



bluesource

Case Study

“Prospectvision gives us a real insight into our key prospect activity. After the first quarter of use, it quickly became a significant part of our pipeline generation.”

Andrew McKeeve
Sales Director, bluesource



The Scenario

With offices in the UK and USA, bluesource has built a strong reputation as the number one mail messaging company. As a services business, bluesource was aware of the importance of its website, but had never used it as a lead generation tool, preferring to use it as an information source after the initial meeting. But with a growing need to provide the sales team with real, qualified leads, bluesource needed to look at additional ways to generate new business opportunities.

The Solution

To capitalise on their existing website investment, bluesource used Prospectvision to identify which organisations were visiting their website. Using a unique behavioural inference engine, Prospectvision turns anonymous visitors into qualified sales leads by ranking each prospect's level and specific area of interest.

Each sales lead is ranked as hot, warm or cool, and is qualified with the specific focus of the lead's interest. This enabled bluesource to allocate the lead to the appropriate salesperson; speeding up the sales process, and reducing the time spent on following up unproductive leads.





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The results

Following its introduction, Prospectvision quickly became an integral part of bluesource's sales management process; producing around 100 ranked and qualified leads per month. The insight provided in the report enabled the sales team to fine tune their sales approach and concentrate their efforts on the more profitable sales opportunities.

Prospectvision also helped bluesource provide added value to existing customers. By knowing when past or current customers were looking at the site, and what they were interested in, the bluesource sales team were able to anticipate their needs and re-engage with them at the prime time to maximise the opportunity.

About Prospectvision

Prospectvision was formed in early 2007 in response to a growing realisation that understanding who was visiting your website and what they were interested in could provide a powerful lead generation service for sales and marketing managers alike.

Prospectvision's unique Behavioural Inference Engine (BIE) identifies the anonymous visitors and turns them into actionable, qualified sales leads. Since the launch to market, Prospectvision has rapidly established itself as a results-driven organisation with a strong track record and a growing list of customers.

