CASE STUDY

Site Squirrel Transforms the B2B Sales Processes for an International Shipping Company

Understanding the Modern B2B Buyer

Today's B2B buyer is highly independent, digital, and research-driven. According to industry data, 74% of buyers conduct more than half of their research online before speaking with a sales representative. With this client serving a complex and competitive international logistics market, understanding this buyer behavior is crucial. Site Squirrel B2B empowers their sales teams by identifying where prospects are, in their buying journey, and ensuring the company can engage leads effectively before competitors do, capitalizing on the fact that 36% of sales go to the vendor who responds first.

Site Squirrel Case Study - B2B

The Problem of Data Decay and How Site Squirrel Solves It

Data decay is a significant problem for companies like this this client. Every year, up to 20% of postal addresses and 25–33% of email addresses change. Site Squirrel solves this challenge by constantly updating and validating data, ensuring that their sales teams work with fresh, accurate contact information. The platform even uses artificial intelligence to double-verify emails, guaranteeing a 99% confidence score for successful outreach. This minimizes wasted time and lost opportunities.

Segmenting Results into Different Regions

Site Squirrel B2B enables the team to separate and segment its lead results by region, which is critical for a logistics and shipping company with operations that vary geographically.
This allows the sales teams to focus efforts strategically, targeting businesses beginning to shop within their shipping zones or key market regions.

Real-Time Lead Identification and Notifications

One of Site Squirrel's most powerful features is its ability to provide real-time alerts when a potential customer visits the client's website. Site Squirrel captures detailed information such as the visitor's company name, buying interest, and verified contact details. This immediate visibility into who is interested— and what they are interested in—helps the team prioritize high-value leads and follow up at the appropriate time.

Tracking Digital Footprints and Prospect Behavior

Site Squirrel's ability to track digital footprints across various platforms. Whether a prospect downloads a whitepaper, attends a webinar, clicks on an ad, or engages with keywords like "logistics services," "international shipping," or specific competitor names, This allows the sales and marketing teams to build a richer understanding of each lead's interests and intent, leading to more personalized and effective campaigns and sales outreach activities.

Company	LinkedIn	Visited	Site	Source
Boston Children'S...	in	4/9/2025 3:52:04 PM	.com	Direct
Ienjoy Home	in	4/9/2025 1:53:57 PM	.com	www.linkedin.com
Wells Fargo	in	4/9/2025 9:55:11 AM	.com	hs_email
Member Loyalty ...	in	4/9/2025 9:34:41 AM	.com	hs_email
Waterbury Hospit...	in	4/9/2025 9:30:26 AM	.com	hs_email
Kids Preferred	in	4/9/2025 9:29:54 AM	.com	hs_email
Gallo Vitucci Klar ...	in	4/9/2025 9:24:39 AM	.com	hs_email
Seattle Children'S	in	4/9/2025 5:35:03 AM	.com	Direct

Search Your Visitors — Export
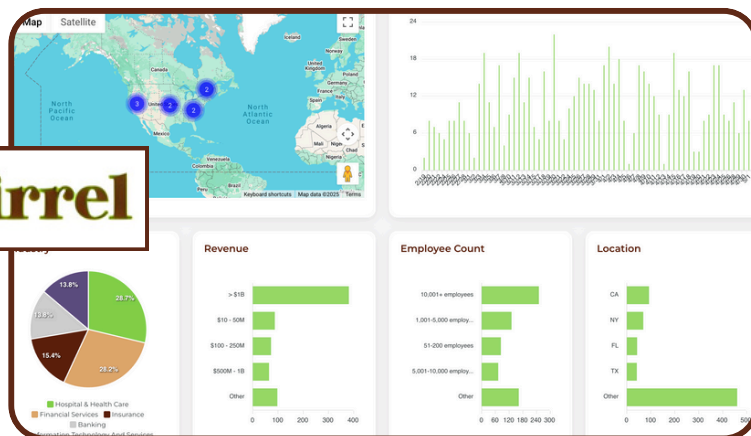
Remote Worker Identification to Expand Reach

In today's hybrid work environment, many decision-makers operate remotely. Site Squirrel B2B can identify remote employees visiting the website and provide direct contact data. This functionality ensures that the sales teams don't lose opportunities simply because buyers are no longer tied to a company headquarters, allowing outreach to stay relevant and timely.

Data Integration and Streamlined Workflows

Site Squirrel doesn't operate in isolation; it integrates seamlessly into many CRMs, email marketing platforms, and over 1,000 other applications. This real-time data flow ensures that newly identified prospects are instantly accessible to sales and marketing teams, supporting faster action and better coordination across departments.

Improving ROI Through Actionable, High-Quality Data

Ultimately, Site Squirrel B2B provides our shipping client with a powerful return on investment. By supplying actionable, high-quality data—validated by AI and real-time monitoring—we are able to target our ads more effectively, increase our email open rates, improve social engagement, and the sales teams are closing more deals. The combination of advanced data crawling, buyer intent scoring, and regional segmentation makes Site Squirrel a key asset in our client's B2B sales and marketing strategy.

Summary

Our B to B clients utilize Site Squirrel to effectively reach and convert B2B buyers, who now do most of their research online before ever contacting a sales team.

Site Squirrel Data solves the problem of data decay by constantly refreshing and verifying contact information with 99% accuracy, ensuring outreach is effective and efficient. It also identifies remote workers visiting American Shipping's website, which is crucial in today's hybrid work environment. With seamless integration into CRM and marketing tools, the platform helps our clients respond faster and personalize communications based on buyer intent, and ultimately drive more sales with a higher return on investment.

In additional to providing access to over 700 million company and contact records, Site Squirrel scores and ranks leads according to their readiness to buy. This helps our clients and their sales teams focus their time and resources on the most promising opportunities, rather than chasing cold leads. As a result, the client can shorten its sales cycle, increase conversion rates, and build stronger relationships with buyers who are actively searching for thier solutions.

Want to see how Site Squirrel can transform your digital engagement? Visit https://a2oak.com/site-squirrel/ to schedule a free trial.

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