

Visitor IQ

Frequently Asked Questions

How it Works

The Visitor IQ code is added to the website header to track all site pages and required privacy policy language is added to the website privacy page.

Data Sources

Visitor IQ collects data from various sources including online/offline data, transactions, public records, consumer data, and more. When a user visits a Visitor IQ site, the pixel code activates real-time queries to retrieve and match data in around 400 milliseconds.

Data Accuracy

To ensure a match, 12 proprietary data points must align. The IP address serves as a 13th verification point. For email accuracy, 50-75% are typically deliverable.

IP Address Matching

While IP addresses are used for authentication, they are not used for matching. IP geolocation has a 0.43 mile radius, referred to as "the last half mile" in telecom. Visitor IQ's algorithms determine the user's true location within this radius via IP coordinates.

Cookies

Visitor IQ does not use 3rd party cookies, which browsers will stop supporting in 2024.

Data Delivery

Data is instantly uploaded to the Visitor IQ CRM and can be viewed via a dashboard or exported to a standard CSV file.

Data Collected

Visitor IQ collects a variety of data to help businesses understand and engage with their website visitors. Some key types of data collected are *Website Interactions and Engagement, Personal Information and Contact Data, GEO Location, Demographics, and Behavioral Data.*

This data is gathered from various sources, including online interactions, public records, and consumer data files.

What Data Do I Get?

The CRM dashboard and CSV file includes data such as pages visited, name, email, address, marital status, gender, vehicle ownership, etc. if available. Phone numbers are excluded for legal reasons. Sometimes, different record IDs belong to the same person due to multiple device IDs or shared computers and emails.

Contacts

Record of each visitor's interaction. Roughly 60-70% of the records will have an email.

Opportunities

Anyone who meets the criteria of the preset trigger.

Triggers

Triggers are pre-set filters that are set up to determine an opportunity versus a contact. If an identified visitor matches the trigger criteria they are marked as an opportunity. The following filters can be used:

Trigger Definition

--Select Template--

<p>Zip Code*</p> <input type="text"/> <input type="checkbox"/> Nationwide <p>Radius</p> <input type="text" value="30"/> Mile(s) <p>Number of Pages</p> <input type="text" value="0"/> <p>Time on Site</p> <input type="text" value="0:04"/> <input type="button" value="🕒"/> In minutes <p>Income</p> <p>From <input type="text" value="0.00"/> To <input type="text" value="9999999999.99"/></p> <p>Inferred Credit Score</p> <input type="button" value="--Please Select --"/>	<p>(Optional)</p> <p>Net Worth</p> <input type="text" value="200000"/> <p>Marital Status</p> <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Unknown <p>Presence of Children</p> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown <p>Gender</p> <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Unknown
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Data Updates

New data is reported every 15 minutes.

Permission to Email

Is it OK to email these users who have not explicitly opted in?

Yes. In the US, the CAN SPAM Act allows email to be sent to any user, regardless of whether they opted in with you to receive it, so long as specific rules are followed, including providing a mechanism in the emails sent for the user to opt out from future email.

Right to Opt Out

Users can select to:

Limit use of personal information - do not track geo-location data.

Unsubscribe - fully opt out, delete data, or do not sell my information.

Privacy Laws

Since the service only operates in the US, international privacy laws such as GDPR and CASL do not apply. From a US perspective, states are beginning to enact state-level privacy laws, such as California's CCPA. To date, these restrictions have been centered around notification of data collection and usage and the ability for users to opt out and/or purge data collected. Because no PII is being passed, use of the service does not require any additional steps to be taken outside of adding the required language to your website's Privacy Policy.