

Visitor IQ

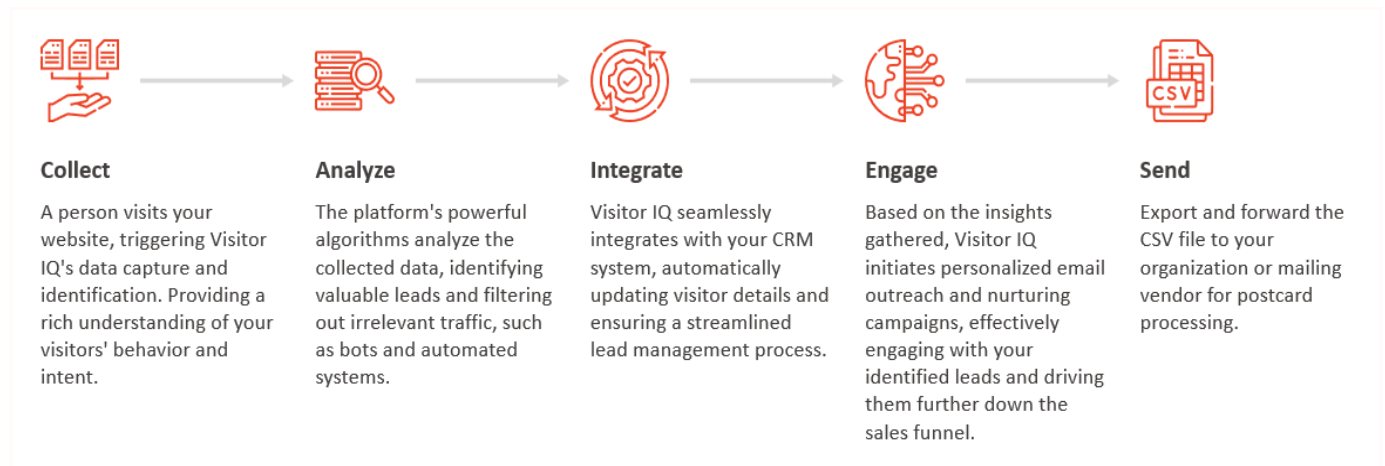
Unlock the Potential of Every Website Visitor

Discover who's browsing your site and boost your lead conversion with Visitor IQ's comprehensive visitor identification and marketing tools. Through sophisticated data collection and analysis, it turns overlooked visitors into valuable leads and potential revenue.

Key Features

Visitor IQ is a solution designed to enhance lead conversion by identifying and engaging website visitors. It respects user privacy while collecting browsing data to identify and nurture valuable leads.

- **Data Collection:** Tracks visitors, pages visited and visit duration.
- **Lead Identification:** Analyzes and filters data to pinpoint valuable leads.
- **Data Enhancement:** Enhances contact information with over 300 data points.
- **Personalized Communication:** Utilizes tailored email campaigns and landing pages.
- **CRM Integration:** Seamlessly integrates with CRM for up-to-date lead access.
- **Detailed Reporting:** Offers insights for refining marketing strategies.



How it Works

The Visitor IQ code is added to the website header to track all site pages. The exclusive pixel code gathers behavioral data on site visitors. It accumulates information across 12 key data points, with no personally identifiable information to maintain privacy compliance. Within 400 milliseconds, it matches the data to an identity database to connect anonymous users to real profiles. This real-time data enables you to see results as they occur.

Process Flow

1. Visitor Arrives: Triggering data capture.
2. Data Capture: Collection of 13 key data points.
3. Identification: Advanced filtering to accurately identify and verify leads.
4. Data Cleaning: Removal of bad emails, bots and spam to maintain data integrity.
5. CRM Integration: Adds contact records with lead data to CRM.
6. Initial Contact: Sends an auto-generated welcome email to initiate contact.
7. Email Drip Campaign: Engages leads further with a series of customized emails.
8. Customized Landing Page: Directs leads to tailored landing pages to enhance conversion.

Receiving The Data

The data is delivered from our dashboard or CSV download.

Privacy Compliant

Visitor IQ is compliant with both the California Consumer Privacy Act (CCPA) and the CAN-SPAM Act.

Seamless Integration

For companies with an existing social media presence, Visitor IQ effortlessly integrates with these platforms. It also works for mobile users, capturing data across devices. Visitor IQ can also integrate with your CRM or existing marketing tools.

Limitations of Other Approaches

Cookies store information in a user's browser to identify them. However, cookies can be blocked or deleted, limiting their effectiveness. Although cookies are commonly used for retargeting and personalization, browser support for third-party cookies will end in 2024.

Reverse IP Matching links IP addresses to physical locations to target ads. However, IP addresses may map to multiple households or devices, reducing accuracy. IP address data availability also varies, limiting this approach.

HTML5 can determine a device's location at the time of opt-in but relies on browser support and user privacy settings. It does not use cookies or plugins but is limited by a device's capabilities.

Comparisons

Visitor IQ's Smart Fingerprinting overcomes the limitations of traditional identification methods like cookies, IP matching, and HTML5. It provides a more robust way to understand how users interact with digital content across their various devices.

Feature	Fingerprint	Cookies	IP	HTML5
Number of data points used to collect	12	1	1	1
Number of filter criteria allowed	Unlimited	0	0	0
GDPR Compliant	Yes	No	No	Yes
CPR A Compliant	Yes	No	No	Yes
Works with mobile apps	Yes	No	Yes	Yes
Syncs profile into across browsers	Yes	No	No	Yes
Accurate location reporting	Yes	No	No	No
Remains consistent over time	Yes	No	No	No
Able to blacklist & whitelist referring domains	Yes	No	No	No
Able to blacklist & whitelist referring zip codes	Yes	No	No	No

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--

Zip Code* Nationwide

Radius Mile(s)

Number of Pages

Time on Site In minutes

Income From To

Inferred Credit Score

(Optional)

Net Worth

Marital Status Married Single Unknown

Presence of Children Yes No Unknown

Gender Male Female Unknown

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.