

Using website visitor tracking to **revolutionize your B2B lead generation**

Embracing technology is a sure-fire way to generate hot leads and get the best results. Discover how website tracking can take your business to the next level.



LEAD FORENSICS

leadforensics.com

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WHAT WILL I LEARN?

Tracking your website visitors can benefit your business in a number of ways. From gaining insight into your potential customers to generating high-quality leads directly through your website, it can give your organization a strong advantage.

According to Walker Sands, 56% of marketers believe the martech industry is evolving faster than their organization's use of marketing technology. And, 9 out of 10 marketers state that they use at least one martech tool on a regular basis.

So, if you want to compete with industry leaders, read on to discover how embracing website tracking tools can turbocharge your B2B organization and help you achieve the ultimate results.

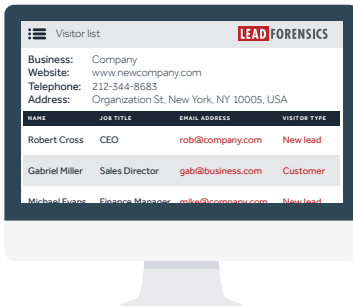
“ TODAY, IT'S NOT ABOUT 'GET THE TRAFFIC'. IT'S ABOUT 'GET THE TARGETED AND RELEVANT TRAFFIC' ”


— Adam Audette, SEO at Merkle


LEAD FORENSICS: WEBSITE USER TRACKING SOFTWARE WITH A DIFFERENCE


At Lead Forensics, our industry-leading website tracking software helps B2B organizations generate high-quality leads. It works by alerting users of their website visitors in real-time, maximizing business websites and ensuring users get the most from their strategies.

Gain customer insight, make improvements to your site and capture leads at just the right time.



 Increase your website conversions

 Know who is visiting your website in real-time

 Significantly increase your online ROI

Get started with your
free demonstration & no obligation trial

SIGN UP

ONE



What is website visitor tracking?

Discover exactly what website visitor tracking is, the ways it can benefit your organization and how it can support your business at every stage of the sales funnel.

“ DON'T PUSH PEOPLE TO WHERE YOU WANT THEM TO BE; MEET THEM WHERE THEY ARE ”

— Meghan Keaney Anderson, VP Marketing, HubSpot

B2B WEBSITE VISITOR TRACKING: THE DEFINITION

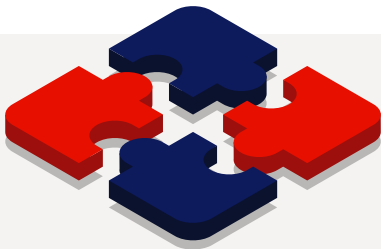
W **ebbsite visitor tracking**, by definition, is the ability to see who is visiting your website. Businesses must employ a software — preferably one that works in real-time — that tracks the behaviors of their website visitors. It can tell you who the visitor is, where they are visiting from, what they are looking at on your website, and the channel that drove them there.

According to B2B Technology Marketing Community, 61% of B2B marketers think generating high-quality leads is one of their biggest challenges.

With effective website tracking software in place, businesses can identify and target visitors accordingly, utilizing the data to maximize opportunities from their website leads.

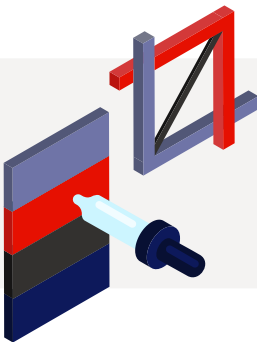
WHAT ARE THE BENEFITS OF TRACKING VISITORS TO YOUR WEBSITE?

Real-time notifications and data provide you with the advantage of time — enabling users to reach out to leads at just the right time.



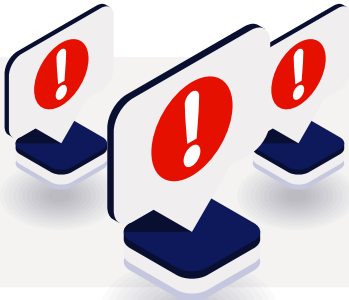
Gain insight into your visitor's likes, dislikes and user journey to fuel your marketing decisions.

Identify your most successful referrer channels and prove **ROI** from marketing campaigns fast.



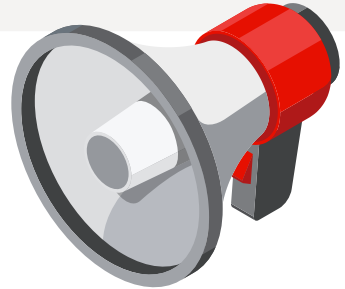
See what is working, and where you might need to make changes to **optimize** your business website.

Enhance customer experience, **align sales and marketing teams** and supercharge your sales process.



Using a set of criteria to assign a value to each lead, high-quality software can prioritize your leads.

Manage leads effectively through the pipeline within a **CRM**, set reminders and keep on top of your data.



Use the data to design the perfect sales pitch, reach out with appropriate content and execute the ultimate follow-up.

SUPERCARGING EVERY STAGE OF YOUR SALES FUNNEL

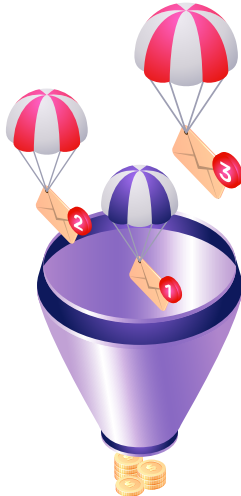
Lead Pages discovered that



of sales happen after seven or more contacts

F or B2B organizations, sales processes are often long, complicated and include multiple decision-makers. **According to Marketo, 96% of website visitors are not ready to make a purchase on their first visit.**

For marketers and salespeople alike, this is crucial because it dramatically impacts your funnel and wider approach. Website tracking tools can speed up the B2B buyer journey, offer data and insight to help you tailor your approach, and help you revolutionize your website to meet the needs of your target audience — supporting your **funnel** from start to finish.



TWO



Why do I need it if I have Google website visitor tracking?

Find out if Google Analytics is the most insightful website tracking tool for you — and whether innovative, data-driven, real-time software could boost your business.

“ **MARKETING
WITHOUT DATA
IS LIKE DRIVING
WITH YOUR
EYES CLOSED. ”**

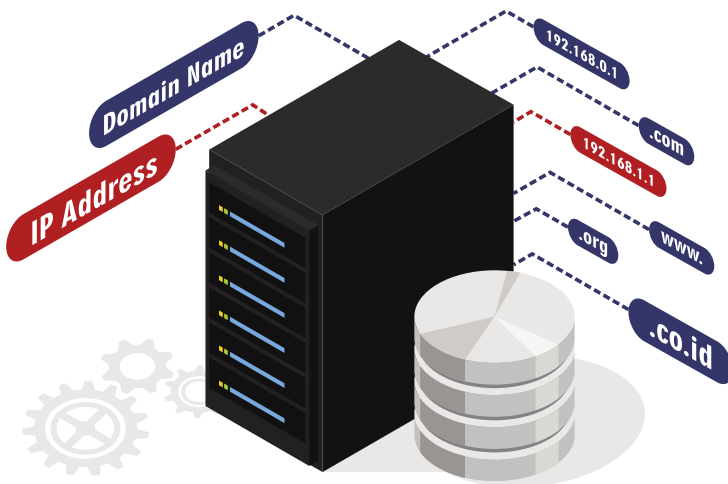
— Dan Zarrella, social, search and viral
marketing scientist, HubSpot

GOOGLE ANALYTICS WEBSITE VISITORS: WHAT DOES IT OFFER?

Back in 2005, search engine giant Google launched its own website analytics tools: **Google Analytics**. If you have a business site, then it is likely you already use it — **according to Marketing Land, even back in 2015 it was estimated that 30–50 million websites use Google Analytics**. Users are given a tracking code they can paste on to their web pages, so Google can track visitors to their site. It can identify referrer channels, show your sessions, bounce rates and conversions, as well as displaying the location of your website visitors. Similarly, it will outline the time spent on each page, the number of page views and other useful behavioral data.

HOW DOES IP ADDRESS TRACKING DIFFER?

While Google Analytics is popular, accessible and provides valuable data, **Econsultancy discovered that 35% of those not using the tool said it was because Google Analytics was not sophisticated enough for their requirements.** This is where website visitor IP address tracking comes in, offering the **added value** of identifying website visitors based on their IP address. This way, users can discover the exact organizations visiting their business website. Google Analytics filters out IP addresses before users can access the information — so, if you are looking to identify exact visitors to your site, then you may need to consider a different tool.



DATA MATTERS



Quality data is at the heart of successful marketing.

According to Forrester and DMA, understanding customer interactions across all touchpoints is considered the top challenge for marketers.

So, when it comes to selecting a site visit tracker, be sure to choose a **tool** that provides you with the quality, quantity and accuracy of data that your organization requires. Identify where you have data gaps and discover what information could help fuel your business decisions and website strategy going forward.



THREE



Website visitor tracking software

Selecting software to support your marketing objectives and business goals is an important decision. It's time to pick a tool that provides the most for your B2B organization.

“ WHAT NEW TECHNOLOGY DOES IS
CREATE NEW OPPORTUNITIES TO DO A
JOB THAT CUSTOMERS WANT DONE ”

— Tim O'Reilly, founder of O'Reilly Media

WEBSITE VISITOR TRACKING TOOLS FOR SUCCESSFUL LEAD GENERATION

A ccording to **BrightTALK**, **80% of marketers say their lead generation efforts are only slightly or somewhat effective.** Embracing technology is a crucial step in improving your new business strategy. High-quality website visitor tracking software will transform your lead generation process — revolutionizing your approach to acquiring new, engaged leads directly from your **B2B website**. Marketers spend large quantities of time driving traffic to business websites — and appropriate software helps maximize opportunities presented by each and every visitor.



Reach out to the right person from the right organization



Align teams, supercharge your processes and identify warm leads

Gain insight into your website visitors and qualify leads early



Access useful data in real-time and stay ahead of competitors

SELECTING THE BEST WEBSITE VISITOR TRACKING SOFTWARE

Let's explore some of the leading tools used for tracking your B2B website.



HUBSPOT



- Inbound marketing, sales and service platform
- Uses browser **cookies** to track website visitors
- Cookies are assigned to users after first visit
- If a visitor deletes their cookies, they will be considered a new visitor
- Does not track unique visitors
- Offers an analytics tool
- Identifies the source of your website sessions and provides data about visitor actions

SALESFORCE

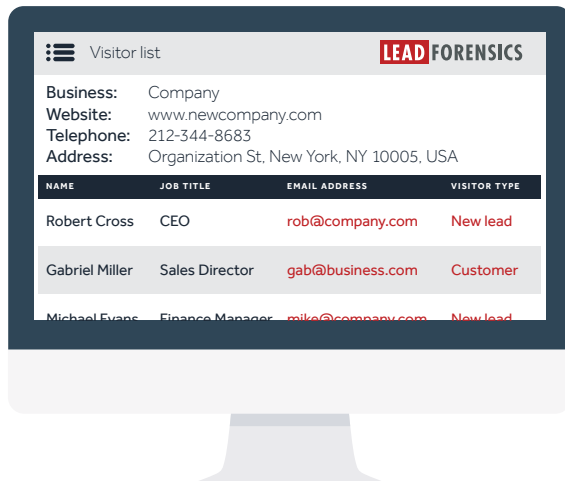


- Marketing and sales solutions for small and medium businesses
- **Customer relationship management system**
- Unified marketing platform
- Website tracking tool and analytics
- Enhance your customer journeys and set marketing goals
- Using Collect Tracking Code, capture data about known contacts from your existing database
- See the behavior of unknown visitors you do not have the contact details for

LEAD FORENSICS



- A website tracking tool with a difference
- Detailed user journeys of your website visitors for the ultimate insight
- Identify where changes need to be made
- Real-time notifications providing the benefit of time
- Reveal the identities of your visitors: from first-time visitors to existing customers
- Instantly **transform your sales funnel**
- With **Lead Reveal**, receive desktop alerts and remove the need for multiple logins
- Gain contact details like phone numbers and email address of key decision-makers



DATA COMPLIANCE: AT THE HEART OF YOUR STRATEGY

According to Varonis, by December 2018



of organizations believed they were GDPR compliant

For your business to be successful, getting it right is important. When it comes to IP address tracking, a number of organizations were concerned that it may be **illegal** or a breach of **data regulations**. However, it is important to note that business IP addresses are not considered personal information, so identifying your B2B website visitors through tracking software all sits comfortably within data compliance. As long as your sales follow-up is **data compliant** too, you should have no apprehensions when it comes to embracing website visitor tracking tools for lead generation.



FOUR



Where does it fit into your marketing strategy?

A robust marketing strategy is pivotal to business success — and selecting the appropriate tools to help you meet your goals and maximize results is a key.

“ TECHNOLOGY IS NOTHING. WHAT’S IMPORTANT IS THAT YOU HAVE FAITH IN PEOPLE, AND IF YOU GIVE THEM THE RIGHT TOOLS, THEY’LL DO WONDERFUL THINGS WITH THEM. ”

— Steve Jobs, CEO and co-founder of Apple

START AT THE DRAWING BOARD

According to Coschedule, 74% of marketers set marketing goals — but just 16% state that their entire marketing strategy is documented.

When it comes to embracing technology of any kind, it is pivotal to ensure it is playing a role in supporting your business and marketing plans. Website visitor tracking can support a whole host of **objectives**, and to get the most out of the tool you select, including it in your plan from the start is important. Review your existing strategy, and don't be afraid to go back to basics. Outline **SMART** objectives, and consider combining your sales and marketing strategies to align teams and execute a seamless approach.

TURBOCHARGE YOUR TACTICS

W

ith actionable objectives in place, it's time to execute a series of tactics to help you meet your goals.

Website visitor tracking software will play a vital role in enhancing, streamlining and supporting these tactics. Remember, marketing technology is only as effective as the strategy it is a part of! So, make sure you fully understand the capabilities of your chosen tool, implement a plan to maximize returns and ensure you have a member of staff in place to help you fully optimize the software.



DID YOU KNOW

Lead Forensics allocates a dedicated **Customer Success Manager** to every user? They can help you **design a strategy** for success and meet your marketing goals.

MONITOR, MEASURE, ADAPT AND GROW

It can be easy for marketers to spend time planning and executing a great strategy, then leaving it alone to run its course. However, like everything in the B2B marketing world, measuring results and making changes is crucial. With effective website tracking software comes hordes of high-quality data — and with data, comes the elimination of ‘guess work’. You’ll have your own set of **KPIs** in place, so be sure to stay on top of results for the ultimate success. Use your chosen tool to identify which of your campaigns is taking your business to the skies — and which is proving little return.



FIVE



Turning traffic into leads

Every website visitor represents a potential business opportunity. As the online hub of your B2B organization, your site should be the optimum place to capture leads and generate new business.

“ IT IS MUCH EASIER TO DOUBLE YOUR BUSINESS BY DOUBLING YOUR CONVERSION RATE THAN BY DOUBLING YOUR TRAFFIC ”

— Jeff Eisenberg, businessman

MAXIMIZE ON YOUR DEMAND GENERATION EFFORTS

According to SnapApp, 67% of lost sales are a result of sales representatives not properly qualifying potential customers before taking them through the sales process.

Unfortunately, not every visitor that lands on your site is a ready-to-buy potential customer. So, **lead qualification** is an important part of your process. With IP tracking software in place, your teams are able to access the data needed to qualify leads early. Discover the organizations visiting your website and ensure they are the right fit — will they benefit from your product? Can they afford it? What kind of buyer behavior are they exhibiting? Determine whether or not they have a genuine interest in your product, assess their likelihood of conversion and prioritize effectively.

CONVERSION RATE OPTIMIZATION



Optimizing your website with conversion in mind is a sure-fire way transform your traffic into leads. If you capture leads through elements like contact forms, webinars or newsletter signups, make use of insightful data to see what is working best. Once you know what your audience likes, you can replicate this across your site for optimum results. In fact, **according to Smart Insights, the correct targeting and testing methods can increase conversions by up to 300%**. Stay a step ahead of your potential visitors, consider implementing personalized marketing campaigns and ensure marketers and salespeople prioritize conversion as the end goal.

MAXIMUM IMPACT MARKETING ACTIVITY



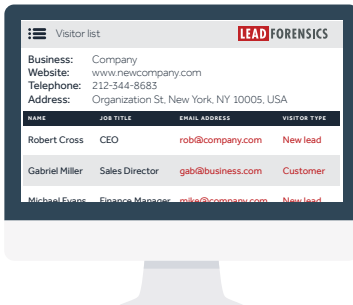
A **ccording to eMarketer, 60% of marketers create at least one piece of content per month.** And, **Content Marketing Institute found that 83% of marketers use social media.** With more content comes an increase links to your website — and, in turn, more traffic. IP tracking software can help you maximize every opportunity and get the most from your **online marketing activity**. By identifying your visitors, you can reach out to those that do not inquire straight away. Use tracking software to turn visitors into leads, stay at the forefront of your visitors' minds during their research stage, and beat your competition to the sales pitch.

98% OF YOUR WEBSITE VISITORS DO NOT INQUIRE. WE TELL YOU WHO THEY ARE.



Lead Forensics is a website tracking tool revolutionizing the lead generation process for B2B organizations.

The software works by tracking the visitors that land on your site, notifying you in real-time and providing access to contact details of key decision-makers in the organization. With detailed user journeys at your fingertips, Lead Forensics can provide the ultimate customer insight for the most bespoke sales pitches. Discover a bounty of new leads, directly through your website, and never miss an opportunity again.



Increase your website conversions



Know who is visiting your website in real-time



Significantly increase your online ROI

Discover engaged leads visiting your website and book your **free trial** today!

SIGN UP

FINAL THOUGHTS

Like all things in business, website visitor tracking has its **pros and cons**. But, as long as you select a tool that provides the best opportunities and support for your business, and you use your data wisely, then you will see great results.

According to Strategic, if you follow-up with a web lead in just 5 minutes, you are 9 times more likely to convert them to a customer.



Remember this when selecting a software for successful lead generation — is it providing you data in **real-time**? Does it provide **IP address** information? Can it offer reliable, up-to-date contact details? Does it include an analytics tool for website performance insight? And, does the brand have a dedicated **Customer Success** team in place, committed to ensuring the ultimate results for your business?



nce you have implemented a quality software, it is time to get the most from it. Here is a handy reminder of how to utilize your website tracking tool for the ultimate impact:

- Use reliable, high-quality software to track visitors to your B2B website

- Identify your visitors, discover your ideal potential buyers and find leads

- Gain insight into customer behavior and make predictions and plans

- Qualify leads early and ensure only the best leads go through to the sales team

- Align sales and marketing teams, manage leads effectively and improve your processes

- See how your website is performing and make changes where necessary

- Improve your customer experience by optimizing your site for conversions

- Use insight to customize sales pitches and increase the likelihood of closing deals

- Discover when current pipeline, existing clients and lapsed customers visit your site

- Increase opportunities for upselling and cross-selling, and improve customer retention

- Make use of data to help you fuel future business and marketing decisions



WHY LEAD FORENSICS?



Our high-quality website tracking software has been supporting sales funnels and generating leads for big-name organizations for more than a decade. Take your B2B website up a notch with Lead Forensics.

“ Lead Forensics has provided us with the means to grow our business and get better ROI from our website. ”

— Tom Leunig, Helwig Carbon

“ Since the relaunch of our website, our traffic has doubled and continues to grow month on month. Our sales have increased, and our bounce rate has halved. That’s largely down to the help of Lead Forensics! ”

— Tom Leunig, Helwig Carbon

#HappyCustomer

IF YOU ENJOYED THIS E-BOOK, LEARN MORE FROM THE LEAD FORENSICS KNOWLEDGE BASE.



How to maximize your website traffic

[DOWNLOAD](#)



How website visitor tracking can transform your sales funnel

[READ BLOG](#)



4 of the best website visitor tracking tools for B2Bs

[READ BLOG](#)



The complete guide to tracking visitors to your website

[READ BLOG](#)

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