



More Leads More Customers More Sales.

Learn more about your customers directly from your website.



Online visitors to B2B websites are companies with a current buying interest. The software solution LEADLab Sales by WiredMinds identifies exactly these companies by name and automatically qualifies them according to their purchasing potential.

These top prospects can now address you purposefully and efficiently.
So you benefit measurably from your "Investment Website".



Lead Generation

Identify website visitors with company name, zip code, location, company size, industry and visit behavior..



Lead Qualification

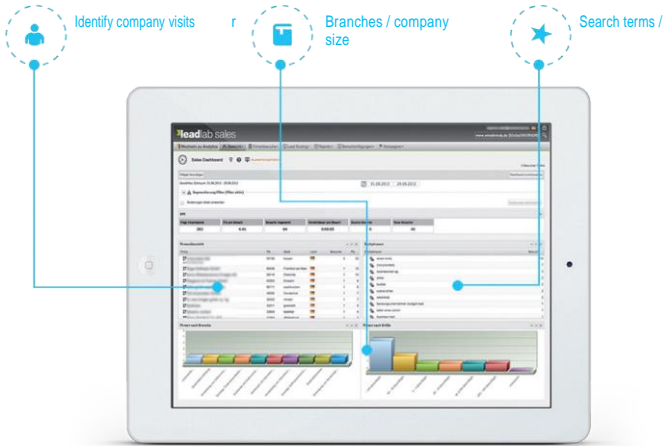
Analysis and evaluation of purchasing potential through filter and lead scoring profiles.



Lead Reporting

Receive automated and individual lead reports directly by e-mail.

More leads – transparent and measurable



Data protection compliant and secure.

Since 2007, the software solution has been regularly reviewed in term of data protection compliance. Customers can therefore be sure that with the use if the WiredMinds solutions all laws and requirements of the TMG , the BDSG and GDPR will be fulfilled and no personal data will be stored in 2010, we had this revalued by TUV Sud Informatik and Consulting Services, as an independent auditor .

Functions at a glance

- ▶ **Company identification**
- ▶ **Lead Management**
- ▶ **Web analytics**
- ▶ **Realtime Reports**
- ▶ **Lead scoring**
- ▶ **Filter function**
- ▶ **Heatmap**
- ▶ **CRM Integration**

Your advantages



Acquisition of new additional customers

Many visitors to B2B websites are new, previously lost leads.



More efficient acquisition without wastage

No elaborate cold calls with the watering can method.



High hit rate with significantly reduced sales cycle

Efficient approach exactly at the moment of the investment decision.



Reduction of cost of sales

Shortening the sales cycle by targeting real prospects.



Role measurability

The purchase via web is visible. Investment and earnings are clear attributable.



Unlimited Leads

Analyze the identified companies indefinitely and create as many user accounts as you like.

Easy cloud hosting and full integration

Our web-based systems can be integrated with XML and SOAP in almost any system.

Through the provide API , we offer our customers customization options when integrating the data into existing enterprise application..



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About WiredMinds

WireMinds AG is a manufacturer of web-based solutions for online lead generation and software tracking. In the European market, products are offered for data protection compliant website analysis, the recognition of company visitors to the website as well as for the tracking of mobile devices.

Since the foundation of WiresMinds AG, the core business has focused on developing solution for acquiring customers via website. The product line include web based software systems for B2B lead generation and web analytics in the area of marketing and sales automation.

More than 400 industry, IT / telecommunications and service customers rely on award-winning WiredMinds solution. Innovative technology and customer-oriented consulting services make us the leading solution provider in the market in the area of lead management and web controlling.

Over 400 customers are already increasing their sales with LeadLab



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