ANVARA ENGINE | Executive Brief

Infrastructure That Turns Website Traffic Into Clients

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The Transformation

State Before ANVARA

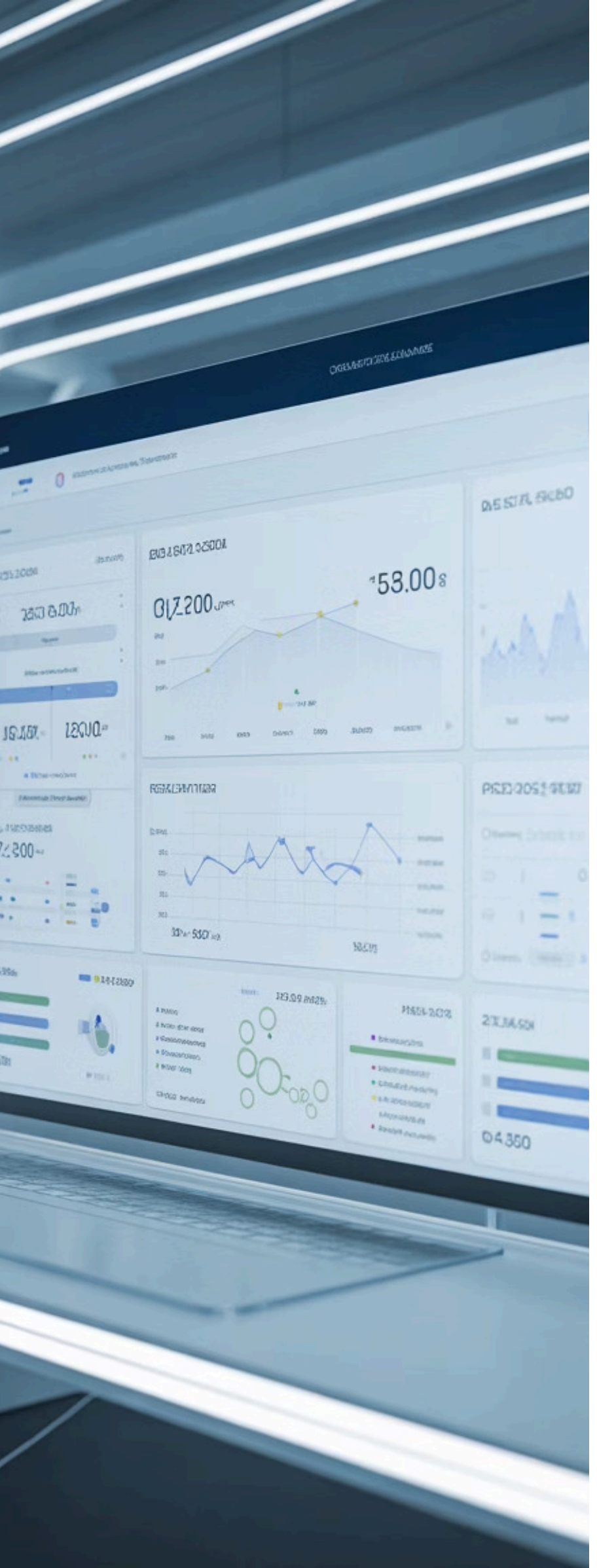
- 95%+ website traffic is invisible
- Agencies rely on outbound or ads
- Conversations happen only when a prospect fills a form
- No control over who is interested

State After ANVARA

- 40–60% of traffic is identified by name, email, company & intent
- Pipeline emerges from **existing traffic**
- Conversations happen because **the business reaches out**
- Weekly list of buyers already showing intent

1-Sentence Transformation

ANVARA transforms anonymous website visitors into identified buyers your sales system can close.



Scope of Work

What Is Installed

1

Core Engine Deployment

Pixel deployed on client website with identity-matching technology and 10,000/month resolution limit

2

Lead Database Delivery

Minimum 2,000 database leads/month, industry-adjusted with buyer-signal filtering and ICP filters

3

Weekly Data Delivery

Structured Excel or CRM-routed delivery with strategic calibration support

4

Strategic Support

1 Strategy/ICP Calibration Call plus WhatsApp direct channel with Avarr Webbing support

Optional Add-On (sold only after activation)

Silent Demand Follow-Up AI — automated email + LinkedIn with AI-reply & booking assistant that replaces SDR work

Proven Results

$48K

SEO Agency Revenue

Generated in 60 days from identified traffic

1,040

Visitors Identified

From 3,200 monthly website visitors

21

Conversations Created

Quality sales conversations initiated

3

Retainers Closed

At $4K/month average value

Demand-Gen Agency

Leveraged AI-follow-up add-on to accelerate conversion. System booked 17 qualified appointments with decision-makers already showing intent signals.

- 4 deals closed from automated follow-up
- ~$64,000 new revenue generated
- Zero additional SDR headcount required

Investment & Engagement Terms

Investment Philosophy

ANVARA is infrastructure, not a subscription. Most clients invest somewhere between what one small client pays them, and what one medium client is worth over a few months. Exact investment is only quoted after strategic fit is confirmed. **We do not work with clients where the ROI math doesn't make sense.**

Engagement Terms

Minimum commitment: 90 days

Time-tested engagement window that ensures proper system calibration and measurable pipeline generation

Installation & Delivery Guarantee

If installation & weekly delivery fail, Avarr Webbing continues at no additional cost until it is completed

Client Responsibility

Client is responsible for sales, pricing & closing. ANVARA delivers identified buyers—your team converts them.

The Next Step

To request ANVARA installation, you must book a Growth Session.

This strategic consultation ensures alignment between your sales infrastructure, average deal value, and the ANVARA engine's capabilities. We assess fit before discussing investment.

Book a Growth Session

Schedule your strategic consultation to determine ANVARA fit and receive custom ROI projections for your business

Download Offer Sheet

Get the complete technical specifications and implementation timeline documentation

Qualification Standard: If closing 2–3 clients in the next 90 days is not meaningful for your business, ANVARA is not a fit.

Infrastructure That Delivers

Visitor Intelligence

Transform 95% invisible traffic into identified, actionable buyer intelligence

Pipeline Generation

Weekly delivery of qualified prospects already showing purchase intent

Automated Outreach

Optional AI follow-up replaces SDR work with intelligent engagement

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ANVARA ENGINE

The infrastructure layer that turns your existing website traffic into a predictable source of identified buyers—without changing your offer, pricing, or sales process.

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