

At least 95% of high value prospects on your website don't self identify themselves.

80% of prospects check out a potential solution before the solution provider contacts them.

Typically only 3% of unique website visitors will submit information on your website.

Most often it takes 3-8 visits to a B2B website before profile data is submitted – this largely depends on how well targeted your website traffic is and how compelling your offer is.

At least 95% of your truly interested, high value website visitors visit competing websites.

Early engagement with a prospect in a complex sales cycle dramatically increases influence on defining the purchase criteria.

Conclusion:

To win more opportunities, quickly engage “anonymous” website visitors who meet your firmographic criteria or defined thresholds of hand-raising activity.

8 out of 10 leads are discarded early in the B2B sales cycle because:

- At least 65% of prospects submitting profile data on your website form have no BANT (Budget, Authority, Need, Timing)
- The data submitted is inaccurate or incomplete.
- All hand raising activity leading up to and after the webform submission is not shared with the sales rep.

The Sales team should not be passed a lead until:

- True interest in your offering is conveyed.
- The actual decision maker is identified.
- All contact data is validated

Conclusion:

On average Sales only spends 30% of their time prospecting. Expecting them to navigate to or discover true decision makers on their own – is not realistic or a productive use of their time. They need to be selling – not finding or sifting through inquiries that are not sales ready.

The key to boosting the pipeline is efficiently delivering more sales-ready decision makers with complete contact information -- when they raise their hands.



Compared to traditional, disjointed lead-gen methods, acting on your anonymous website visitors is significantly more targeted and cost effective.

Lead-gen methods	Cost	Typical response / click through rates	Capture (form submission) rates of responders	# of captures (new leads)	Cost per captured profile (new leads)	% of captures that are decision makers	% of decision makers that are truly interested	% that have complete, accurate information	Net Number of interested decision makers with complete, accurate info	Cost per interested decision maker with complete, accurate info
Pipeline Builder Solution that identifies high value companies on your website, phone validates contact information of decision makers, delivers trackable emails and triggers notifications to your sales-reps on hand raising activity. (250 Leads)	\$11,500	—	—	250	\$46	100%	100%	100%	250	\$ 46
200 hours of cold calling at \$45 / hour.	\$9,000	—	—	200	\$40	100%	45%	100%	90	\$ 100
5,000 traditional direct mailers at \$1 per piece. (including design, print & postage)	\$5,000	2%	27%	27	\$185	75%	85%	90%	15	\$ 333
10,000 rented emails sent by 3rd party at \$250/K	\$2,500	5%	15%	75	\$33.33	15%	65%	75%	5	\$ 500
500 Google ad clicks at \$5 per click	\$2,500	—	10%	50	\$50	15%	65%	75%	4	\$ 625
150 tradeshow leads. Includes booth cost, travel, entertainment & lodging for 4 reps.	\$40,000	—	—	150	\$266	15%	65%	90%	13	\$ 3,076
Full page print ad in magazine with 40K circulation.	\$6,000	0.3%	20%	20	\$300	15%	65%	75%	1	\$ 6,000