

LEAD Connect Pro *Website VisitorID* **B2B+B2C Prospects**



FIRSTVISITOR ID

Your B2B & B2C

Leads Resource



LEAD Connect Pro - WebID

gives you:

Your B2B & B2C

Leads Resource

- ✓ Identities for **up to 35-40%** of your website visitors by name and email address
- ✓ No form fill or login required
- ✓ You engage your prospects one-on-one until they are ready to purchase
- ✓ You own the data
- ✓ Pay Per Use



We help you get more out of Digital.



LEAD Connect Pro - WebID



The Customer Experience



Did You Know – Today's Buyer – Modern & Digital

- **84%** of CEOs and VPs use **social media** to make purchasing decisions
- Buyers complete **57% of the buying decision** before ever actively engaging with sales
- There are now **5.4 people** actively involved in the buying decision.

The likelihood of a purchase drops sharply as the number of decision makers increases.



STEP
01

**Prospect
Visits
Your
Website**



STEP
02

Within minutes, prospect receives an email from you with **timely, relevant, valuable insights** about your product or service.



"I was just looking at their website...."

Behind the Scenes

- Identify the name, contact details and user data of the visitors your website.
- **Real-time leads** – know who is on your website and when. Route the alerts directly to your email marketing or CRM.
- Gauge Visitor interest in your product

1.

A prospect visits your website activating *Website VisitorID*.



2.

Website VisitorID researches the prospect



3.

Website VisitorID gathers information including:

- First, Last name
- Email Address
- Interest and buying intent
- And more...



4.

Website VisitorID delivers up to 40 data points in a real-time API call.



Who is this visitor on my website?



Where does this person work?

- Acme Company
- Job Title: Senior Market Analyst
- (404)555-1212
- 458 Technology Drive
- Suwanee, GA 30028
- Acme-Co.com
- LinkedIn/in/Acme Company
- **Employee Count:** 67
- **Estimated Revenue:** \$11 million
- **Primary Industry:** Hospital & Health Care

What do we know about this person?

- **Gender:** Female
- **Age Range:** 35-44
- **Marital Status:** Married
- **Children:** yes
- **Income Range:** \$90,000 to \$119,999
- **Net Worth:** \$25,000 to \$49,999
- **Home-Owner:** Yes

Social Media

- LinkedIn.com/in/Bonnie-Upshaw
- Facebook.com/bupshaw563
- Twitter.com/bonnie-unicorn

Core ID Elements

- **Email:** bonnie1983@gmail.com
- **First:** Bonnie
- **Last:** Upshaw

Address Info

- 123 Nickels Ave
- Suwanee, GA 30024

How did they find you?

- **Traffic Source:** Google Pay Per Click
- **Keyword:** Green Widget
- **Pages Visited:** green widget, blue widget
- **Campaign Name:** Summer Campaign
- **Campaign Medium:** banner
- **Campaign Source:** Big Partner



Real-Time Integration to Keep Your Brand Front-of-Mind



Contacts

Tracking Elements

Attributes

Pages Visited



Email Marketing & CRM



Custom Audiences



Direct Mail

Keep your brand
front-of-mind
until time of
purchase



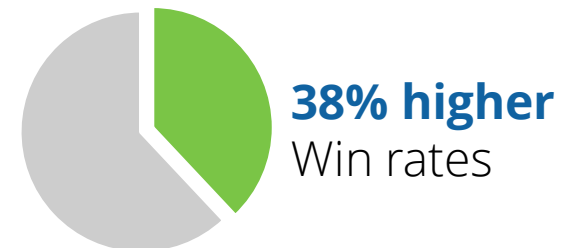
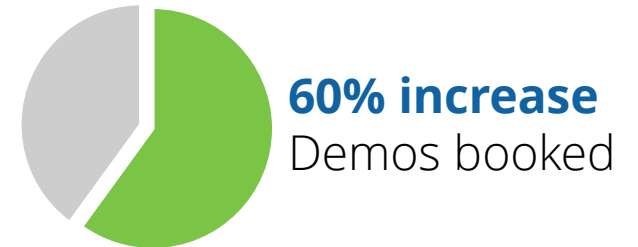
- ✔ Your Email Marketing Platform
- ✔ Your CRM
- ✔ Your Line of business application
- ✔ Over 3,000+ other integrations



We Make Sales Easier

- ➔ We make Prospecting Easier
- ➔ We make Connecting Easier
- ➔ We make Qualifying Easier
- ➔ But Closing is up to you!

Are you ready to make sales easier?



What *Can* *You Do* With The Data?

You own the data.
We are simply helping
you make the most of
the data you already
have. We are the
missing link between
your website and
your other marketing
efforts. Imagine the
possibilities!



Email

- Lead Nurturing Workflows
- Highly Measurable Results
- Coupons
- Get Closer to Your Prospects
- Inform * Educate * Convert



Segmentation

- Qualifying or Disqualifying
- Messaging by Persona
- Routing by Location, Page Visited, Income, Domain Visited, or Other Variable



One-on-one Advertising

- More Targeted Digital Advertising/Display
- Custom Audiences
- Over-the-Top-Media (OTT)
- Direct Mail



Integration

- Over 3,000 Integrations
- Quick and Easy: Can Be Completed in under 30 Minutes
- Custom Integrations





How Does it Work & What We Do



What is a Digital Footprint?

Digital footprint is the information about a particular person or organization that exists on the internet **as a result of their online activity**.

Where do Digital Footprints come from?

Here are some of the sources:

- Data Co-op
- Social Channels
- Publishers
- Technology Platforms
- Research Firms
- Event Firms
- Review Sites
- Publishing Networks
- Advertising
- Job Postings
- Search Engine Results
- Your Website
- Emails
- We capture this information & display in your dashboard





Asking Permission & Privacy Discussion

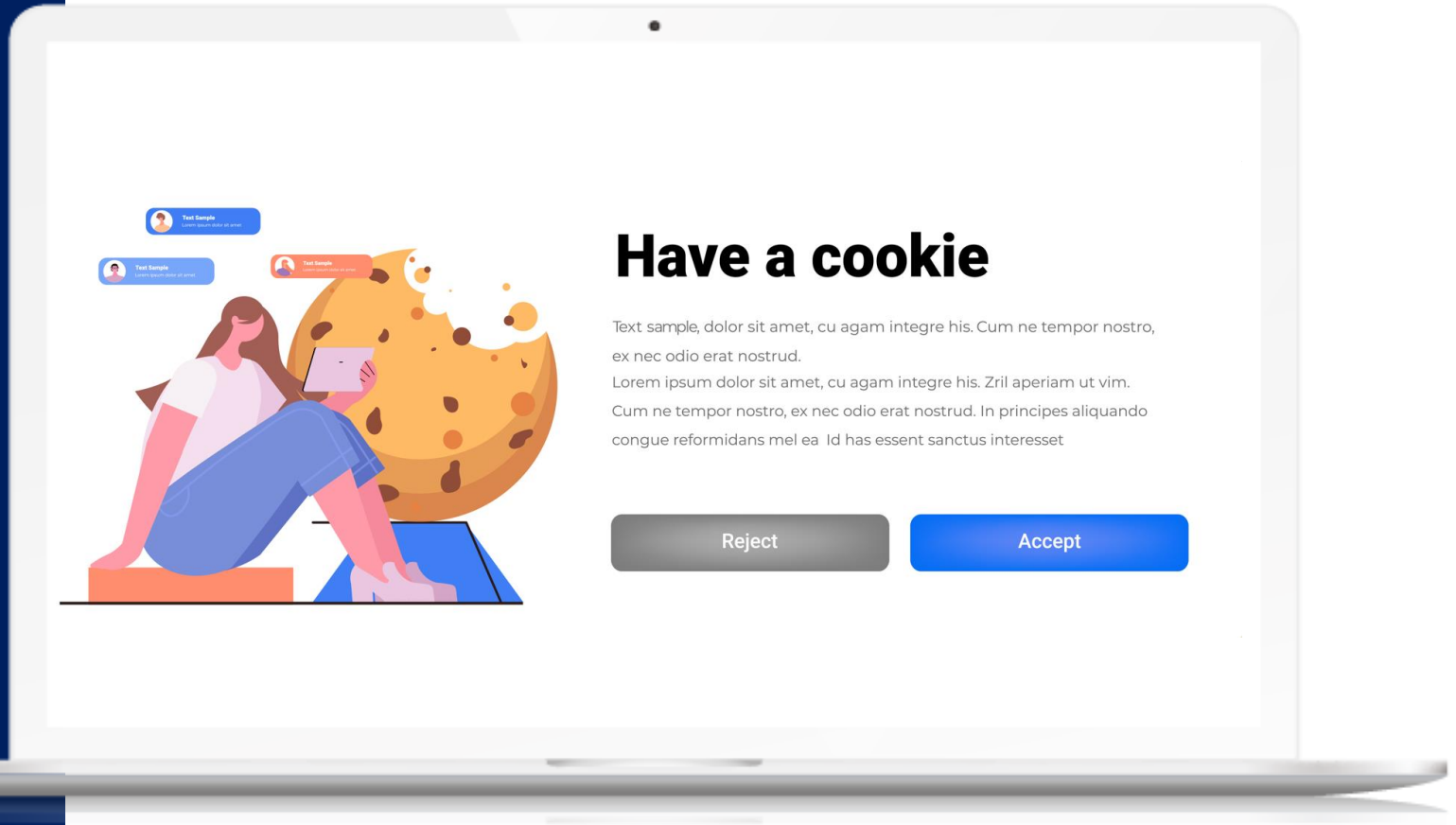


01

**Prospect
accepts Cookie
Consent notice**

02

**Website
VisitorID
Identification
Activated**



Cookie Consent Verbiage

COOKIE CONSENT

[customer name], through this web site (the “Site”), makes use of certain technologies, including but not limited to browser cookies, tracking pixels, and other such techniques to gather information about you and your interactions with the Site. By making use of and interacting with this site, you hereby agree to and acknowledge your permission for [customer name] and its vendors which provide services and technologies which enable to operation of the Site, including but not limited to Visual Visitor, LLC, to make use of the information gathered from and about you through your use and interaction with the Site in accordance with [customer name]’s Privacy Policy, which can be found at [insert URL for customer’s Privacy Policy].

Note About Cookie Consent

[NOTE: Customer should make use of the above as part of a banner or pop-up and should include a mechanism to opt out of cookies and other tracking technology. Best practices in the US are to break tracking down into categories, such as “Essential” for user log-in information, “Functional” for tacking necessary to enable key functionality on the site, and “Analytic” for things such as Google AdWords tracking and Visual Visitor’s tracking. Consent to cookies can currently be obtained by passive consent in the US, such that if web site visitor does not interact with the pop-up or banner after a period of time, consent can be implied.

For websites soliciting or intentionally targeting EU residents, there are very specific requirements regarding tracking technology disclosure and informed consent which are not fully covered by the above.]

Privacy Policy Update

NOTE: Please insert all of our recommended verbiage, verbatim (or as close as possible), into your existing Privacy Policy, filling in those fields denoted by “[...]”:

We collect, use and are responsible for certain personal information about you. When we do so we are subject to various laws in the United States and the General Data Protection Regulation which applies across the European Union (including in the United Kingdom), and we are responsible as “controller” of that personal information for the purposes of those laws.

1. **Key Terms.** It would be helpful to start by explaining some key terms used in this policy...



Limitations

- ✓ USA Only*
- ✓ Household level only
- ✓ Many of the attributes are aggregate or 'overlay' data
 - Income Ranges
 - Net Worth
- ✓ Cookie Consent must be used
- ✓ Privacy laws must be followed

Questions?

Leadconnectpro.net
Support@leadengagements.com



LEAD Connect Pro - WebID



Are you Ready for a Test Drive?

<https://leadconnectpro.net/book-appointment>



Getting Started: *LEAD Connect Pro WebID* Take a Test Drive!



- Cookie Consent Verbiage
- Install Tracking Code

- Set Monthly Budget
- Set Integration Points

- Month to Month Agreement
- or
- Annual Agreement

NO CREDIT CARD REQUIRED = YOUR LEADS FREE DURING TRIAL





GET STARTED TODAY!

“Grab Your Free Trial Today!”
NO Credit Card Required!

