

# WiredMinds Enterprise – Instant Lead Generator

## Instant Lead Generator for WiredMinds Enterprise Edition Start. Customers. Sales.



**Five questions  
to Markus Müller**  
CTO  
WiredMinds AG

How can I convert new customers effectively and efficiently with just a simple Website?

How can I address my new customers with personalised messaging using the same Website?

What is an Instant Lead Generator?

How can a Lead Generator help me, and how will it fit into my existing business processes?

What's it going to cost to integrate all of this into my existing online channels?

With millions of Internet users, how should one win customers online? Targeted, fast and cost effectively. Every CEO and marketing manager is aware of this question and of the necessity to supply an answer. WiredMinds helps you do it. With the Instant Lead Generator.

### What is the Instant Lead Generator?

The Instant Lead Generator ensures that customers interested in your products visit your site without elaborate marketing campaigns or tedious cold calling. Instead of wasting money on costly and unfocused promotional activities, you can invest your advertising budget profitably and with precision while focussing your efforts on your business' core activity: selling.

### Leverage your website

Have you ever asked yourself if your website would stand up to a rigorous cost/benefit analysis? Then you are in good company. The websites maintained by traditional companies, such as industrial manufacturers, often lack an online shop and lead a neglected existence. This neglect is often justified with the remark: "We sell just as much with a website as without!" But no one ever asks why.

### Every website is a lead machine!

Surveys show that the vast majority of mid-sized companies in Germany have a website. But most companies fail to take advantage of their Internet presence – even if they have invested significant sums in their website over the years. The sad truth is that resources are rarely employed optimally. Mountains of useful data and innumerable leads

are simply ignored and left unexploited by most companies.

### How does the Instant Lead Generator work?

Do you want to turn your site visitors into customers? Do you want to increase your website's conversion and sales rates? The Instant Lead Generator helps you do this. It reliably identifies site visitors truly interested in your products and relays essential details about these visitors to your marketing team. In other words, it provides you with leads – tomorrow's source of revenue. And it does this instantaneously. In addition to detailed information about the web contents viewed, the length of the site visitation, the precise pages navigated and the regularity of return visits, the Instant Lead Generator also identifies the company from which the site visitation originates. This valuable stream of data is stored securely in a special database which is constantly updated and enriched with new data. You know which products have sparked your visitors' interest, so your marketing team doesn't have 'start cold'.

### Follow up immediately – and impress

The prompt reaction of your marketing team will be viewed positively by the company you contact. They'll also be impressed by your quick reaction time. First contact with the interested company often reveals misunderstanding or lack of clarity about the products and services you can provide. In many instances, the site visitor would not have taken the initiative to contact your company. Instead, they would have continued their online research – only to end up purchasing the product you offer elsewhere!



### About WiredMinds AG

Since its founding in 1997, WiredMinds has focused exclusively on its core business – user behaviour and availability analysis with respect to web-based applications, processes and websites. The high-performance WiredMinds Enterprise Edition analyses 'classic' online solutions like websites, online shops, portals and online gaming sites with extreme

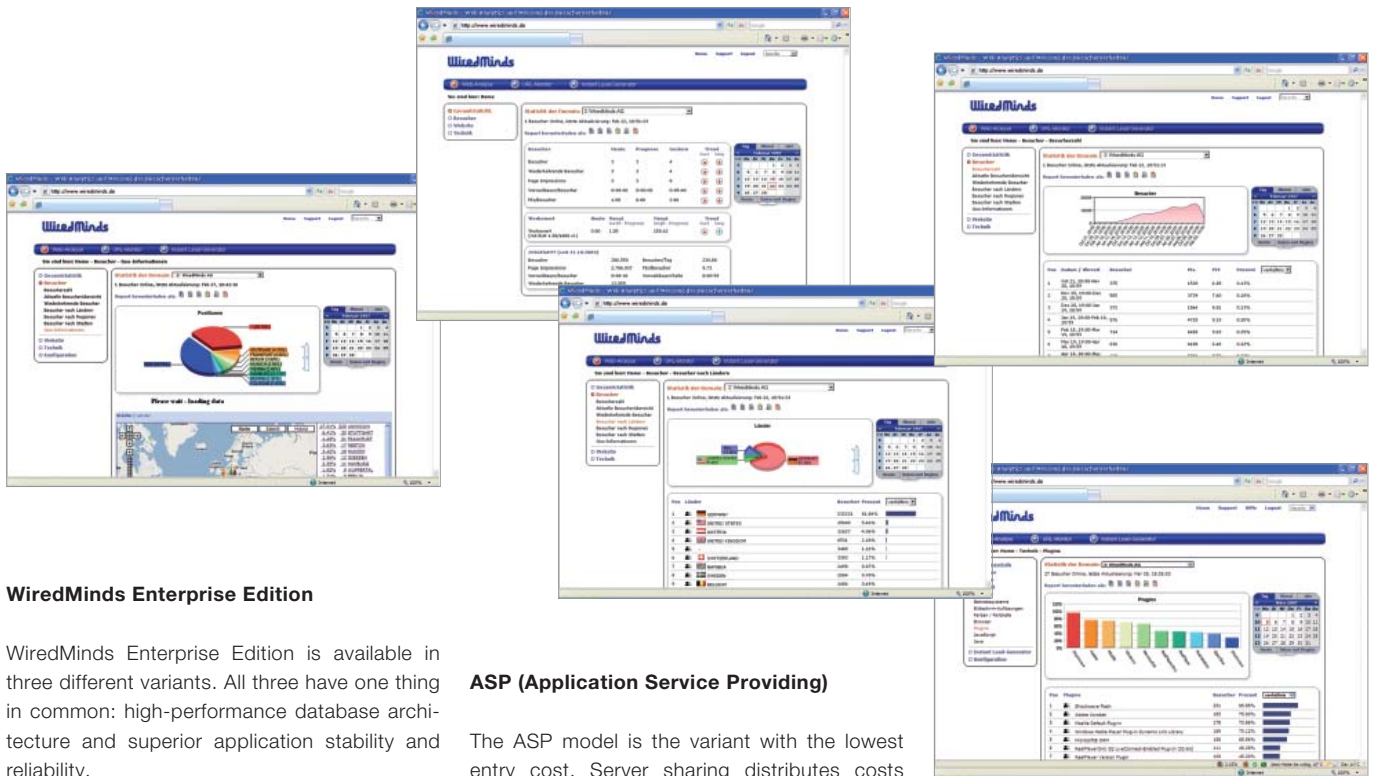
accuracy even at high click rates.

With its award-winning technology, WiredMinds is one of the leading suppliers of tools for the analysis of web-based processes when systems such as CRM, SCM or ERP are involved.

([www.wiredminds.com](http://www.wiredminds.com))

**WiredMinds**

# WiredMinds Enterprise



## WiredMinds Enterprise Edition

WiredMinds Enterprise Edition is available in three different variants. All three have one thing in common: high-performance database architecture and superior application stability and reliability.

All three variants evaluate real data during analysis without resorting to 'sampling'. This allows the generation of accurate analyses via your web applications at any time, and the real-time data can also be used for other purposes, for example, in call centre operations. WiredMinds has expanded its solution with functions to help businesses, organisations, webmasters and marketing teams add value to their operations by leveraging website profitability. Alongside a broad range of standard features, WiredMinds Enterprise supports open interfaces for data exchange with products from third parties, such as DMS, CRM, ERP and SCM solutions.

## Software licence

We also offer software licences for companies and organisations that are unable to take advantage of the ASP solution due to legal restrictions or for other reasons. The licence model is often chosen by banks or financial service providers and by customers seeking to employ the solution primarily for tracking their internal processes.

## ASP (Application Service Providing)

The ASP model is the variant with the lowest entry cost. Server sharing distributes costs among all users, securing a significant price savings for all those enrolled in the service. In addition to savings in terms of money and resources, all applications are operated and maintained by our IT professionals. Your data remains secure and confidential in our highly available data centre. The ASP service model includes round-the-clock support and regular updates and upgrades, in addition to standard server operations. With regular updates you can be sure you're always using the latest version of our software.

## MSP (Managed Service Providing)

Do you want to run the solution on your own IT hardware without forgoing the advantages of professional servicing and support? In this case, our MSP (Managed Service Providing) model is designed for you. The MSP model combines all of the advantages of the ASP option with the security and reliability of an in-house solution – at a fair price. The MSP model requires the purchase of at least one software licence.

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