

AnChain.AI turns hidden inbound into pipeline with 84% higher conversion



84%

Lift In Chat-To-Lead Conversion Rate



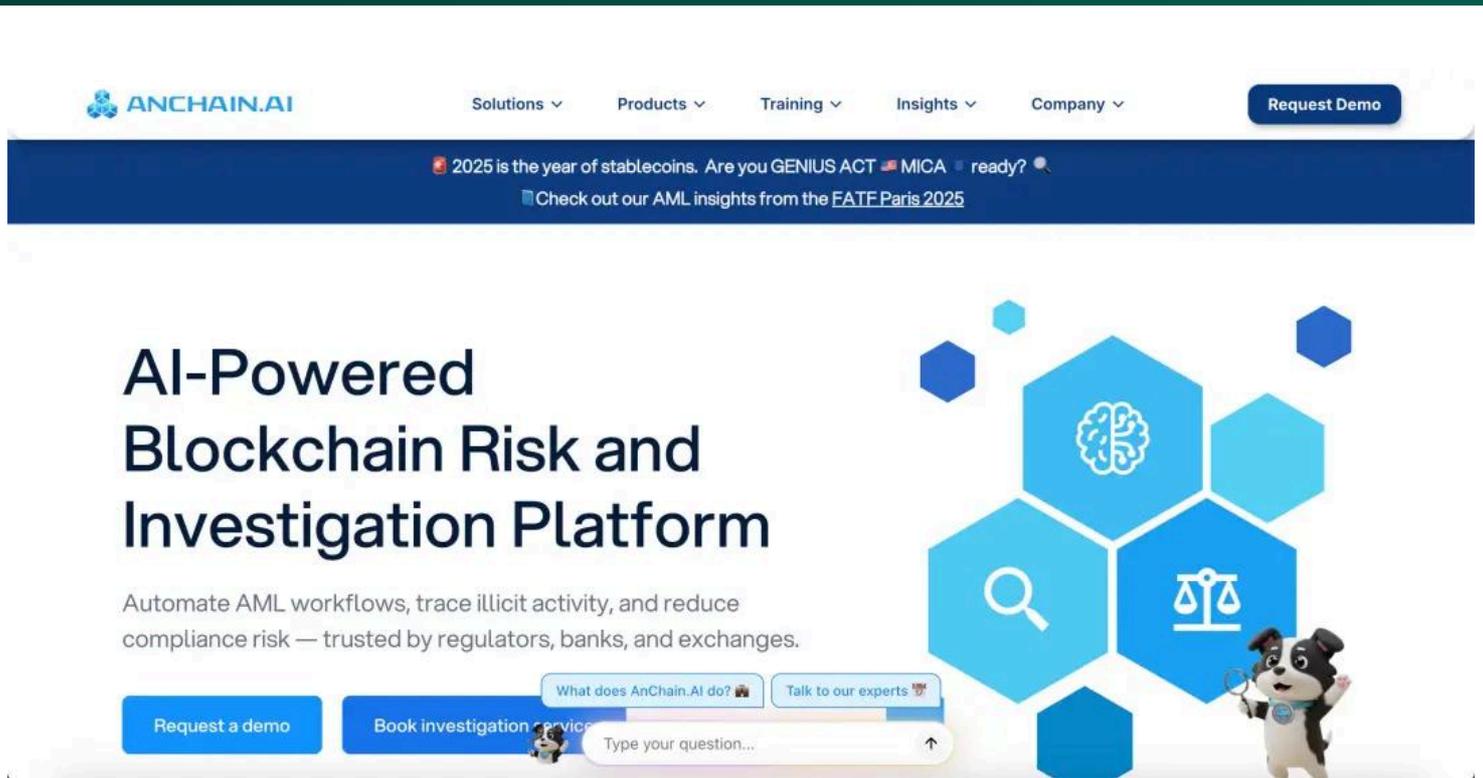
492

Qualified Signals In 6 Months



85%

Reduction In Time-To-First-Touch



✦ Introduction

AnChain.AI, the leading Web3 investigations and AML/CFT platform, was already attracting high-intent visitors. The problem was not traffic; it was visibility. Lack of visibility in webpage user journey, niche domain knowledge in cryptocurrency investigation and AML solutions may reduce conversion rate.

After embedding Expertise AI's Agent, enabling daily summaries, connecting HubSpot (write-only), and cleaning training data, AnChain.AI converted existing traffic into a measurable pipeline without adding spend.

✦ Challenge

Visitors were chatting and hitting high-intent pages daily, but the right people weren't seeing it. No inbox summaries, inconsistent dashboard checks, and a passive chat bubble created a visibility gap. Sales followed up late, or not at all, and attribution to pipeline was weak.

✦ Solution

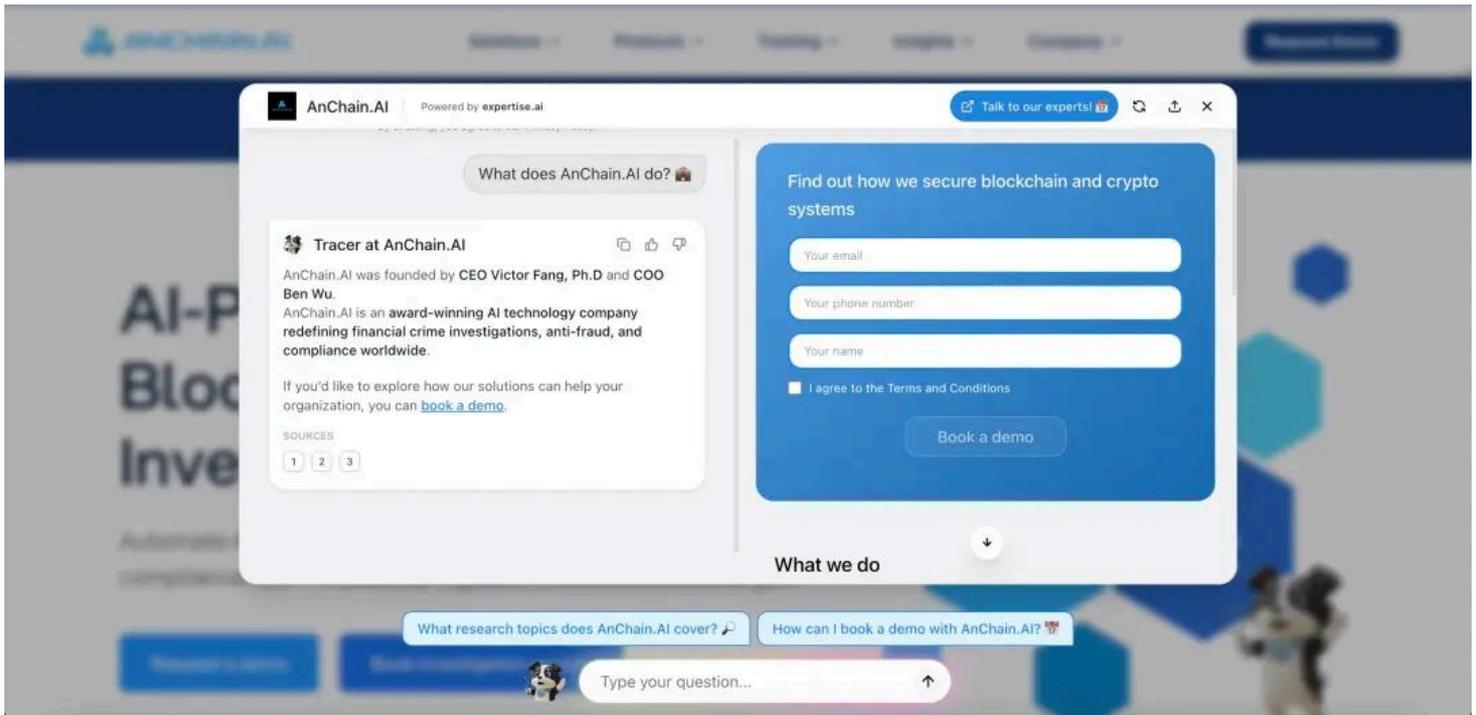
AnChain.AI's transformation began with a simple shift in how engagement data was captured and acted on.

- Agent embed** The passive widget was replaced with the Expertise AI Agent, a center-modal and right-side microsite setup deployed in Webflow via a single script.
- Operational visibility** Daily and weekly lead summaries were activated and routed straight to info@anchain.ai, giving SDRs a live feed of inbound activity.
- Training discipline** Stale documentation was pruned, and the /blog and /case-study pages were set to retrain daily so that the AI always stayed current with new content.

These lightweight changes completely redefined how the team interacted with their traffic, turning previously hidden activity into structured, actionable intelligence.

"Before Expertise AI, we knew our website wasn't engaging the right audience. Almost overnight, the AI agent and email summaries transformed that, helping us connect with real prospects and drive greater impact for our products."

— **Victor Fang**
CEO, AnChain.AI



✦ Impact & Why It Worked

In just 30 days, AnChain.AI transformed existing website traffic into qualified pipeline, without increasing spend.

- **492 qualified signals surfaced** (123 manual leads + 369 identified companies)
- **+84% lift in chat** → lead conversion (3.2% → 5.9%)
- **211 one-click follow-up** emails automatically sent by the Agent
- **Median time-to-first-touch** down **78%** (5.4h → 1.2h)
- Visitors included **tier-1 financial institutions and venture firms** (names withheld for compliance)

These gains came directly from operational changes implemented within days, not weeks and the jump in conversions wasn't coincidence, it came from clear cause and effect:

- **Visibility → Speed** Daily summaries routed to the team inbox eliminated "dashboard fishing," cutting first-touch delays.
- **Context → Confidence** The AI Agent captured page trails and generated first-draft follow-ups, so outreach was immediate and relevant.
- **Attribution → Credibility** HubSpot write-back created a clean footprint from AI Agent event → identified company → follow-up → CRM record.

✦ Operational Shift

The changes didn't just improve lead quality, they transformed how the team worked.

- **Routing** Summaries now go straight to info@anchain.ai, giving SDRs immediate ownership of new leads.
- **SLA** "Sometimes never" became same-day touch.
- **Process** Manual exports are gone; Copilot-sourced records now flow automatically into HubSpot.

Each of these adjustments, while small in isolation, created a smoother and more disciplined sales rhythm that sustains itself without extra effort.

✦ Try it on your site

Paste a single script in Webflow, turn on summaries, connect HubSpot (write-only). Start converting the traffic you already have.

Try Expertise AI →