

Turn Your Website Traffic into Sales!

Clear Blue, from Blue Water Lab, is a digital marketing solution that turns your website into a powerful tool for driving new business. Our unique blend of demand generation strategies and advanced visitor identification technology helps you not just attract traffic but also turn visitors into actionable opportunities.

Unlike traditional models that focus on brand awareness or site traffic, Clear Blue delivers measurable results by identifying and qualifying the visitors that matter most.

How We Work

Clear Blue makes it easy to unlock the hidden value of your website. Our process is straightforward:

Step 1: A small piece of code is added to your website, enabling us to track visitors seamlessly.

Step 2: Once visitors land on your site, we identify them—capturing essential details like names, emails, and other key demographic information.

Step 3: We use pre-set qualification criteria to validate visitors, turning them into opportunities, allowing you to focus on the highest-potential prospects.

Step 4: We provide you with in-depth reporting on visitor contact information, engagement, and lead quality, empowering you to refine your strategies and boost results.

Our Core Services

We offer a suite of services designed to drive demand, convert website visitors, and deliver qualified opportunities to your team.



Demand Generation

Our multi-channel outreach campaigns, content marketing, social media engagement, and email newsletters are designed to increase web traffic and re-engage existing users, turning interest into action.



Website Visitor Identification

Our technology tracks and identifies visitors, giving you detailed insights into who's on your site, including contact details and behavioral data while fully complying with privacy laws.



Lead Qualification

We apply custom criteria to filter website visitors, ensuring you focus only on the most qualified, high-value opportunities.



Opportunity Delivery

Once qualified, opportunities are sent directly to your sales and marketing teams, allowing for quick follow-up and conversion into new customers.



Reporting and Analytics

We provide you with in-depth reports on visitor engagement, lead quality, and conversions, empowering you to refine your strategies and boost results.

Ready To Supercharge Your Sales Funnel

Let Clear Blue turn your website into a lead-generating machine with our advanced technology and targeted demand generation strategies. You focus on closing deals—we'll handle the rest.

About Blue Water Lab

At Blue Water Lab, we're committed to delivering cutting-edge digital solutions with the precision and clarity your business needs to thrive. Our focus is on innovative tools that reveal insights and streamline your operations, so you can grow your business.