

PERMAGROUP · 2026

Permaleads Visuals

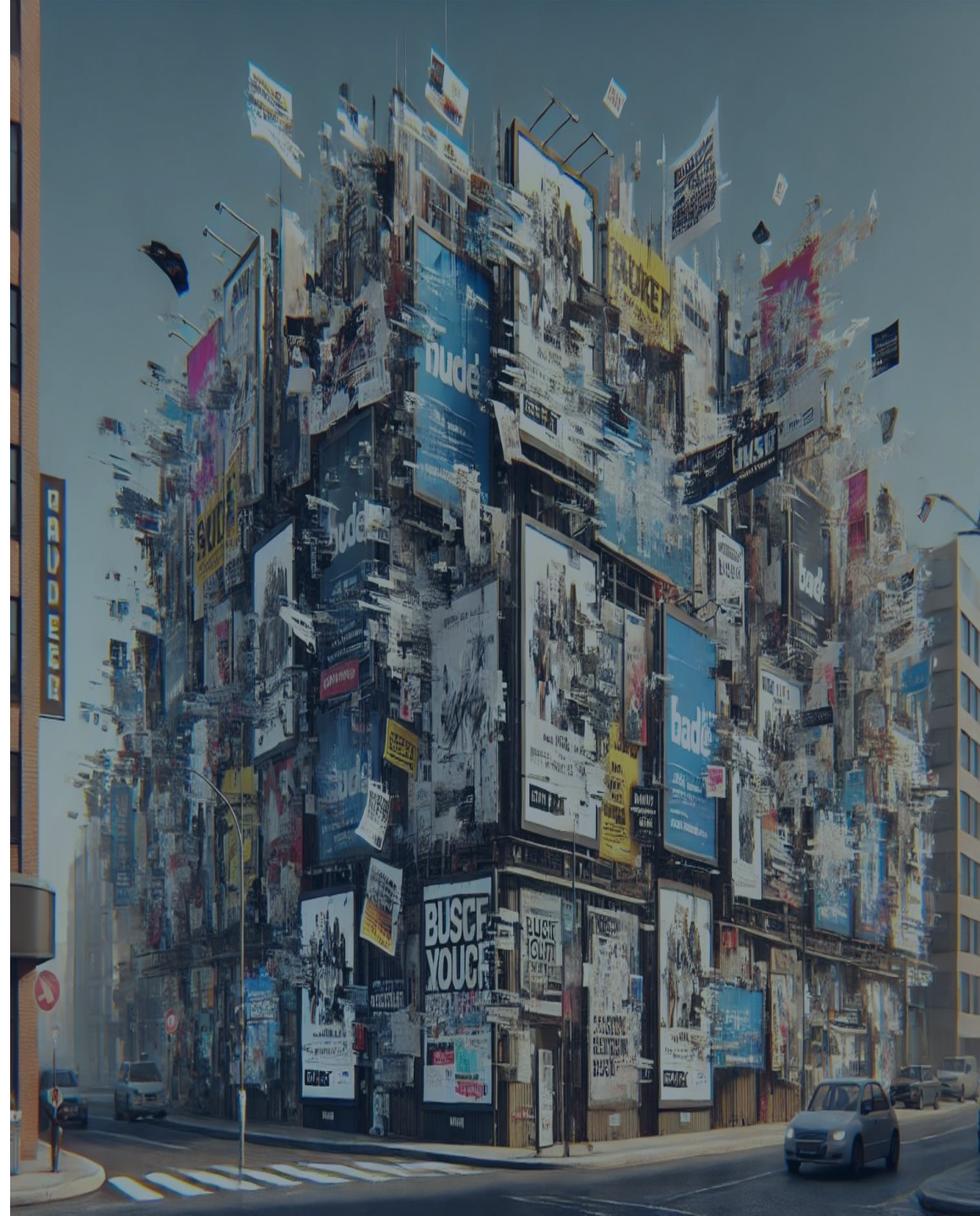




FOUNDATION

Our Goal with Permaleads

- 01 Innovative Solution
- 02 Extra-ordinary Sales Growth
- 03 Potential New Business identification
- 04 Cross-Sell with existing Clients



OUR SOLUTIONS

Permaservices at a Glance





01

Overview

permaleads

Dashboard

Leads

Tasks

Users

Heatmap

Permacall New

Settings

Q&A

Manual

Support

Marketing Buddy
Supervisor

Leads
558 companies matched your active filter – 2 new this week

Search

Sort by

Saved Filters

Search Filter

Company	CATEGORIES	ASSIGNED TO	Engagement	Rating	AI Engagement Score
☐ Awema AG NEW Brüel 11 · 8526 Oberneunforn, Switzerland G	+ x	Claudio Antonica ×	3 Visits < 1m last 21.08.26	★★★★★	20 <input type="range"/>
☐ Bibus AG Allmendstrasse 26 · 8320 Fehraltorf, Switzerland A ↔ G	Prospect in Contact × + x	Claudio Antonica ×	6 Visits > 30m last 21.08.26	★★★★★	72 <input type="range"/>
☐ Datalogue GmbH Gorch-Fock-Wall 1 a · 20354 Hamburg, Germany ↔ G	Customer × + x	Claudio Antonica ×	17 Visits < 10m last 20.08.26	★★★★★	42 <input type="range"/>
☐ BALZ informatik AG Spitalstrasse 2 · 3454 Sumiswald, Switzerland G ↔	Target × + x	Claudio Antonica ×	2 Visits < 1m last 17.08.26	★★★★★	15 <input type="range"/>
☐ SFS Group AG Rosenbergsaustasse 8 · 9435 Heerbrugg, Switzerland A G ↔	Customer × + x	Claudio Antonica ×	18 Visits < 10s last 17.08.26	★★★★★	5 <input type="range"/>
☐ Beijing Guanghuan Xuntong Digital Technolo... NEW Room 8B, Floor 7, Dongfang Square Xisan Office Building... ↔	not relevant × + x	Assign x	1 Visits < 10s last 17.08.26	★★★★★	12 <input type="range"/>
☐ HFR Meyriez-Murten Spital Chemin du Village 24 · 3280 Meyriez, Switzerland G ↔	not relevant × + x	Assign x	4 Visits < 1m last 17.08.26	★★★★★	35 <input type="range"/>
☐ Rhodes University Droesty Rd · 6139 Grahamstown, South Africa ↔	not relevant × + x	Assign x	1 Visits < 10s last 16.08.26	★★★★★	10 <input type="range"/>
☐ Hug Engineering AG Im Geren 14 · 8352 Elsau, Switzerland ↔	Target × Prospect in Contact × + x	Claudio Antonica ×	1 Visits < 3m last 13.08.26	★★★★★	5 <input type="range"/>
☐ GEISER agro.com ag Winkelweg 5 · 3422 Rüttilen, Switzerland G	Target × Prospect in Contact × + x	Claudio Antonica ×	1 Visits < 30s last 13.08.26	★★★★★	10 <input type="range"/>
☐ AVIATION AI, INC. 440 Louisiana St Ste 550 · 77002 Houston, United States ↔	+ x	Claudio Antonica ×	1 Visits < 10s last 13.08.26	★★★★★	3 <input type="range"/>

- Automatic count based on filter setting
- Indication of new leads per week

Immediate information on the referrer



02

Lead Detail - Visits

Dashboard

Leads

Tasks

Users

Heatmap

Permacall

Settings

Q&A

Manual

Support

Marketing Buddy
Supervisor

Leads

2 / 50

Bibus AG

Allmendstrasse 26, 8320 Fehraltorf, Switzerland · bibus-holding.ch · +41448775011

Registration numbers: CHE-103.241.687

Monetas Moneyhouse LinkedIn Xing

ASSIGNED TO Claudio Antonica

Tasks 0

New task

VISITS 6 113.0 min

RATING ★★★★★ not assigned to you

AI ENGAGEMENT SCORE 72

LAST 21.08.26 2 d

REFERRERS

PAGES VISITED 10

Visits

Company Insights

AI Engagement Score

Company Intelligence

Hide workspace

Filter for visited URL that contain...

Group by Users

21.08.2026 - 13:00 13 Views > 30 minutes

18.05.2026 - 07:50 1 View > 30 minutes

15.04.2025 - 07:54 3 Views > 30 minutes

Time	Duration	Page
15.04.2025 - 07:54	00:03	Permagroup GmbH : Erfolgreiche B2B Lead Generierung /home
15.04.2025 - 07:54	00:14	Permagroup GmbH : Permalytics -Zielgruppendefinition /permalytics
15.04.2025 - 07:55	77:09	Permagroup GmbH : Permacode auf Webseite integrieren /permaleads/permacode-auf-webseite-integri

11.03.2025 - 09:45 1 View < 10 minutes

Workspace

ASSIGNED USER Claudio Antonica Remove assignment

Prospect in Contact

COMMENTS 0

Add your comment

Comment

VISITED PAGES 10 Expand

/permadigital

/permaleads

/alle-loesungen

/ueber-uns

/

...

Block this lead

- New arrangement of the Lead information
- Specific structure on the top KPIs

Enlarge the workspace

Permagroup | Permaleads Visuals

04



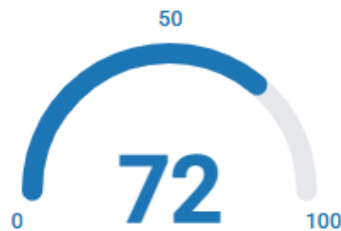
03

Lead Detail - AI Engagement Score

Visits Company Insights **AI Engagement Score** Company Intelligence

AI Engagement Score

Generated: yesterday



Refresh Score

AI Score history showing the developments of the lead engagement

SCORE HISTORY

23.08.26		72
18.06.26		25
02.06.26		10
19.05.26		15
01.07.25		40
13.06.25		40
05.06.25		30
11.04.25		30
26.03.25		30

Agent report

Performance Analysis

Long Engagement & Deep Interest: Bibus AG demonstrates exceptionally high engagement, with multiple visits exceeding 30 minutes. The most recent session (August 2026) shows 13 page views with active exploration of solution pages like *Permaleads* and *Permadigital*, indicating a serious evaluation phase of specific offerings.

Recurring Intent & Familiarity: The company has returned several times over ~18 months, with visits from Google Ads, Google organic, and Direct traffic. The direct visits suggest brand awareness and a deepening consideration, though the AI Score of 25 indicates only moderate likelihood of conversion based on current behavior.

Content Preferences & Technical Focus: The most engaged content includes the *Permacode integration guide* (with a 4,629-second view) and *Permadigital* services. This signals strong interest in technical/implementation details and digital strategies—a signal worth leveraging for targeted follow-up.

Spacer

Action Recommendations

Trigger Personalized Outreach: Given Bibus AG's repeated, lengthy exploration of *Permaleads* and *Permadigital*, initiate a direct sales or marketing contact (e.g., email or call) within the next week. Reference their specific interest to offer a personalized demo or a custom solution walkthrough.

Deploy Retargeting Campaigns: Since the lead visited via Google Ads and organic search, set up a strategic retargeting ad campaign focusing on *Permadigital* and *Permaleads* pages. Highlight implementation ease and ROI to nurture the existing interest and move them from evaluation to decision stage.

Schedule a Technical Consultation: Their deep dive into the *Permacode integration* page suggests a need for technical clarity. Propose a one-on-one consultation with a product specialist to address potential hesitations and demonstrate how your solution easily integrates with their existing systems.

Lead Detail - Company Intelligence



Shows a comprehensive overview about the company visiting your website. It provides important indicators about size, age and market reach, as well as a brief about the company activity. In addition, The operative data section, provides globally approved standard industry codes (SIC and NACE) with the corresponding description. The optional boxes “products & services” and “technology focus” provides further insights and helps to assess the relevance of a lead based on the product matching your services.

Visits

Company Insights

AI Engagement Score

Company Intelligence

Show workspace

REVENUE (CHF)

> 50 Mio CHF

CHF

EMPLOYEES

250+

BFS category

FOUNDED

-

GEOGRAPHIC MARKET

Europe

SUMMARY

Bibus AG is a leading Swiss-based distributor of machine tools, industrial supplies, measuring technology, and automation solutions. The company serves manufacturing and industrial clients across Europe, providing a comprehensive range of products and services. With a strong focus on customer-centric solutions and technical expertise, Bibus differentiates itself through its broad portfolio and value-added services.

PRODUCTS & SERVICES

- Machine tools
- Tools and industrial supplies
- Measuring technology
- Automation solutions
- Service and support

TECHNOLOGY FOCUS

Automation

Measuring technology

Industrial software

INDUSTRY

Industrial Distribution

HEADQUARTERS

Bibus AG

HQ MARKET

Switzerland

OPERATIVE DATA

BUSINESS MODEL

Distribution and service model, sourcing from manufacturers and supplying to industrial customers, with associated services such as engineering support and maintenance.

CUSTOMER SEGMENT

B2B · distributor · private

INDUSTRY CODES

SIC Code

Industrial Supplies Wholesale

5085

NACE Code

Wholesale of other machinery and equipment

46.69

View LinkedIn profile

REPORT METADATA

Generated

22.08.26, 03:06

Status

Verified



05

Filter-Settings / Downloads

Leads
558 companies matched your active filter – 2 new this week

Search Filter

FILTER DEFINITION

Filter Name

VISIT DATE
from: tt.mm.jjjj to: tt.mm.jjjj
Today Yesterday Last Week Last Month

GEO / MARKET
Country:
Postal code from: Postal code to:

QUALIFICATION
Website:
Assigned Categories:
Assigned User:
Referrer:

THRESHOLDS
Min. Rating:
Min. AI-Score:
Min. Visits: Min. Duration:
Visited pages: Min. Users count:

Search Save Export JSON CSV XLSX Historic data Delete filter

Table:

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☐ Awema AG NEW Brüel 11 · 8526 Oberneunforn, Switzerland G	+	Claudio Antonica ×	3 Visits <1m last 21.08.26	★ ★ ★ ★ ★ 20	
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☐ Datalogue GmbH Gorch-Fock-Wall 1 a · 20354 Hamburg, Germany ↔ G	Customer × +	Claudio Antonica ×	17 Visits <10m last 20.08.26	★ ★ ★ ★ ★ 42	
☐ BALZ informatik AG Spitalstrasse 2 · 3454 Sumiswald, Switzerland G ↔	Target × +	Claudio Antonica ×	2 Visits <1m last 17.08.26	★ ★ ★ ★ ★ 15	
☐ SFS Group AG Rosenbergsaustasse 8 · 9435 Heerbrugg, Switzer... A G ↔	Customer × +	Claudio Antonica ×	18 Visits <10s last 17.08.26	★ ★ ★ ★ ★ 5	
☐ Beijing Guanghuan Xuntong Digital Technolo... NEW Room 8B, Floor 7, Dongfang Square Xisan Office Building... ↔	not relevant × +	Assign	1 Visits <10s last 17.08.26	★ ★ ★ ★ ★ 12	

Q&A Manual Support

Marketing Buddy
Supervisor

1. Filterbased counting of leads
2. Referrer enhanced with:
 - Search engines
 - Social networkd
 - Paid campaigns
 - AI Browsers
3. Collapse filter settings window



06

Important Links

Task management →

User administration →

Websites-Analysis →

Telemarketing →

Leads-Categories →

Leads-Deactivation →

The sidebar menu contains the following items:

- Dashboard
- Leads (highlighted)
- Tasks
- Users
- Heatmap
- Permacall (marked as New)
- Settings
- Categories
- Blocked Leads

At the bottom of the sidebar, there are links for Q&A, Manual, and Support, and a user profile for Marketing Buddy (Supervisor).

Leads

558 companies matched your active filter – 2 new this week

Search Sort by Saved Filters Search Filter

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☐ BALZ Informatik AG Spitalstrasse 2 · 3454 Sumiswald, Switzerland G ↔	Target × +	Claudio Antonica ×	2 Visits <1m last 17.08.26	☆☆☆☆☆ 15	
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☐ HFR Meyriez-Murten Spital Chemin du Village 24 · 3280 Meyriez, Switzerland G ↔	not relevant × +	Assign	4 Visits <1m last 17.08.26	☆☆☆☆☆ 35	
☐ Rhodes University Drotsky Rd · 6139 Grahamstown, South Africa ↔	not relevant × +	Assign	1 Visits <10s last 16.08.26	☆☆☆☆☆ 10	
☐ Hug Engineering AG Im Geren 14 · 8352 Elsau, Switzerland ↔	Target × Prospect in Contact × +	Claudio Antonica ×	1 Visits <3m last 13.08.26	☆☆☆☆☆ 5	
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☐ AVIATION AI, INC. 440 Louisiana St Ste 550 · 77002 Houston, United States ↔	+	Claudio Antonica ×	1 Visits <10s last 13.08.26	☆☆☆☆☆ 3	



07

Why Permaleads...

VALUE PROPOSITION

1

Analysis of Visitors
Based on Industry and Size

2

Unique Identification of Individuals
Assignment of IDs

3

Session Replay and Heatmap
Detailed Analysis of Website Journey

4

Automated Data-Enrichment
Current Data

5

Daily Monitoring
Automated Lead Notification

6

Segments and Sales Potentials
Based on Company

7

Contacts and Decision-Makers
Social Integration

8

Return of Marketing Investment
Increase of KPIs

Explore and target your B2B Target Audience



Precision in Digital Marketing