AccuData
INTEGRATED MARKETING

Web Visitor Intel

Identify & Engage Anonymous Website Visitors Like Never Before

Did you know only 2% of website visitors convert into paying customers? If you or your clients are using marketing dollars to drive traffic to your website, it's time to take advantage of these highly qualified leads by capturing a portion of the remaining 98%.

Benefits

Turn your website into a sales prospecting tool.

Accelerate lead generation and improve customer communications.

Increase marketing ROI and generate additional revenue.

With Web Visitor Intel, Your Website Becomes a Lead Generation Tool

AccuData Integrated Marketing's Web Visitor Intel quickly turns your website into a lead generation tool enabling you to identify real-time, in-market prospects for your organization or the organizations that you support. With the application of custom script coding on your website, the data collection begins. Our proprietary matching process takes once anonymous visitors and turns them into robust multichannel prospects.

Web Visitor Intel allows you to:

1. Understand the journey your prospects and customers take when they visit your site. It's lead generation made easy!

2. Provide your sales team a source of warm leads that were previously unavailable.

3. Engage and convert your website visitors with email marketing, direct mail, digital display and paid social advertising.

4. Develop relevant communications for better customer experiences with your brand.

Reporting that counts

Web Visitor Intel gives you an export file that includes:

- First and Last Name
- Postal Address
- Email Address
- Pages Visited

Convert Visitors to Leads

Focus your sales and marketing efforts and enhance your targeting with more personalized communications. Let us append demographic and lifestyle attributes so you can better engage your website visitors.

How to Power the Multichannel Marketing Loop with Web Visitor Intel

You benefit from seeing occurrences of the consumer returning to your site to explore additional product and service offerings; this is how the multichannel marketing loop continues

The visitor that showed interest in your brand is identified when their contact information is matched within our database; the complete contact record is exported and delivered

STEP FIVE

STEP ONE

STEP FOUR

STEP TWO

STEP THREE

Enticed by the personalized marketing messages that contain relevant content previously viewed online, the consumer completes a purchase from your brand

Using the data provided, AccuData can assist you in engaging multiple channels to connect with the same consumer that showed an interest by visiting your website

Once the campaign begins, the consumer will see your brand-specific messages and offers through your desired channels, which could include direct mail, email, digital display, and paid social media advertising