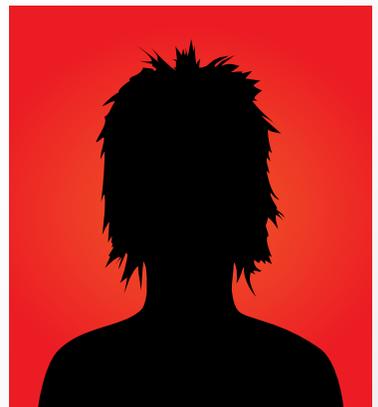




The Value of Tracking
ANONYMOUS
VISITORS

Why You Can't Afford Not To Track
Anonymous Visitors

A large pink rectangular panel containing text and a faint, semi-transparent silhouette of a person's head in profile, facing right. The text is centered and uses a mix of white and yellow colors.

2. We Know What You Did

While we don't know the name or the email address of the "anonymous" individual, we do know their activity: each visit they've made to the site, how long they've visited, how many return visits they've had and the pages they've looked at on the site. The company name is usually available as well. That data is valuable because it indicates interest and engagement with your company.

Web analytics does collect similar information, but it's not in a form easily consumable by sales. Collecting the anonymous visitor information in marketing automation brings a number of advantages including the ability to send alerts to sales folks when activity in a specific geography occurs, or when a specific account shows activity.

“That history is priceless for understanding a prospect's interests sooner.”

3. Cool Things You Can Do With Anonymous Visitor Data

Let's look briefly at a few cool things you can do with anonymous visitor data to help you build lead flow and get a jump on your competition.

Track 'em down

One of the coolest uses is the ability to apply a little human intel to track down anonymous folks who had lots of site activity. Inside sales folks can become very effective at tracking down the individuals who were the likely site visitors from specific organizations, and open a dialog. They know the company name, the location, and the nature of the content that was viewed on the site. If you are an IT company, it's probable that the visitor is in the IT organization. Armed with access to a commercial database of IT professionals, inside sales can track down and contact the most likely interested party at the company.

Triangulate

Savvy sales and marketing folks use the anonymous data to triangulate on a given organization's influencers and decision makers and work to establish personal communication with them.

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Anonymous visitor data also helps you gauge how many individuals from an organization have an interest in your product. Even after you've identified and engaged a few key individuals from an organization, an increase in anonymous activity from other visitors at the same company shows that an entire team is checking you out. That may indicate an imminent buying decision to the savvy sales rep, and trigger an action on their part.

Hotter sooner

A second case is the ability to identify a prospect as "hot" the moment they self-identify, and instantly bumping them ahead of the lead flow. Imagine the following two scenarios, each with a form-fill by a potential prospect:

Without anonymous history

In the first scenario, a site visitor fills out a form to download your latest whitepaper. That lead information is captured; the prospect is added to a nurturing campaign for the start of the long process of becoming a marketing qualified lead. Sure, they may get a personalized thank-you-for-downloading email, but the lead usually would not be qualified by their visit score and would probably not get called by sales. But what if that person had already visited your site 20 or 30 times in the last year? You would likely want that person contacted immediately.

With anonymous history

In the second scenario, that same form-fill is matched to the visitor's anonymous record. That complete record shows significant activity: repeated visits, repeated page views and sufficient page duration. If the lead score justifies it, that form-fill could trigger a real-time lead alert to the correct sales person and push the information to a CRM system. Armed with a full history, the sales person is able to engage in a meaningful call with the prospect right away.

Casual first-time visitors won't get the call, but the hot prospects will. The prospect only gets the call if their history justifies it. It's a much more effective use of your sales resources.

“ It's a more effective use of your sales resources. ”

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Smarter nurturing

What if a prospect has a long history of site visits, but isn't yet a truly qualified lead? Placing them in a nurturing campaign designed specifically for repeat visitors allows you to stay engaged by periodically communicating relevant information to them.

You can put them in a nurturing campaign designed to make the best impression to prospects that have already viewed a lot of site content. Since you know their history before they identified themselves, it's safe to assume they already know a bit about you and you can tailor the kind of communication and content you offer them. It's a good bet folks will visit your site many times before they fill in a form and provide their name and email address.

With anonymous visitor tracking, you can:

- Identify and contact hot leads as soon as they fill out a form, rather than arbitrarily putting them in a long nurturing flow.
- Beat your competition, who may not have access to full historical visit data.
- Identify prospects that are active, but not ready to self-identify.
- Reach these prospects at the right time with greater insight into each prospect's level and area of interest.
- Empower your marketing team to nurture leads with a deeper understanding of your potential customers.

About eTrigue Corporation

eTrigue DemandCenter® marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their "digital biography."

eTrigue Intelligent Demand Generation® SaaS products improve the way marketing and sales teams generate qualified leads, and they help close sales more quickly.

Marketing Automation for the Rest of Us®



“Reach prospects at the right time.”

