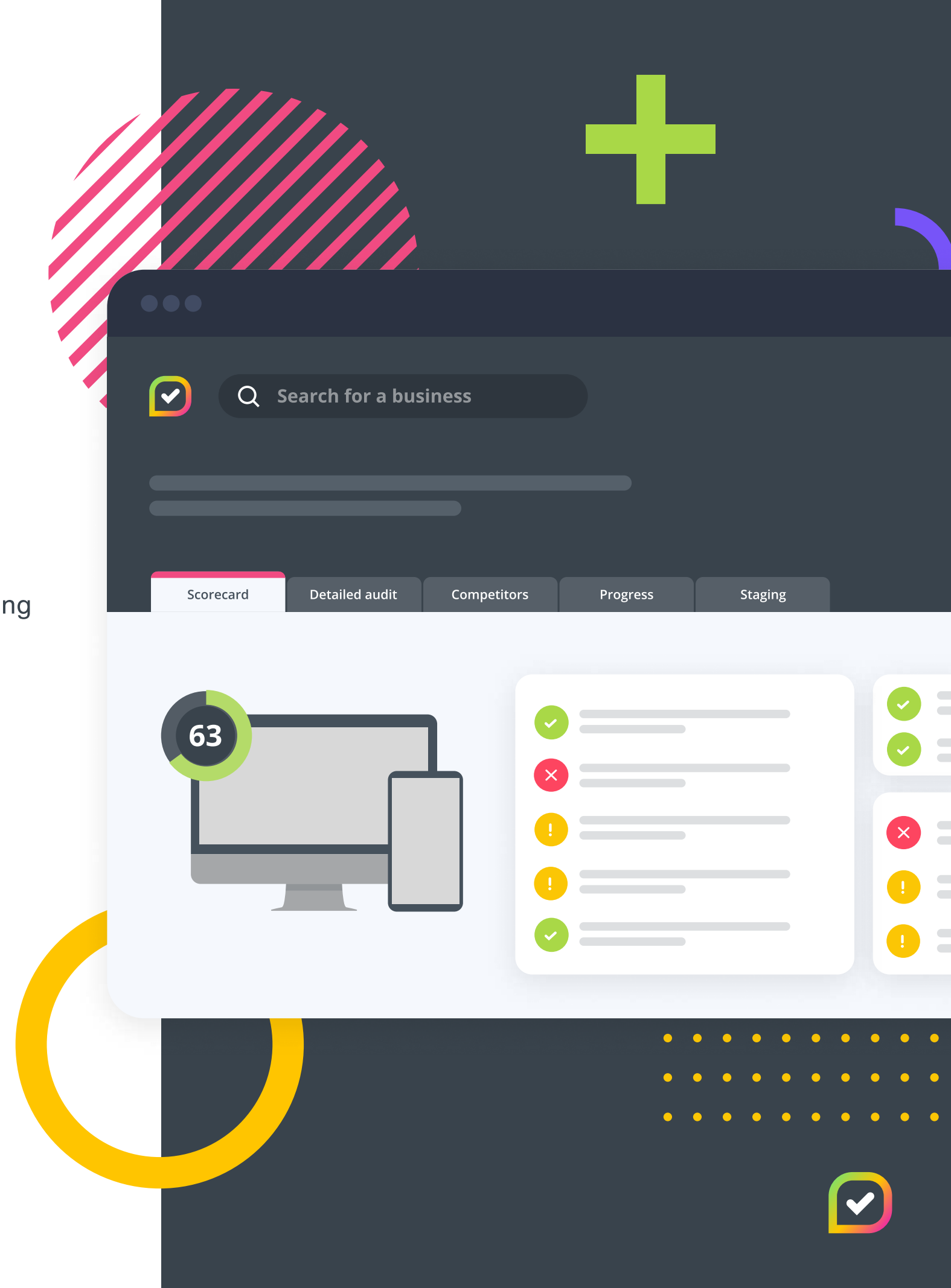


Why Insites?

We're the web intelligence company helping marketing agencies, local search companies, newspapers, telcos, and many others sell digital solutions more effectively to Small and Medium Enterprises.

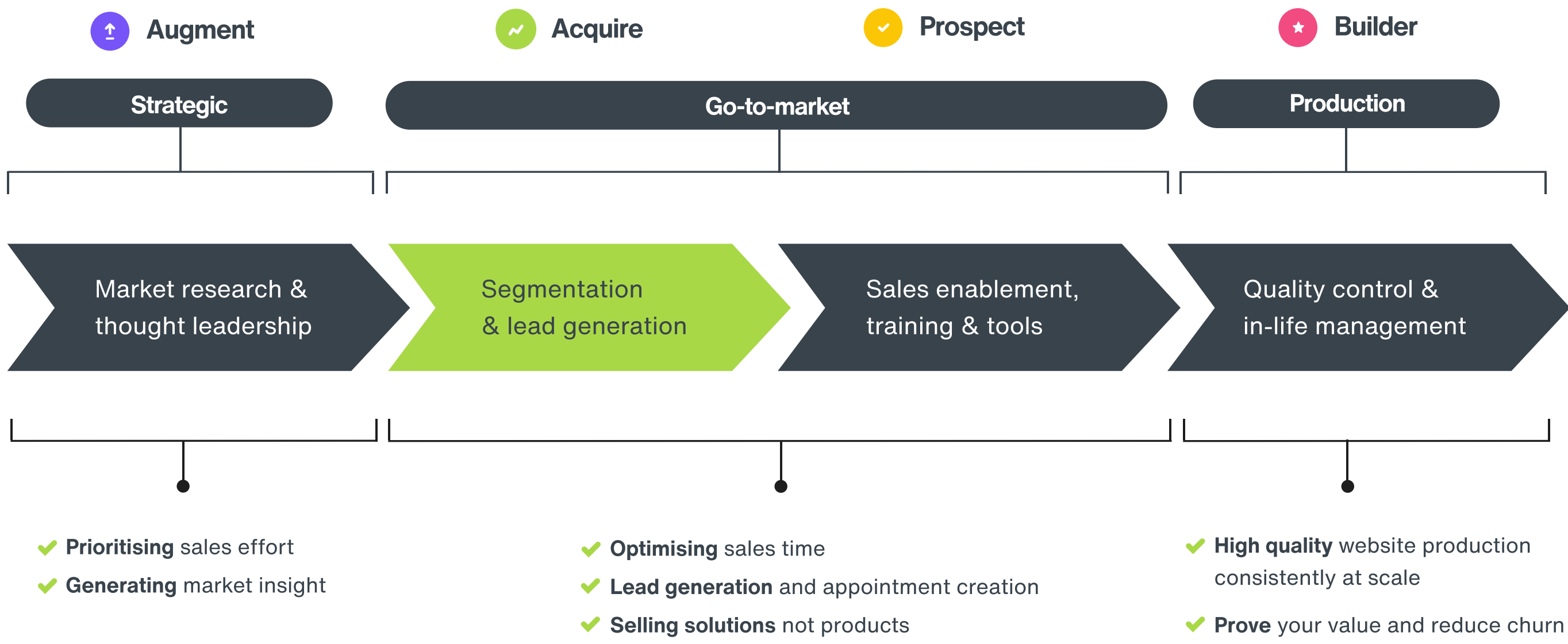
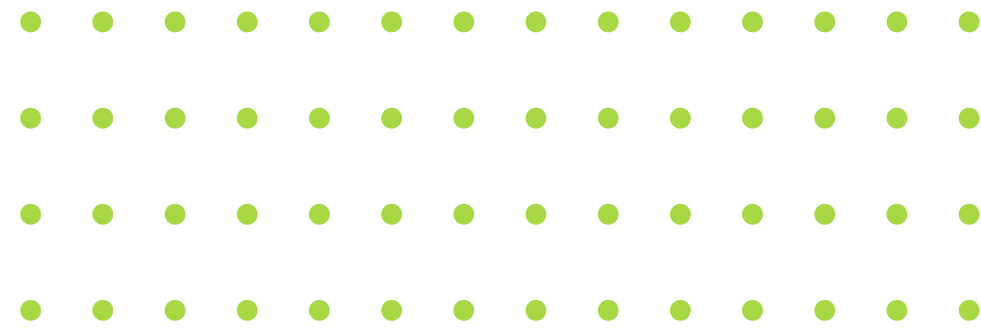
Our award-winning solutions scale from sales agents creating individual online presence profiles to bulk profiling markets with hundreds of thousands of businesses. The tools are effortless to customise and intuitive to use, making on-boarding and training quick and efficient.

Built-in management reporting tools and integrations with popular CRMs puts control in the hands of Sales Management to focus on activities and results. And, most importantly, our solutions have been proven to raise conversion rates in markets world wide.



Our solution suite

Discover. Engage. Delight. Repeat



INTELLIGENTLY GENERATE NEW LEADS

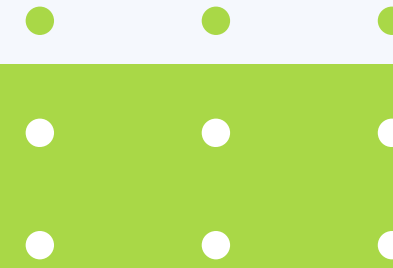
Silktide's lead generation audits can be embedded into your website to generate a stream of qualified leads, ready to buy your services.



3x Higher click throughs

12% of leads converted to sales





“We can see a measurable improvement in our lead generation and conversion rates before and after Insites, and that’s what counts.”

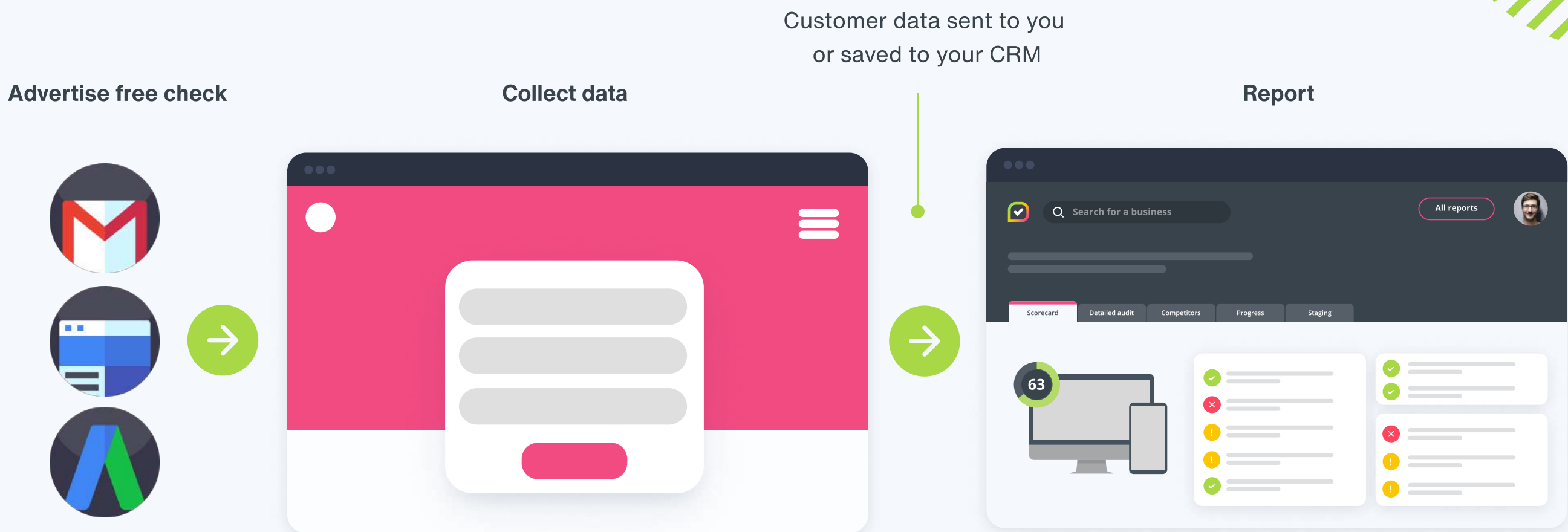
– Jochem Vermeiren
Product Manager

FCR MEDIA



How does it work?

Our lead generation audit brings qualified leads to you, through the promise of a free digital marketing audit.

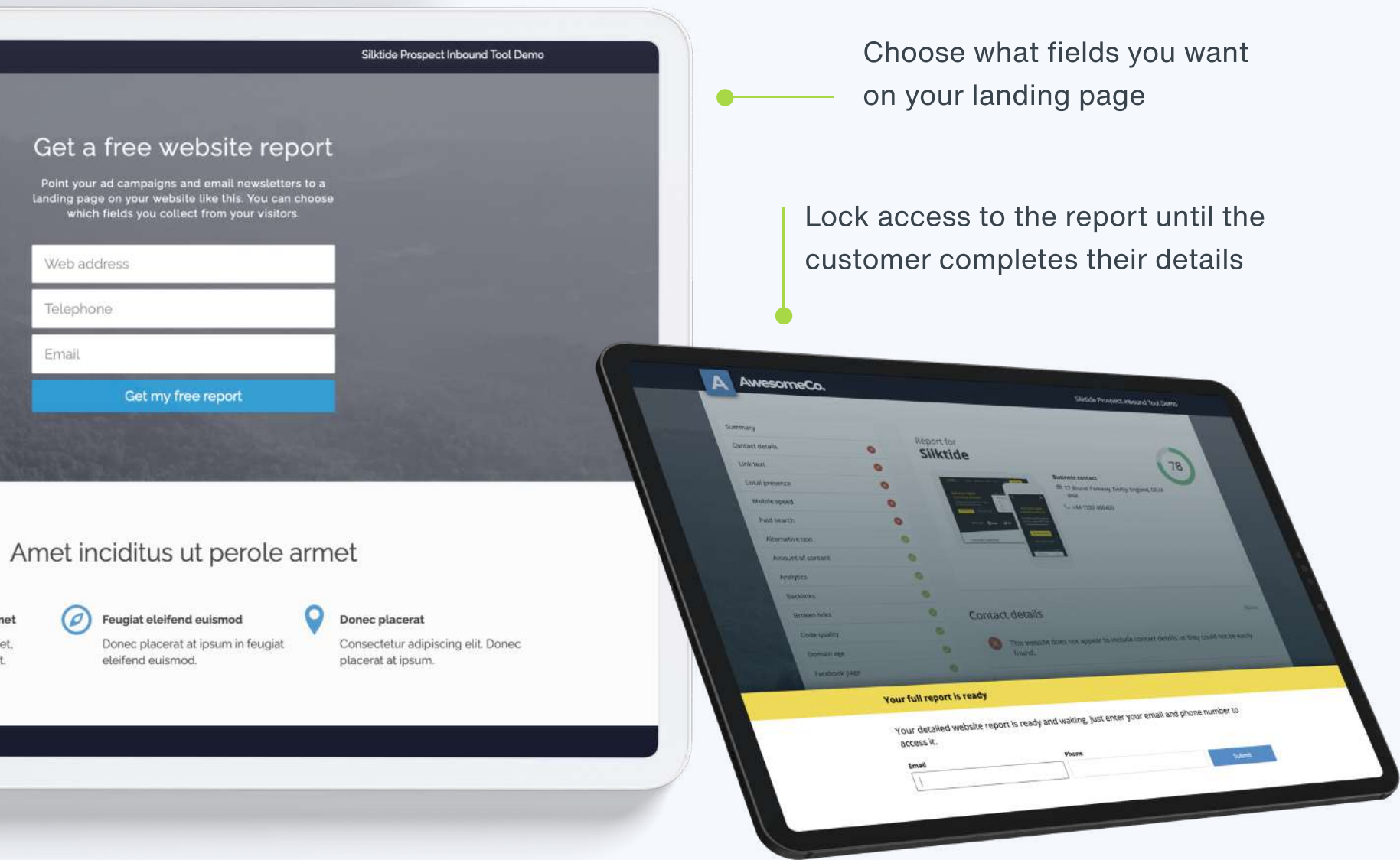


This is our suggested flow, but our solution is incredibly flexible and supports a number of customer journeys. Contact our specialists to discuss your campaign and find out what worked for our other partners.



Collect any fields

Our flexible solution supports a number of data collection options to suit your campaign.



Choose what fields you want on your landing page

Lock access to the report until the customer completes their details

New for 2021

Improve conversion rates by replacing multiple form fields with a clean and simple Google My Business lookup.

Find your business

Top plumbi

Top Plumbing Ltd

14 The way Ind Est. Birmingham.

Top Plumbing centre Ltd

114 High Street, Manchester.



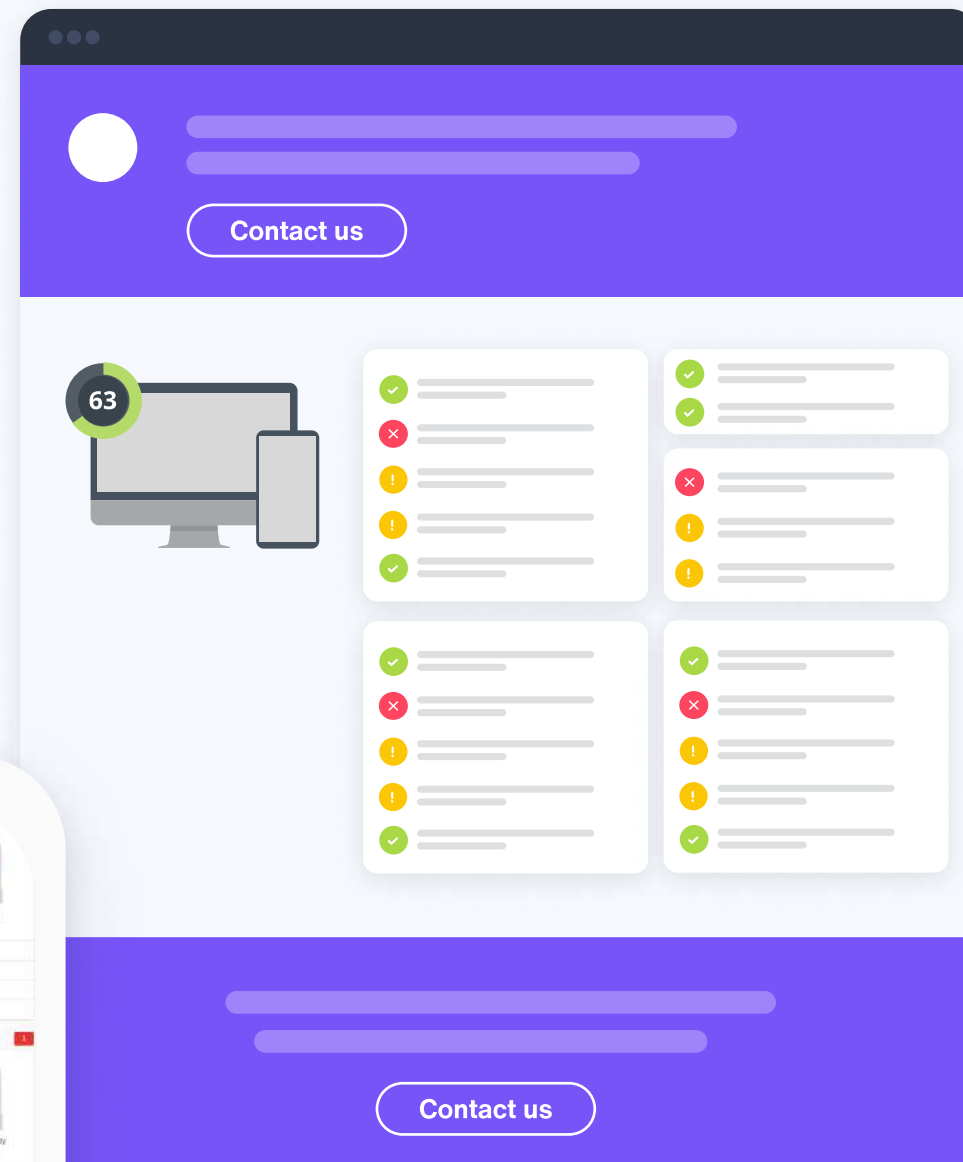
Totally customisable

Create a totally customised and on-brand experience for your visitors.

Custom branded experience.

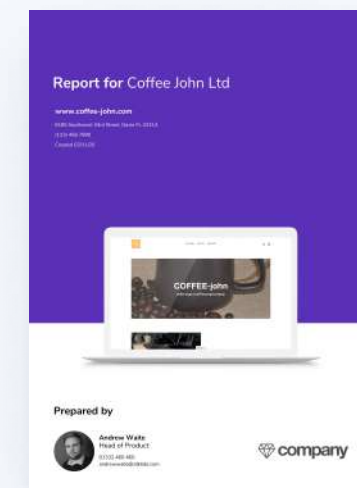
Inject your own content to the audits:

- Product recommendations
- Context specific CTAs



Choose to show teaser or full report.

Offer a PDF download of the audit.

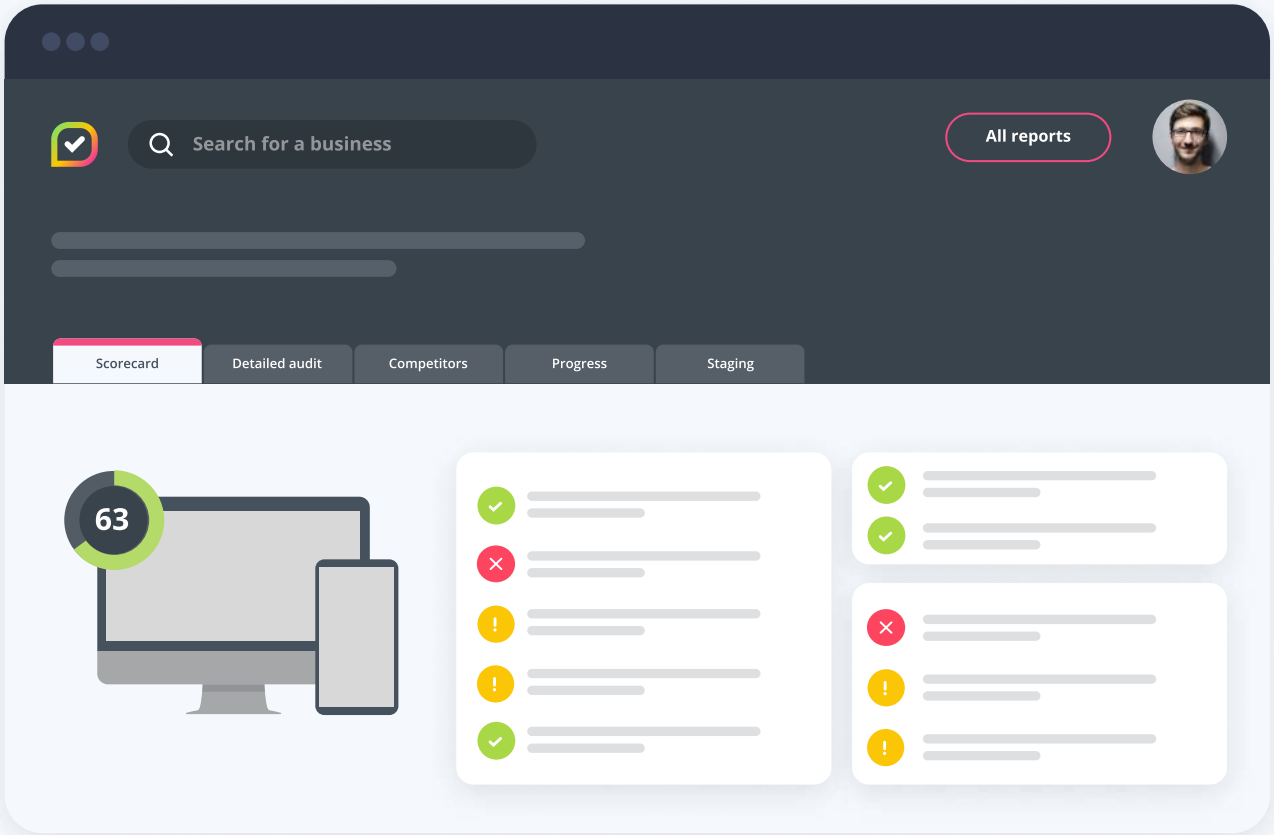
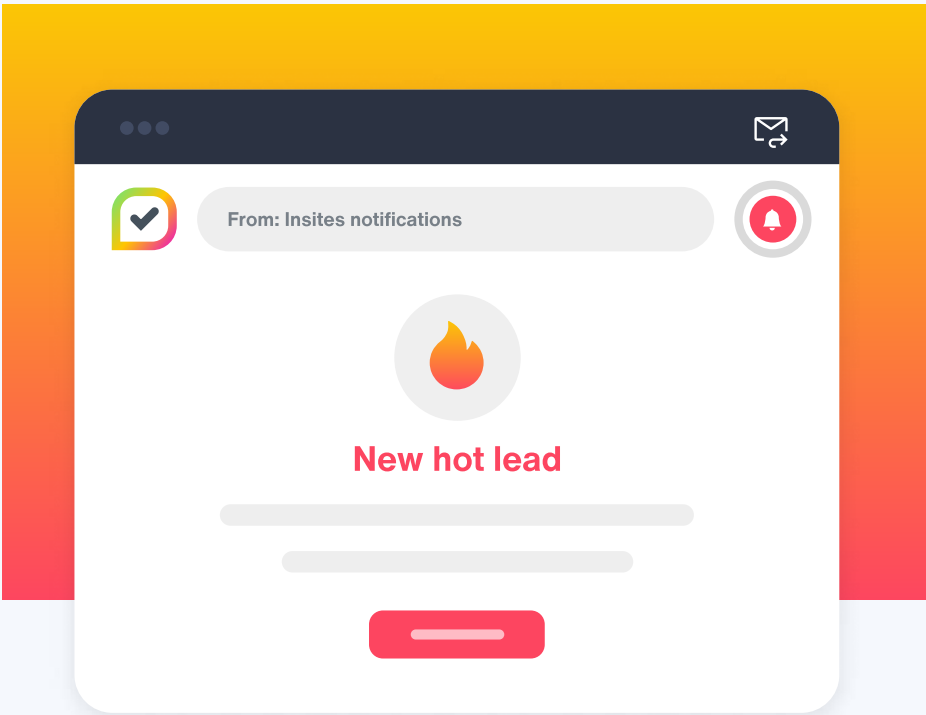


Instant notifications

Maximise conversion by handling leads quickly.

Agents see the exact audit the customer generated. For more information on our sales enablement platform, see the Silktide Prospect product tour.

Get an instant notification whenever a lead runs an audit.



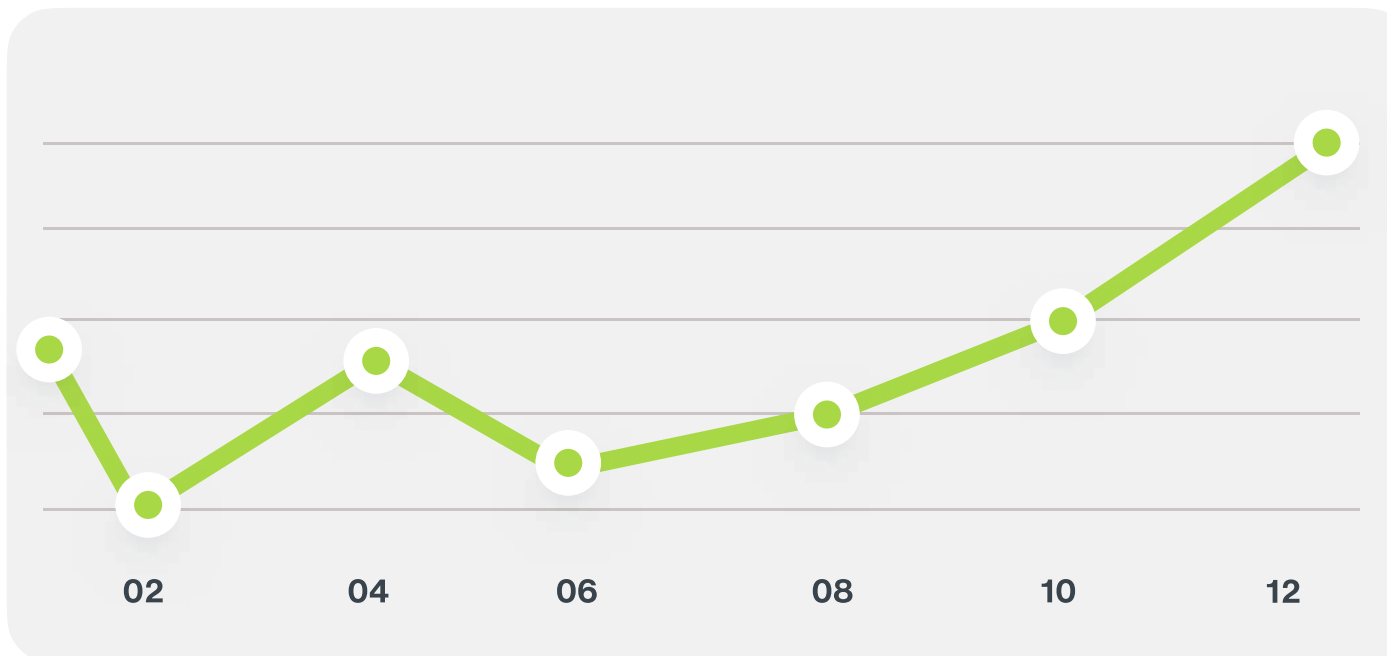
Integrate with your existing marketing automation software to drive leads directly into your CRM, or use our webhook API to build a fully automated lead pipeline.



Managing your leads

Maximise conversion by handling leads quickly.

Your inbound leads for July



See campaign performance at a glance.

188 Visitors

To your landing page

176 leads

Ran a report

58 leads

Submitted contact details

30%

Conversion rate



Add custom tracking parameters to leads so you can attribute them to specific campaigns



Visualise customer drop-off to understand where you need to optimise the lead generation journey



Quickly export all leads for batch processing and reporting



Integrations & API

Silktide Acquire is easy to integrate into your workflow with a comprehensive suite of integrations and a fully documented REST API.

CRM integration

Feed customer data directly into your CRM for agents to action quickly. We have extensive experience integrating with both off-the shelf marketing automation platforms and bespoke CRMs.

Analysis integration

Integrate third party data to create a comprehensive all-in-one audit for your sales agents. As well as our “off-the-shelf” integrations, we have a wealth of experience creating bespoke audits for our customers.

Live chat & live demo

Let customers request a live demo from one of your agents, right from the audit. Reducing the time from enquiry to first contact has been proven to increase conversion rates significantly.

Analytics & tracking

Include your own tracking and analytics scripts to monitor the effectiveness of the audits and make refinements over time.

Webhooks

Our webhook API allows you to receive the complete results of audits in real time as they complete. Many of our partners use this in conjunction with Zapier to automate their workflows.

API

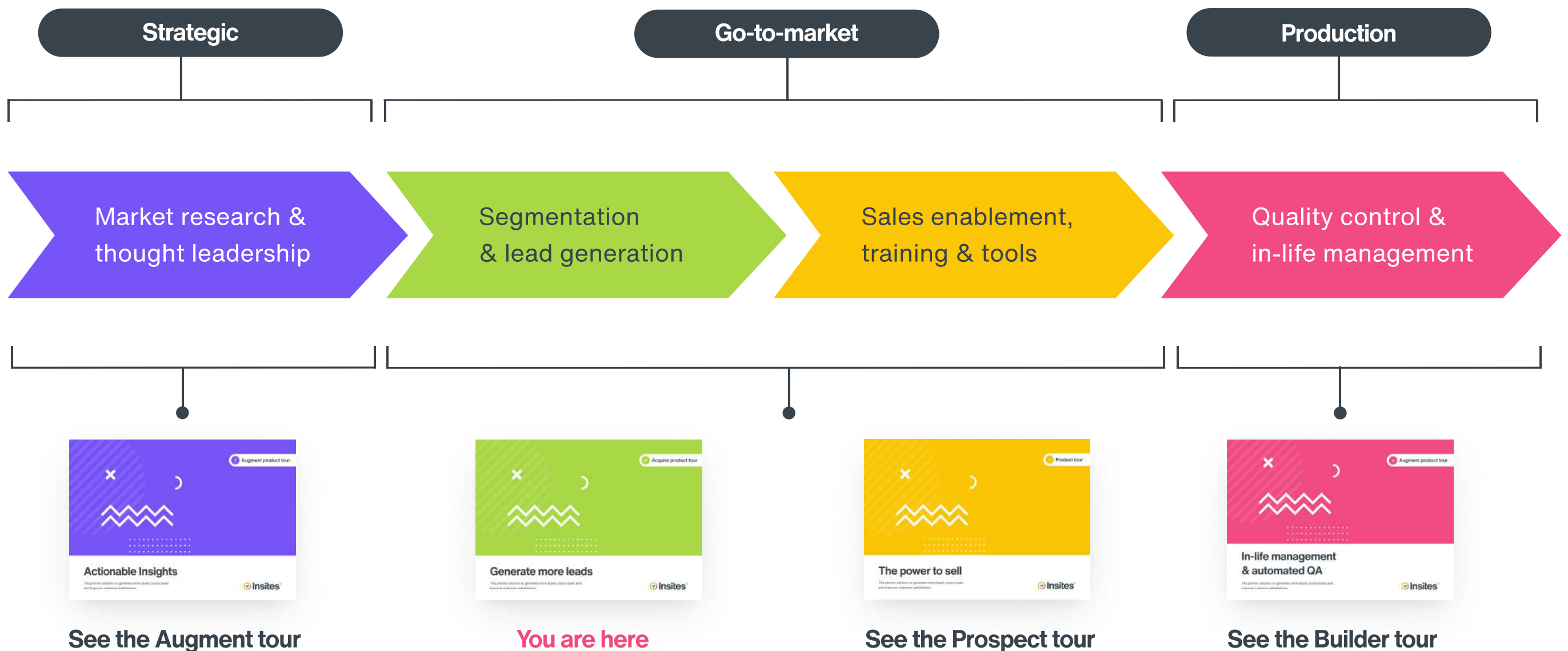
Our comprehensive, fully documented RESTful API allows you to trigger audits and receive the results programatically.



What next?

To find out more or arrange a demo, call 01332 460 460.

Discover. Engage. Delight. Repeat





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