

# Webcrawling+KI+PowerBI= Automated Lead Generation

Microsoft Cognitive Services



LeLead generation in the age of digitization.

## Lead-Generierung using AI

*The automated search for relevant information on the Internet and the AI-supported processing of the collected data leads to an increased quality of the leads provided for sales in this way.*



### Why customers use the solution:

- No time-consuming manual web search by sales employees
- More valid leads through AI based evaluation
- Clear presentation using PowerBI
- cost reductions
- High integration depth into the Microsoft landscape

## More Leads using Cognitive Services

- KI automatically analyzes identified leads
- Continuous improvement through AI training
- Significant increase in top lead rate

## No manual search

- No time-consuming manual search by newspaper search or Internet search
- Focus of the sales staff on the core business

## Data prepared by PowerBI

- All sales-relevant data at a glance
- Sales-oriented prepared data

**High quality lead generation**

**Automated search saves time and resources**

**Simple sales work due to optimally prepared data**

With the Lead Machine, we were able to generate top leads in a short time that would not have been possible to find with a manual search. The investment can thus pay for itself in a short period of time.

# How the Lead Machine Works

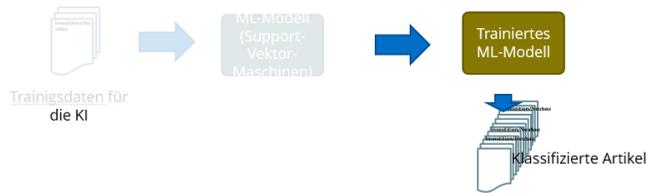


## Facts and statistics

- Fully automated lead generation
- Continuous improvement of quality through machine learning

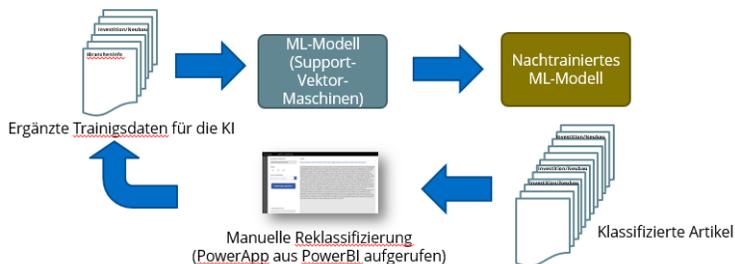
### Funktionsweise der eingesetzten KI

- > Trainieren des Modells
- > Scoring der Artikel



### Funktionsweise der eingesetzten KI

- > Feedbackschleife & Retraining



### Technologien



Präsentationsebene

Analytics & Data Science

Workflow und Datenhaltung

## Our promise to you

More leads and more deals

## An offer to get started

- Identify your requirements for a Lead Machine
- Identification of use cases and potential for improvement
- Development of a functional MVP (Minimal Viable Products) with inherent focussing
- Enablement and coaching of your employees with the new application possibilities by adesso

## With Microsoft technologies to more revenue

- Optimize your lead generation with digital and cognitive capabilities
- Increase your top leads and closing rates
- Sustainable cost reduction potential through relief of the sales employees

## Why adesso?

adesso offers its customers a holistic approach that combines proven consulting methods and competencies with superior technological capabilities and deep industry know-how. adesso has more than 20 years of experience in the implementation of digital business solutions with Microsoft technologies as well as the realization of tailor-made solutions in partnership.