

# CANDDi Insights

**Helping improve your website  
conversions**

# CANDDi is a prospecting and closing tool

“We generated £500k in 3 months from prospects we wouldn't have identified without CANDDi”

Customer in the recruitment industry

Sales-people close  
**20-40% more sales**  
when they know visitors'  
background activity

# CANDDi uniquely joins three activities



Lack real-time  
focus / real-data  
updates



**Analytics**

Tells you  
“how many”  
not who

**CRM**

**ACTIONS**

Integrated system  
vs plug and play

Identifying the Zero-moment-of-truth  
Providing tools to take action

1. Close more website visitors - CANDDi tells you all their background activity and why they're interested
2. Close more returning prospects - CANDDi tells you when to contact them
3. Identify more leads by knowing which companies have visited your website

# Examples: Enhanced Enquiry forms



**Frederic Abrard**  
CANDDI

**PERSONAL**  
Name: Frederic Abrard  
Gender: Male

**CONTACT INFO**  
Company: CANDDI  
Email: fred@canddi.com  
Phone: 44 7511 551 433  
Address: M1 2HY

**SUMMARY**  
Total Visits: **20 visits**  
Total Duration: **13.8 mins**  
Last Visit: **14/02/2013**

**VIEWED CARS** (3 of 7)

	CANDDI Motors - 2006/06 - 307 1.6 S 5DR	£4695 Visit
Date Viewed	05/02/2013 11:16	
Dealer Name	CANDDI Motors	
Make	CANDDI	
Model	2006/06 - 307 1.6 S 5DR	

**ENQUIRIES**

	CANDDI Motors - VAUXHALL CORSA 1.2 16V DESIGN 3DR	£3695 Visit
Date Enquired	04/02/2013 21:05	
Model	VAUXHALL CORSA 1.2 16V DESIGN 3DR	

**IP AND LOCATION**  
Map of United Kingdom showing location near Manchester.

Who is he?



How engaged is he?



Where is he located?



What product did he look at?

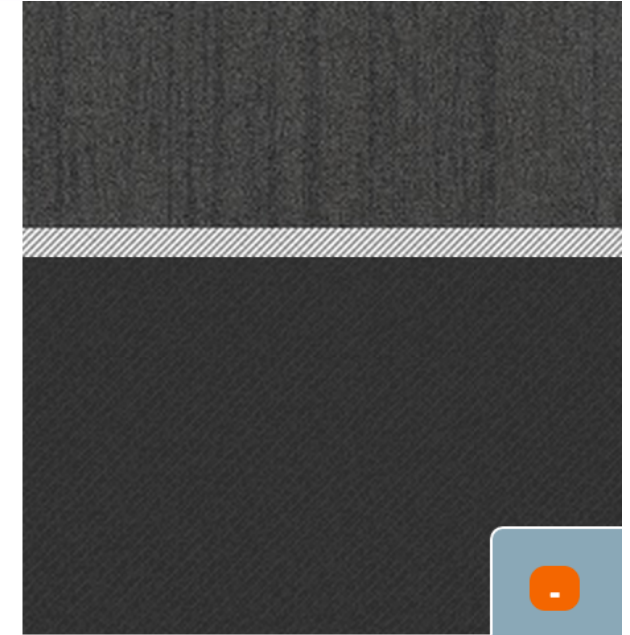


Which product did he enquire about?



20-40% better conversions  
Identify up-sell opportunities

# Dynamic enquiry capture



Welcome back Tim ([not Tim?](#))

Would you prefer an Audi over other brands of luxury car?

Yes

No

Send

“With CANDDi Capture we increased the number of leads by 3,400% in our first month”  
Leading UK University

# Examples: Prospect alerting

Prospect flagged in CRM

Sometime later

Visits website  
(whether they enquire or not)

Alert to relevant salesperson

## Individual notification

Wed May 15 2013

New prospect enquired on CANDDI HQ

[VIEW FULL PROFILE >>](#)



### Personal

Name



### Contact Info

Company

Storage Units

Email

storage@wigs.com

Phone

01753 620000

Address

(unknown)

### Summary

Total visits

4

Total duration

9 mins

First visit

14/05/2013

Last visit

15/05/2013

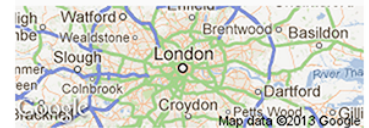
Total activity

11

### Top Tag

Tags	Score
enquired	1

### Last Location



### Last Referrers

	Date	Title
?	15/05/2013 17:21	Direct
Q	15/05/2013 16:39	Search
?	15/05/2013 20:20	Direct

### Last Session Activity

Type	Date	Title	Duration
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# Examples: Closed loop web -> sales-room



From: Tim Langley <tim.langley@canddi.com> Gmail

Message Size: 268 KB

Dear Tim

Thanks for your visit to our show room this afternoon  
You were interested in finance packages for the VW Golf R

Click here to download your personalised details

[http://www.canddi-motors.co.uk/\[CANDDi\\_TRACKED\\_LINK\]](http://www.canddi-motors.co.uk/[CANDDi_TRACKED_LINK])



“CANDDi is an invaluable tool for inbound marketers. I already know what they're interested in before I even start to talk to them...”

Rachel Collinson, Engaging Networks

Automated or manual emails?  
Identifies “previous behaviour” and prospects

# Examples: Phone integration



**Phone call summary** Details View

Caller number	Time	Duration	
01142566000	15/05/2014 11:15	34 secs	<a href="#">More &gt;</a>

**Quest**  
No Ques

Identification of visitors who generate  
inbound phone call

## Examples: Retention of existing customers

Purchased 30 months ago

CANDDi spots “back on website looking at new vehicles”

Salesperson knows when to put in a call to catch when hot

Ford Fiesta



~~£12,000~~ **£10,000** [Details](#)

Sign up today  
[sales@canddi.com](mailto:sales@canddi.com)

0161 414 1080

“Seeing prospects returning to our website and downloading materials has dramatically helped our sales team focusing on the right leads and win business we would not have suspected otherwise”

Amy Green, Marketing Manager, SolutionsPT