LEAD FORENSICS



The ultimate guide to reverse IP tracking for marketing professionals

leadforensics.com

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Marketing is enthusiasm transferred to the customer.

— **Gregory Ciotti,** Content Marketing Lead at Shopify



Welcome, to the world of intelligent reverse IP tracking...

...the key to unlocking your **best** marketing results yet. As a B2B marketing professional, we understand that securing impactful results across the board, generating high-quality leads and delivering strong **return-on-investment** are vital to your success — as an individual, a department and a business.

Discover how a simple code can help you achieve it all — detailed analytics to enhance website performance, the power to personalize, real-time alerts for instant communication and nurturing, high-caliber marketing **data** and the chance to turn every visitor into a piping hot lead — even if they haven't made a website inquiry.

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1. An introduction to reverse IP tracking technology

> **The right software creates extraordinary opportunities for marketers — so it's time to discover reverse IP tracking and slot it into your tech stack for amplified results.**

As a B2B marketing leader, your **business website** is one of your most valuable assets. Every digital advert, social media link and email marketing click-through lands on your site

But, what are you doing with all the traffic that arrives as a result of your online campaigns? Let's face it. B2B products and services are pretty **niche.** It's unlikely a visitor is exploring your site for no reason — so it's safe to assume that each and every visitor has expressed some level of purchase intent. **Reverse IP tracking** is the missing tool marketers need to transform a one-time visitor into a prospect.



What is reverse IP tracking and how does it work?



IP tracking

Reverse IP tracking is an intelligent website technology that provides users with hordes of high-quality data about their website, its visitors, and their on-site behavior. A simple piece of code is added to your website, enabling it to instantly recognize visitors based on their unique business **IP address.** On its own, an IP address can't tell you much — but when matched to a high-quality, verified database of business IP addresses, the previously anonymous identity of the organization attached to that IP address is revealed. The technology then tracks their **behavior and journey,** providing you with brand new opportunities to engage.

Lead Forensics

Lead Forensics is a reverse IP tracking software that rapidly accelerates B2B lead generation — instantly delivering sales-ready leads to your team and providing deep visitor insight for turbocharged marketing results.

" What new technology does is create new opportunities to do a job that customers want done. "

– **Tim O'Reilly,**
Founder and CEO of O'Reilly Media

Embracing SaaS solutions to unlock revenue



For impactful marketing results in 2020 and beyond, your **technology stack** makes all the difference. According to KoMarketing, as many as 43% of marketers use between six and 10 different martech solutions, while 28% use more than 10. Consider embracing solutions that work together in harmony to deliver the best outcomes — those that directly lead to revenue.

Speed up internal and external processes, reduce human error and even eliminate the need for additional resources. And, seek out **technology** that provides multiple solutions at once. Reverse IP tracking, for example, helps to generate new business leads, **align teams,** maximize ROI, provide additional marketing data and much more.

> **According to KoMarketing, as many as 43% of marketers use between six and 10 different martech solutions, while 28% use more than 10.**

2. Generating new business opportunities



> " Creating opportunities means looking where others are not. "
>
> – **Mark Cuban,** entrepreneur

VIP access to your website traffic:

Okay, so we've discussed just how important your website is. And, we've explored what reverse IP tracking is and how it works. Together, they're unstoppable — **providing B2B marketing leaders with everything they need to see tangible results from their marketing output.**

01 Eliminate the need for **on-site conversions**

02 **Identify the businesses** exploring your website

03 Discover the pages they're looking at and **how long they stay** for

04 Optimize your site to meet **visitors' needs**

05 Personalize your communications to **impress visitors**

06 **Reach out to potential buyers** for real-time lead nurture

07 **Stay ahead** of prospects — and competitors

08 **Attribute campaigns** directly to business revenue

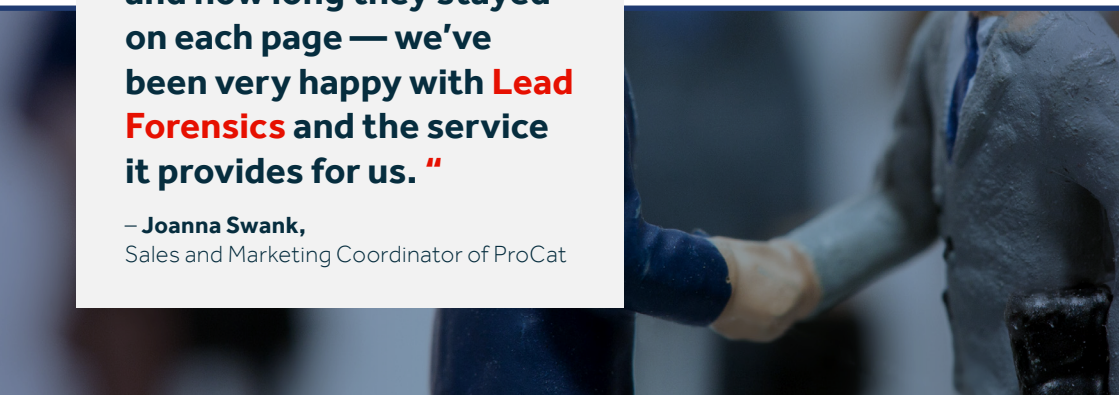
Discover unconverted opportunities for your pipeline

> According to Taylor & Francis, it takes about **0.05 seconds for a website visitor to form an opinion on your site.** And, Rakuten Marketing discovered that even back in 2014, buyers were visiting a website as many as 9.5 times before making a purchase.



For B2B marketers, this means there are hundreds — thousands, even — of **unconverted visitors** leaving their business website before making an inquiry. Reverse IP tracking technology eliminates the need for on-site **conversion** — providing users with the necessary data to place these visitors into their **pipelines,** ready to be nurtured, reassured and eventually transformed into customers.

> **" The software enables us to be aware of companies visiting our website in real-time. We know what pages they have visited and how long they stayed on each page — we've been very happy with Lead Forensics and the service it provides for us. "**
>
> – **Joanna Swank,**
> Sales and Marketing Coordinator of ProCat



According to Invenspcro, as many as 80% of leads never translate into sales. And, businesses that excel at lead nurturing see around 50% more sales — at a 33% lower cost.

Once you've identified an engaged website lead, it's up to your team to move them quickly through the pipeline with effective **nurturing content.** With reverse IP tracking technology in place, real-time alerts of your website visitors will give you the opportunity to reach out instantly. And, with access to detailed website visitor journeys and analytics, you'll gain an accurate understanding of exactly what that lead is looking for. This positions you as an **expert,** keeps you at the forefront of their minds, and provides **reassurance** of their decision.

***Lead Forensics** integrates seamlessly into any CRM, seamlessly aligning sales and marketing teams to deliver a smooth, intelligent and data-rich lead nurture process — all in one place.*



Customer experience is the new marketing battlefield.

— **Chris Pemberton,** Gartner



...upsell and cross-sell to your current clients

As mentioned earlier, an **existing customer** can still be nurtured. As a B2B organization, you likely offer **multiple products and services** — some that work effectively together; some that are higher value than others, and some that are more suited to specific audiences.

Use real-time reverse IP tracking technology to identify when current clients are exploring your website — is there something they need help with? Or, is there another product they could **benefit** from? **Reach out quickly with a relevant solution** — providing exceptional customer service and, in turn, ensuring nothing stands in the way of your client renewing or repurchasing.

3. Building brand excellence

> The quality of your brand is directly linked to the success of your business. While results-driven marketing is a must, **don't dismiss the power of tech to build your brand.**

Did you know that, according to Google and the Corporate Executive Board, as many as 50% of sales go to the vendor that responds first?

That means you could miss out on closing half of your sales just by reaching out a little too late. Implementing a culture of immediacy — prioritizing instant customer **communications** and putting clients at the centre of your business strategy — is a sure-fire way to ensure you're always the first to reach out. **Innovative technology** helps you achieve this, giving you the powerful advantage of real-time alerts and the ability to **connect with visitors** on arrival.



*Opt for SaaS solutions that work quickly — or better still, in real-time — to help you keep up with the ever-growing demand for hyperfast interactions in the B2B world. Lead Forensics sends real-time alerts — and can even send them directly to your desktop via **Lead Reveal.***

> **" Knowledge isn't power. Applied knowledge is power. "**
>
> – Eric Thomas, **motivational speaker**



Access your visitors' on-site behavior and deliver a personalized experience

The more you know about your potential buyers, the better **understanding** you'll have of their requirements from your business. This is where personalization comes in. Delivering relevant content and experiences will transform your results — helping to maximize the impact of your campaigns, meet buyer expectations and improve the overall **customer journey.** Use website visitor journeys and on-site behavior to develop a clear picture of what your various audiences are interested in seeing — are they reading your blog? Do they watch your **videos?** Have they downloaded your on-site content? If so, what are the most popular pages or subjects? This valuable insight will inform your **strategy,** helping you learn from... unsuccessful campaigns and maximize results going forward. **According to Monetate, a lack of personalized content generates an 83% lower campaign response rate — and Sales Cycle found that marketers see a 56% increase in sales thanks to personalized experiences.** Create content specifically with your **audiences** in mind; run targeted adverts that direct visitors to bespoke landing pages with tailored calls-to-action; share relevant key messages and imagery, and discover your brand's multiple unique selling points (USPs). Use reverse IP tracking software, along with high-end **personalization tech,** to develop and execute a data-fueled strategy.



Optimize your site with advanced analytics

ACCORDING TO ECONSULTANCY

Businesses that see improved conversions and running around **50%** more tests.

Every marketing plan should include a robust website optimization strategy — ensuring your site is discoverable by **search engines** (SEO), offers a simple and intuitive user experience (UX), and designed with conversions in mind (CRO). Reverse IP tracking gives you valuable insight into your website's **performance** — showcasing your best referrer channels, your bounce-rate, page views, the time spent on your **website** and the overall on-site journey of your business visitors.

Identify where to boost your digital output, fix elements of your site with poor UX and improve pages with high bounce-rates or low conversion-rates. Experiment to see what works best.

> **" Lead Forensics is an intuitive tool, offering great insight that really captured the imagination of our Sales & Marketing team, and all for a great value too! "**

– **Andrew Macaskill,** Digital Marketing Manager ClusterSeven

4. Maximizing marketing campaign success

> Tight budgets, poor conversion-rates, targets — we know these things keep successful marketers up at night. **Rest easy with reverse IP tracking supporting your success.**

Make every campaign count



Ultimately, your **digital campaigns** are designed to deliver leads and generate revenue. So, if they don't instantly see conversions, where is the ROI? **According to Content Marketing Institute, 88% B2B marketers use content marketing to generate leads. And, Forbes discovered that 90% of customers say that seeing a video makes them more likely to buy.**

Select your content carefully and employ effective tactics to boost success. Opt for optimized, campaign-specific landing pages — placing personalized **calls-to-action** above the fold. Consider **gating high-value content,** reduce the number of form-fill fields where possible, and implement effective tech to work seamlessly in the background — transforming recipients and viewers of your content instantly into warm leads.

"

Without data, you are just another person with an opinion.

– **W. Edwards Deming,** professor and author



ACCORDING TO INVESPRCO

Data-driven marketing increases ROI — resulting in as much as a 5-8x ROI for campaign spend.

ACCORDING TO GARTNER

Gartner found more than 75% of marketing leaders base decisions on data analytics.



The more advanced, personalized and **data-fueled** your competitors' marketing strategies become, the more advanced yours needs to be. In turn, data should be at the heart of your organization. While some experimentation is expected to get it right, using **valid insight** to inform the decisions you make will lead to consistently better results across the board — see through everything from revenue, return and customer engagement to conversions and **channel-specific success.**

*Remember, when selecting a data source, analytics tool or data-reliant technology, be sure to choose one with accuracy and verification at its core. Lead Forensics, for example, owns the world's largest proprietary database, has in-house data verification and **compliance** teams, regularly cleansing and updating data to ensure the most up-to-date information at all times*



" Lead Forensics provides us with hordes of useful features and information. This includes mapping the customer journey, volume of visits, real-time alerts, business information, and the opportunity to upload lists to track campaign engagement. "

– **Ruth Williams,**
Head of Marketing Astutis

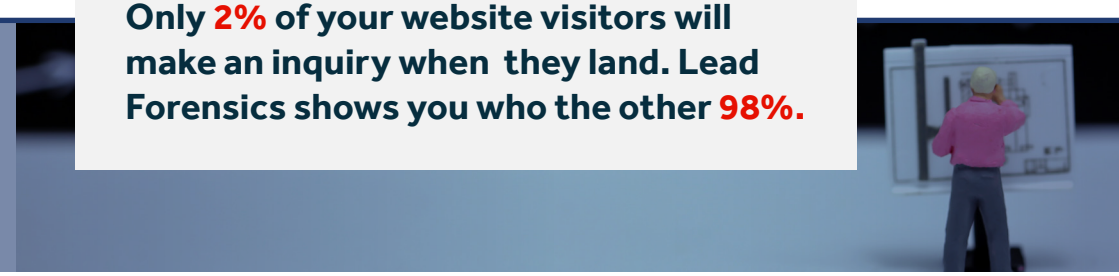
Prove marketing ROI quickly and efficiently

Reverse IP tracking technology brings analytics, insight and lead generation tactics together to deliver maximum campaign **ROI.** Not only will the software automatically transform every website visitor into a lead, providing all the necessary information to engage, but it also enables simple lead attribution — empowering marketers to prioritize the **channels** that drive the best results.

Generate more leads than ever before, improve customer experience and, in turn, retention, optimize your site for quicker conversions, develop strategies for your top performing channels, experience simpler revenue attribution and obtain hordes of high-value data and insight — delivering a **fast and impressive** ROI on campaigns, channels and technology.

5. Lead Forensics: reverse IP tracking in action

Only 2% of your website visitors will make an inquiry when they land. Lead Forensics shows you who the other 98%.



Lead Forensics has been supporting B2B marketers for more than a **decade.** Our innovative software transforms your website visitors into engaged leads as they land — turning your site into a lead generation engine.

Using intelligent **IP tracking software** and a global leading database of business IP addresses, users are provided with the business name, contact details of key decision-makers and detailed user journeys — in real-time. This way, marketers gain access to a bounty of new marketing data, the power to make quick customer connections, and deliver instant results. Supercharge your **marketing activity,** revolutionize your website, amplify results, and keep your sales pipeline topped with new opportunities.

> Discover Lead Forensics — **the ultimate technology for B2B marketing professionals.**



How B2B marketing leaders utilize Lead Forensics

Let's explore **Lead Forensics** in action to discover how high-profile marketing leaders utilise the software.

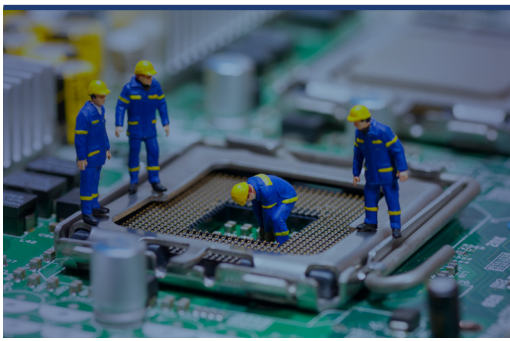
Astutis is the leading international training provider, offering high-quality, cost-effective training and consultancy services to individuals and organizations across all industries. Astutis is the leading international training provider, offering high-quality, cost-effective training and consultancy services to individuals and organizations across all industries.

Lead Forensics provides Astutis with features and information such as the ability to map the customer journey, volume of visits, real-time alerts, business information, and the opportunity to upload lists to track campaign engagement.

And, the company's field sales team uses Lead Forensics to identify large global businesses landing on its website. They create a CRM record and assign the lead to a member of the sales team, using the company information and insight to start a conversation. This removes the need for cold contact.

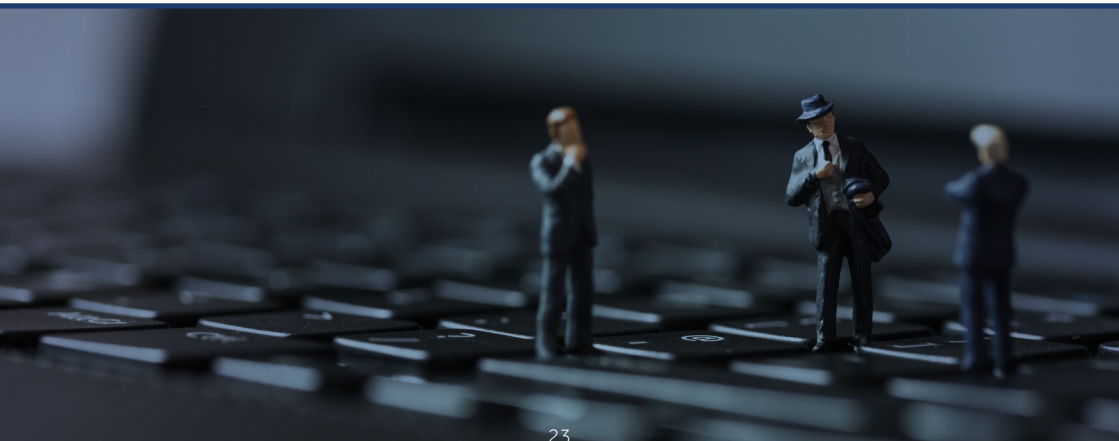
ClusterSeven is the leader in End User Computing (EUC) management software with a wealth of specialist experience to support businesses managing Shadow IT applications, trusted by leading enterprises worldwide.

The organization chose Lead Forensics to provide high-quality, detailed insight and a high level of service, all for good value for money.

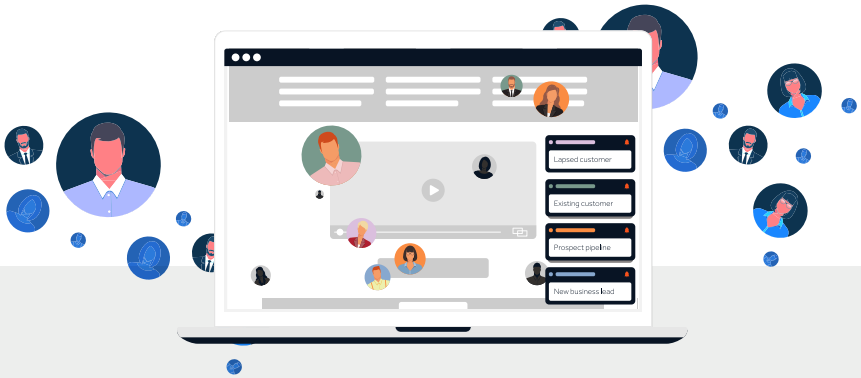


The company's sales and marketing team uses insight provided by Lead Forensics to understand the impact of their activities, helping them discover whether the campaigns have encouraged target businesses to hit the relevant pages on the website. Their Customer Success Manager helped set up a number of different reports, including a customer keyword search term report offering insight into their brand awareness in target industries.

> Since their solutions tend to have a long sales cycle, it is vital that **they are constantly in touch with the organizations they are interested in reaching.**



If you enjoyed this Ebook, learn more from the Lead Forensics knowledge base



Start generating revenue directly from your B2B website.

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