

LEAD FORENSICS Intent Conversion

Lead Forensics allows you to understand which organisations are showing interest in your services by identifying anonymous website traffic. But how can you turn these leads into qualified sales opportunities?

With our Lead Forensics Intent Conversion service Shortlist will track, qualify, and engage with relevant stakeholders until they are truly sales-ready, converting them into qualified opportunities or long-term pipeline.

This Methodology will help you increase sales and get in front of your prospects before your competitors even reach out.




Generating **£720,000** in the past 18 months for GOB2b


"Straight away I was impressed with the Shortlist Marketing team, they were very flexible and wanted to work with us to find a solution"

Paul Belworthy Sales and Marketing Manager

Why Choose Us?

 **Maximise Valuable Intent Data:** Lead Forensics provides the most valuable and expensive type of data in the market—intent data. Shortlist Marketings Intent Conversion service makes sure you get the most out of your intent data and generate ROI on your Lead Forensics investment.

 **Be the First to Engage:** On the same day as the website visit, we will identify the best-fit contacts and begin outreach immediately, this ensures we communicate to prospects the second they show signs of intent.

 **Increased Sales Opportunities:** By communicating to identified web visitors we will be reaching out to prospects in the later stages of the buyer journey, increasing your chances of immediate conversion.

Our Methodology

Track all relevant web visitors through Lead Forensics.

Engage with all target prospects.

Expertly **qualify** leads to understand where they are in the buyer journey.

Nurture leads until they're ready to **convert**, with timely marketing and sales contact.

