



THE MARKETER'S GUIDE

TO ALBACROSS

**HOW TO USE ALBACROSS
TO CONVERT MORE WEBSITE
VISITORS INTO QUALIFIED LEADS**



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What is Albacross?

What Does Albacross do?

Albacross is a B2B lead generation and account intelligence platform. It helps marketing and sales teams identify their ideal customers visiting their website and gives them the insights they need to generate more qualified leads, make prospecting more efficient and close more deals.

What Albacross Does for Marketers

- It helps you identify the companies on your website that didn't convert through form fills.
- It helps you generate more qualified leads for your sales team.
- It helps you recognize the ROI your website drives.
- It allows you to track website activity to discover visitors showing buying intent.
- It helps you personalize your website content for each visitor.
- It provides enriched company and contact records in your existing stack including your CRM.

What Albacross Does for Sales:

- It provides improved sales intelligence on the accounts that visited your website in real time, directly in your CRM.
- It reduces time spent researching prospective accounts.
- It gives you enriched company and contact information of your ideal customers who have shown interest in your product or service.
- It allows you to find and connect with decision makers.
- It helps you understand your ideal customers better, enabling you to drive more targeted and personalized sales conversations.

Why Albacross?

The B2B buying journey has changed in recent years. A LOT. Most buyers self educate and research solutions online, making them anonymous for the majority of the buying cycle.

What's more, the typical conversion rates of people who do identify themselves through form fills on your website are low. On average, only 2% of website visitors will convert.

What is Albacross?

Albacross shines the light on the anonymous research phase, helping you to identify your website visitors who match your ideal customer profile and show buying intent on your website. Once you know who these accounts are, they can be prioritized, prospected, nurtured and converted into customers.

Albacross provides the company and contact information salespeople can use to prioritize their outreach efforts based on leads identified through Albacross— leads who show high buying intent, like those who visited your pricing page or visited your site multiple times.

What Albacross is not

Albacross is not a marketing automation system, nor is it a CRM or all-in-one platform. We have created powerful integrations that allow Albacross to work seamlessly with the platforms you already use. We know it can be difficult to maintain lots of different tools, so we've purposely designed Albacross to be the data source that works its magic in the background, sending intelligence that enhances your existing technology stack.

Typically our customers will connect Albacross with Hubspot CRM, Salesforce, Slack, Pipedrive, Zapier and many more. Of course, if you prefer not to integrate Albacross with other systems, that's fine too. You can simply export the data to Email Reports, Google Sheets or similar.

Who is Albacross for?

Albacross was designed for marketing and sales professionals.

Typically, we find that marketers are interested in using Albacross to see the companies visiting their website and to generate more qualified leads and intelligence for their sales team. We predominantly see demand generation marketers getting in touch with us first who then bring in their sales team to test out Albacross in their free trial or proof of concept period. We recommend that marketing teams bring in their sales team as early on in the process as possible to see the value Albacross can bring and to get buy-in from stakeholders.

The most common use case we see is marketers sending leads that didn't convert on their website to the team handling outbound sales. This could be Sales Development Reps (SDRs)* or Business Development Reps (BDRs) depending on the structure of your organization. Albacross allows them to prioritize leads who visited their website ahead of cold leads, enabling them to move leads down the funnel and into the hands of Account Executives quicker.

**Throughout this guide we'll be referring to SDRs as the team responsible for Albacross lead management.*

How to Set Your Objectives for Albacross

Like with any new platform, system or tool you onboard, outlining what you're trying to achieve and identifying the problem you're trying to solve is always the first step.



Customers using Albacross typically want to achieve two things:

- 1. Convert more of their existing website traffic*
- 2. Generate more qualified leads for their sales team*

To make this a reality, start by defining your current situation.

- How much website traffic are you converting today? (Industry standard is 2%)
- How many inbound leads are your SDRs qualifying/month?
- What's your monthly close rate? How many of those leads become opportunities and closed deals?
- What's your net new Annual Recurring Revenue?

Then, figure out how much you want to increase these figures by.

If your wider revenue goals in marketing and sales are to increase ARR by a certain percentage, assess how investing in Albacross will help you get there and use these figures to determine how much you need to increase your number of MQLs per SDR to achieve your goal.

Since, your Sales team will see the value of Albacross just as much as marketing, we always recommend you get them involved in the process early on. Depending on how you use Albacross, it may mean different levels of training for your Sales team.

We recommend that should you need to train your SDRs in the Albacross platform, you choose a select few for the pilot and roll out to the rest of the team in phases. Set yourself a deadline as part of your objectives for when all SDRs should be onboarded and using Albacross.

How to Get Your Sales Team on Board with Albacross

As discussed earlier, the impact of Albacross on your Sales team will largely depend on how you use the platform and how many extra leads you're generating per month.

It's important that you share your objectives with your Sales Lead so they understand how many increased leads you are likely to get and what that means in terms of SDR and AE resources. Will they need to re-prioritize how they prospect, do manual outreach and take intro meetings? Will the existing AE's be able to handle more opportunities or will you need to hire more people?

Getting individual Sales Reps on board with Albacross is relatively simple. If you choose to integrate Albacross with your CRM, the change to everyday life for SDRs will be minimal since leads identified through Albacross will appear directly in your CRM just like any other inbound lead. The only difference is the number of leads will increase.

You'll simply set up a segment for each SDR and they will automatically be assigned as Lead Owner in your CRM. If you integrate Albacross with Slack, your SDRs will be notified of a new lead in their own dedicated channel. Training is minimal in this case.

However, it's also possible to give SDRs 'Viewer' access to the Albacross platform so they can take advantage of additional information like a more detailed view of a lead profile, activity data and access to our 400M database of contacts. If this is the case, you'll need to decide whether you onboard all the SDRs at once or run a pilot with a couple before rolling out to the rest of the SDR team.

If you're not ready to integrate Albacross with your CRM, you can export the leads into several formats including Email reports or Google sheets. This requires your Sales Reps to action the lead lists and may also mean they need to go into the Albacross platform to get the intelligence they need to follow up. Therefore, you'll need to show them around the platform and get them trained up on how to use it. This is something our Customer Success Team can help you with.

Sales Engagement Best Practices

- Have members of the Sales team try out Albacross in the free trial period so they see the value themselves.
- Have a technical team member attend meetings during the buying process, particularly if you want to integrate Albacross into your existing stack. This could be a colleague who looks after Data Analytics or a Salesforce Administrator, for example.
- If your use case involves Sales Reps going into the Albacross platform, start training just 2-3 Sales Reps and scale afterwards.
- Have your pilot SDRs attend the onboarding training sessions with the Customer Success Team at Albacross so they get a better idea of best practices for following up with Albacross leads.
- Set up an SLA between marketing and sales which outlines commitments from both teams for working the leads. This should include a timeframe which the sales team must follow up on a lead by.
- Have your Sales Reps feedback on the quality of the leads generated through Albacross on a monthly basis.

How to Follow up With Albacross Leads

As discussed earlier, we recommend you route the leads identified through Albacross to your SDR team. Since the prospects who visited your website didn't convert, they present the ideal opportunity for SDRs to follow up on, with the goal of qualifying them and then passing them over to Account Executives.

We've established who should be responsible for following up on Albacross leads but how should they go about it?

While Albacross leads are more likely to become qualified since they hit your pre-qualification criteria as per your set up in the Albacross platform, they still need to be nurtured in the same way as any other lead. Therefore, it's important to set expectations with SDRs that there is still a process for these leads and that the work to qualify them still needs to be done. Highlighting this early on, as well as providing them with recommendations on the best way to follow up with Albacross leads will help you get your SDRs on board.

We recommend you enroll Albacross leads into an outbound sequence of phone calls, emails and LinkedIn messaging.

Here's an example of the outbound sequence we use at Albacross for our Tier 1 accounts (these being our highest quality, highest value leads). There are 15 touch points, spanning 27 days. This sequence works because it incorporates a combination of outreach tactics which gives you a good foundation to be able to test out which communication channels work for your prospects.

Note: This sequence is just a guideline. If your prospects respond positively on a certain channel, make sure you accommodate that preferred communication channel rather than try to fit them into this sequence.

For the prospects that are not ready to buy or finish the sequence without converting should be sent back to marketing for nurturing. It's a good idea to set a time frame for when leads will be sent back. For tier 1 accounts you may want to consider only doing so after 90 days. For less qualified leads this may be 30 days or less.

For tier 1 accounts, we recommend this sequence be executed manually so that you can personalize the communication each time using a persona-based approach. For lower quality leads you might decide to automate some of the touch points such as the follow up and break up emails.

Activity	Task	Day
1	Phone Call	0
2	LinkedIn Follow	1
3	Manual Email	1
4	Follow up Email	3
5	Phone Call	3
6	Phone Call	4
7	Follow up Email	4
8	LinkedIn InMail	7
9	Phone Call	10
10	New Email	14
11	Follow up Email	15
12	Follow up Email	17
13	Phone Call	19
14	Phone Call	21
15	Breakup Email	27

When it comes to communicating with Albacross leads, there is a distinctive advantage to following up on these leads vs cold leads. You know they have visited your website and have high buying intent and you may know which technologies they are using (if this is an important factor for your product). Additionally, the activity data you previously collected 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. For example, we use an educational approach for leads who have visited our product pages (our BDRs record videos using Loom, talking about how our products can help them solve their problems). For those that visited the pricing page, we use a more direct sales approach and ask to book a meeting straight away.

Tactics for SDRs

Phone Call

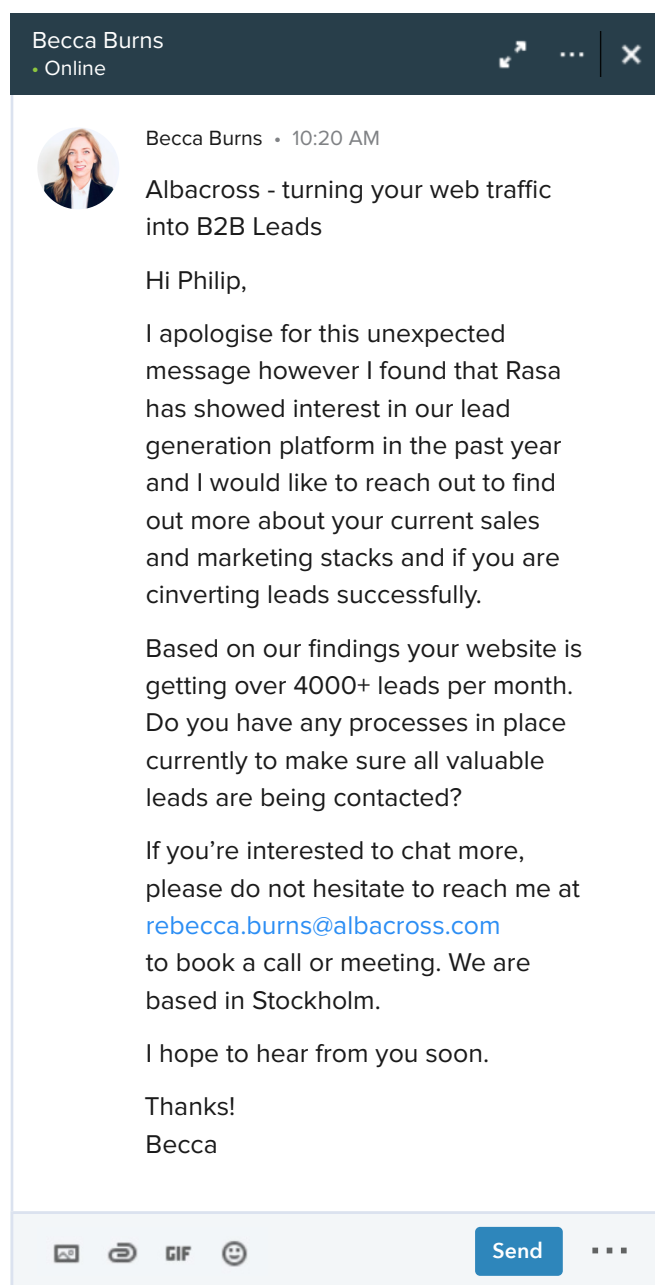
With practice, sales calls can prove to be extremely effective. When your SDRs call someone at the target account who visited your website they have a chance to have a real, authentic human interaction. And this enables them to build trust and establish a relationship. If the SDR is unable to reach the decision maker straight away, it's important to express that people at their company have been looking at your site and that the SDR would like pointing in the right direction.

LinkedIn

LinkedIn is a great way to find, connect, and engage with prospective buyers in a more authentic way. SDRs can connect with the decision makers from your target account by revealing the contacts working there in Albacross and send them a similar message to this one.

Marketing Email Campaigns

It's possible to route prospects who have visited your website into lists that can be uploaded to your Marketing Automation system. We recommend the leads you found to be not ready to buy when your SDRs made contact be routed back into your MA for further nurturing. With the company and contact information you gather through Albacross, you're able to put prospects in the most appropriate nurture campaigns.



Personalized Emails

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

They can try 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.”

How to Implement Albacross Into Your Existing Tech Stack

We know having the insights you need in the platforms you already use is important. We also know that for many organizations, your CRM is the glue that holds your customer interactions together.

Albacross was made to work in perfect harmony with your CRM. Here is some information to describe our integrations with leading CRMs.

Salesforce

[Salesforce for Albacross](#)

lets you add and update account and lead information of website visitors directly in Salesforce to give your Sales team the intelligence they need to move prospects down the funnel and close more deals.

The integration enables you to automatically fill your Sales team's pipeline with companies that have shown buying intent on your website. That means SDRs can prioritize inbound leads based on engagement to make prospecting more efficient.



In addition the integration provides:

- Two way sync which means we add, update and enrich your data in your CRM.
- Website activity like session duration, number of visits and which pages a lead visited directly in Salesforce.
- The ability to create Accounts and automatically assign an Account Owner to ensure your most qualified leads are followed up on in good time.
- User permissions for SDRs to access Albacross as a Viewer so they can access lead profiles and 400M contacts database.

Hubspot CRM

By combining [Hubspot CRM](#) and [Albacross](#), you can automatically fill your Sales team's pipeline with leads visiting your website. Sync company and contact information so they're always referencing the most up to date data and view website activity to get the insights needed to close more deals.



In addition the integration provides:

- Two way sync which means you'll always have the most current, updated data in Hubspot. Where you had previous gaps, we'll enrich the data.
- Website activity like session duration, number of visits and which pages a lead visited directly in Hubspot.
- The ability to automatically assign an Deal Owner and create deals to ensure your Sales team never miss a good fit lead again.

Slack

When an account of interest visits your website, you have a window of opportunity following that visit to make an impact. Our integration with Slack alerts Account Executives (AE) of the activity so they can reach out at the optimum time in the buyer's journey.

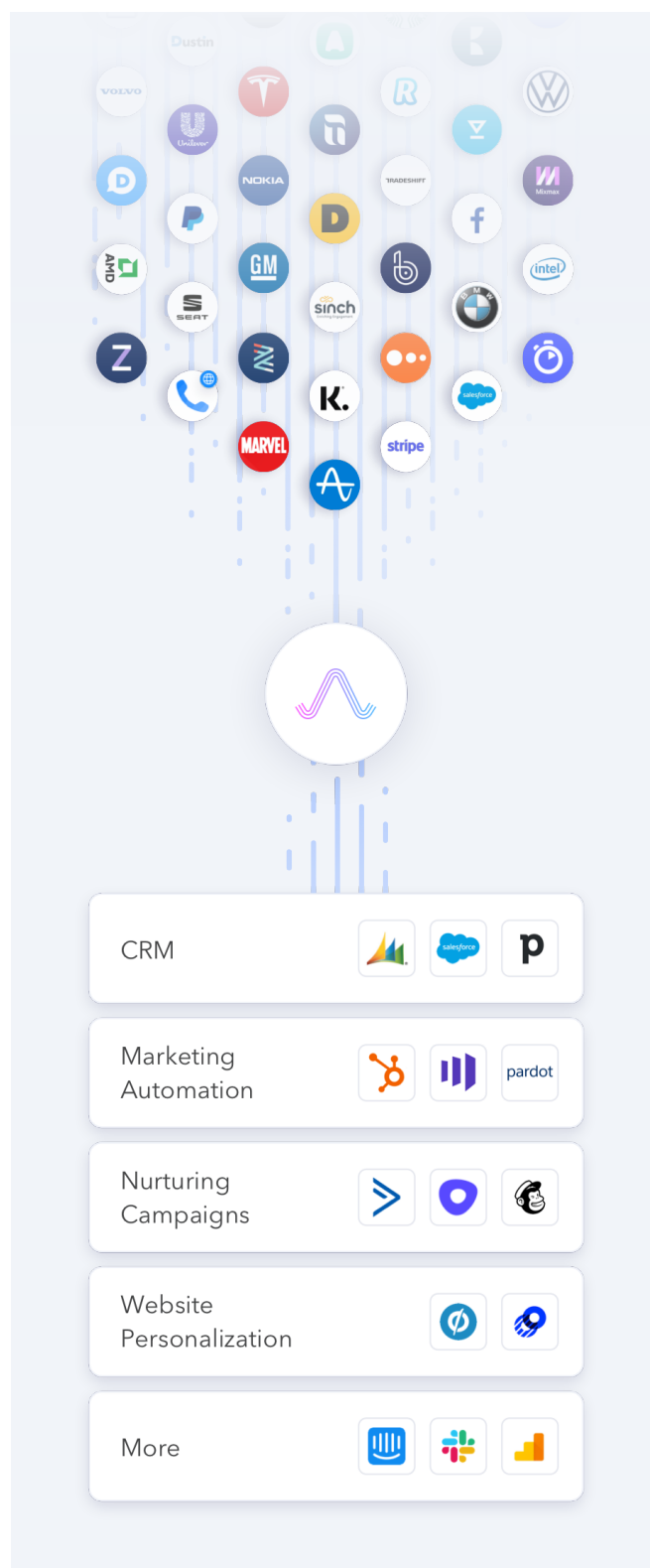
Most customers will create individual channels in Slack for each AE so when an account revisits your website or shows buying intent, the Account Owner will be notified instantly.



You can also create notifications for SDRs when a lead that has matched your pre-qualification criteria visits your website. This means they can prioritize those leads ahead of colder leads they may have on their list to get in touch with.

Other Integrations

It's not just CRMs or communication platforms that our customers connect Albacross with. Many will integrate with marketing platforms such as Marketo, Pardot and Hubspot Marketing Hub as well as sales engagement tools such as Outreach and Salesloft. These, along with a further 500+ apps you can connect with, are all available through third-party integration tool, Zapier. You can also use Webhooks which allows you to connect data to other tools and platforms. We commonly see customers using Webhooks to integrate Albacross with Microsoft Teams.



Data Considerations

Whichever platform you choose to integrate Albacross with, we recommend as part of the implementation process you consider these things:

- What data do you want to gather in Albacross?
- What data do you want to send and to which platform?
What fields will you map? (i.e. company domain name, number of employees, country, region)
- What personas are you targeting? Which job roles will you send and how many contacts per company will you send to your CRM or other platform?
- To utilise the two way sync you'll need to share your data with Albacross. What internal process do you need to go through with your data security team to achieve this?

Note: The set up of our integrations are usually simple but we recommend you bring in the technical person who will be responsible for implementing the integration early on in the process to make sure everything runs smoothly. (You'll also receive technical support from Albacross).

How to Measure ROI of Albacross Following Your Free Trial

A shiny new platform is all well and good but if it doesn't achieve a return on investment, it's deemed a failure. You want to be able to show your stakeholders the real value that Albacross brings. We already talked about assessing your current situation in the 'How to set objectives for Albacross' chapter. Let's recap on the information you need to have to hand to be able to work out the ROI of Albacross.

Average
SQL per month
per Sales Rep

Average
deal size

Average
number of
closed deals
per month

Booking
rate %

Closing
rate %

Let's say your average SQL/month is 40 meetings per Sales Rep. Your average deal value is 30,000 EUR. You average 5 deals per month per Sales Rep. That's 150,000 EUR/month.

You then go through your free trial period with Albacross. Following the results from your free trial you achieve:

5,000 leads/month

1,500 SQLs/month at a 10% booking rate which equates
to **150 more meetings/month**

Your closing rate is 20% which equates to **30 more deals/month**

In addition to an increase in revenue, you'll want to analyze the speed from lead to opportunity. Measure how many days it takes a lead identified through Albacross to become an opportunity and compare this against how long it takes to convert a cold lead into an opportunity.

Top tip:

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

Driving demand with Albacross is not just about increasing conversion of your existing website traffic. It's about identifying your ideal customers who show high buying intent to help you generate more qualified leads for your sales team.

The Albacross Playbook

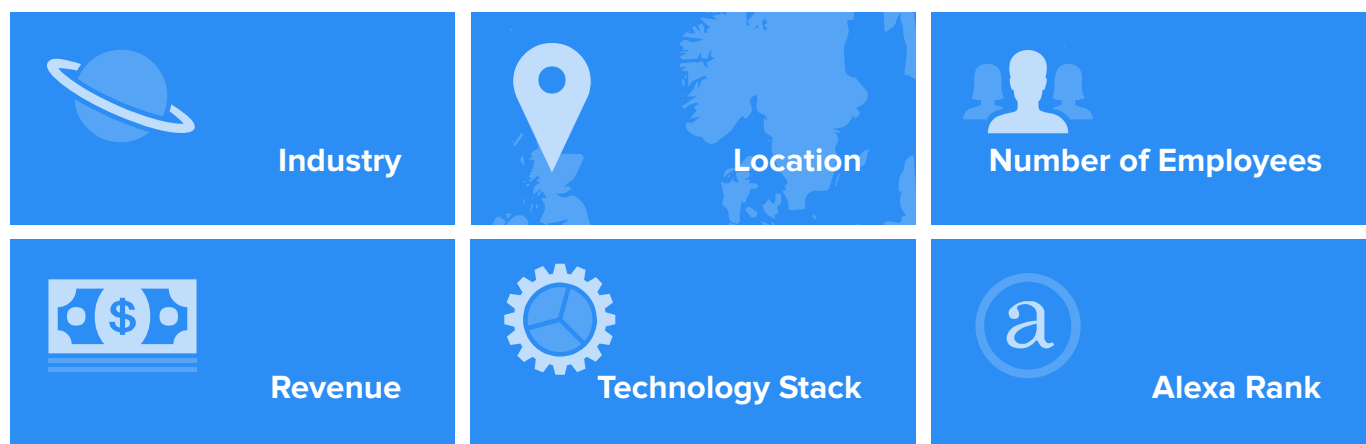
Once you've set up your Albacross account and installed the script on your website, you'll want to create playbooks for Albacross. Here are the first few we recommend you get started on.

Define Your Ideal Customer Profile

You may already have a good idea of what your ideal customer profile looks like or you may need to create one from scratch. Either way, it's really important to make it as clear as possible and make sure that your marketing and sales teams are aligned on it. This will ensure the leads you route to your Sales Reps from Albacross are high quality leads who will be a good match for your business.

To create your ideal customer profile, start by writing down a list of your 10 best customers. What firmographic attributes do they have in common?

Consider these criteria:



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.

This is not an exhaustive list but gives you a good indication of what to look for when defining your ICP.

Define What 'Buying Intent' Looks Like

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.

Here's how you might typically define 'high buying intent' on your site:

Top tip:

Set your barrier high - start by only routing leads that match your ideal customer profile. You can always optimize your segments and experiment with the criteria as time goes on.

- **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

Create Segments

Once you've completed the first two steps, you'll want to filter based on your ICP and website activity in Albacross. This will bring up all the leads that filter on your criteria. You can then create segments which will determine how you will allocate leads and where you will send the data to. The most common use case we see is to create segments for each of your territories or Sales Reps.

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 +

Set up an Automated Workflow

Perhaps the most important part of the Albacross playbook is defining your automated workflows. This helps route the right leads to the right place.

Most commonly, customers will send the data to their Sales Reps pipeline in their CRM and also notify Reps when a new opportunity appears in their pipeline via Slack. You can read more about how our integrations support this in '[How to implement Albacross into your existing tech stack](#)' chapter.

Once you have these things set up, your sales team will start generating leads which they can then work to qualify.

One of Albacross' customers, Reply, tried this playbook and they are now generating [60% of all their sales opportunities](#) through Albacross.

If you're seeing good results with this playbook and you're ready for the next step, you might also consider [Albacross Reveal](#). Reveal lets you personalize your website content for each visitor.

To set up Albacross Reveal, you'll install a separate code on your website and use Google Optimize to create new experiences for your website visitors based on their industry, location or company size.

**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		

Albacross & GDPR

Albacross reveals the companies visiting your website by identifying IP-addresses and matching them to company data in our proprietary database. IP-addresses constitute personal data and therefore, Albacross must comply with the GDPR. We have a range of resources that outlines how we comply including this [post](#) and this [checklist](#) which highlights what you need to do to ensure you comply with GDPR when you work with Albacross, including updating your privacy and cookie policies. We are happy to go through this documentation with your legal team.