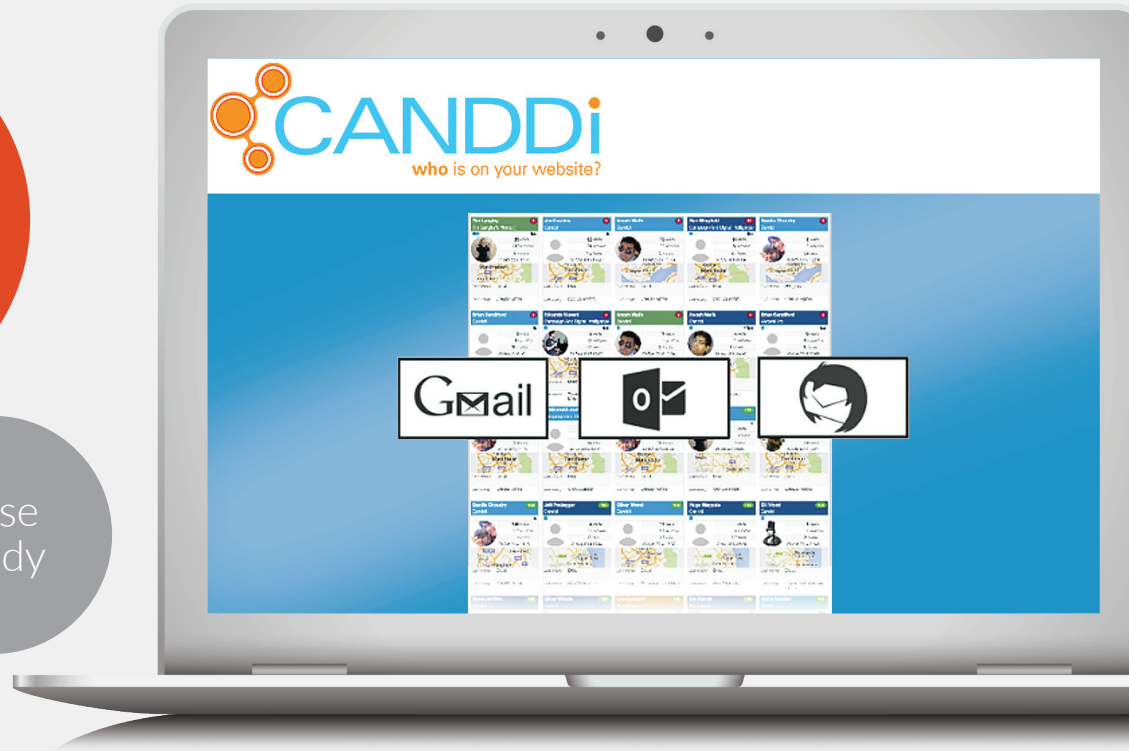


IBB Solicitors

CANDDi
User

Case
Study



Website

www.ibblaw.co.uk

Company size

29 partners, 85 qualified lawyers and fee earners,
and 198 employees in total, (including consultants)

Services provided

CANDDi

Website tracking tool CANDDi allows you to identify which leads are visiting your website so you can track their journey easily, thus dramatically cutting down time spent generating leads. This gives you and your team more time to do what you do best – run your firm!

The Results

Abby Winkworth, Partner and Marketing & Business Developer of IBB Solicitors has tried CANDDi for herself and has noticed the positive change it's had on the business.

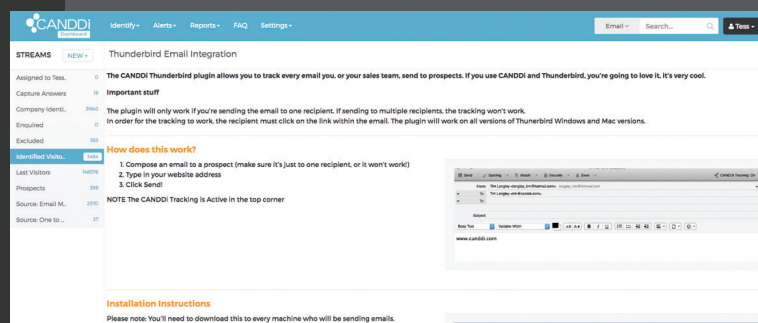
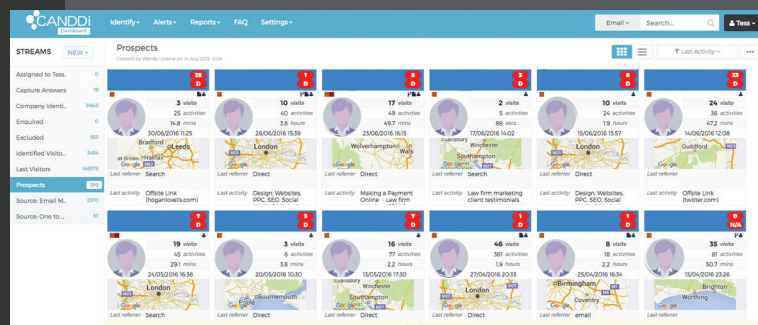
Would I recommend CANDDi?

"I would advise that other law firms invest in CANDDi. It allows you to track the behaviour of your website visitors from page views, to case studies, products, downloads, videos and a more. For that reason, it makes tracking down leads so much easier."

How did CANDDi assist you in this?

“In this instance CANDDi helped us to pinpoint when an opportunity was warming up and allowed us to act accordingly.

Without CANDDi, it would have been like walking around with a blindfold. Knowing who is visiting your website, what they're looking at and when is crucial to chasing up quality leads.”



3 words you would use to describe CANDDi?

Clear

It's really easy to pick up and use. It has a clear layout and conveys information quickly and simply.

Useful

Without CANDDi, we would let quality leads fall off the radar. It allows us to pinpoint people in the early stages of discovering and researching us.

Timesaving

By keeping us updated automatically when a new lead visits our website, it gives us more time to focus on other things in the business.

To know more about us and why we are your best choice, visit our website www.conscious.co.uk. Or to speak to someone about what we can do for you, call 0117 325 0200.

We look forward to hearing from you.

conscious

brand, design & marketing for law firms