



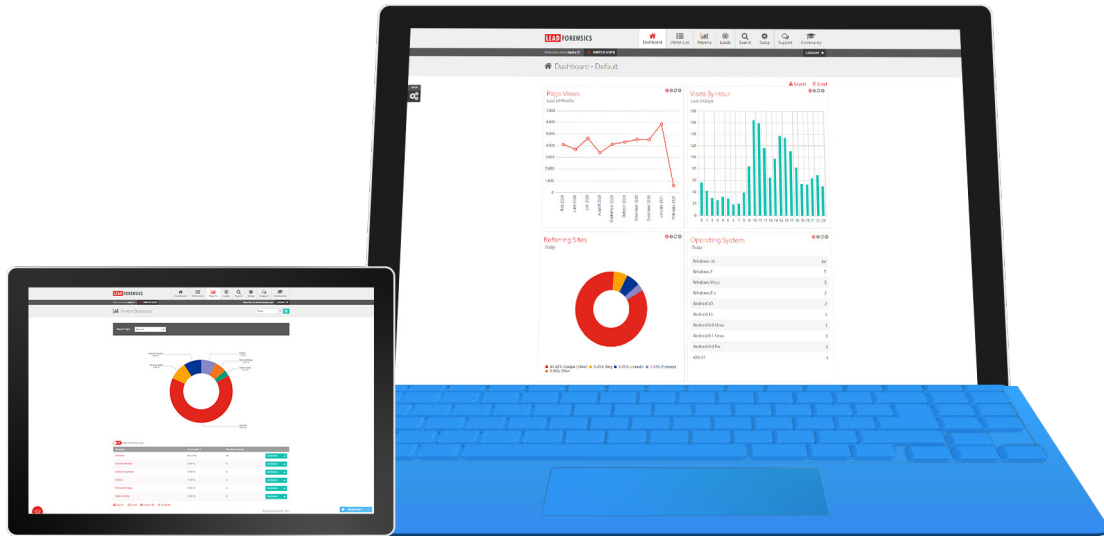
## LEAD FORENSICS

Providing you with informations of key decision makers  
visiting your website

# Hydra iT

TECNOLOGIAS DE INFORMAÇÃO  
E CONTEÚDOS, LDA

# LEAD FORENSICS



Lead Forensics is an independently owned, business to business lead generation SaaS organization. Lead Forensics market-leading software allows you to see which businesses have visited your website, providing insightful detail about those interested visitors (including contact information) and an analysis of their time spent on your website.

## Lead Forensics provides you with:

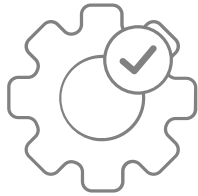
- Names, emails and phone numbers of key decision makers visiting your website
- Company information, financial history and employee head count
- Information about their visit – how they found you, what pages they looked at and duration of visit.

## Main Functionalities:

- **New lead generation** - This software is the industry front-runner in lead generation and identifies companies that visit your website but don't inquire – even though they show clear signs of being in the market for your product or service.
- **Prospect pipeline** - Lead Forensics also reveals companies you are actively prospecting to but haven't yet booked an appointment with. The software identifies that they have come to your website – this is a clear sign that now is the time to pick up the phone and give them a call.
- **Clientes antigos** - Looking to re-engage with past customers? Lead Forensics showcases lapsed customers who have viewed your website and are now looking at your product or service once again. This is the perfect opportunity to reengage and give them a call as it's highly likely they are back in the market and ready to purchase!
- **Existing sales pipeline** - These prospects are companies that are already in your sales process, but you haven't quite signed the contract yet. You've had an appointment with them and you're moving them through your sales pipeline. Using Lead Forensics, you can see when they visit your website and the pages they view, so you know when to pick up the phone and get that deal closed!
- **Lapsed sales pipeline** - If you have prospects that have previously booked appointments but have become uninterested, Lead Forensics tells you when this exact company is back on your website and looking at your product! This is an obvious signal that they are back in the market. With Lead Forensics, you'll know it is now the perfect time to pick up the phone again.
- **Existing customers** - Your existing customers are still the perfect buyer. When Lead Forensics reveals that a company that is already a customer is viewing your website, you know there is an opportunity to up/cross sell. Look at the specific pages they are viewing and see if there are any further opportunities with your existing customers.

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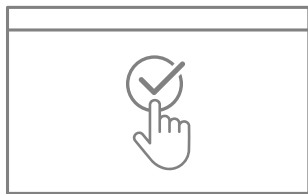
## Turn your website visitors into great business opportunities



**Easy setup and integration**



**Unified interface that reconciles all customer information**



**Intuitive user experience**



**Offer ad-hoc support**



**Web browser-based, accessible anywhere**

### **Integration with Dynamics 365 CRM**

Lead Forensics also comes with an inbuilt CRM, so you can manage those leads from interest to sale! And with our customizable dashboard, you're able to run website analytics and discover what audience base you're drawing in, what pages are popular and where you can apply website improvements to increase conversion.

In addition, you can integrate Lead Forensics with Microsoft CRM and send directly as potential opportunities for Dynamics 365.

### **Lead Forensics own the world's largest IP address database**

Simply put, Lead Forensics is a code that attaches to your website. This may not sound like much, but what that code can do is a game-changer for how your company finds new business opportunities. Lead Forensics own the world's largest IP address database. Use this database, along with reverse IP tracking to identify businesses visiting your website, in real-time.



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