

LEIB Solutions Case Study

How LEIB Won \$3.7M in Placement in the first 3 months by using VisiStat



"We use VisiStat® to know the moment a company comes to our website. As they are on the site, we use LeadCaster® to forward the leads to our sales department where they go in for the real-time close.

Sometimes companies get freaked out because we catch them on our website, but it helps us win their business because if we can find them through our state-of-the-art technology, we can find their debtors.

Within 3 months, we used LeadCaster® to identify and close a new client, resulting in \$3.7 million dollars in placement."

–Julian Penna, LEIB Commercial Collections

Customer Profile

LEIB Solutions is one of the nation's leading Commercial Collection agencies with more than 25 years of experience in Accounts Receivable Management (ARM) domestically and internationally.

www.LeibSolutions.com



Problem Overview

LEIB Solutions was trying to improve processes and make them more efficient. They knew they were losing business by being reactive and simply waiting for website form submissions. Once received, their sales reps had to ask the prospect how they found them. Although they had Google Analytics in place, they felt like they were flying blind because they did not have advanced insight to know which businesses were considering their collection services.

The VisiStat Solution

LEIB chose VisiStat as the tool they needed to be proactive because it told them the moment a company was on their website. They use LeadCaster in their daily sales process to forward leads to their sales representatives so they can contact them while they are on the website. Because LeadCaster enabled them to talk to the customer while they were at their point of consideration, LEIB was able to decrease the sales cycle and close more deals. With LeadCaster, LEIB always knew where form submissions originated, how the customer found their website, which services they were interested in, which pages they saw, their geographic locations and more.

LEIB also relies on VisiStat's analytics and AdCam tracking to refine their AdWords and marketing campaigns. With the insight they receive from AdCam, they are able to optimize their keywords and geographic targeting, thereby savings thousands of dollars per month. VisiStat's Touch Mapping report was able to help LEIB strategically place their call-to-action buttons, thereby optimizing the user experience.

