

Leadoo is a conversion platform that **turns your passive website traffic into active leads, and tangible business outcomes.**

Through engaging onsite bots and tools, powerful personalisation, company identification, user journey mapping, analytics, sales alerts and CRM integration - Leadoo is the **definitive end-to-end website conversion platform.**

+74%

the average increase in base conversion rates that 800 Leadoo clients saw in their first 12 months of using Leadoo

[\[read report here\]](#)

The problem we solve

With 83% of buying decisions happening online, opportunities for website conversions have never been higher. But most site visitors are passive and not ready to buy. On average, **98% of site visitors leave without converting.** These **low conversion rates can plague performance.** So we're **on a mission to empower marketing and sales teams** to convert better.

As measurable and quality website traffic comes at more of a premium for marketers:

- Raising conversion rates is the most efficient way to keep leads consistently high
- While also helping to limit wastage in marketing activity

Therefore, **higher conversion rates can increase revenue and efficiency simultaneously.**

Leadoo provides all the tools and insights needed to:

- ✓ **Identify your website visitors**
- ✓ **Nurture them during their buying journeys**
- ✓ **Activate them onsite**
- ✓ **Ultimately convert** more of them into customers

Leadoo helps you



Turn passive website visitors into tangible business outcomes



Create engaging and personalised experiences to show off your brand



Get new visibility of who's on your website, and their buying journeys



Empower your marketing team with insights that will help sales



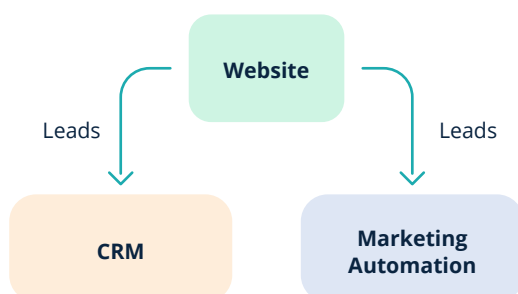
Integrate with your email & CRM for instant alerts and a streamlined stack



Turn your website into your best performing sales channel

How Leadoo creates marketing & sales efficiency

Old Way



New Way



A typical Leadoo roadmap

4-6 weeks:

- Our conversion experts onboard and train you.
- We integrate Leadoo with your stack.
- We build custom bots & content experiences based on our insights of your website & sector.

3 months:

- By 3 months, customers often see noticeable on-page engagement gains.
- Coupled with Company Identification, these improve UX and help power marketing efficiencies.

Monthly optimisation meetings with Leadoo to maximise performance and insights.

6 months:

- You have built up a far clearer picture of onsite buying journeys through the insights and sales tools.
- Based on the annual figure, conversion rates have often increased by 30+%.

12 months:

- With performance high from all the optimisation meetings, we enter ongoing test and learn phases.
- For 800 Leadoo customers, this was when their conversion rates had risen by 74% on average.

Typical journey and optimisation support for Pro customers. View [subscriptions & pricing here](#)

Why businesses trust Leadoo

What our clients say

I couldn't be happier with the service from the team, onboarding and understanding our problems and opportunities, right through to going live. Since going live, 75% of all marketing-qualified landlord leads that have come via online sources have been via Leadoo.



Adam Graver - Head of Performance Marketing - Lomond Group

Leadoo has been transformational for D-Tech, to the extent that we would now struggle to operate without it. The process of working with Leadoo is always good, onboarding is always easy, the bot solutions offered initially are always spot on, and the optimisations then help make these even better.



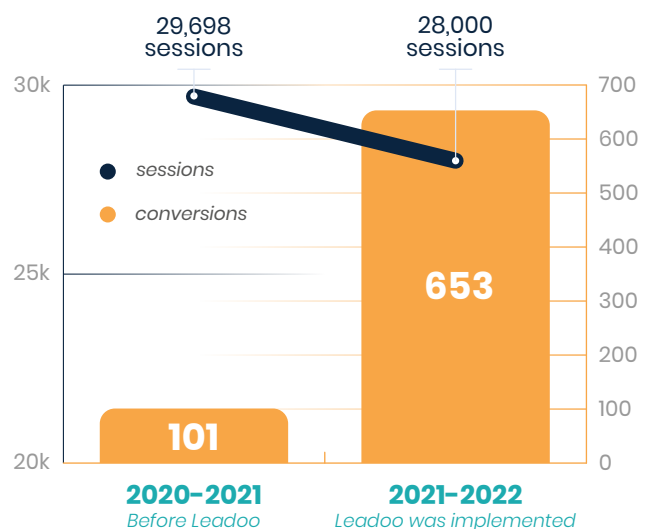
Andrew Butcher - Head of Digital - The Write Impression

The results we deliver

Quality website traffic is becoming more expensive and difficult to acquire in many cases. Our clients see a 74% average increase from base conversion rates after joining Leadoo, often leading to more conversions regardless of traffic levels.

Here you can see how a **546% increase in conversion rate led to our client D-Tech get 6 times more annual conversions**, despite actually receiving less website traffic in the 12 months after implementing Leadoo. Read their [full case study here](#).

We believe conversions, not traffic, are the key to successful marketing. That's why **we're the definitive Conversion Platform**.



Reviews

G2



Capterra



GetApp



(correct as of July 2023)