

# Generate more leads

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



# GENERATE NEW LEADS

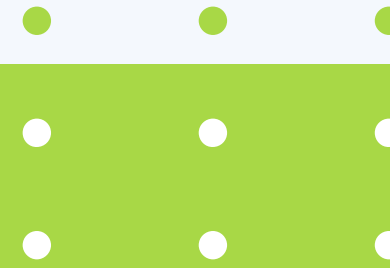
Insites for Marketers is a lead generation widget that can be embedded into your website, allowing you to generate a stream of qualified leads for your sales team, giving you ready-to-qualify insights into their online presence.



**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

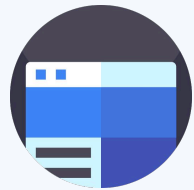


# How does it work?

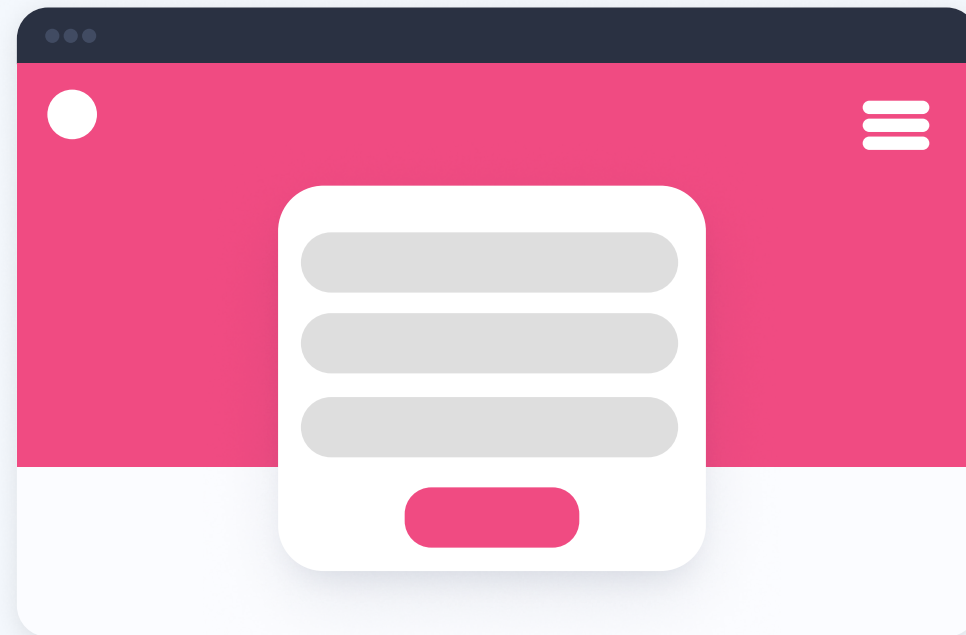
Offer tangible value to your prospects by offering them an insight into their online performance with an audit report written in language they can understand.



Advertise free check

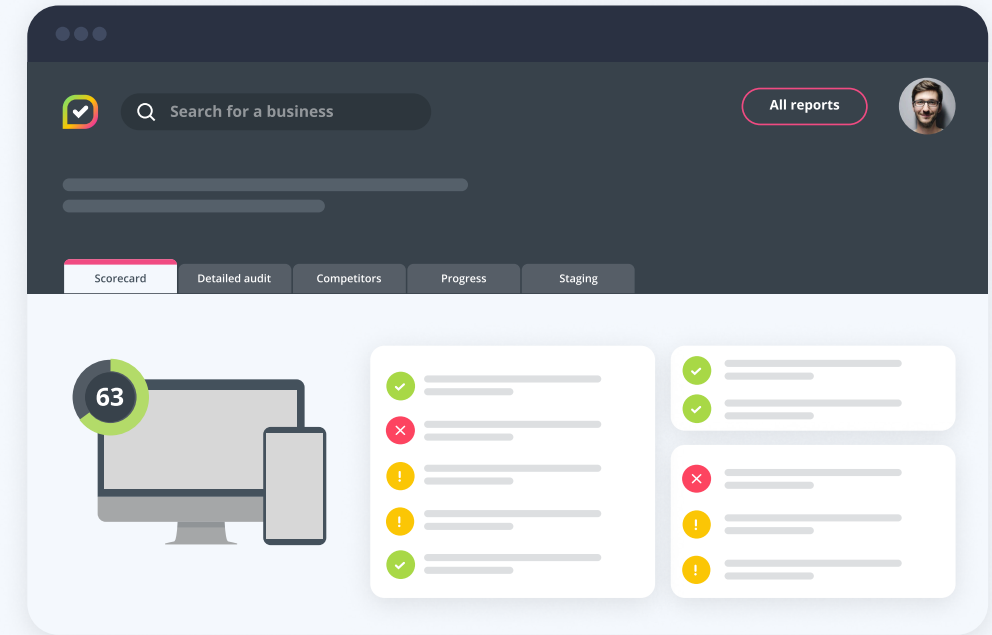


Collect data



Customer receives a report,  
your sales team get a hot,  
qualified lead

Report

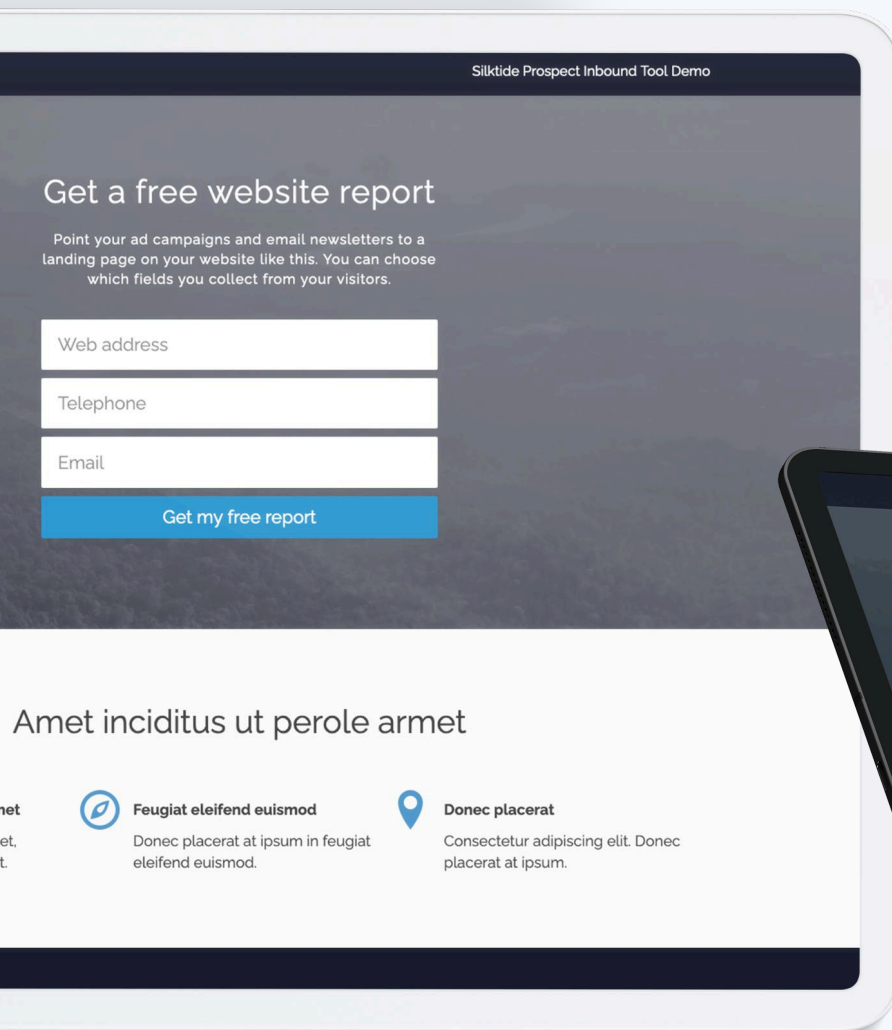


This is our suggested flow, but Insites for Marketers is flexible - so you can adapt the flow to your customer journey. We'll work with you to discuss your campaign and share best practices from our partners.



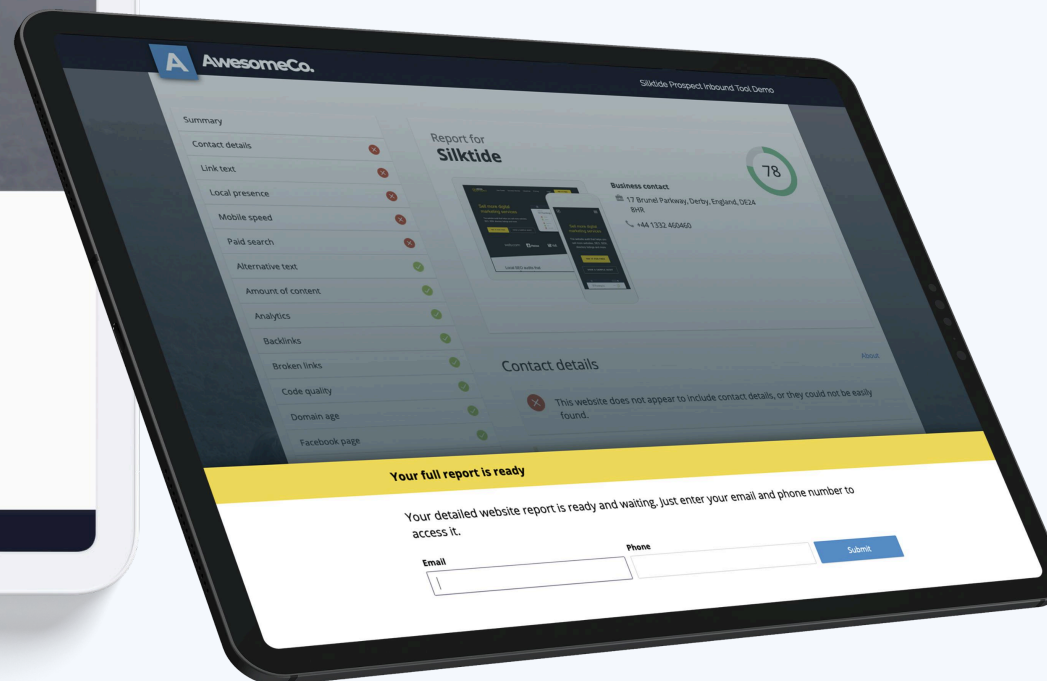
# Collect any field

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



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.

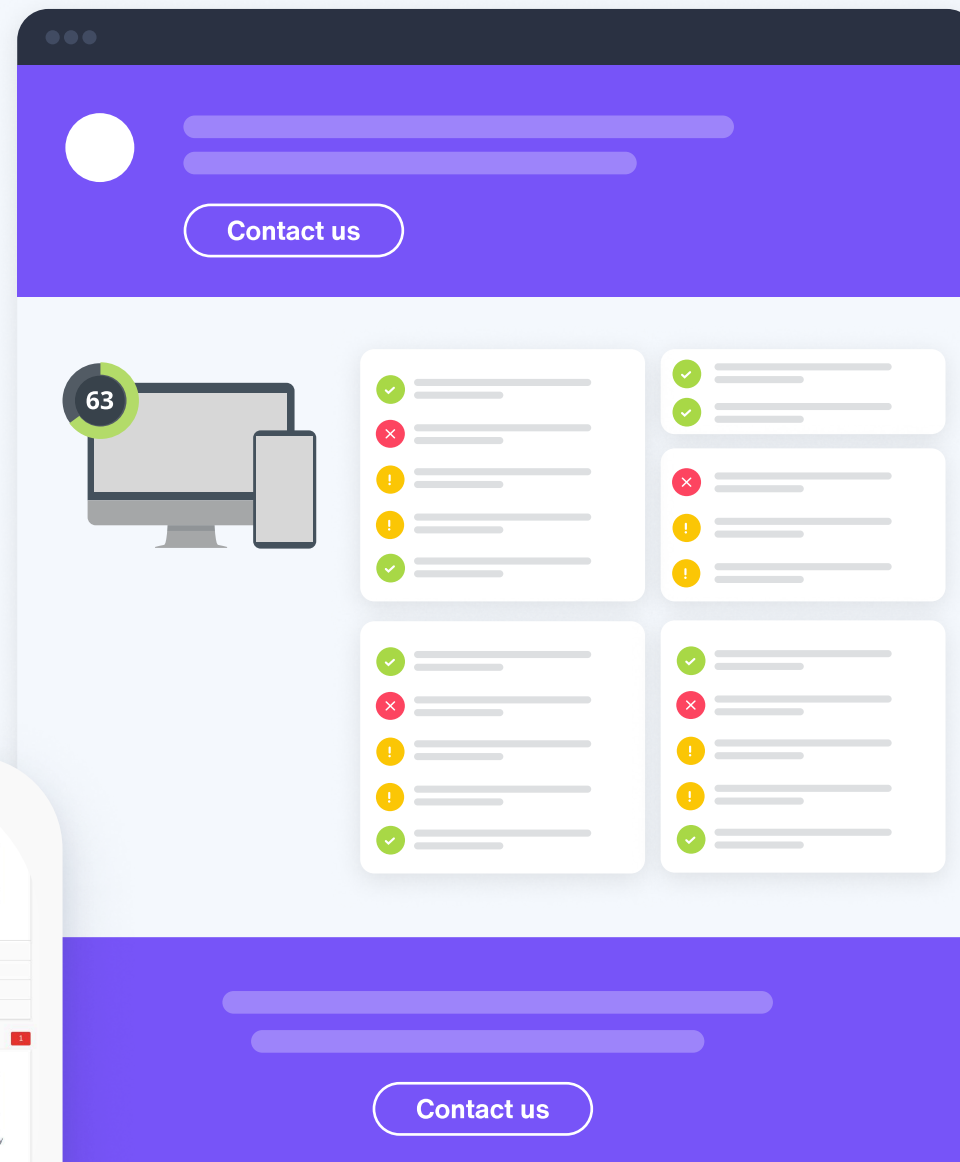
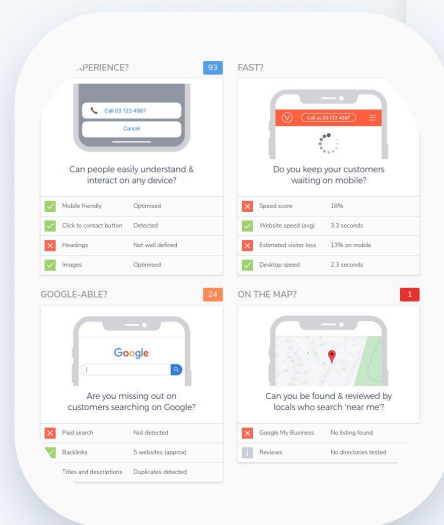


# Totally customisable

Custom branded experience.

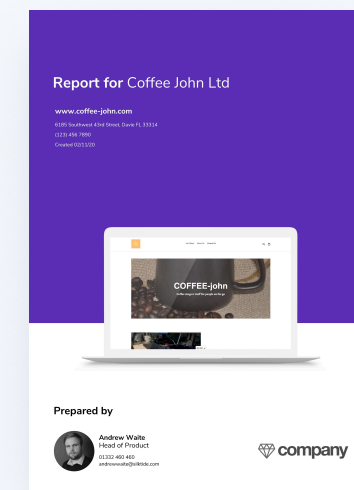
Add your own content to the audits:

- Product recommendations
- Context specific CTAs



Choose to show a teaser or full report

Offer a PDF download of the audit.

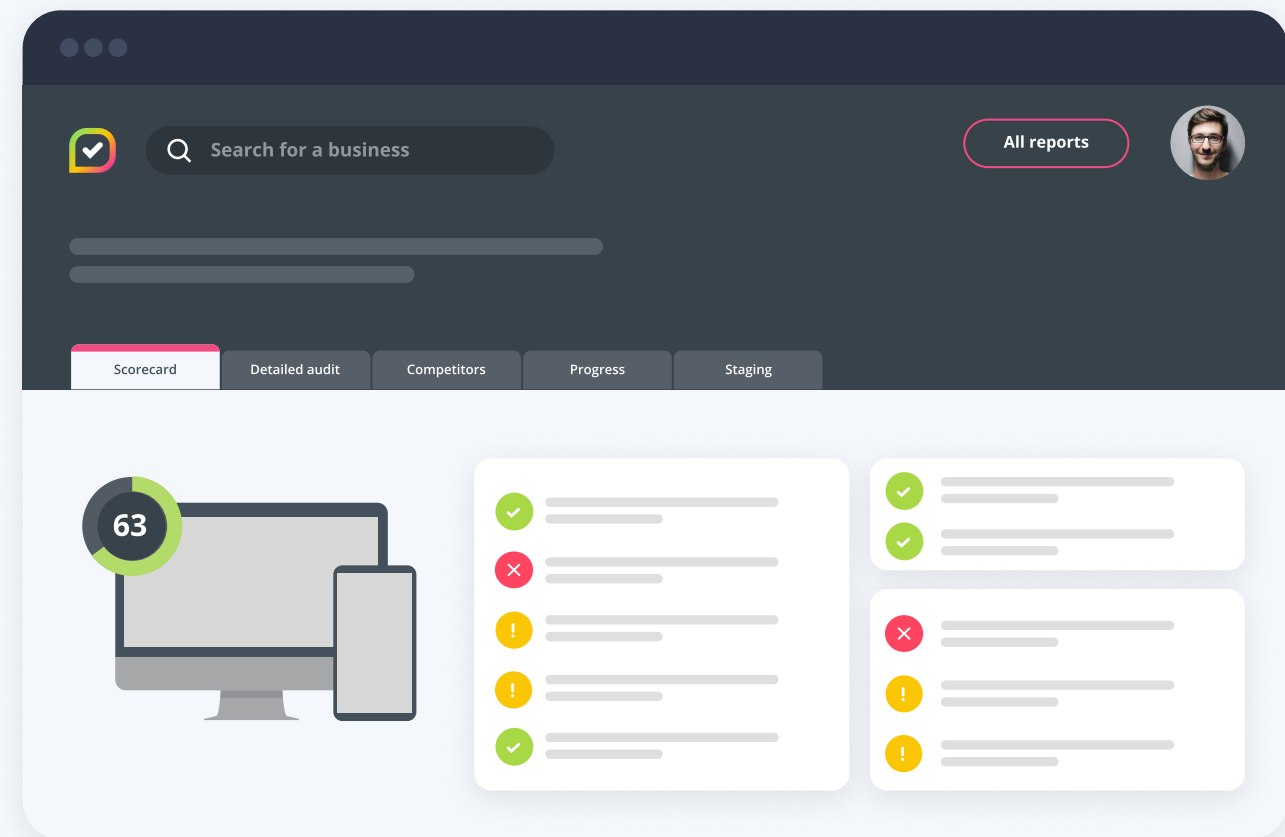
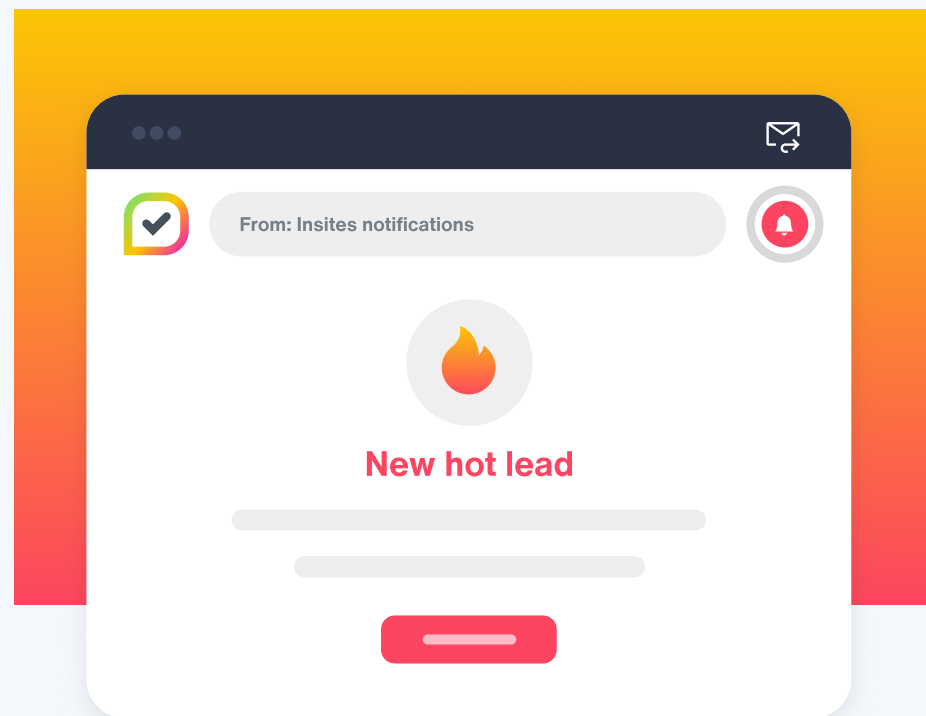


# Instant notifications

Help your sales team maximise conversion by identifying hot leads.

Sales agents see the exact audit the customer generated, giving them some pointers on what solutions to pitch.

Get an instant notification whenever a prospect runs an audit.



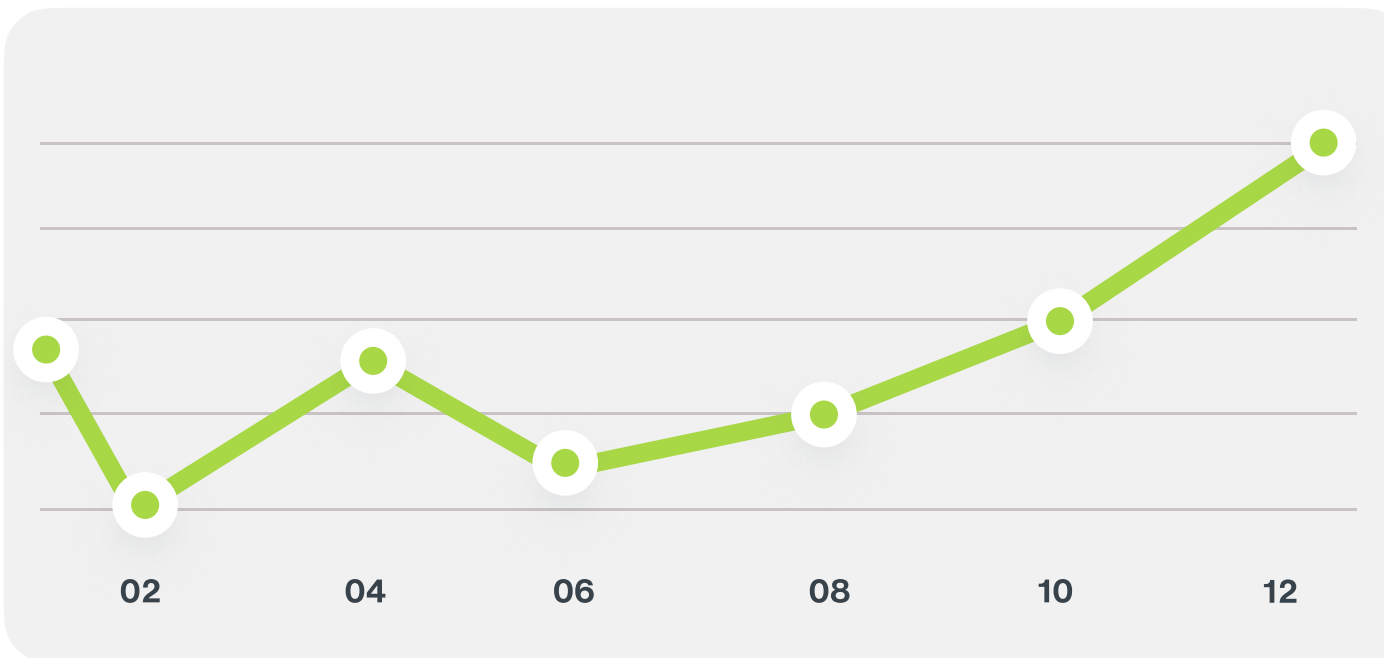
Integrate with your existing marketing automation software to send leads directly into your CRM, or use our webhook API to build a fully automated lead pipeline.



# Managing your leads

Prove the value of your lead generation widget with performance insights.

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 processing and reporting



# Integrations & API

Insites for Marketers is easy to integrate into your workflow with a comprehensive suite of integrations and a fully documented REST API.

## CRM integration

Feed prospect data directly into your CRM for agents to action quickly. Our extensive experience with integrating both off-the-shelf and bespoke CRMs mean we can get your up and running fast

## 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

Remove customer barriers and allow them to request a live demo from one of your sales agents from within the audit.

## Analytics & tracking

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

## Webhooks

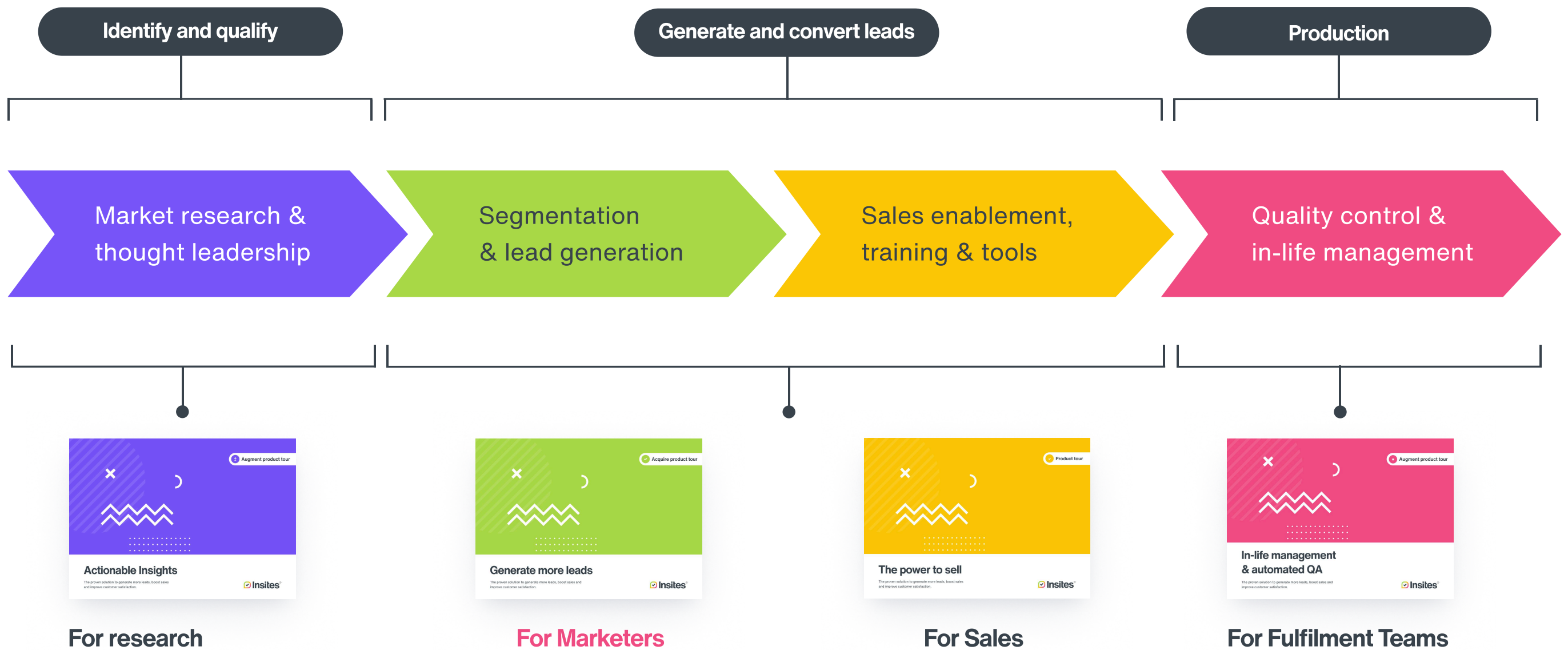
Our webhook API allows you to receive the complete results of audits in real time as they complete. Many of our partners use this in conjunction with Zapier to automate their workflows.

## API

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



# What next?

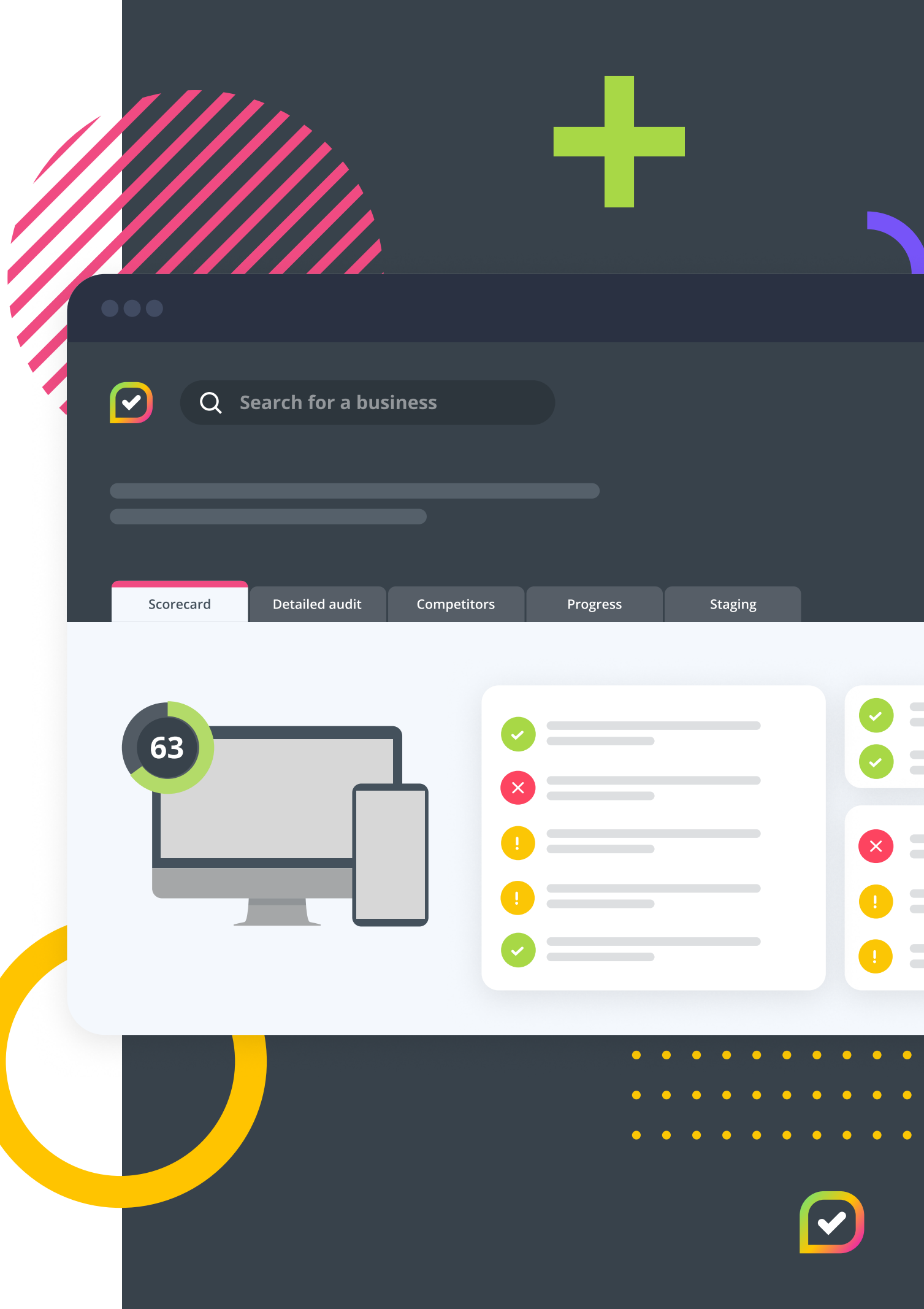


# Why Insites?

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

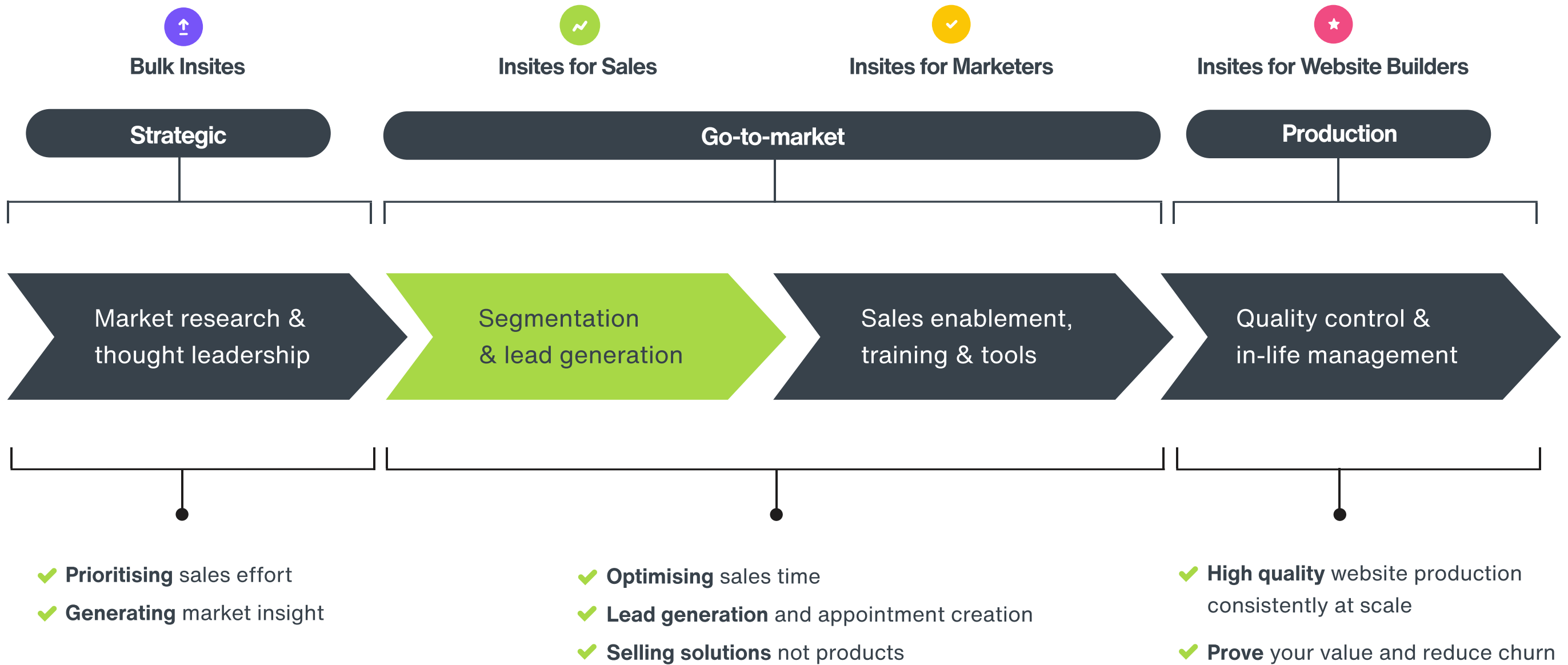
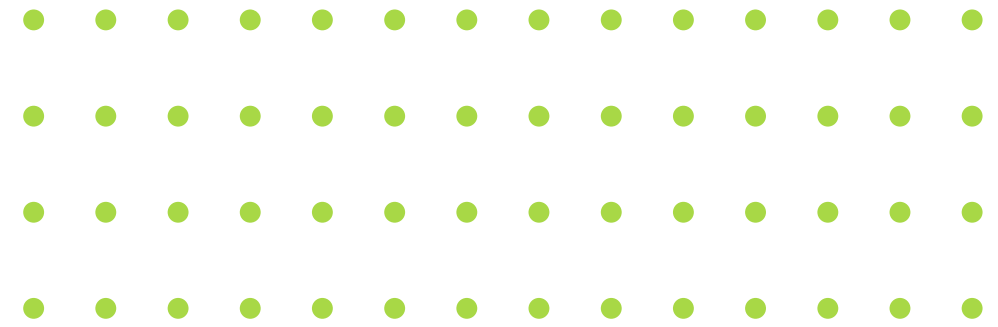
Our award-winning solutions scale from sales agents creating individual online presence profiles to bulk profiling markets with hundreds of thousands of businesses. The tools are effortless to customise and intuitive to use, making onboarding and training quick and efficient.

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





[Book a demo](#)