

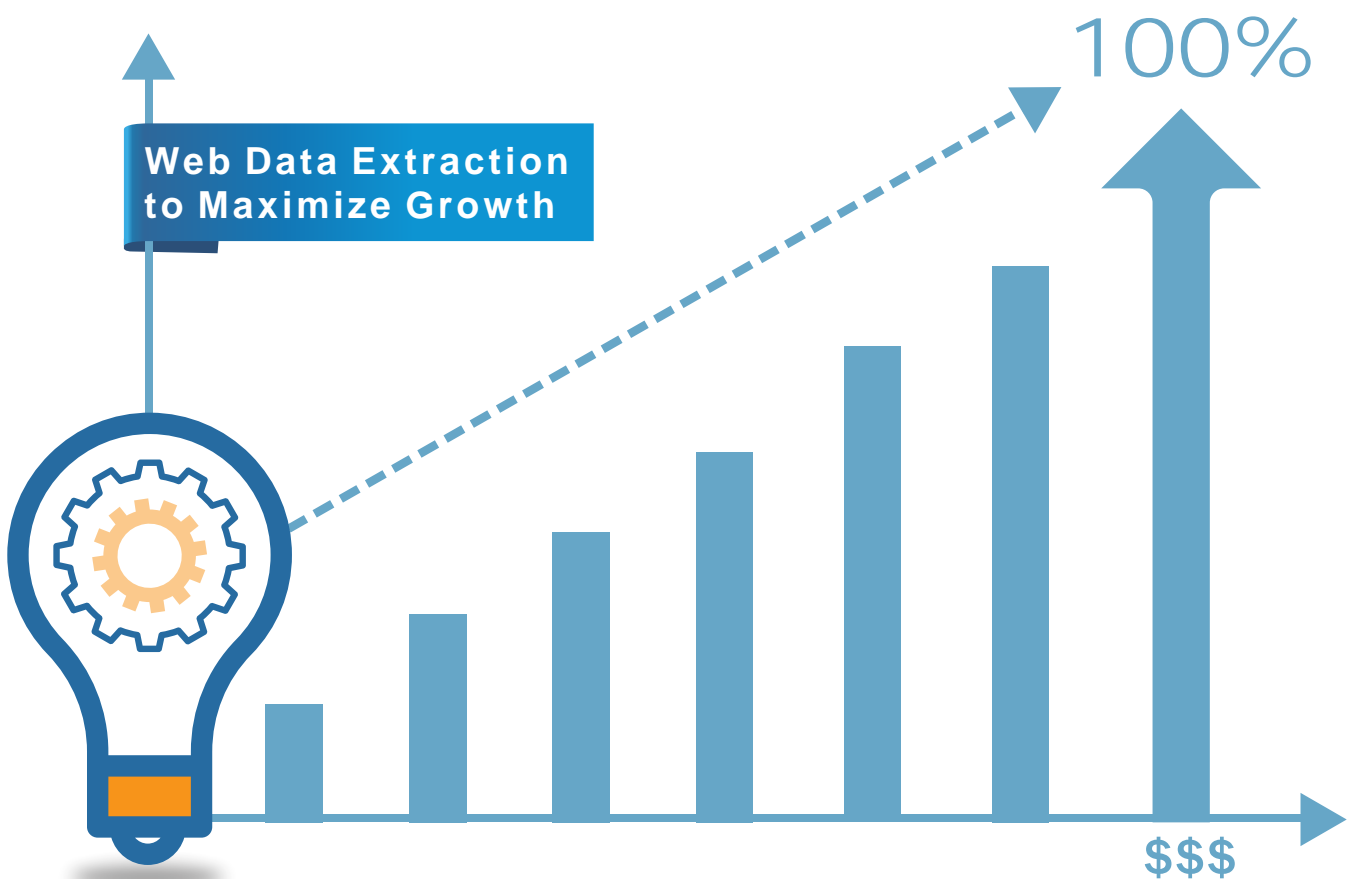


How Businesses Can Use Web Data Extraction to Maximize Growth



Decision making is critical to business success. If your business is not performing as expected, maybe you are not taking the right decisions at the right time. Good decisions, however, do not happen in a vacuum. Most effective and timely decisions come from the most knowledgeable person in your organization. For instance, when deciding on product pricing, you need to know about pricing of your competitors' products. Knowledge is the power that fuels great decisions and drives business growth.

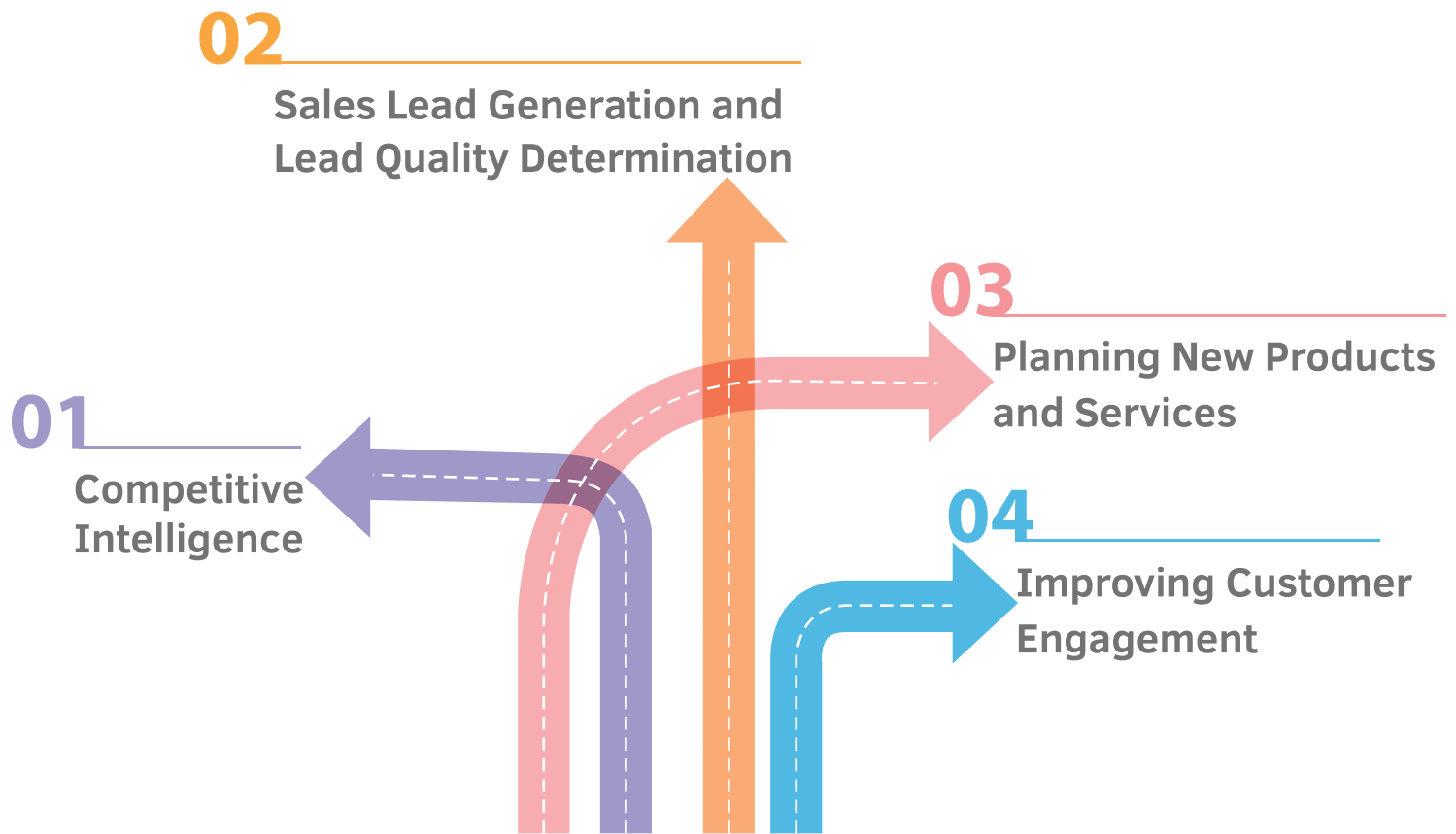
The internet is a great source of public information, but most of the data available there is unstructured or human readable, as opposed to structured or machine readable. According to the latest statistics, more than 1.2 million terabytes of data, four billion web pages and one billion websites are available on the internet. But many websites do not provide a straightforward way to gather structured data and that is where web data extraction service becomes immensely useful.





Web data extraction can be done in two ways – manually and through automation. The manual process is not only time consuming and expensive, but prone to costly human errors. Even if you find the relevant data manually, there could be no download option or no copy-pasting allowed. In comparison, automated web data extraction helps scrape data from unstructured web data sources and transforms that data into structured output formats, such as Excel spreadsheets, JSON files, XML files, SQL script files or can even be directly entered into a database solution such as SQL Server, MySQL etc. The process saves your time and money and gives you useable data for making better and faster business decisions.

Automated web data extraction helps drive business growth in many ways

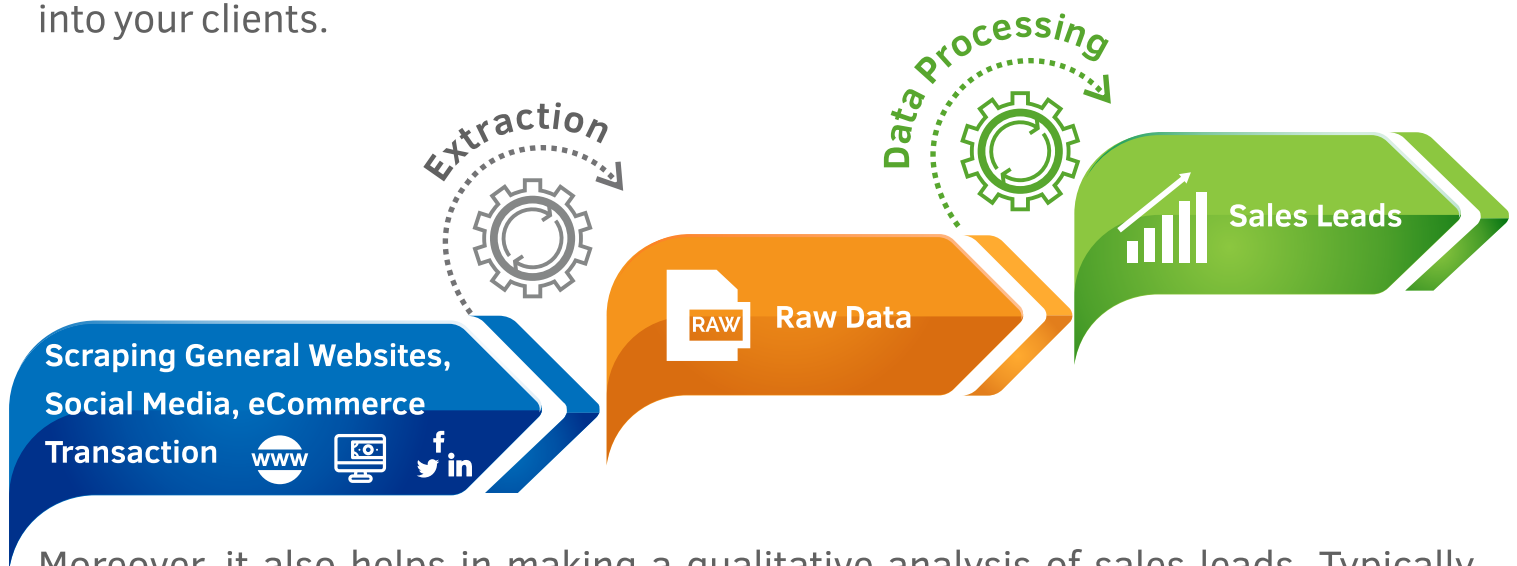


1. Competitive Intelligence

As an example, it can help you make a dynamic pricing strategy. With web data extraction, you can collect pricing data from hundreds of your competitors' websites a number of times every hour. The information you receive can help you make better pricing decisions and work out a dynamic pricing strategy. You can monitor your competitors' pricing in near real time, and modify your pricing policy as many times as necessary to remain competitive in the market. Pricing is just one aspect of gathering competitive intelligence using web data extraction service, a whole lot of other parameters and information from competitors can be tracked thus giving you a distinct edge and helping your business grow.

2. Sales Lead Generation and lead quality determination

To help your business grow, you should try winning new clients. If you are over-occupied with your existing clients, you are perhaps missing out new opportunities. And this could be a major reason for your sales slump or sluggish business growth. With web data extraction, you can automate lead generation and take the pressure off from your sales team. This would be a great way to allow your salespersons focus more on finding new business and converting your prospects into your clients.



Moreover, it also helps in making a qualitative analysis of sales leads. Typically, anyone who has the capacity and intent to purchase your products or services would be considered a sales lead. In today's competitive context, however, you need some additional details about your prospects to find out whether someone really qualifies as a lead. Anyone having purchasing power and intent to purchase may not qualify as a good sales lead. The buying behavior and purchasing trends of the person should also be taken into consideration. With web data extraction, you can extract additional information e.g. websites where your prospect had visited, made purchases from, posted comments, and/or registered complaints. This seemingly unrelated data can be collated to look for common patterns in the prospect's purchasing behavior, preferences, likes and dislikes. Similarly, you can scrape social networking sites where the prospect participates to find out details about her demography, gender, age while transaction scraping would provide you details about her purchasing power and frequency. The more information you have about your prospects, the easier it would be to generate quality sales leads.

3. Planning New Products and Services

In order to create a new, effective product, you may want to get ideas or inspirations from similar items already available on the internet. Web scraping helps you gather loads of data about similar products, their sales pattern, consumer feedback, benefits and drawbacks – making it easier for your design a new product or service. With web extraction and competitor monitoring, you can keep your finger on the pulse of the market and roll out hundreds of new products targeting new markets, so as to expand your market share.

4. Improving Customer Engagement

For long-term growth of your business, just winning new clients would not suffice. You should retain your existing clients, while growing relationship with your new clients. It is important to hear what your customers are saying on social media and other online platforms and respond to them in a timely manner. Website data extraction data from social sites and helps you know what your existing and prospective customers are saying about your brand. This helps you devise a better policy for customer engagement.

Ways to Automate Web Data Extraction

While it is imperative to automate web data extraction for business growth, you should use the right approach to automation, for best results. Your options include;


Using web scrapers or scripts for web extraction
Using conventional web scraping tools
Hiring a third party web data extraction service provider

Using web scrapers or scripts for web extraction

This requires hiring coding experts for building codes in-house. This process could cost you more in the long run, because it doesn't provide any permanent solution. Typically, scripts or web scrapers break as changes occur in websites. You need an ongoing budget for updating and maintaining your scripts, which could be a costly affair.

Using conventional web scraping tools

These tools may not provide you the best of solution and you may still need professional help from coding experts to better integrate the tools with your applications.

Hiring a third party web data extraction service provider

This is by far the best approach to web data extraction. Different businesses have different web extraction requirements. A third party service provider like WebDataGuru can quickly gain insight into your data extraction needs and provide a solution accordingly.

WebDataGuru's custom web data extraction service caters to your exact requirement and delivers relevant, structured, ready-to-use data in your preferred storage format – be it SQL DB, XML, CSV or Excel.

Whether you need web scraping for lead generation or competitor monitoring, web data extraction service providers like **WebDataGuru** provide you end-to-end solution.



WebDataGuru

Explore more:

Contact us at +1-917-727-7959 | www.webdataguru.com

