

# Web Visitor Intel:

Identify & Engage Anonymous Website Visitors Like Never Before

## Turn your website into a lead generation tool.

While only 2% of website visitors convert on their own into paying customers, the remaining 98% of website visitors stay anonymous. Until now. With the application of custom script coding on your website, the data collection begins. Our proprietary matching process takes once anonymous visitors and turns them into robust multichannel prospects.

With this custom matching process, you'll easily understand the journey your prospects and customers take when they visit your site. In addition, you'll be able to provide your sales team with a source of warm leads that were previously unavailable.

## Use Case:

### Appliance Dealer goes Multichannel

A Northeast appliance dealer spends marketing dollars via traditional and online advertising to drive traffic to its website and generate increased sales. When a consumer lands on the Dealer's website, AccuData's Web Visitor Intel pixel identifies the consumer's IP address and pages visited. The IP address is then matched to our consumer database to identify the consumer's Name, Postal address, and Email address in real time. Using the data provided, AccuData then assists in engaging the in-market prospects with specific messages and offers through the Dealer's desired channels, which includes direct mail, email, digital display, and paid social media advertising.

**With AccuData as your partner, you'll benefit from our cutting-edge multichannel capabilities that convert website visitors into paying customers.**

