



# Case Study

## Onefish Twofish



Prospectvision has helped towards our winning five new clients in its first six months of operation with us...

Carrie Bedingfield  
Founder,  
Onefish Twofish



### The Scenario

Onefish Twofish is an innovative, fast growing and proactive marketing agency - it defied the recession by doubling in size in 2009 alone. The agency bases its success on helping its clients to sell specialised or 'clever' products to other businesses.

Onefish Twofish places great emphasis on networking, and puts considerable effort into building its relations with clients and potential clients. In this context, the agency was well aware that its website was attracting an increasing number of visitors. But here the agency faced a problem - how could it define whether its website visitors were existing clients, 'casual' browsers, or (importantly) potential clients?

### The Solution

It was at this point that the agency turned to Prospectvision. Onefish Twofish takes a proactive approach to all its activities, and monitoring its website traffic is no exception to this. Prospectvision was able to provide valuable assistance here by firstly identifying who the visitors to the website were. This has allowed the agency to see if the visitors were prospective clients with which it had already been developing relationships. But beyond this, and importantly, Prospectvision gives Onefish an edge over the competition by showing the agency how often individuals visit the site, and what they are looking at.





Prospectvision Limited  
Reading Enterprise Centre  
University of Reading  
London Road  
Reading  
RG1 5AQ

Tel: 0844 589 5000  
Email: [leads@prospectvision.net](mailto:leads@prospectvision.net)

## The results

This ability to monitor how often individuals visit the Onefish Twofish website and what they are looking at has meant that these visitors could then, as appropriate, be approached by the agency - converting prospective customers into firm business.

In summary, the introduction of Prospectvision to Onefish Twofish has played a part in the agency gaining several new clients. In the words of the agency's founder Carrie Bedingfield, 'Prospectvision helped towards our winning five new clients in its first six months of operation with us'. For the proactive marketing agency of Onefish Twofish, Prospectvision provides a valuable service - and one that has helped give it an edge over the competition.

## 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.

