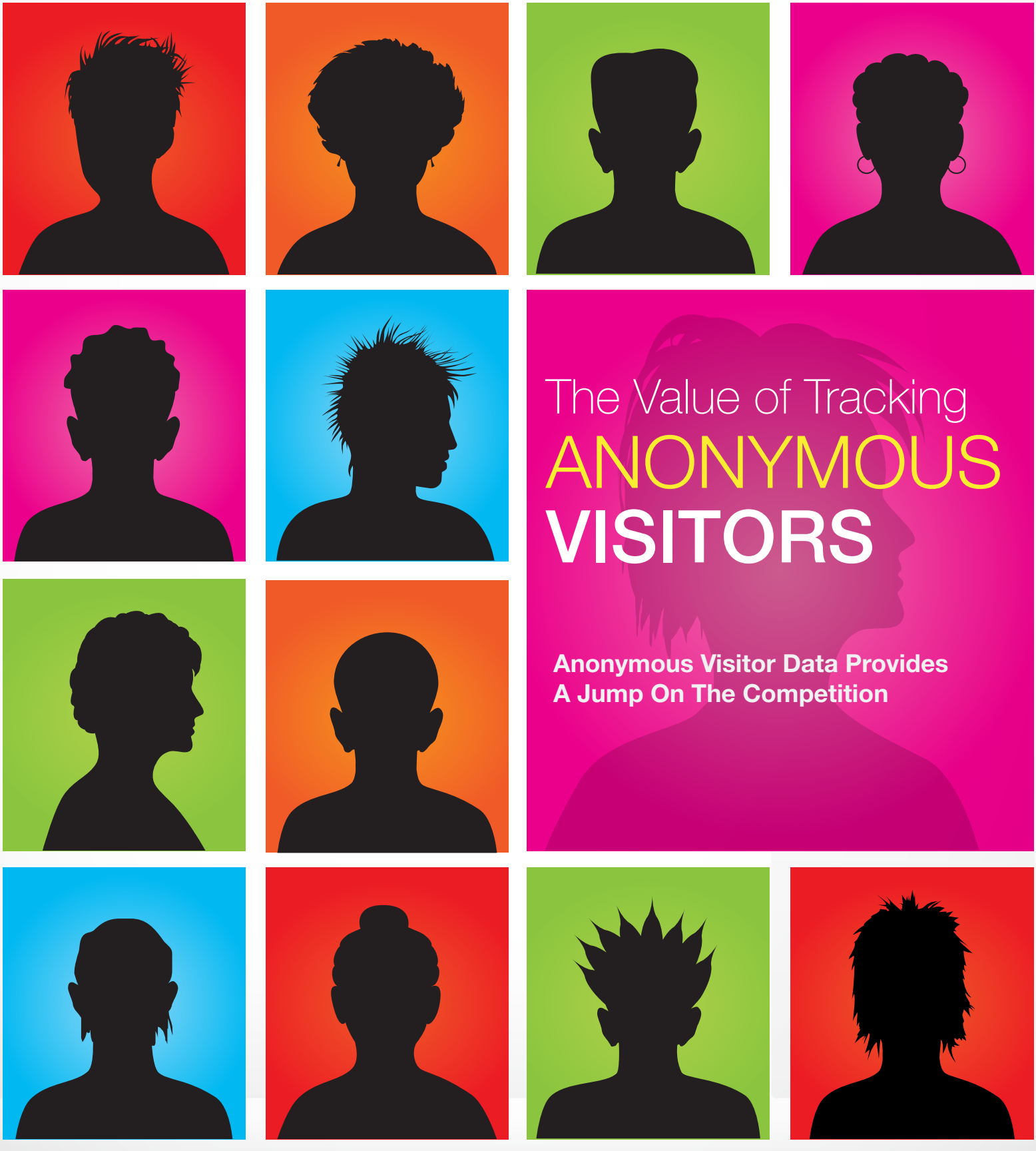
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The Value of Tracking ANONYMOUS VISITORS

Anonymous Visitor Data Provides A Jump On The Competition

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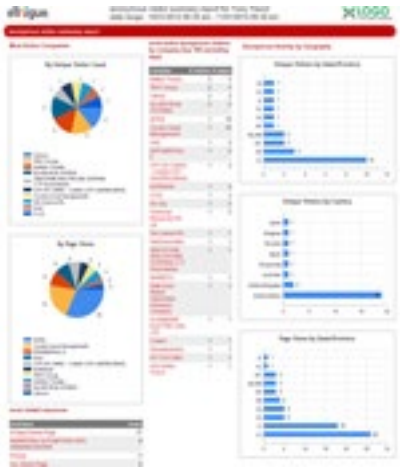
What's the value of tracking anonymous visitors on your site?

Anonymous Visitor Data Provides A Jump On The Competition

Surprisingly, many marketers are still inclined to answer "very little," or ask "Don't we already do that with our web analytics?"

Don't wait for prospects to self-identify

The short answer is that it's absolutely important. While marketers may strive to have website visitors fill out a whitepaper download form, or self-identify via the "contact me" button, the reality is that potential buyers are researching your company and products far in advance of their willingness to identify themselves. If you wait for prospects to self-identify before you start tracking their actions, you may find yourself trailing competitors who do track anonymous visitors.



Anonymous visitor reports provide a comprehensive view of visitors, and visitor activity for prospects that are not yet identified.

1. We Know What You Did

First off, "anonymous" may be a bit of a misnomer. 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.

2. We Know Who You Are

Anonymous tracking in marketing automation lets you record every individual's web activity from his very first visit to your web site and it can also tell you the name of his company. If a visitor subsequently registers for a download or clicks-through on one of your campaign emails, the anonymous visit history is automatically added to their identity in

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his marketing automation record. You get a complete picture of each prospect's interaction with your web site from the first moment they visited. That history is priceless for understanding a prospect's interests sooner—and a real leg-up for your sales team. It's important to keep anonymous history in perpetuity; buying cycles can often run many months, if not years.

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.

> "Don't wait for prospects to self-identify."

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 organisations, and open a dialogue. 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 organisation. 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 organisation's buyers and work to establish personal communication with them if there site activity makes it appropriate.

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Anonymous visitor data also helps you gauge how many individuals from an organisation have an interest in your product. Even after you've identified and engaged a few key individuals from an organisation, 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. Image two scenarios, each with a form-fill by a potential prospect.

> "It's a more effective use of your sales resources."

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 personalised 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? Would you 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 for the account so they can contact the prospect quickly. 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.

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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 willingly give up their name or email address.

> "Reach prospects at the right time."

With anonymous visitor tracking, you can:

- Identify prospects that are active, but not ready to self-identify.
- Identify and contact leads who justify immediate attention, rather than arbitrarily putting them in a long nurturing flow.
- Reach these prospects at the right time with greater insight into each prospect's exact needs and their level 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 sucessful demand generation programmes 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®

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