



CONVERTING

THE UNCONVERTED

**How to turn anonymous website
visitors into sales opportunities**

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Introduction

Every demand generation marketer wants to drive more qualified leads, book more meetings and generate more revenue for their business. Fact.

It's likely your marketing team is generating a good amount of inbound traffic. You're doing all the right things to attract website visitors, create interest, optimize the buyer journey and hit revenue targets. Your marketing and sales funnel is healthy.

But that's not enough. You think outside the box and you want to make an impact on your bottom line in an even BIGGER way. There's always room for improvement, right?

If that's you – always on the lookout for new ways to generate demand, you've come to the right place.

In this guide, we'll provide you with the steps you can take to highlight the potential of increased SQLs to opportunities that didn't convert through inbound streams, based on our own experience growing Albacross and lessons we've learned from our customers,

We'll also share our secrets on how we achieved a 17% increase in generated SQLs to opportunities using this method which made a huge impact on our growth.

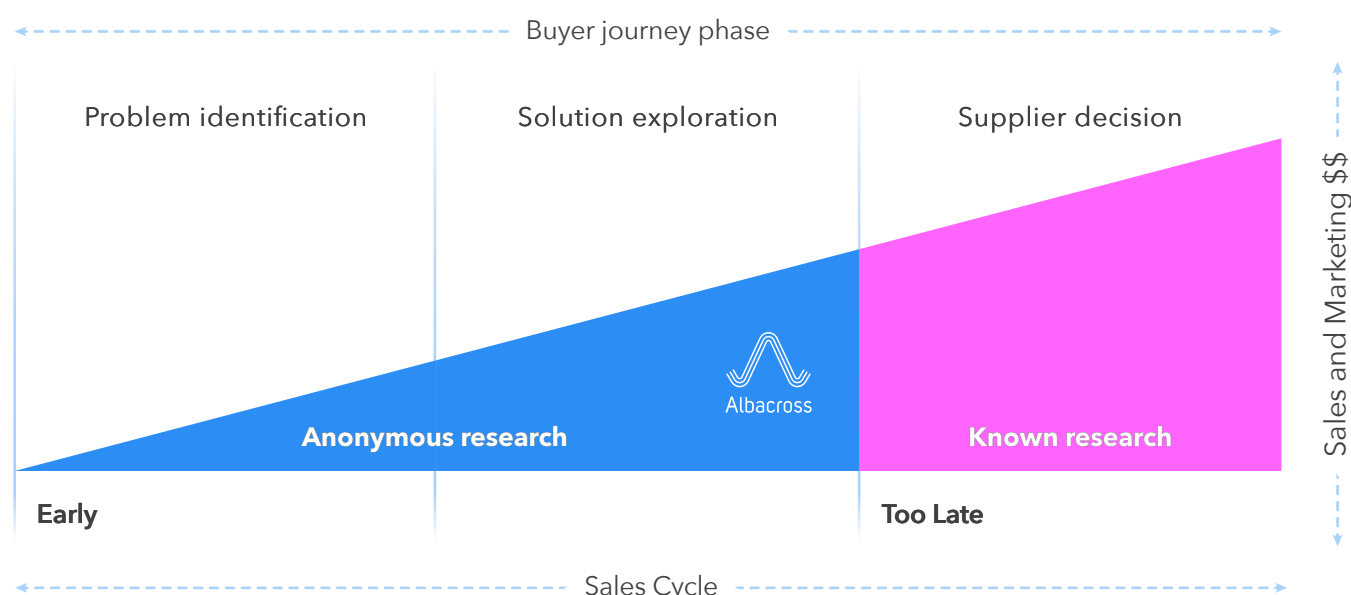
By the end of this guide, you'll be equipped with a proven, new found demand gen strategy that will send your Monthly Recurring Revenue (MRR) through the roof.

LET'S DIVE IN!

The complexities of website visitors

The B2B buying journey has changed in recent years. **A LOT.**

According to a Google study, nearly half of B2B buyers are millennials - buyers who have never known a world without the internet. This means millennials self educate online, making them anonymous for most of the buying cycle.



On average, B2B buyers spend 9.3 months doing anonymous online research.

That's a hell of a lot of time for your prospects to be researching you without you knowing about it. Think of all the influencing you could be doing to guide prospects into your sales funnel quicker.

And that's where the problem arises. Prospects only become known to you when they decide to convert through your inbound channels. And the typical conversion rates are stark.

ONLY 2% OF YOUR WEBSITE VISITORS CONVERT

Of those 2%, prospects will be nurtured through your finely tuned marketing and sales funnel and they'll become happy, loyal customers that stick around for years to come.

But what about all that other traffic? There's obviously potential leads going through their anonymous research phase?

Now of course, we know the other 98% of website visitors aren't all going to be prospective buyers. Some are competitors, some are looking for education, some might want to work for you, partner with you or become your supplier.

Some might even be prospects but might not be a good fit for your business.

And that's where another issue arises.

Too many B2B organizations focus on converting for the masses.

They use this simple conversion formula:

$$\text{conversion rate} = \frac{\text{\# of leads}}{\text{\# total number of visitors}}$$

The problem with this metric is that it's centered around all the people that see your marketing messages, download content, sign up for free trials and demos etc. With this approach, you don't have the opportunity to hone in on the conversion rates that matter - the conversion of your ideal customers.

The complexities of website visitors

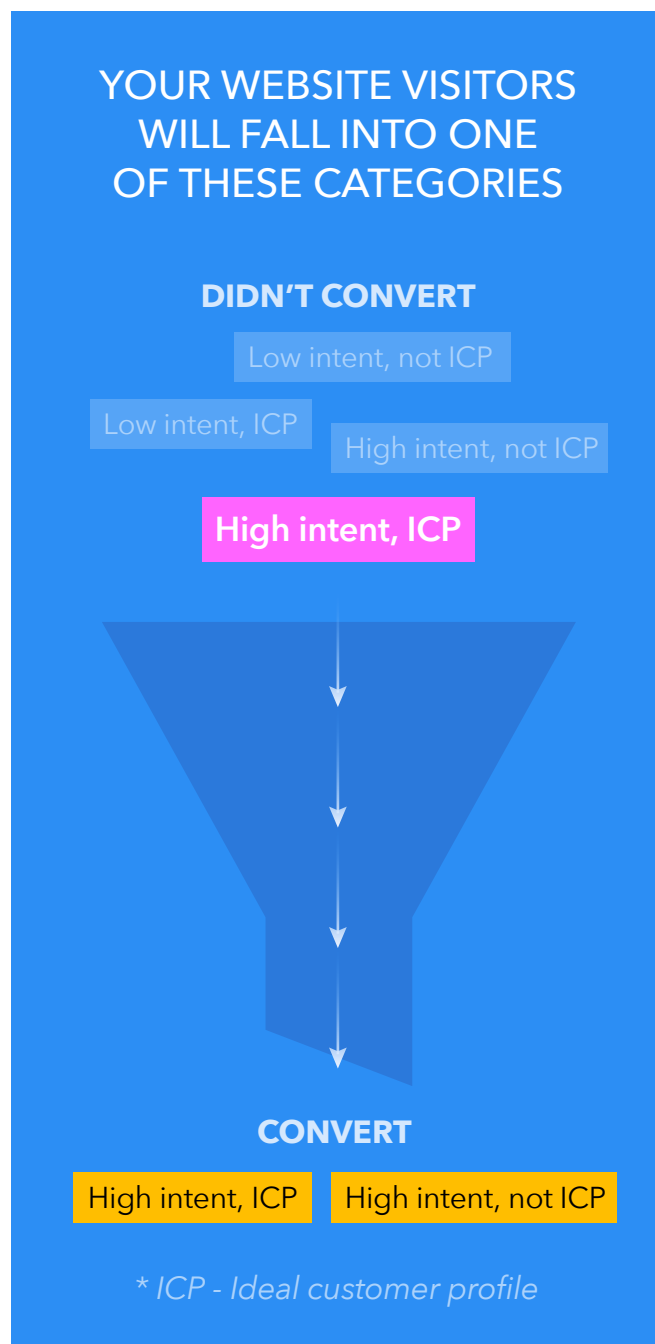
So, how do you weed out your website traffic and identify the visitors that are valuable to your business in the anonymous research phase?

What this graphic shows is that website visitors are not one size fits all. They have different attributes, motivations and will take different actions on your site. But what should be highlighted is that there is revenue potential by identifying visitors that didn't convert but who fit your ideal customer profile and who have high buying intent. Ultimately, these are the people who can be prioritized, prospected, nurtured and converted into customers.

What does this mean for you as a demand generation marketer?

It means you can use this strategy to get more qualified leads from people who didn't convert to MQL, get more booked meetings and more revenue. It's a method that also requires less effort (it saves SDRs time because these leads are populated into their pipeline automatically).

Let's take a look at how to implement this strategy.



Steps to increase conversion of your anonymous website visitors

Step #1

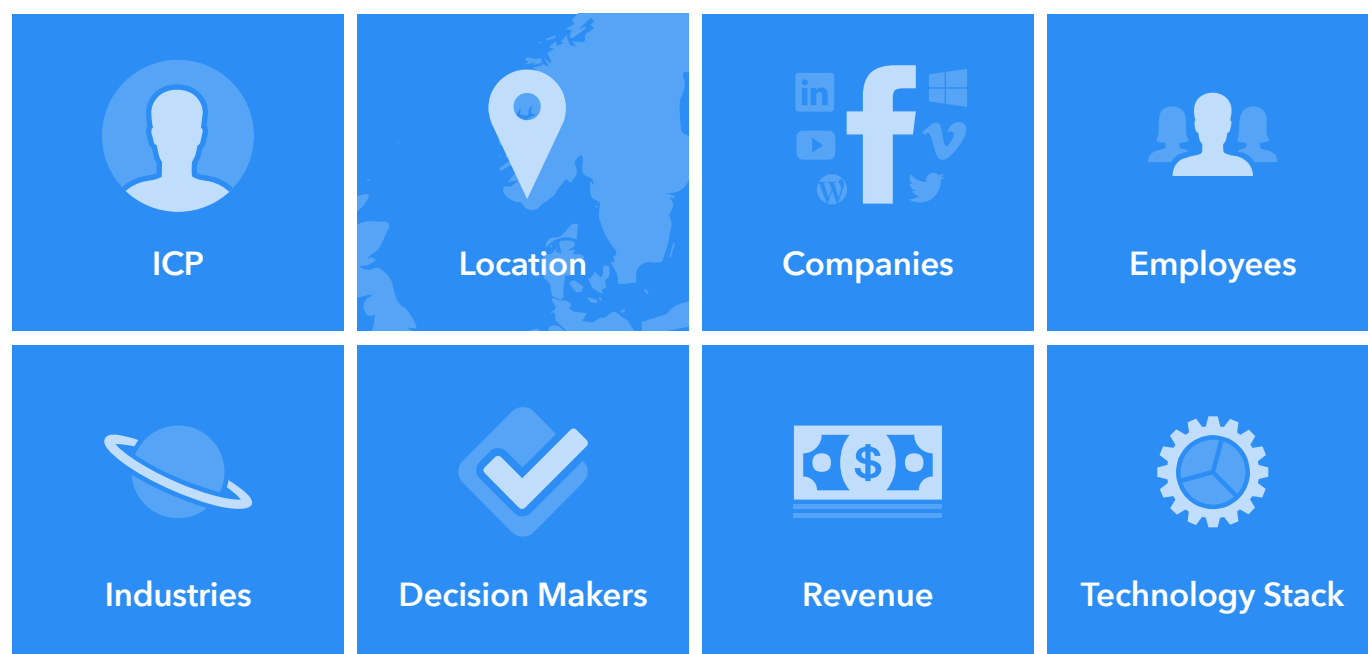
Define your ICP

It's time to strengthen your ICP. Make it clearer than ever before!

Let's recap what you should cover when you define your ICP.

Create a list of your 10 best customers. What firmographic attributes do they have in common?

Consider these criteria:



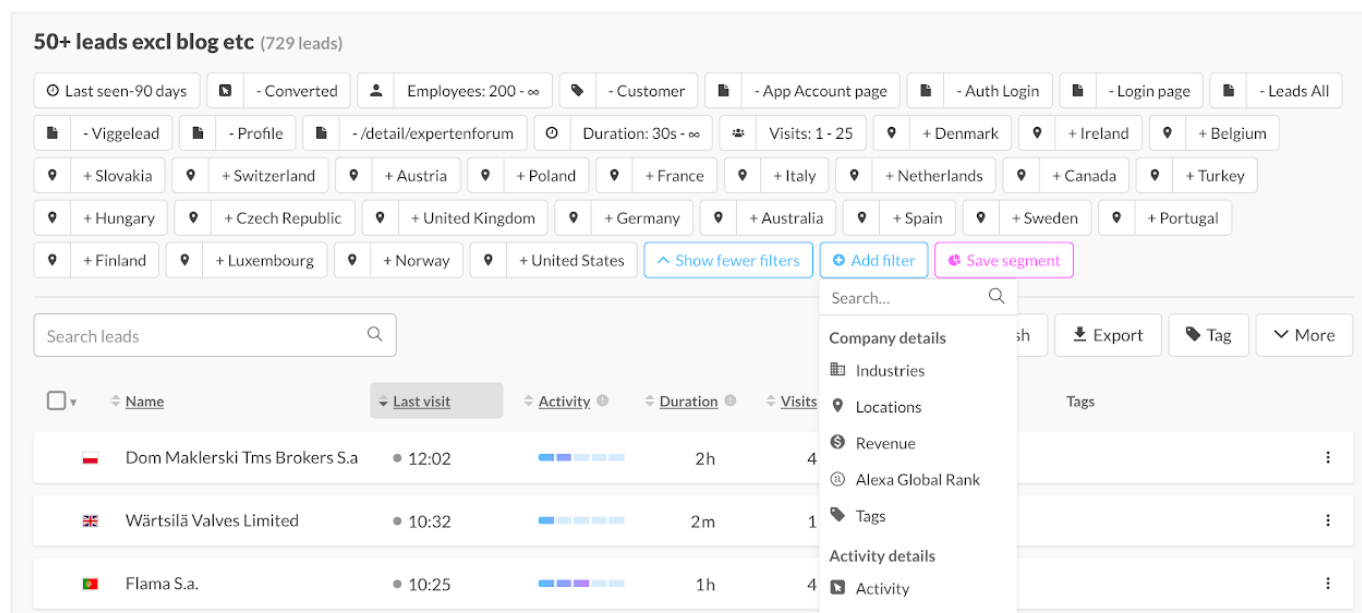
Steps to increase conversion of your anonymous website visitors

For example, if you're selling SaaS software to Large enterprises you might define your ICP as Tech companies with 200+ employees in the US, Canada and Europe, using Hubspot and Salesforce.

Remember these ideal customers shouldn't just be the customers who pay the most for your product or service. They should be the types of customers that will get the most value out of your product.

Take Albacross, for example. We primarily target large enterprises but the customers that get the most value from our platform are in fact larger companies that have a higher average deal size (€10k +). This makes it easier for them to get a good return on investment because they only have to close 2-3 deals per month to cover the cost of our platform.

Once you've clearly defined your ICP, use an IP to company mapping/website tracking solution like Albacross to identify the companies visiting your website. Use the filter and segment feature to refine your ICP. This gives you a list of ideal accounts that are valuable to your business. **Like this:**



50+ leads excl blog etc (729 leads)

Filters: Last seen-90 days, - Converted, Employees: 200 - ∞, - Customer, - App Account page, - Auth Login, - Login page, - Leads All, - Vigglelead, - Profile, - /detail/expertenforum, Duration: 30s - ∞, Visits: 1 - 25, + Denmark, + Ireland, + Belgium, + Slovakia, + Switzerland, + Austria, + Poland, + France, + Italy, + Netherlands, + Canada, + Turkey, + Hungary, + Czech Republic, + United Kingdom, + Germany, + Australia, + Spain, + Sweden, + Portugal, + Finland, + Luxembourg, + Norway, + United States

Buttons: Show fewer filters, Add filter, Save segment

Search leads

Name	Last visit	Activity	Duration	Visits
Dom Maklerski Tms Brokers S.a	12:02		2h	4
Wärtsilä Valves Limited	10:32		2m	1
Flama S.a.	10:25		1h	4

Search... Export Tag More

Company details: Industries, Locations, Revenue, Alexa Global Rank, Tags

Activity details: Activity

Step #2

Segment on behavioral activity

You've defined your ICP and identified the companies on your website who are good fit for your product or service. But just because they're a good fit, doesn't necessarily mean they are ready to buy.

That's where intent data comes in.

When a prospect is showing buying intent it means they are likely to be considering making a purchase. For example, a returning visitor checking out your pricing page or a visitor whose session duration was high i.e. over 2 minutes, shows high buying intent.

Further segment the list of companies you identified as your ICP (the firmographic data) with behavioral data in your website tracking platform. This will give you a good idea of prospects who have high intent but didn't convert.

You can use the benchmarks below to classify high intent data.

Activity scoring on site:

- Exclude converted / form inputs (you can do this in Albacross) - You only want to identify unconverted visitors
- **Pricing page visits** - 1 visit
- **Product page views** - 1 visit or more
- **Session duration** - 1 minute or more
- **Relevant traffic sources** (search, adwords, direct, LinkedIn)
- **UTM tags** - Visits that came from your relevant marketing campaigns

**These benchmarks are based on our own conversion rates of unconverted website visitors.*

Step #3

Set up an outbound pipeline for target accounts

Look at your converted leads you generated through inbound.

Now compare that to the companies you've identified on your website that reach your ICP and intent criteria. This will highlight the potential conversion of anonymous visitors on your website that you're currently not optimizing.

For example, you might typically generate 100 inbound leads per month but find through your tracking platform another 50 leads that qualify against your ICP and intent criteria. It's these 50 leads that should be prioritized for follow up.

From here, the next step is to populate that lead data into your SDRs pipelines. You can do this by creating an account for the company, contact and deal within your CRM. Bonus: If you use Albacross, you can integrate Albacross with most CRMs to automate this particular step.

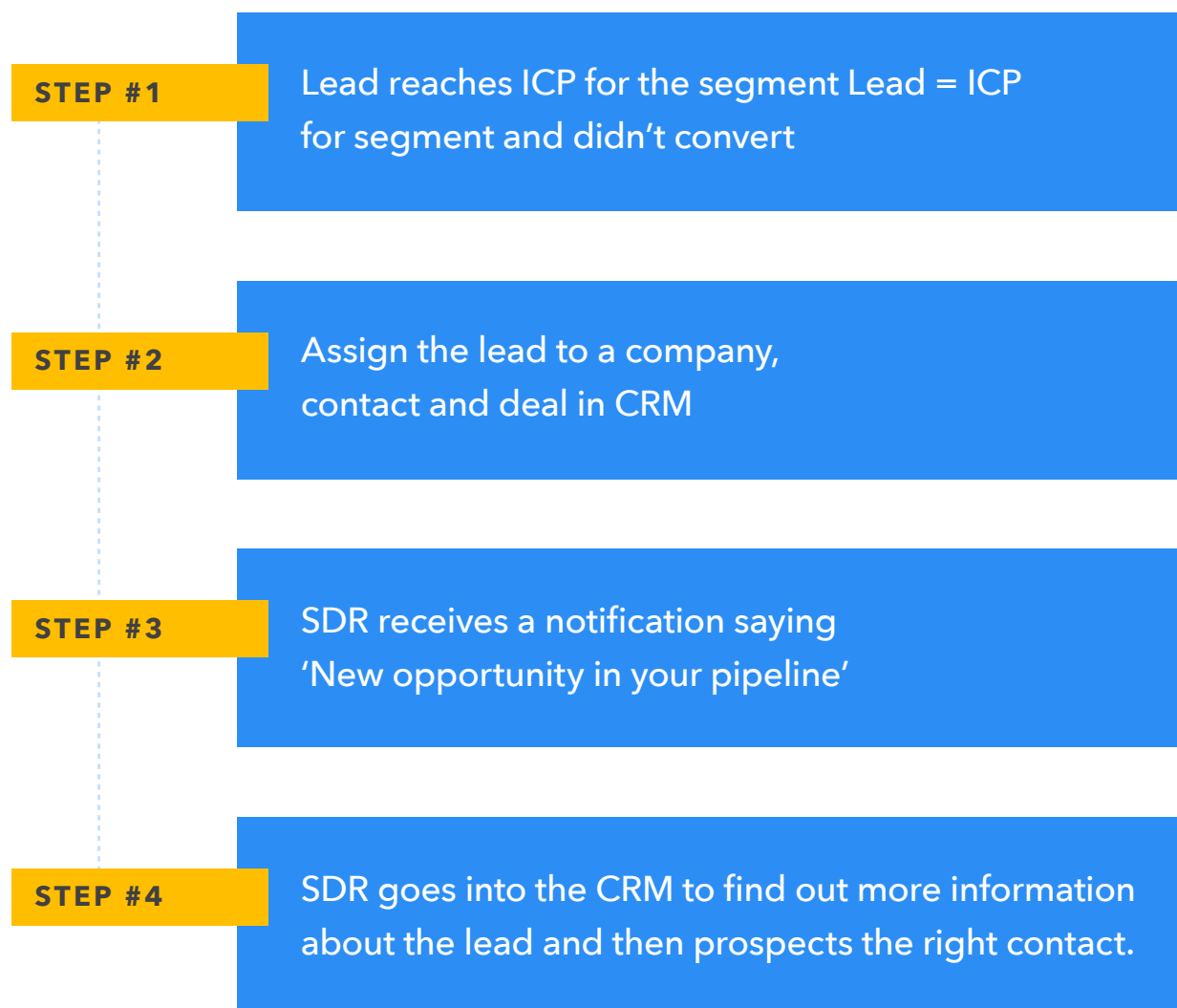
Creating a specific outbound pipeline for this process is key if you want to track the results and ROI. [Skip to step 7](#) to see how you can calculate your ROI on this approach.

Step #4

Set the manual process for outreach

It might seem tempting to automate the entire process and yes, you can do so in good time. The best thing to do is manually check that it works and provides ROI before looking to automation.

To set the manual process, follow these steps:



Step #5

Reach and influence the unconverted website visitors

Next, reach out to the list of target accounts you have identified. You have an advantage here. You know they have visited your website and have high intent. The activity data you previously collected on them also gives you insight into which topics they might want to discuss further. You have a great opportunity to be personalized in your interactions at this point.

Outreach tactics for your SDRs

Email

Email is much less intrusive than calling people. In addition, without the added pressure of having to deliver your pitch over the phone, you can take your time to communicate your message better.

If you want to reach the decision maker, say something like this:

"Hey, Becca here at Albacross. I've seen quite a lot of people from your company on our website and wanted to reach out to see if you could point me in the right direction - do you know who I should talk to about XYZ? Thanks a lot for helping me out"

LinkedIn

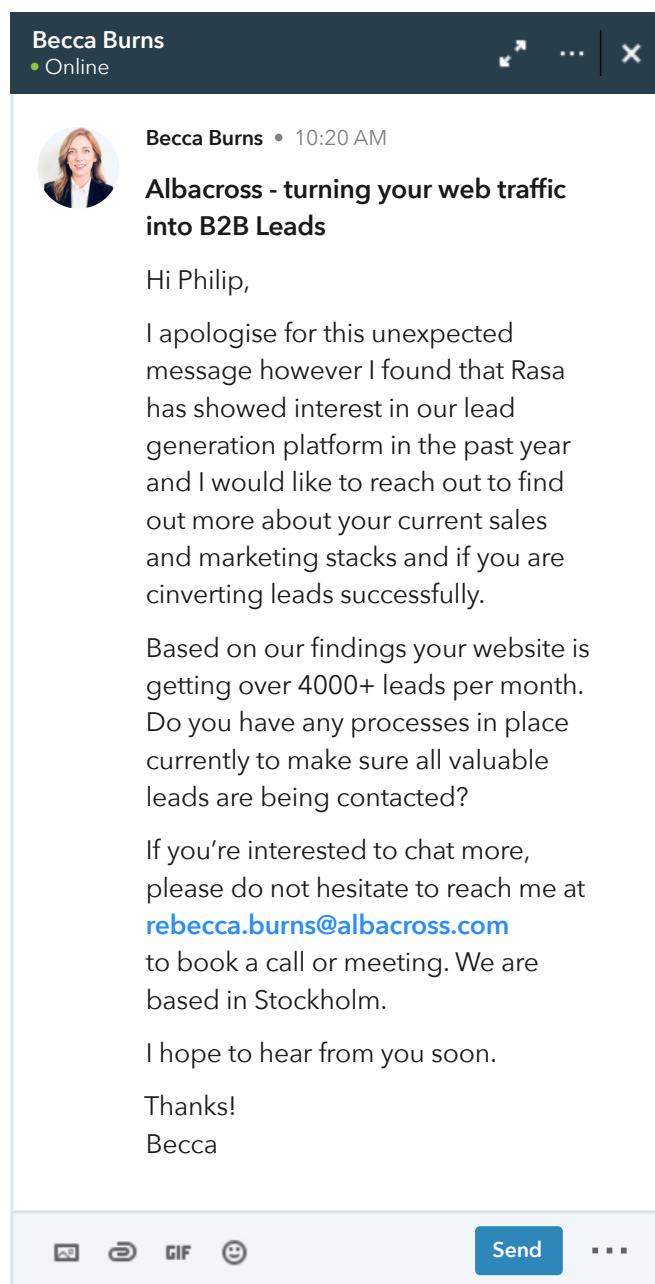
LinkedIn is a great way to find, connect, and engage with prospective buyers in a more authentic way. You can connect with the decision makers from your target account and send them a similar message to the one above. Just like one of our SDRs, Becca, does here.

Phone call

With practice, sales calls can prove to be extremely effective. When you call someone at the target account who visited your website you have a chance to have a real, authentic human interaction. And this enables you to build trust and establish a connection with them. If you don't reach the decision maker straight away over the phone, make sure to express that people at their company have been looking at your site and that you need pointing in the right direction.

If you don't find the person that visited your site, don't despair!

Keep trying - people are nice. **Someone will always be willing to help you.**



Step #6

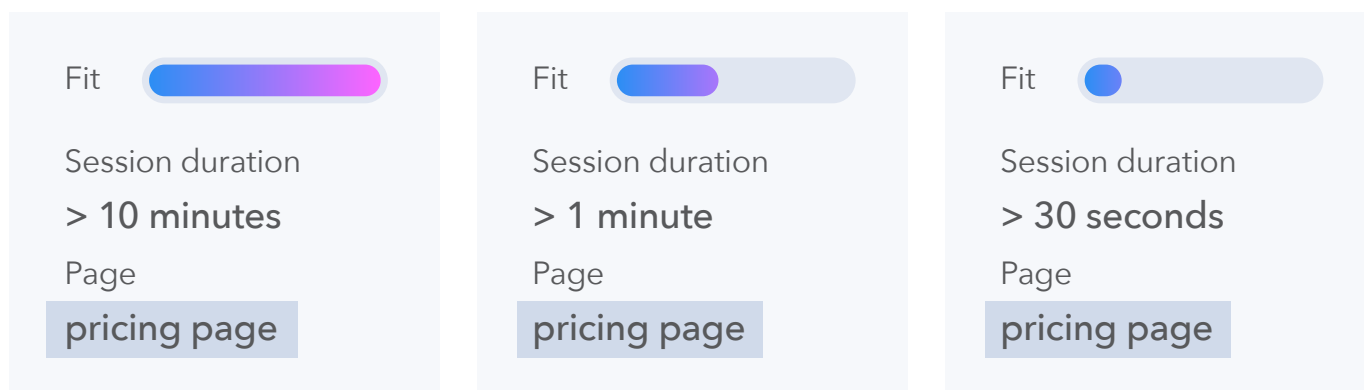
Align the technology

Timing is everything. When someone visits your website and shows intent, you need to be on the ball. If you leave it too late, you might miss your chance, or worse, the prospect will go to a competitor.

Firstly, your SDRs should set criteria for how they prioritize the leads. I.e. if the same target account is visiting your product or pricing pages for a long period of time, you need to reach out to them ASAP.

Here's an example of how you might prioritize leads in your outbound pipeline based on session duration.

Fit ICP criteria **Session duration > 10 minutes** **Page +pricing page**



This gives your SDRs a clear prioritization list of which companies they need to prospect.

To effectively execute on this you need to make sure your technology is aligned. Always make sure your SDRs are notified as soon as someone within your ICP that is showing high intent appears in their pipeline.

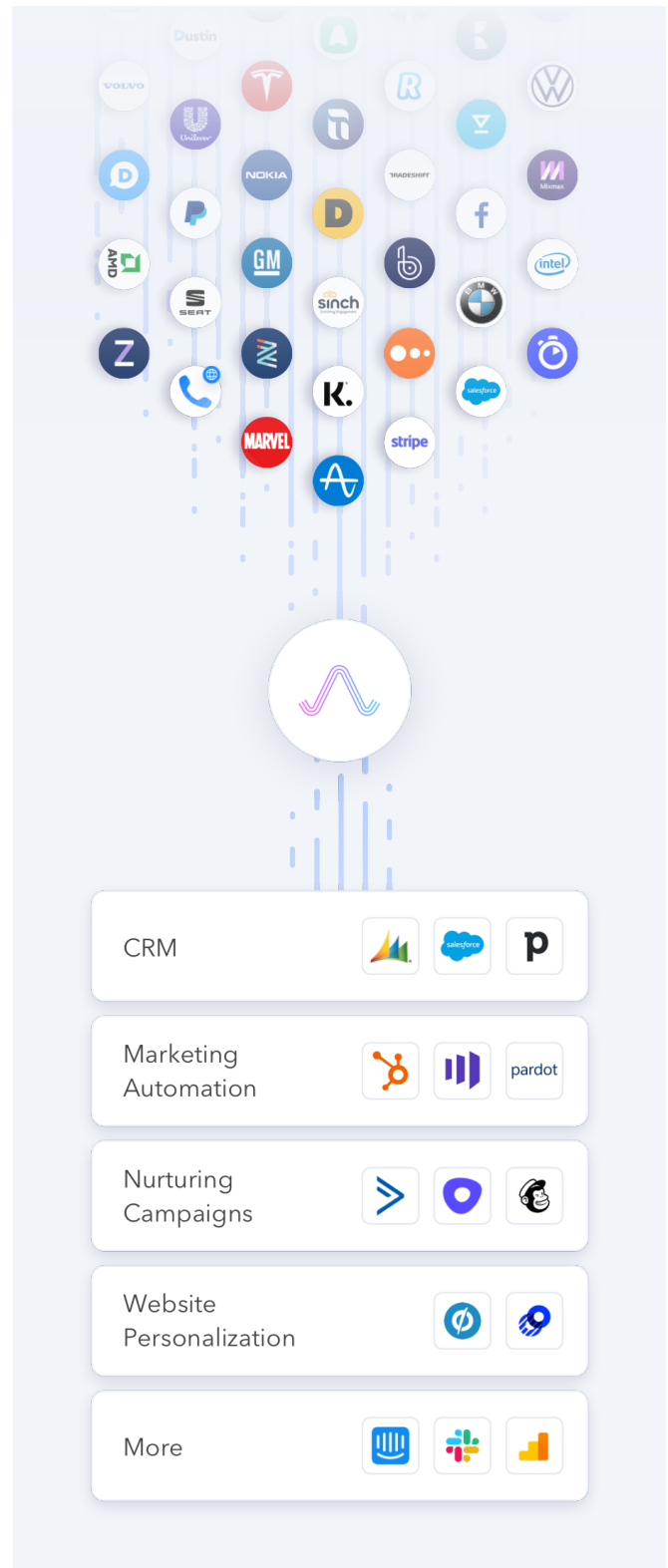
Steps to increase conversion of your anonymous website visitors

Integrate your website tracking tool, like Albacross, into your CRM or sales engagement platform (Albacross integrates with almost any platform including Hubspot, Salesloft, Outreach) and with your messaging platform such as Slack. That way when a target account visits your website, the SDR will be notified in the 'Outbound pipeline' channel.

Bonus tip: When you set up your Albacross/Slack integration, you can choose to send it to a private or public channel. Create a private channel for each of your SDRs so they can have their own outbound pipeline.

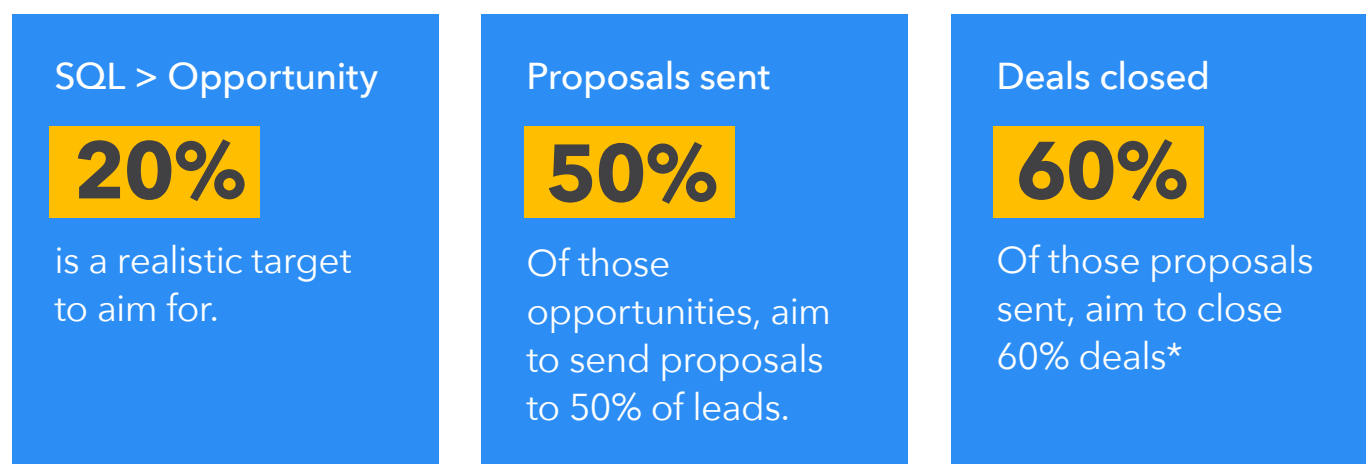
Step #7 Calculate your ROI

Make sure you move the deals forward into a specific outbound pipeline to understand how many leads you have successfully converted with this approach.



Steps to increase conversion of your anonymous website visitors

Track:



**Percentage targets are based on our own conversion rates.*

When it comes to calculating the ROI of this approach, here's an example of what that might look like for a SaaS SME.

A company calculates that they've identified 50 unconverted leads per month that match their ICP showing high intent.

Of those 50 leads, 10 leads convert to opportunity.

They send 5 proposals and win 3.

Their average deal size is €10k so that's €30k revenue per month, €360k per year.

This just goes to show how valuable this outbound approach can be to your lead generation efforts.

Step #8

Continuously evaluate your ICP and personas

The key component in this method of increasing conversion of your anonymous website visitors is your ICP. Without that, it's impossible. That's why it constantly needs to be strengthened.

Keep evaluating your segments and understand the attributes of the companies that you're converting into SQLs. Do this on a quarterly basis, minimum. They may very well change over time. Get to know your personas and the different goals and challenges they face which will support your outreach efforts.

Most importantly, create a feedback loop of the SQLs that did turn into customers and that now love your product and brand. Let's not forget, it's not about the customers that pay for your product, it's the customers that get the most value so they keep paying for your product. Regularly send customer satisfaction surveys and do follow up qualitative interviews with your customers.

How Albacross increased SQLs to opportunities by **17%** from website visitors that didn't convert through inbound.

Here at Albacross, we've been generating a pretty good return on inbound. We're converting website visitors into MQLs, SQLs into opportunities and we're closing deals. We're hitting our monthly targets and we're achieving consistent growth. Business is good.

So what's the problem, you might ask?

The problem emerged a couple of months ago when we realized that we'd exhausted our marketing channels with the budget we had. We were only seeing a slight percentage increase in demand month on month, and that was reflected in our MRR figures.

To scale our revenue in a big way, we needed to find new ways to generate more qualified leads.

We'd seen a massive increase in our website traffic, driven mostly by SEO, paid search and social channels but saw that only 2% of visitors were converting via inbound.

We knew that we had more prospects with high buying intent visiting our website because we use our own tracking solution to analyze this. These prospects just weren't converting into leads.

How Albacross increased SQLs to opportunities by 17%...

We created a hypothesis - we anticipated that the potential SQLs visiting our website but not converting through inbound were huge.

We soon discovered that our hypothesis had been proven - on average we were generating approximately 200 qualified inbound leads a month. We identified a further 150 good fit leads.

So we set about implementing the strategy we highlighted earlier in the guide and populated these leads into our SDRs pipelines.

1. We used Albacross filters to understand which companies within our ICP typically weren't converting (you can see what firmographic and behavioral data we included in our ICP in the infographic below).
2. We then set up segments in our platform. Our lead assignment is based on location so we set up different segments for regions which corresponded with our SDRs pipelines.

50+ leads excl blog etc (729 leads)

☐ Last seen-90 days
 ☐ - Converted
 ☐ Employees: 200 - ∞
 ☐ - Customer
 ☐ - App Account page
 ☐ - Auth Login
 ☐ - Login page
 ☐ - Leads All
 ☐ - Vigglead
 ☐ - Profile
 ☐ - /detail/expertenforum
 ☐ Duration: 30s - ∞
 ☐ Visits: 1 - 25
 ☐ + Denmark
 ☐ + Ireland
 ☐ + Belgium
 ☐ + Slovakia
 ☐ + Switzerland
 ☐ + Austria
 ☐ + Poland
 ☐ + France
 ☐ + Italy
 ☐ + Netherlands
 ☐ + Canada
 ☐ + Turkey
 ☐ + Hungary
 ☐ + Czech Republic
 ☐ + United Kingdom
 ☐ + Germany
 ☐ + Australia
 ☐ + Spain
 ☐ + Sweden
 ☐ + Portugal
 ☐ + Finland
 ☐ + Luxembourg
 ☐ + Norway
 ☐ + United States
 [Show fewer filters](#)
[Add filter](#)
[Save segment](#)

Search leads

☐	Name	Last visit	Activity	Duration	Visits	Sources	Tags
	Dom Maklerski Tms Brokers S.a	12:02		2h	4		
	Wärtsilä Valves Limited	10:32		2m	1		
	Flama S.a.	10:25		1h	4		

How Albacross increased SQLs to opportunities by 17%...

3. We added filters that matched our ICP. For example, locations we wanted to include, 200+ employees etc.
4. We then added more filters based on activity. We excluded converted/ form inputs and included 1-25 visits and 30 seconds + session duration.

FIRMOGRAPHIC DATA:	ACTIVITY SCORING ON SITE
 Western Europe, US & Canada.	 Exclude converted / form inputs (such a great feature btw!)
 200+ employees	 Pricing page
	 Session duration 30 seconds +

5. We saved these segments and went on to create a workflow in Albacross so we could export this data to Hubspot.

All workflows
Email Report 2
Zapier 1
Webhooks
Pipedrive
Slack 2
Hubspot 2
Integration settings
COMING SOON
Salesforce

Albacross leads > Hubspot outbound pipe

Active

GENERAL
Workflow name
Albacross leads > Hubspot outbound pipe

CONDITIONS
Segment
50+ leads excl blog etc

OUTPUT
COMPANY CONTACT DEAL

How Albacross increased SQLs to opportunities by 17%...

- We exported company and contact information as well as deal stages (you can also choose which fields you want to map in Hubspot).

Deals

Table Board Search for a deal Actions Import Create deal

All deals	PROSPECT FROM ALBACROSS 43	QUALIFIED TO VIKTOR 12	QUALIFIED TO JOHAN 21	QUALIFIED TO ANU 32	FOLLOW UP REQUIRED
My deals	Sloneczko Amount: €4,800.00	Codingame Amount: €4,800.00	Mil-tek Danmark A/s Amount: €4,800.00	Profield Amount: €4,800.00	
All saved filters >	Symantec Corporation Amount: €4,800.00	Sympa Hr Amount: €4,800.00	Translyft A/s Amount: €4,800.00	Owens Corning Amount: €4,800.00	
Pipeline	Biltmore Furniture Amount: €4,800.00	Audiens Amount: €4,800.00	Hesehus A/s Amount: €4,800.00	Oscar Software Amount: €4,800.00	
Outbound - Albacross	Komma Mediadesign Amount: €4,800.00	Troika Germany GmbH Amount: €4,800.00	Advokatfirman Marlaw Amount: €4,800.00	Newsletter2go Amount: €4,800.00	
All deals	Total: €206,400	Total: €57,600	Total: €100,800	Total: €153,600	

Help

- We set up automatic notifications in Slack which meant SDRs would instantly be made aware of hot leads they could prospect.

 **Albacross** APP 1:19 PM

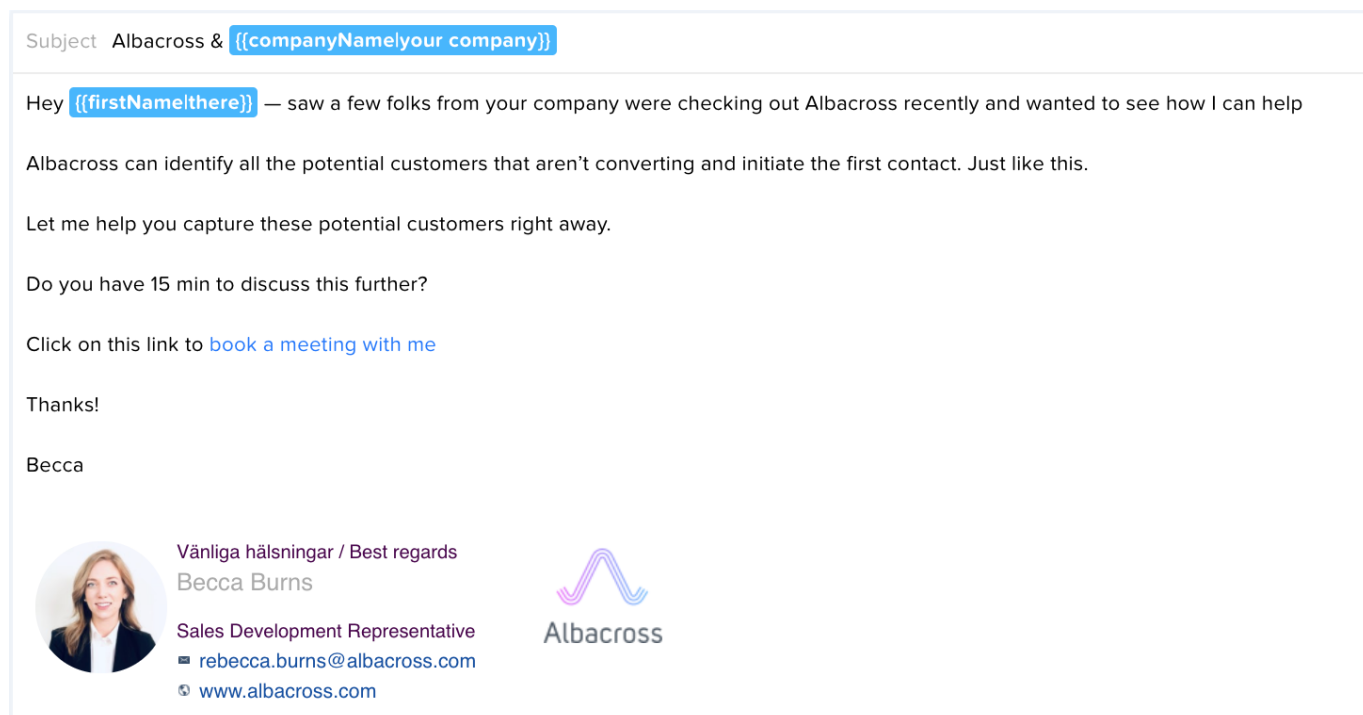
You have a new lead:
United Digital Group

Workflow: Albacross leads > Slack

Country:	Germany 	Activity	
Employees:	1000	Duration:	1559 s
Address:	Rheinlandstr. 10 Ludwigsburg 71636	Pages Visited:	2
Industry:	Internet	Top Pages:	.../newsroom/automate-outbound-for-sales 50% .../what-is-a-lead-generation 50%
Website:	udg.de	Visits:	1
Revenue:	100M € - 250M €		
Company phone:	+497141643860		

How Albacross increased SQLs to opportunities by 17%...

8. Our SDRs went on to use various outreach techniques to prospect and book meetings.



So, what was the result of qualifying and prospecting these outbound leads that didn't convert through inbound the first time round?

Within the first 2 days, **20 deals appeared in our pipeline.**

In one month we acquired **162 leads** into our pipeline and booked meetings with 34 of them. This increased our opportunities **by 17%**. Within 2 weeks, we closed **9 deals** from the **34 meetings**.

How Albacross increased SQLs to opportunities by 17%...



On average, I previously spent 2 hours per day prospecting. We've trimmed that down by 75%. In fact, I hardly spend any time prospecting, I'm too booked up with meetings!"

Becca Burns, Head of SDR and Process Manager

Those 2 hours included time spent researching a company, finding contact details and reaching out to them. Not to mention that often this would be time spent on cold leads. The research is now automated and readily available. Our SDRs now spend the time looking at the leads activity data (you can see their entire behavioral journey within Albacross) meaning they can be far more targeted in their approach.

All those extra leads, just by optimizing our outbound pipeline and proactively prospecting our unconverted ideal accounts visiting our website.

Bottom Line

By now, you've probably realised that your team has a great opportunity to use intent and ICP data to prospect and outreach those leads that never converted through inbound. Just like we did at Albacross.

Let's recap on what you need to do to implement this rock solid strategy:

1. Define your ICP - make it clearer than ever!
2. Use Albacross to identify the target accounts that fit your ICP AND have high buying intent
3. Populate your SDRs outbound pipeline with these leads
4. Prospect the prioritized leads
5. Align your technology - automate the process but check it works manually first!
6. Track your results and calculate your ROI

In this guide, we've given you a step by step process for how you can convert the unconverted— and we know you'll thank us when you start converting and generating revenue on your target accounts that didn't reach MQL stage.