Using Similarweb For a Data-Driven Sales Approach Helps Simplr Close More Deals and Improve Pipeline Efficiency

Simplr is a customer support solution for growing brands. Providing on demand staffing with a network work-at-home specialists, bolstered by machine learning to deliver a quick and empathetic customer experience.

"Traditional ways of company sizing are irrelevant to a digitally focused business, and **Similarweb is the best publicly available data that we can use to size our companies**"

Joshua Smith | Head Of Business Development at Simplr

CHALLENGE

Targeting the right customers at the right time

For Simplr, understanding how many customer interactions are being made on a given site is an important signal about their need for additional customer support. To ensure an effective sales process, Simplr needed to find a way to target the right companies. In addition to overall traffic volume, seasonality can give an indication of peaks in consumer enquiries, giving an indication for a need to quickly scale customer support. By targeting fast growing digital brands, Simplr require constant visibility into digital performance to identify fast growing prospects and those seeing significant spikes in traffic.

SUCCESS

Leveraging Similarweb digital performance data to target the right accounts and reach out based on clear buying signals

Using SimilarWeb, Simplr has been able to get a in depth view into their prospects digital performance to **identify, qualify and prioritize potential companies based on solution fit and increasing need**. By gaining visibility into monthly traffic changes, Simplr's Business Development team can identify fast growing sites, which signals growing customer base which requires support. By using this buying signal, Simplr is able to reach out to the right prospect at the right time. Using SimilarWeb Market Intelligence data, **Simplr has improved the efficiency of their sales efforts by focusing only on qualified accounts, and overall sales performance by perfecting the timing of their outreach.**

Set up a one-on-one demo to learn how their success can be yours. **Contact Us**