YOUR WEBSITE IS THE CORE OF A *RELIABLE & ROBUST* LEAD FUNNEL

B2B COMPANIES SOURCE LEADS THROUGH:

Landing Page on Catalogue Websites

like Alibaba, Indiamart etc.

Online Communities

like Facebook Groups, LinkedIn Groups, Quora, Reddit, Diggo etc.

App store listings or marketplaces (for app/SaaS products/software companies)

like Google Play, Apple App Store, AppSumo, Capterra etc.

BUT FACE CHALLENGES LIKE:

Product/service visibility dependent on third-party platforms offer

They often ask for more money for prominent visibility

Funnel leakage

You do not have full understanding of how many people are viewing your product page or which part of the funnel they drop out

Under-reporting or mis-reporting of data

There are gaps in capturing relevant data and insights on what's working and what's not working

Inadequate ad spend allocation and cost per lead data

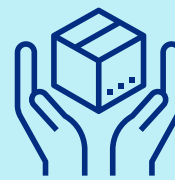Reliance on third-party websites results in limited knowledge of spend and cost inefficiencies

WITH YOUR WEBSITE AT THE CORE,

YOU

········· *decide* ·········

the target audience

which product/service you want to offer the most
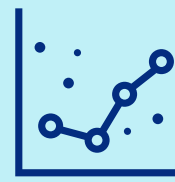
the ad budget

··········· *and get full* ···········

visibility of how much traffic is being driven to the website

control of the lead data

understanding of monthly spend and cost per lead

BUILD, OPTIMIZE AND STABILIZE YOUR MONTHLY LEAD FUNNEL,

and

GROW IT EVEN IF YOUR AD SPEND DOES NOT GROW SIGNIFICANTLY!