

A person in a lab coat is visible in the background, working in a laboratory or industrial setting. In the foreground, a large industrial machine is shown, with a bright light and sparks emanating from a point of contact, suggesting a welding or grinding process. The overall scene is dimly lit, with the primary light source being the sparks and the machine's operation.

LEAD FORENSICS

Success Stories: Manufacturing

Success Stories: Manufacturing

Trusted by over 130 manufacturers worldwide.

Welcome to this collection of customer success stories. These **real-world examples of manufacturing companies delivering exceptional results** show the value of Lead Forensics to sales teams in your industry.

Through our **experience with clients in the manufacturing industry**, we understand the importance of a consistent pipeline of qualified leads... but generating those leads can be a time-consuming and challenging task.

That's where our software comes in. By identifying actionable sales-ready opportunities from website visitors combined with the power of real-time alerting, **Lead Forensics empowers sales teams to hit their targets.**

Our commitment to generating great results and **tangible ROI** for our customers is the cornerstone of our success - and **we continually invest in our technology, data and people** to ensure that we're always at the leading edge.

We're proud of the impact that our software has had on our customers, and are grateful for the opportunity to share their stories with you in this book.

As used by:





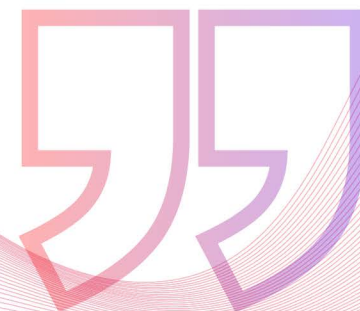




Lead Forensics has become an important part of my work day

Lead Forensics has become an important part of my work day by keeping me up-to-date with who is interested in our company and products.

This saves time when prospecting, and provides some focus on industries and who to contact.



Comairco

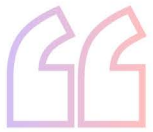


Lead Forensics has helped us focus on the right areas of our business and grow our sales

Lead Forensics is helping us pinpoint where our customers find us and allows us to focus on certain advertisement areas.



Tatra Rotalac



Lead Forensics has proven to be an effective tool for generating new leads

It enables us to track leads coming in from our paid campaigns so that we can analyse and monitor the conversions. We cannot usually access this data without this type of software.



Axair Fans



In Focus: Filame

50%

**increase in
lead-to-prospect ratio**

912

**companies identified
per month**

The Challenge

A lot of Filame's products are so specialized and precise that they need to find the perfect client for each type, and find the perfect type for each client. This means lead generation on a product-by-product basis and identifying new industries they can expand into. Even when they have the leads, it's tough to qualify them for sales before understanding more about them and their precise needs.

Our Solution

With more information about visitor behavior thanks to Lead Forensics, Filame run two specialized sites. They use conversion trackers to show which of their many products catch their visitors' eye. Based on their activity, industry, and size, Filame then categorise the prospects to support their next steps.

They review each lead, and qualify whichever visitors are ready for their sales team. Whenever they determine a visitor's potential to convert, they reach out and make contact. Filame also generate a monthly PPC report, allowing them to closely track their ROI.

The Result

Since using Lead Forensics, Filame have closed big clients in new industries and supported their existing name-brand partnerships.

They supply manufacturing components to high-stakes customers like airports and medical laboratories and provide parts for big players in the European auto industry like Audi and BMW. With Lead Forensics, they have increased the ratio of lead to prospect by 50%.



We have seen a massive jump in lead generation since using Lead Forensics, along with new relationships and our existing client base, which makes Lead Forensics an important part of our strategy going forward.

Jean Gabriel,
Managing Director

Filame,
Engineering





Lead Forensics allows us to see if we are connecting with our target audience

We're able to see the number of unique companies visiting our site, as well as the type of industry. We also use trigger alerts for various campaigns to gauge their effectiveness. Lead Forensics allows us to see if we are connecting with our target audience.

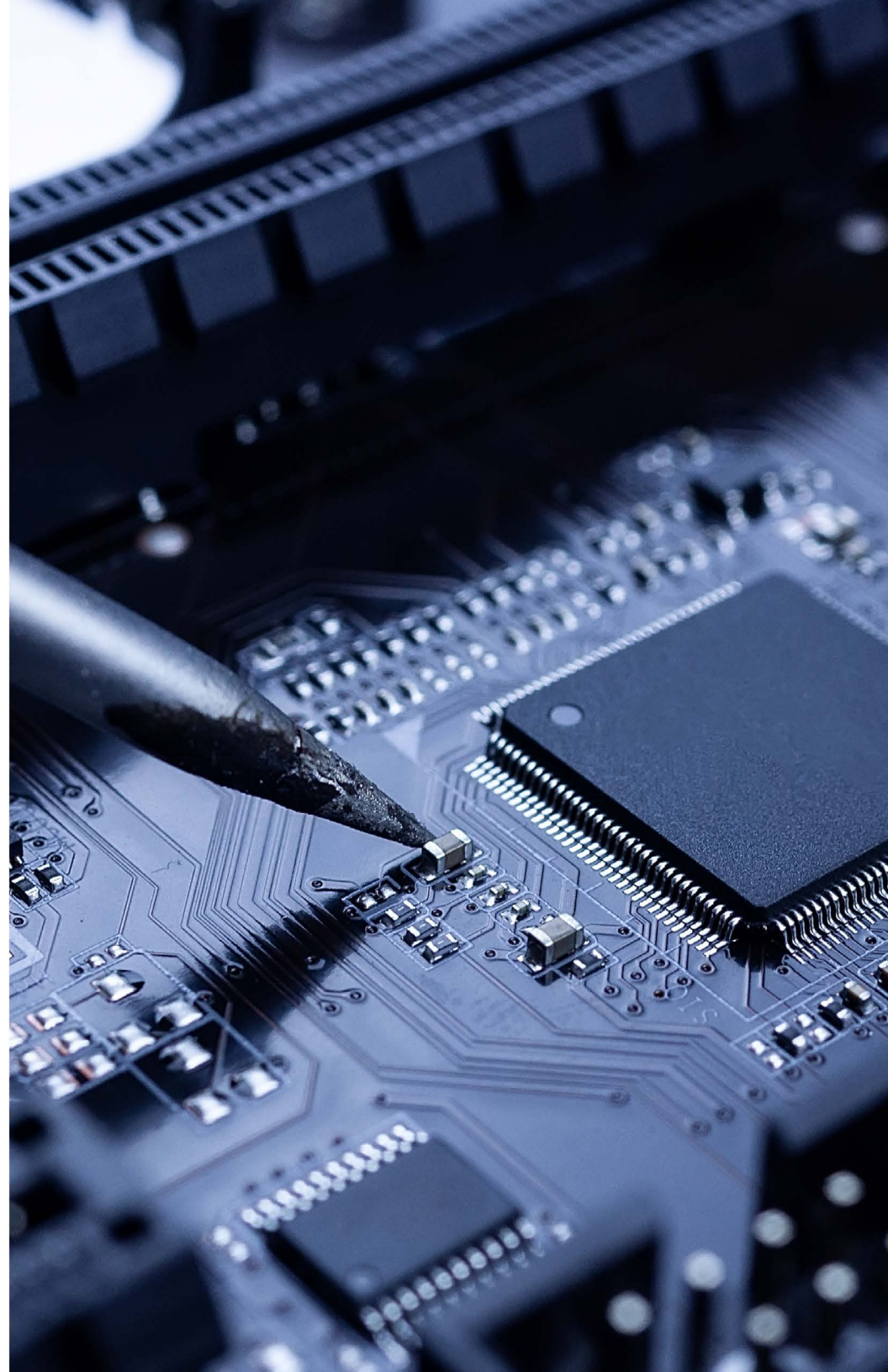


ID Technology



A useful tool for sales & marketing teams alike!

Our sales teams find it useful to see visitors for pages of recently launched products, especially when they see a visitor to this page and then get contacted by said visitor days later. They can predict when someone will contact them.



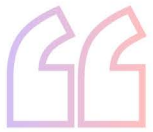


Happy with the quality

We are very happy with the quality of information provided. It goes a long way to demonstrate ROI of marketing activities both on and offline.



Total Kare



Great product for tracking website visitors

Lead Forensics provides an easy-to-use platform with rich data; everything from site analytics and visitor information to multiple custom options for in-depth site tracking and reporting.

It's a great product that is worth the money, and return on investment is fully traceable.



Elgin Separation Solutions



In Focus: Helwig Carbon

3,000+

**matched visitors in
first 6 months**

10,000+

**working hours
saved in first year**

The Challenge

Helwig Carbon wanted something to provide high-quality leads to their Salesforce CRM – leads that were driven by end-users actively searching for the products they manufacture, not just random visits without depth. They were also looking to create a more proactive approach and wanted tools that could help them build stronger, less reactive methods.

Our Solution

Lead Forensics' integration with Salesforce means that automated alerts for prospects that align to target personas and industries can be delivered to individuals within the Helwig Carbon team in real-time. These alerts, alongside the data found in the Lead Forensics dashboard, mean the entire team can be more proactive in their approach – speaking to prospects that they otherwise would have missed out on.

The Result

Lead Forensics provided the ideal platform by allowing Helwig Carbon to see who was on the website, what they were looking for, and how long they spent there. Following up immediately helped the team reach many end-users in the "buying mode" first. Additionally, the software gave the means to grow the business, provide better ROI from the website, and energize our sales team.



Lead Forensics has provided us with the means to grow our business and get better ROI from our website. It has also energized our sales representatives. They love receiving the quality leads generated from Lead Forensics.

Tom Leunig,
Business Development
Manager



Helwig Carbon,
Manufacturing



**It's been a helpful
tool throughout the
years using it**

I like to see what companies are looking at our website. It helps me identify who is looking at our products and what they are interested in.



WashTec



Great customer support

Lead Forensics' support is second to none. Nothing is too much trouble for them in offering their support and guidance.

Lead Forensics is helping us identify trends in product searches which allows for successful marketing campaigns.



Teknis





**PACKAGING PRODUCTS
(COATINGS) LTD**



Excellent insight into the potential customers

Lead Forensics helps us with our proactive marketing. It helps to identify the companies visiting our website and then there are links to help to locate individuals within those organisations.



Packaging Products



Fantastic platform for finding leads!

Lead Forensics is great for seeing who has visited your website, it is really handy to see what existing customers are looking at on our website.

The level of customer service offered by Lead Forensics is exceptional, our account manager is always on hand to answer any questions and to provide training to all our staff.



Bunting Magnetics Europe



In Focus: Hydro Dynamics

500+

**MQLs delivered in
first 3 months**

10,000

**opportunities
discovered in first year**

100k+

**working hours
saved**

The Challenge

With website traffic high and a steady pipeline built of referral business - Hydro Dynamics wanted to achieve two things.

1. To capitalize on the opportunities within their website traffic that were otherwise hidden.
2. Create workflows and automated processes that could reduce the number of analytics tools their team were using.

Our Solution

Lead Forensics utilizes the world's largest database of B2B business IP addresses, providing you with an unrivaled way of identifying the businesses visiting your website and engaging with them at their most engaged. For Hydro Dynamics, it was as simple as creating a workflow that identified businesses in the markets that they were most excited about growing - and sending these reports to their key team members in real-time..

The Result

Having been convinced in the Lead Forensics free trial that there was dozen of opportunities that their team were completely unaware of - Hydro Dynamics have gone on-record to days they've been "blown away" by the level of insight available with Lead Forensics.



The experience with Lead Forensics has been excellent, it's an easy process and I'd definitely recommend giving Lead Forensics a shot. All that information in one place blew my mind!

Doug Mancosky,
Head of Research & Development



Hydro Dynamics,
Manufacturing



Lead Forensics - Excellent tool

Lead Forensics helps us identify new customers and monitor what our competitors are doing on our site. It ties in well with our other methods of marketing as it helps us identify what people are looking at and when. Their customer success team are helpful and knowledgeable which a lot of other companys could learn from.



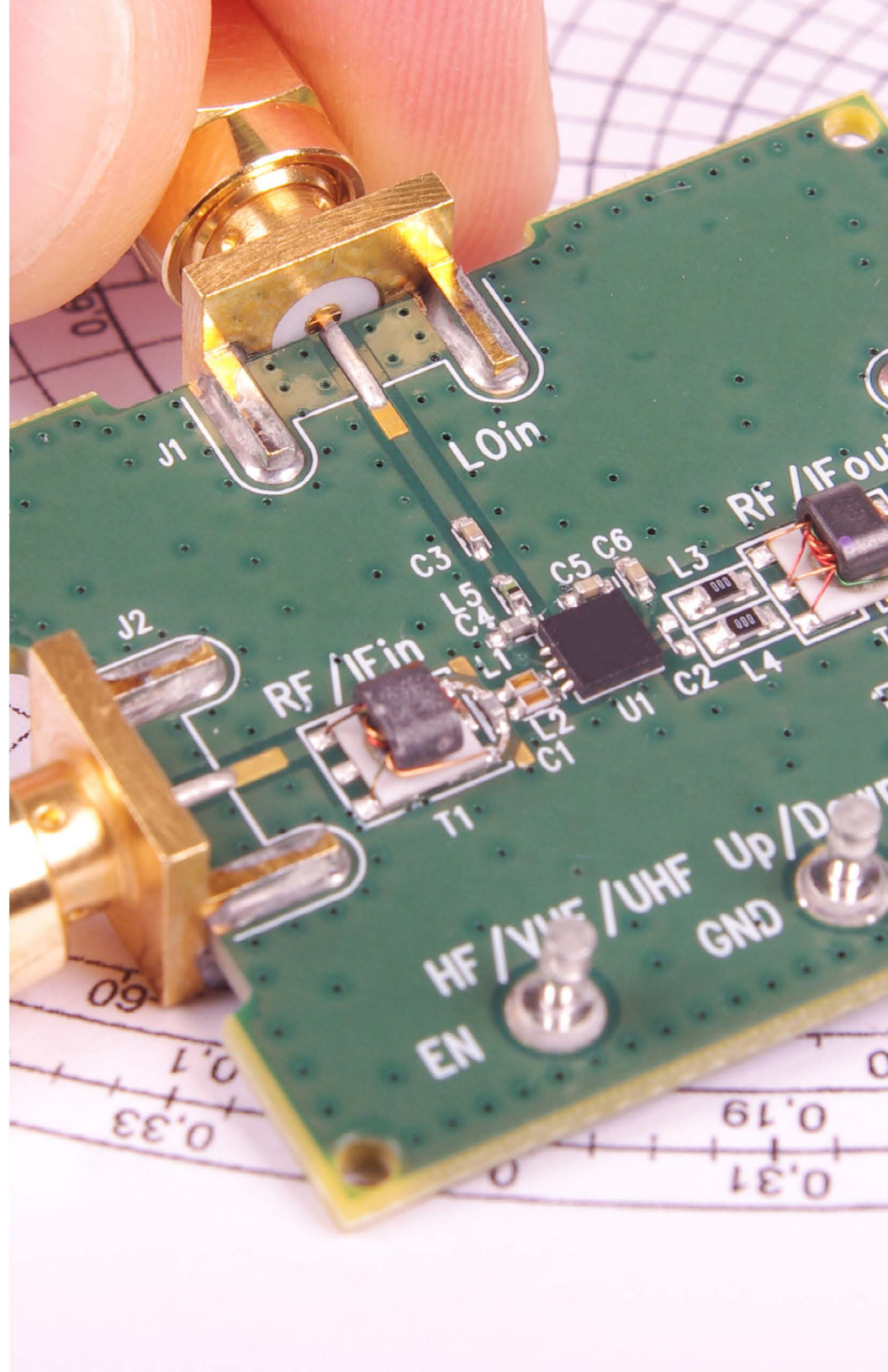
LeisureBench



**There was nothing
that I did not like about
Lead Forensics**



Castle Microwave





Great insights and workflow

Lead Forensics is helping us find new leads with barely any effort. Saves us lots of time and effort.



Drei Bond



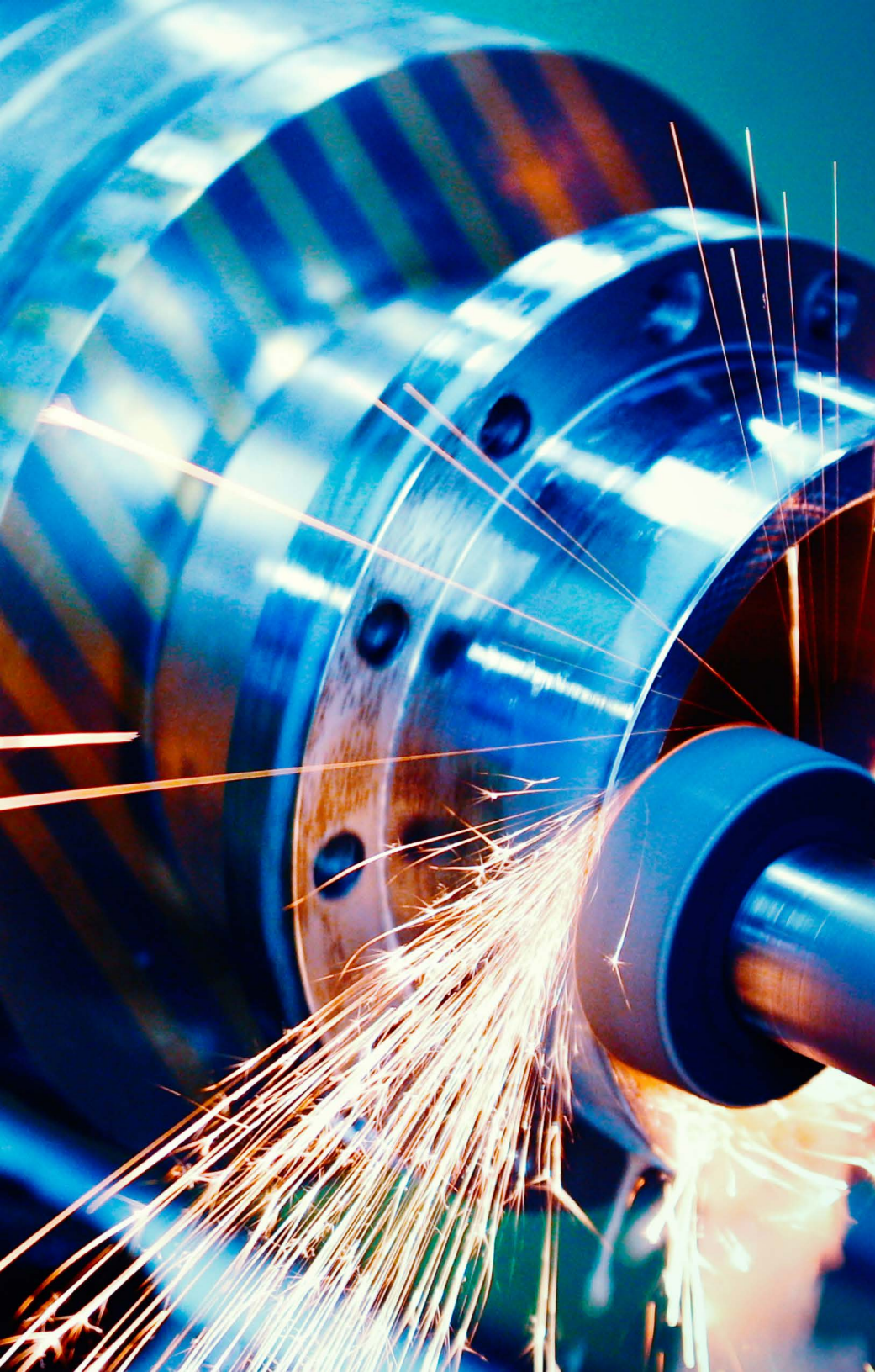
Lead Forensics solves the problem

Lead Forensics solves the problem of me not having to fill in all the company information on my CRM. I like best how all the information is in one place.



Pure PCB



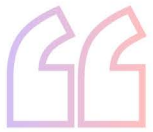


Excellent system giving invaluable information

Allowing us to know which type of organisation is looking on our website and for which products or services.



Cox and Plant



**The product is very easy
to use and has been
extremely valuable**

It has helped us understand who is viewing
our content and has helped us understand
our customers better.



APC Technology





Get more out of your data

Lead Forensics helps us take our data and go one step beyond with it. We have more insight in the visitors that are coming to our website and what behaviour they exhibit.

Then, we have the right tools to seek out whom to contact, or perhaps how to better target our marketing efforts.



Expandable



**Easy to navigate
around the system**



Chemique Adhesives



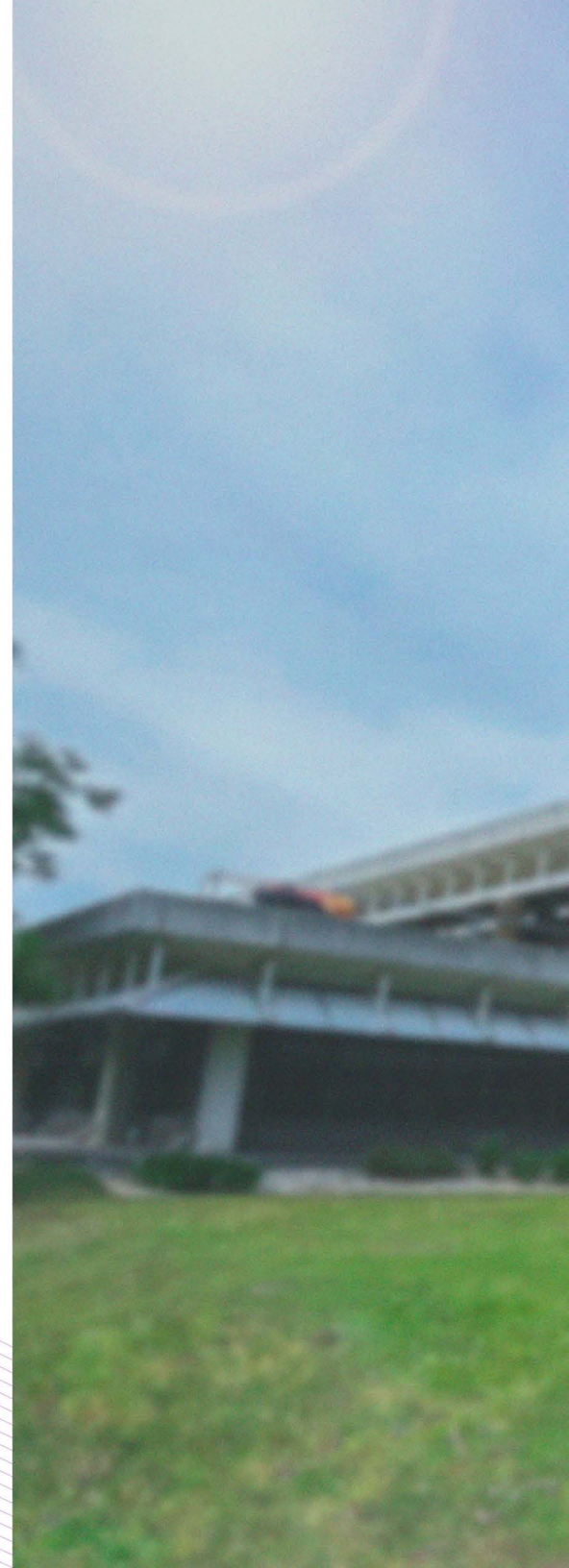
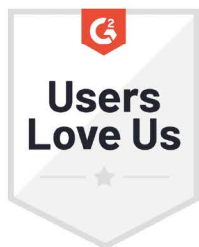
Users Love Us

Our customers consistently rave about their experiences with Lead Forensics on G2 and Trustpilot.

On G2, we have a **4.3-star rating and with over 600 reviews**, with customers praising the ease of use, helpful customer support, and effectiveness of our product.

On Trustpilot, we have a **4.5-star rating with over 650 reviews**, with customers highlighting the positive impact our product has had on their businesses.

These reviews are a testament to our **commitment to delivering world-class software**, and we are grateful to our customers for their continued support and feedback.





Marketing Account
Intelligence

Marketing Account
Intelligence

Visitor Identification

Marketing Account
Intelligence

Marketing Account
Intelligence

Visitor Identification



Marketing Account
Intelligence

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Visitor Identification

Marketing Account
Intelligence

Marketing Account
Intelligence



Trustpilot



Our Manufacturing Customers Include:

IMI Hydronic
Engineering



B | BRAUN



Habia Cable



ARCA 

TEXMO
PRECISION
CASTINGS



KMF




nvent

Bodet

Lacon
Die EMS-Manufaktur



 **Biocomposites**

AURORA  **PLASTICS**

dk engineering









LEAD FORENSICS

leadforensics.com