CANDDi Insights

Helping improve your website conversions

canddi
who, what, when, now.

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

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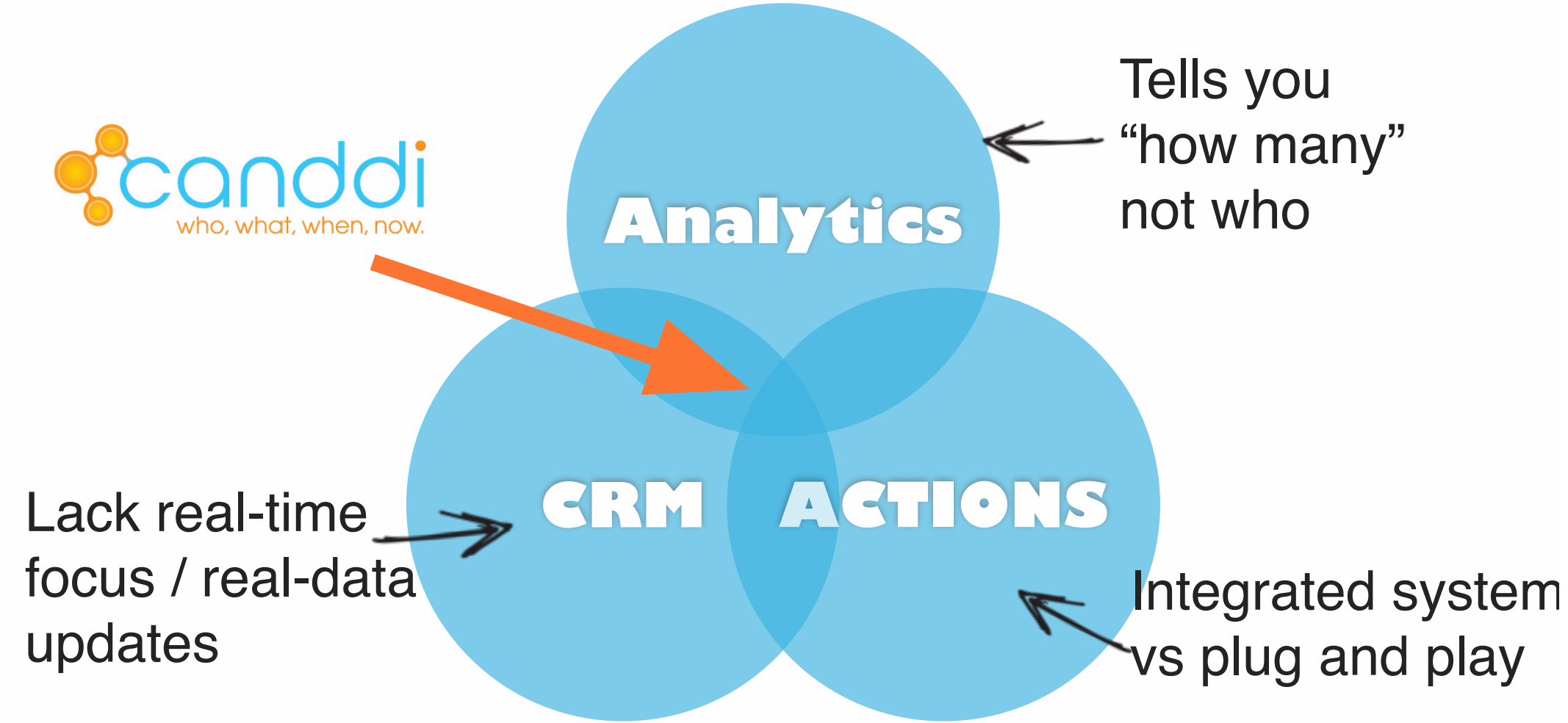
Sales-people close

20-40% more sales

when they know visitors' background activity

CANDDi uniquely joins three activities



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

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Examples: Enhanced Enquiry forms

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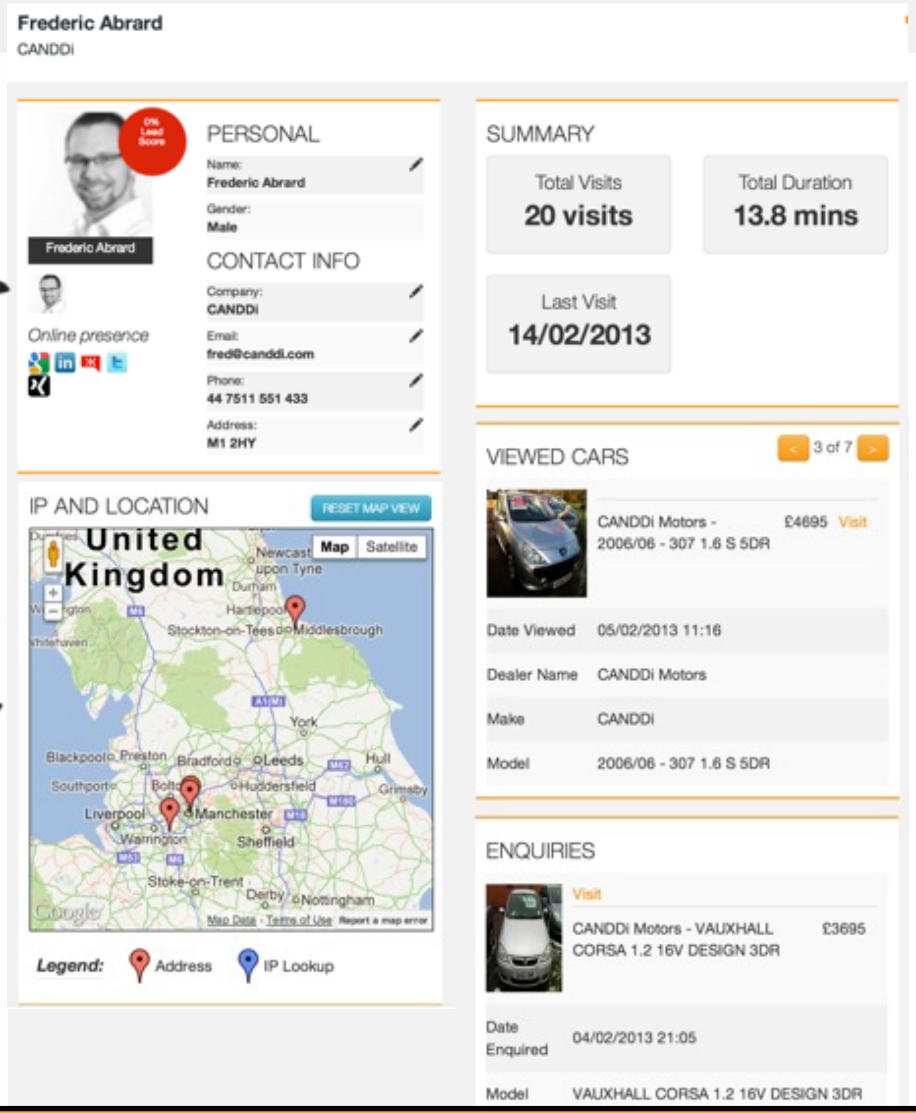
Who is he?

Where is he located?



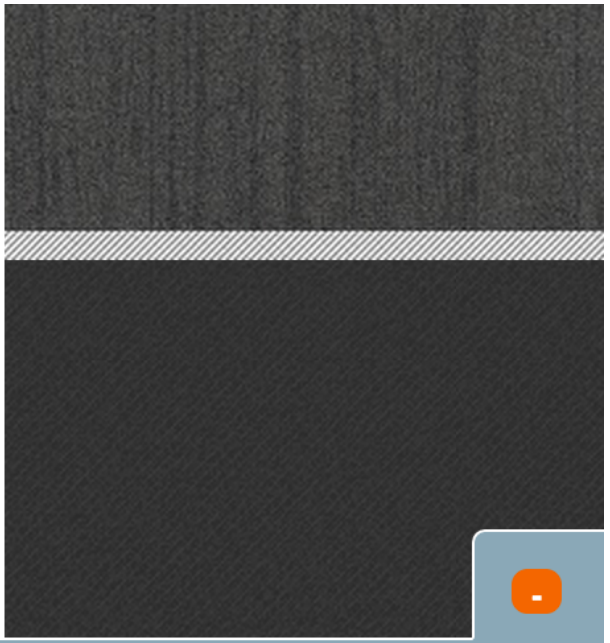
How engaged is he?

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 luxary car?

- Yes
- No

Send

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

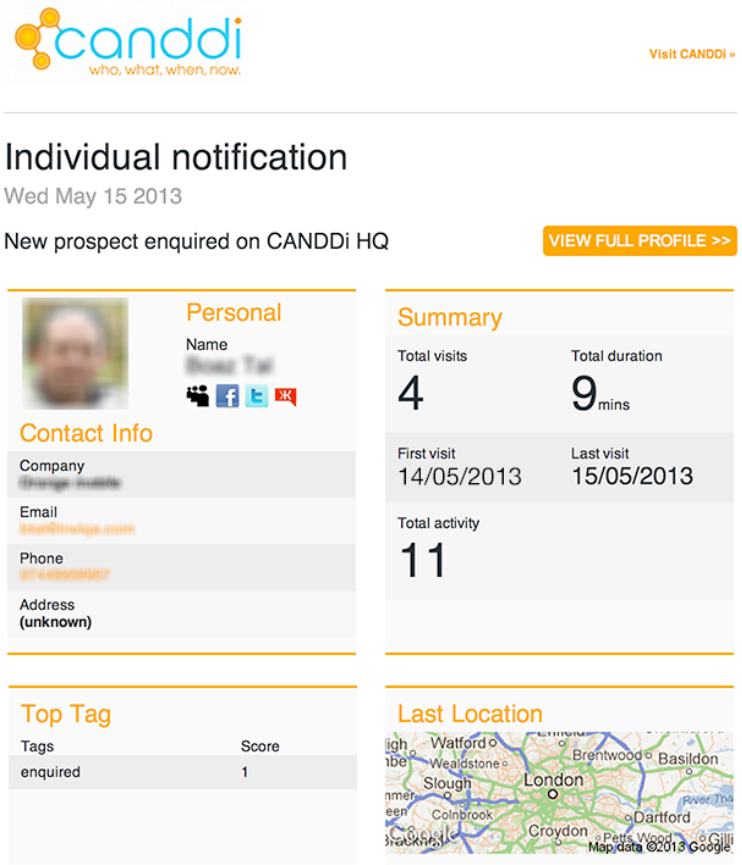
Examples: Prospect alerting

Prospect flagged in CRM

Sometime later

Visits website
(whether they enquire or not)

Alert to relevant salesperson



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

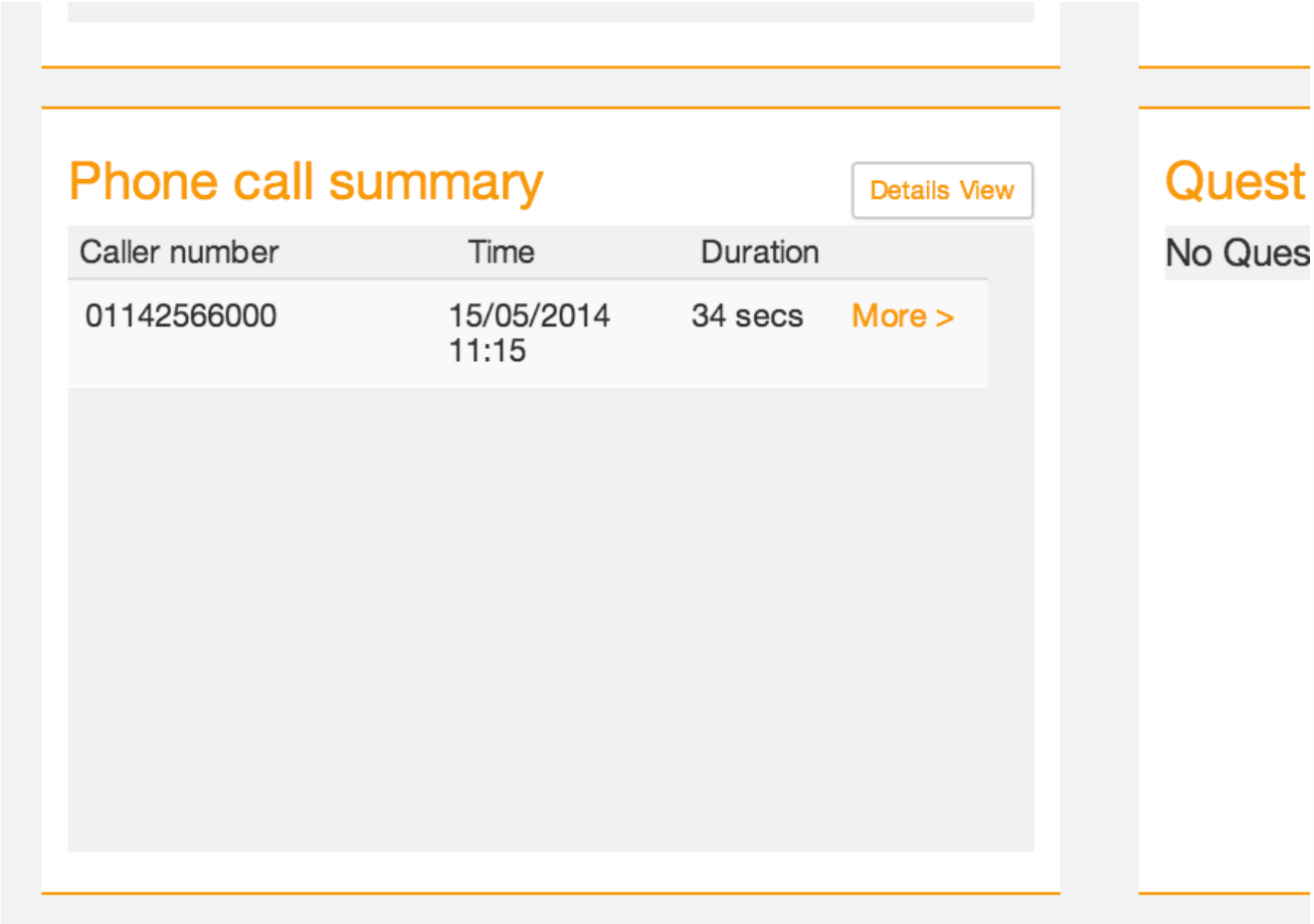
Click here to download your personalised details

http://www.canddi-motors.co.uk/[CANDDi_TRACKED_LINK]

"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



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

Sign up today

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

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