



# Grey Matter

## Case Study

“Being able to contact customers when they’re looking to buy, that ability to know what’s happening today, rather than yesterday, gives us a distinct advantage over our competitors.”

Jon Anderson  
Marketing Manager, Grey Matter



### The Scenario

Since 1983, Grey Matter has provided independent and trusted software supply, management and know how for customers seeking solutions for their business, technical and development requirements. While Grey Matter was an active user of web statistics, it lacked insight into who the potential customers were. Grey Matter recognised that in order to develop the business further, it needed to be able to capture who was looking to buy now and act on that information.

### The Solution

Shortly after carrying out some online research on the solutions available, Grey Matter was contacted by Prospectvision. Having not completed any online registration information, this ability to capture information and then act upon it impressed Grey Matter, and the decision to implement the Prospectvision solution was made.

Using a unique behavioural inference engine, Prospectvision is able to turn anonymous visitors into qualified sales leads. From this, Grey Matter is able to see what products potential customers are interested in and start to develop a relationship with them.





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## The results

Although Grey Matter sold products online, they had little visibility of the larger accounts' activities as they rarely purchased online. Any information that Grey Matter had about the customer was historic sales data.

Use of Prospectvision meant that Grey Matter gained a useful insight into when these organisations were looking to purchase, enabling them to contact them at the right time to maximise the sales opportunities. As a key aspect of Grey Matter's sales pipeline development, Prospectvision has generated over 200 qualified sales leads per week.

## 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.