



# Discus Insight turns your web traffic into quality sales leads

## Identify exactly who has visited your web site and what they are looking for.

If we were to walk into your office today with a list of companies who have genuinely been searching for your products and services, would you be interested in talking to us?

Discus Insight is an innovative system that can identify the names, addresses and contact details of companies that have visited your site— letting you know exactly what they were looking for, and what pages they have looked at.

## Save time and money with more intelligent outbound marketing

Why waste time cold calling lists of contacts who may have never expressed interest in what you have to offer – contacts provided by Discus Insight have already visited your website so know who you are and what you do, and have already shown an interest by browsing your website.

Our system allows you to capture potential leads that may have otherwise gone elsewhere, getting more for your money out of your marketing budget.

Maintaining a quality web presence costs money, whether it's through engaging top quality designers, search engine marketing or SEO, web traffic doesn't come cheap, and is only getting more expensive.

Qualified sales leads provided by Discus Insight offer better conversion rates, resulting in a greater return on investment for your online marketing and sales spend.

## Get a better view of your website traffic

Login at any time to see the latest results from your site in real time. Assign contacts to be followed up by members of staff, and add identified companies to groups which you specify—such as competitors, customers, or potential new customers to be followed up.

Schedule e-mail reports to deliver the latest identified contacts and analytics to your inbox hourly, daily, weekly, monthly - it's your choice. No waiting on reports to be delivered to you by a 3rd party. Set reminders, and track progress, all contained in one easy to use system.

## Don't just take our word for it..

*"Insight is a great asset to our Company - I just wish we had had it years ago.*

*We have weekly meetings to look at the console and decide who will target each company – it is now a firm part of our sales and marketing strategy.*

*As the Marketing Director, as a result of Insight, I have personally spoken to many organisations who have been looking to buy our products; they have been impressed with how proactive we are as a Company .*

*Thanks again for introducing us to this invaluable tool!"*  
Andrew Dickinson, United Aftermarket Network Ltd

## We offer

- 30 day contract
- 1 month free trial
- Free setup, demonstration and training