PROSPECT CONVERTER

Don't Settle for Less.

The Next Big Thing In Marketing:

Predictive Analytics

Prospect Analytics + CRM

Every prospect has a story to tell. Are you listening?

Predictive Marketing is the science of applying rules that measure a prospect's level of interest by analyzing data collected from your website and lead activity, then signaling when the prospect has reached the peak of their interest and must be contacted NOW. This accelerates your lead conversion and leaves no lead behind.

ProspectConverter/CRM with Prospect Analytics creates a predictive marketing solution that leverages the treasure trove of valuable insights buried deep in your website's IDX data. This behavior is utilized to paint a clearer picture of the prospect's profile and minimizes the risk of overlooking valuable opportunities. Stop guessing and start knowing when to reach out to prospects.

It will simply transform the way you and your agents work with leads.

◆ *Add Prospect Analytics to any website*
◆ *No loss in website performance*
◆ *Deep behavior based relationship insights*
◆ *Monitor prospect's website activity in real time*
◆ *Know to who and when it is best to make contact*
◆ *Prioritize efforts on the prospects most likely to transact*
◆ *Automated alerts and emails based on the prospect's behavior*
◆ *Add context to your conversations*
◆ *Accelerate sales throughput*

What is Prospect Analytics?

Prospect Analytics is a technology that captures each meaningful action taken by visitors on your website and then sends this to ProspectConverter/CRM where the activity is displayed in context with the prospect's contact record.

The real power lies in the predictive technology which is constantly analyzing your data for hints that the prospect has reached the point where it is critical to make contact NOW. At that moment the agent is immediately sent email and text alerts, the prospect is highlighted in the Lead Activity Dashboard, and an email is automatically sent to the prospect to offer the agent's assistance. Instead of relying on chance, ProspectConverter steps up and waves a red flag so no opportunity is overlooked.

The combination of Prospect Analytics with ProspectConverter/CRM turns your website into a lead conversion powerhouse. Instead of hoping to call at the right time – and not too late – agents are alerted at the moment when the prospect is ready to be contacted. It will simply transform the way you and your agents work with leads.

Prospect Analytics can be added to virtually any website and IDX, whether WordPress, template, or custom. You don't have to give up the great site you already love — and have already paid for. Yes, you can have your cake and eat it too!

How do I add Prospect Analytics to my website?

It is quite simple. Prospect Analytics is based on the same methodology as Google Universal Analytics. Your webmaster or website provider adds our JavaScript code snippets to the pages where there is activity to capture, such as searches, properties viewed, saved favorites, and forms requesting more information and a showing, and the data is seamlessly fed to the agent's CRM module. There is no performance hit on your site.

Stop guessing and start knowing when to reach out to your best sales prospects. Add Prospect Analytics with ProspectConverter/CRM to your website and transform it into a predictive marketing powerhouse.

For more information of to request a free demo, contact us at **866.234.4432** ◆ **ProspectConverter.com**