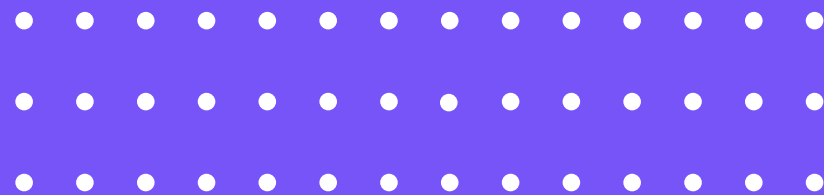




Augment product tour



# Actionable Insights

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

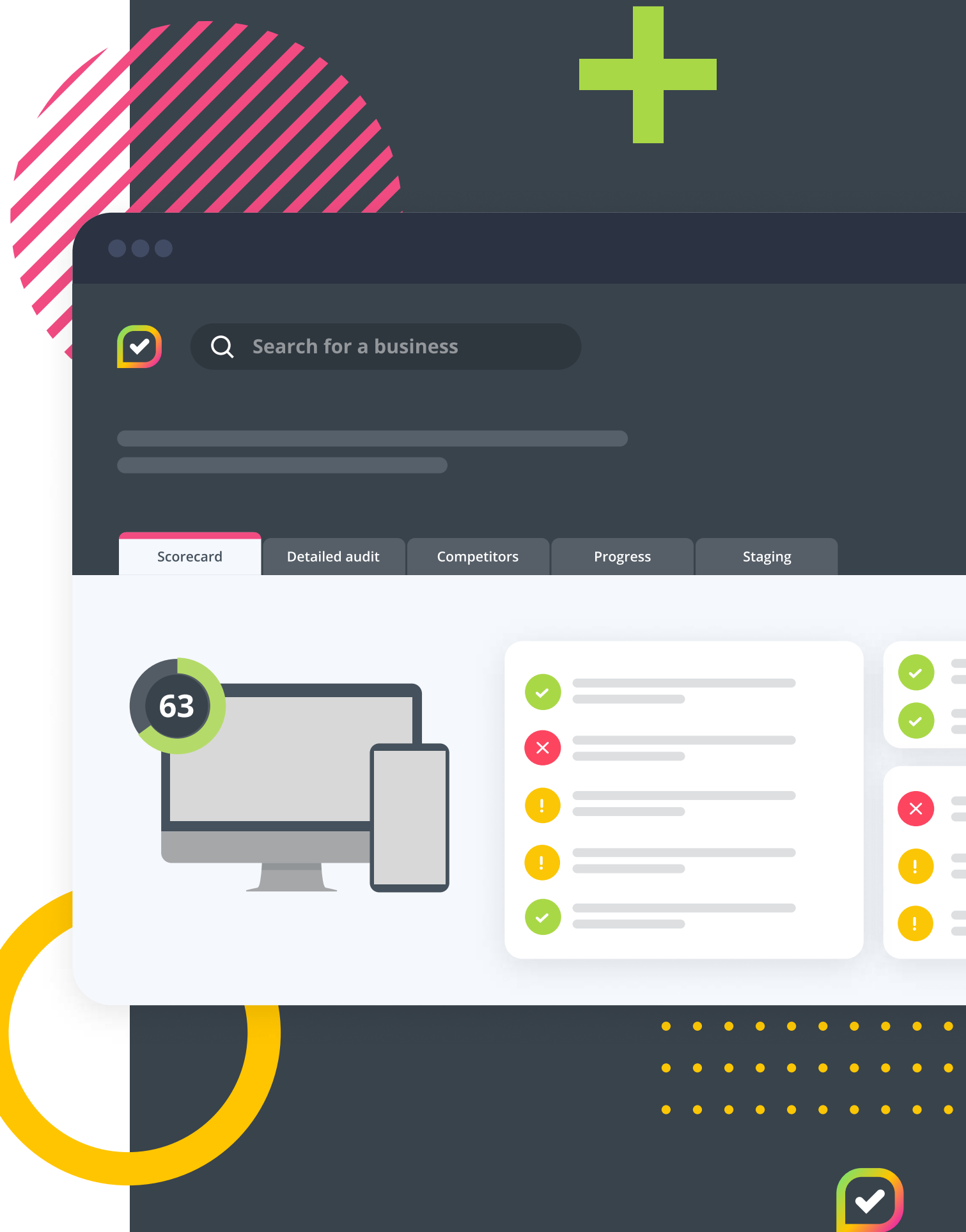


# Why Insites?

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

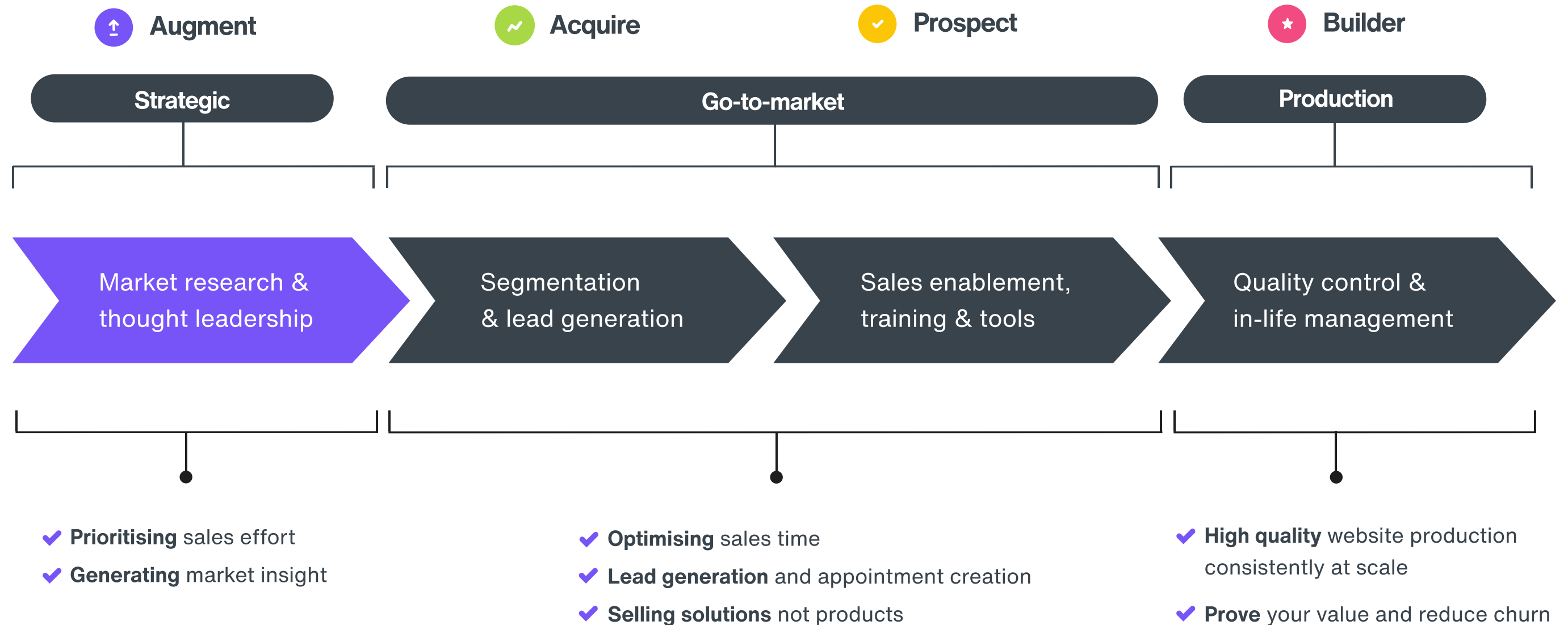
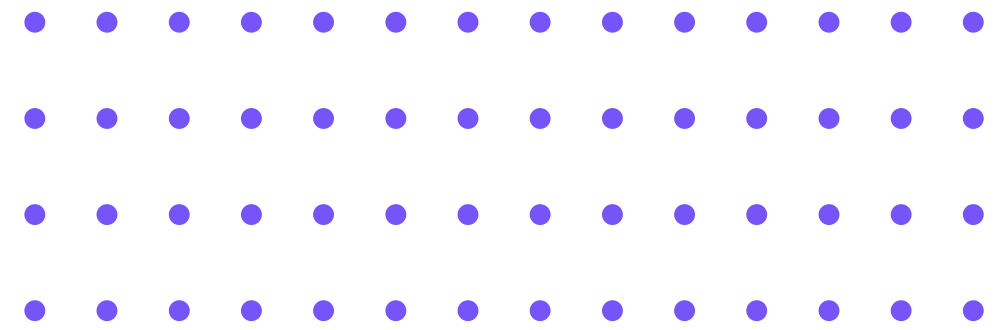
Our award-winning solutions scale from sales agents creating individual online presence profiles to bulk profiling markets with hundreds of thousands of businesses. The tools are effortless to customise and intuitive to use, making on-boarding and training quick and efficient.

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



# Segment & prioritise your leads



Your data is enriched with over 200 digital marketing signals, making it easy to prioritise and segment your sales effort.

XLS		
ectors	Ads	
	✓	
	✓	
	✓	
	✗	
	✓	
	✓	
	✗	
	✓	



Ensure your sales agents focus on their best opportunities.

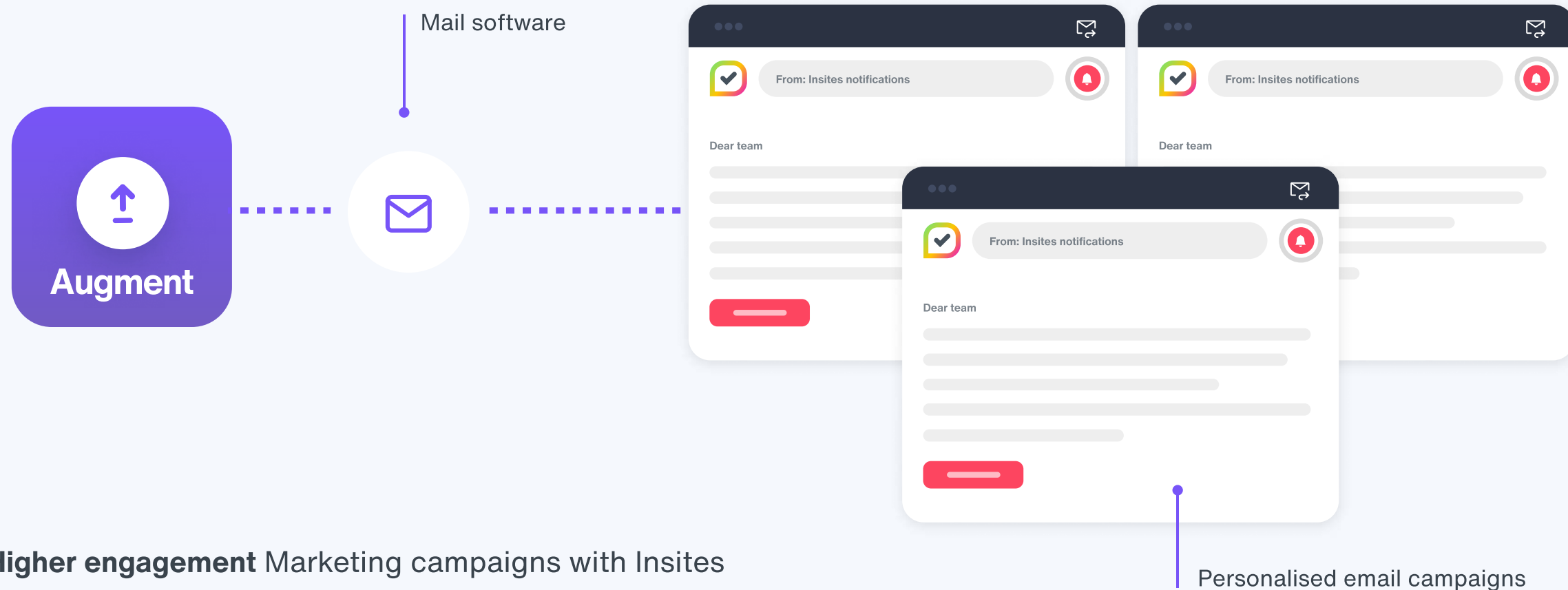
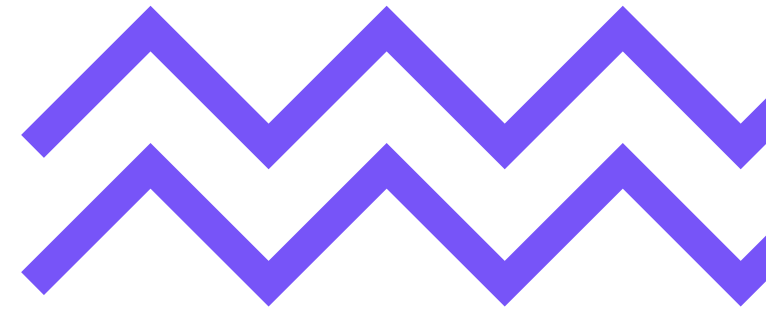


Target your products to the most needy customers based on objective data.



# Enhance the effectiveness of your email campaigns

Use Augment enriched data to personalize email campaigns and provide objective facts to drive your CTA.



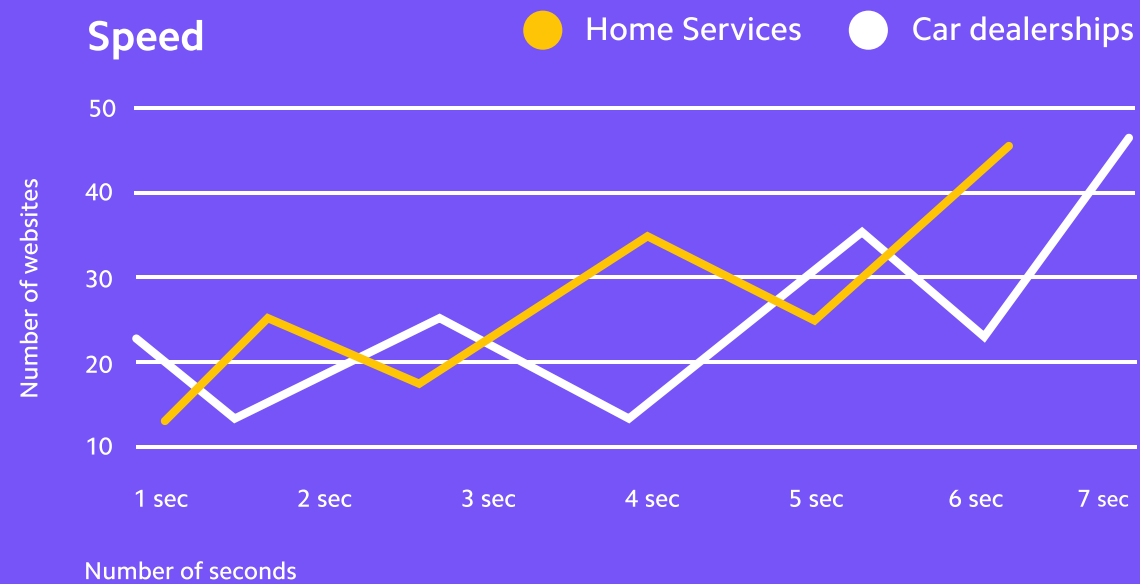
**3x**

**Higher engagement** Marketing campaigns with Insites reports had a 3x higher click-through (9.3% vs. 3.2%).

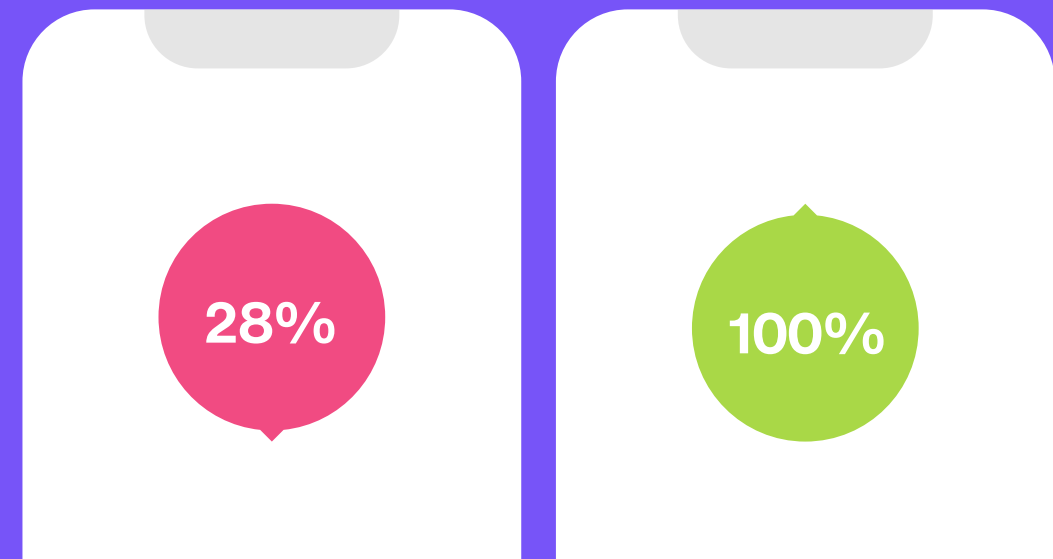


# Market insight & thought leadership

Benchmark businesses by geography or industry sector.  
Share insights via sales collateral, blogs, podcasts, and news stories.



## Mobile optimisation



## Mobile optimised



Benchmark your products against competitors.



Create industry/sector benchmarks to support your sales teams.



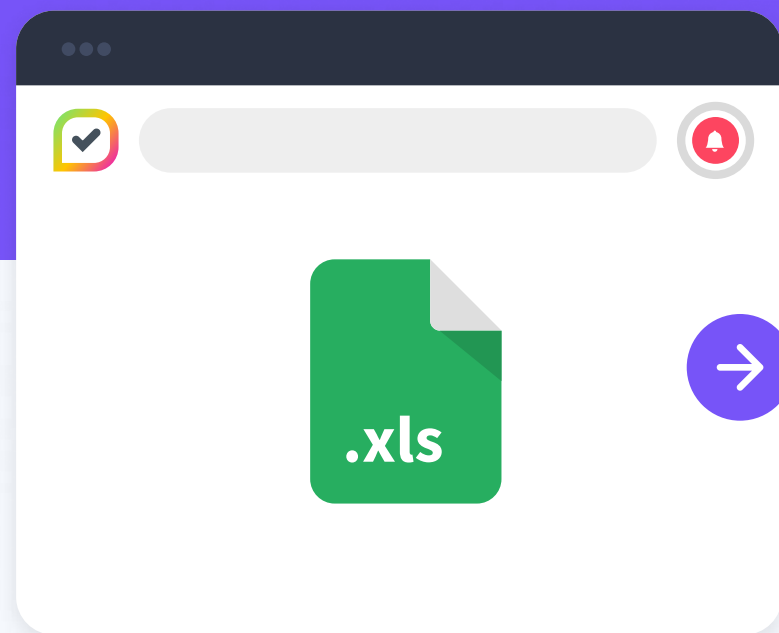
Activate insight as part of marketing campaigns to become a thought leader.



# Enrich your data in 3 easy steps

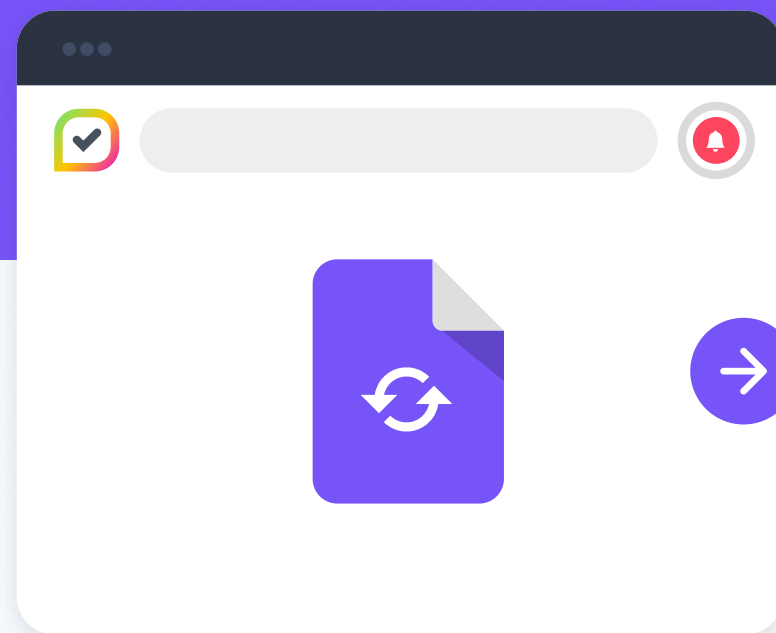
Upload tens of thousands business records at one go and receive the data back fast and in a format that is easy to analyse and integrate into your CRM.

1



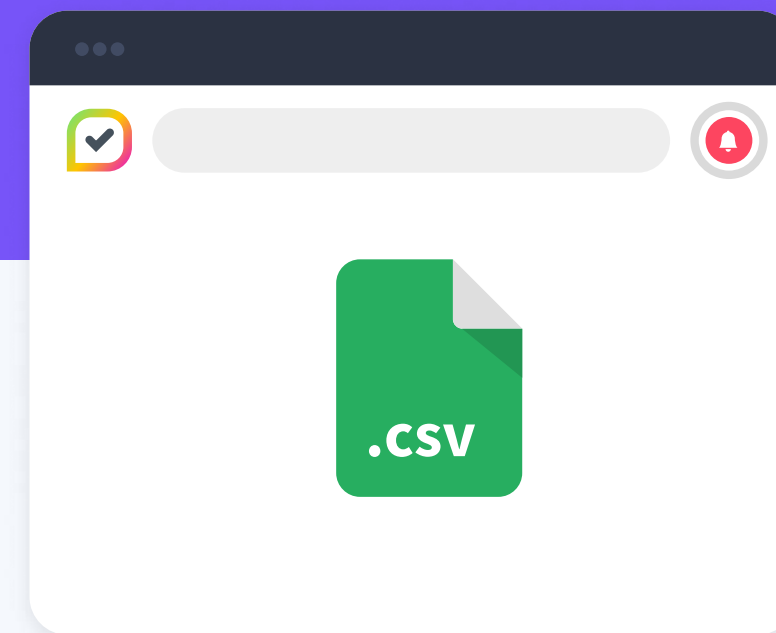
Upload your data including  
Name, Address, Phone  
number and URL

2



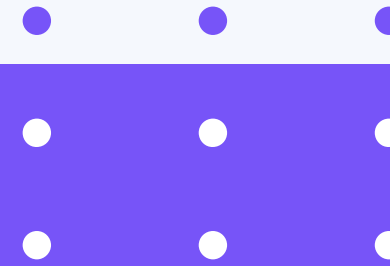
We analyse the data covering  
200 data points focusing on  
Website quality, SEO, SEM,  
and much more.

3



Data returned in .csv  
format ready for analysis





“Through our testing, we have proven conclusively that Insites can improve our lead generation campaigns and, more importantly, improve the results of our sales teams.”

- Michael Haberl Lead Generation

**HEROLD**





# What does it cover?

Create your own audit from our comprehensive suite of digital marketing checks.



## Performance

- Website speed
- Google Core Web Vitals
- Accelerated mobile pages

## User experience

- Click to contact
- Broken links
- Mobile
- SSL
- Video

## Compliance

- Accessibility
- GDPR

## Technical SEO

- Alternative text
- Amount of content
- Analytics
- Bot blocking
- Code quality
- Content keywords
- Favicon
- Headings
- Images
- Last updated
- Link text
- Page titles and descriptions
- Server behavior
- Sitemap
- Structured data

## Off-page SEO

- Domain age
- Backlinks
- Organic search

## Information

- Technology profile
- Email provider
- CMS
- Vendor

## SEA/PPC

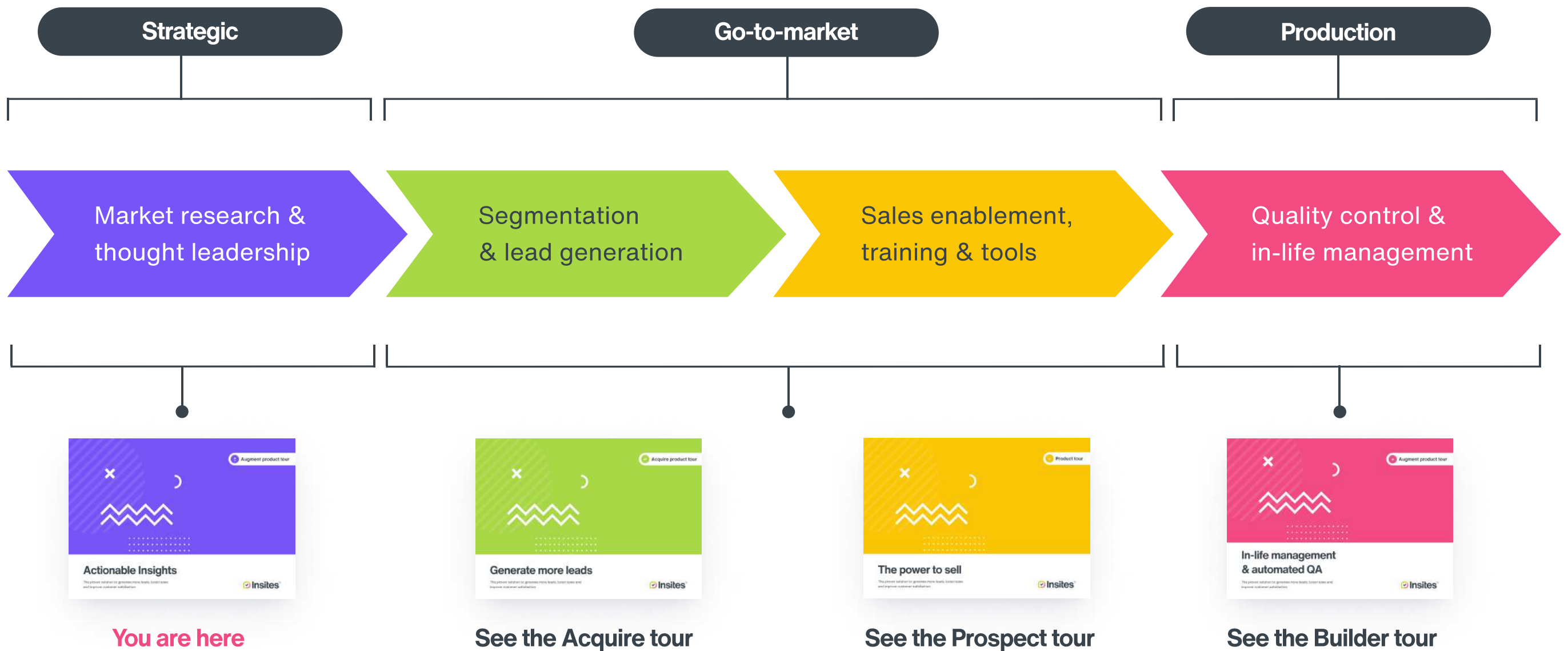
- Paid search
- Display ads
- Retargeting (Google & Facebook)
- Facebook ads Social
- Facebook page
- Instagram account
- Twitter
- Open Graph
- Snapchat



# What next?

To find out more or arrange a demo, call 01332 460 460.

**Discover. Engage. Delight. Repeat**





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