See who is visiting your site: Website Leads by Visable helps businesses acquire new customers

Hamburg, 17 February 2021 - Visable, the provider of the leading online B2B platforms EUROPAGES and wlw (formerly "Wer liefert was"), has expanded its portfolio of online marketing services with a new and powerful tool for lead generation on the web. Website Leads enables Visable customers to see who is visiting their company site after implementing a so-called tracking pixel on their homepage – in full compliance with the GDPR. The user can use this data to gain valuable insight into their target group and to get in touch with potential customers – especially in times of trade fair cancellations and missed field sales appointments, valuable contacts can be initiated in this way.

"Lead generation in the B2B sector is particularly difficult in corona times. Usual opportunities to present one's company and product range, especially trade fairs or other networking events, are undermined by the pandemic. Field sales visits are also much more difficult these days. A decisive element of interaction is missing. This is currently a problem for many companies. Website Leads therefore offers a new way to see who is interested in one's own offer and to get in touch with potential new customers," says Daniel Keller, CTO of Visable.

Insert tracking pixels, generate leads

This is how Website Leads works: First, the individual tracking pixel is integrated into the company's own website. Then the company name, address, website and time of visit are transmitted to the customer. This data is tracked and displayed in a list that the customer can view in their wlw account. Here, all companies that have last surfed the company website are displayed. Website Leads thus ideally complements the company profile on B2B-platform wlw: on the one hand, providers can view the visitors on their profile, and on the other hand, thanks to the tracking pixel, they also receive an overview of who visits their company website. The result is an optimal overview of which buyers are really interested in their own offer.

Data protection compliant

Since only company data is passed on by Visable, Website Leads is absolutely GDPR-compliant. Moreover, it works without cookies. In order to ensure that all legal requirements are adhered to when using it, Visable recommends that its customers adapt their privacy policy in advance. For this purpose, the online marketing expert has already prepared a sample text that every customer can easily adapt for themselves.

"With Website Leads, we have created an easy way for companies to generate new leads. By submitting contact details, it is ultimately possible for businesses to acquire potential new customers and thus effectively promote their growth," says Keller.

About Visable

Visable enables small and medium-sized industrial businesses to make products and services internationally accessible to purchasers. The company offers a broad range of specially tailored services for business customers to increase their digital reach. This includes a combination of company owned B2B platforms and online marketing services, such as Google Ads and retargeting campaigns.

Platforms operated by the Visable GmbH include wlw ("Wer liefert was"), which is the leading B2B platform in the D-A-CH region, with around 620,000 registered companies as well as the European B2B platform EUROPAGES, on which about 3 million companies are registered. Together, the two platforms reach more than 4 million B2B purchasers per month, looking for detailed company and product information.

With its online marketing services Visable offers businesses additional opportunities to increase their online reach. Visable is currently the only Google Premium Partner with a strong B2B focus.

The company Visable was established in response to the challenges of internationalisation and digitisation in the B2B market and employs today more than 410 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlw and EUROPAGES and continues to expand its marketplaces and online marketing services.

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