CENGN

VISITOR QUEUE INNOVATION HIGHLIGHT

Visitor Queue

COMPANY OVERVIEW

Visitor Queue is a B2B lead generation software that uses IP addresses to identify the companies that are visiting a website so that revenue teams can sell and market to them. Gone are the days of 98% of website traffic leaving a website without converting, now you can identify who they are and increase website conversion rates.

LOCATION: LONDON, ON

TECHNOLOGY

Data Centre and Cloud

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PLENTY OF VISITORS BUT LOW CONVERSIONS

98% of website visitors leave without converting. These are potential clients that have shown an interest in a product or service but didn't convert. With every missed website visitor, a company also loses out on potential revenue.

IDENTIFYING VISITORS AND INCREASING CONVERSION RATES

Visitor Queue's service allows companies to identify the businesses that are visiting their website so they can personalize the web experience and increase conversions. If the visitor still does not convert, Visitor Queue provides this information to their sales team so that they can follow up with them. Visitor Queue currently works with a few thousand companies across the globe and have worked with some well recognized companies like Microsoft and Jones Lang Lasalle.

SCALE TESTING VISITOR QUEUE'S NEW PRODUCT

Visitor Queue added a new product, Personalize, to its platform that informs visitors on how much traction the page has received from similar visitor profiles. The company validated the scalability of its new product on the CENGN Testbed, conducting verification and load testing. The testing results demonstrated that the capacity, performance, and functionality of Visitor Queue's AWS platform could support the predicted usage in market. Beyond verifying the scalability of its new Personalize product, they used the CENGN project findings to improve system performance.

"After completing our testing, we can now confidently launch our product to thousands of clients and other small and medium companies that have a need for the product."

Nick Hollinger
Chief Executive Officer,
Visitor Queue