AccuData
INTEGRATED MARKETING

FAQ

Web Visitor Intel: Identify Anonymous Website Visitors

Q. **What is Web Visitor Intel?**

Web Visitor Intel is an online service that identifies anonymous website visitors by matching their IP addresses to AccuData's consumer database. When a match is made, the names, addresses, email addresses, and website behaviors of the individuals who visited the website are provided in an export file.

Q. **How does Web Visitor Intel work?**

Web Visitor Intel utilizes a custom script placed within the header of a website to track web visitors' IP addresses and the pages they visit. The IP addresses are then compared to a national verified, opt-in consumer database. When IP addresses are matched, AccuData procures the consumers' first and last names, postal addresses, and email addresses. The export file is delivered with this information as well as the pages visited by each identified visitor.

Q. **What is the value in knowing who is visiting my website?**

Knowing who is visiting your website is critical to your acquisition and retention initiatives. For prospecting efforts, these consumers represent a fresh source of in-market leads that are actively engaging with your brand. For loyalty initiatives, seeing which of your customers visit your website and the journey they take enables you to create more relevant, personalized communications.

Q. **Can this be used for business marketers, too?**

Because Web Visitor Intel utilizes a consumer database to identify individuals, it is not recommended for business-to-business websites.

Q. **How long does the consumer need to be on my site to be identified?**

The information capture is virtually instantaneous; it occurs as soon as the page that houses the custom script is loaded.

Q. **What is the estimated match rate?**

The estimated match rate of Web Visitor Intel is 25 - 35%.

Q. **Does tracking my website visitors violate current consumer privacy laws?**

No, tracking your website visitors does not violate current consumer privacy laws. It will, however, be necessary to maintain an updated Privacy Policy that states that this function is occurring on your website.

Q. **How does Web Visitor Intel handle data collection in these various scenarios?**

Visiting my site from a work computer

Consumers using their work computer to visit your site are unlikely to be identified because the IP address that will be captured is that of their employer. Currently, the depth of exportable contact information is limited to consumer data. As we look to incorporate business data sources, captured data will be readily available for retroactive matching.

Visiting my site from a public network

This is similar to the aforementioned question. Most public networks and business WiFis are associated with business IP addresses and therefore not compatible with our current capabilities.

Visiting my site from a friend's house

IP address collection occurs at a household level, so in this scenario, we would likely capture the friend's data; however, there are occasions in which cookies and device IDs play a role in the data collection and matching process.

Q. **Are there any websites that are not qualified for Web Visitor Intel?**

Yes. Websites considered to be unsavory in nature or those that include sensitive content (for example, pornography, drugs, etc.) will not be approved for use with Web Visitor Intel.

Q. **How quickly will I receive my export file?**

Export files are delivered weekly. Should you need your data daily, this is something that can be arranged.

Q. **What is included in the export file?**

The data export includes your website visitors' first and last names, postal addresses, email addresses, and the page(s) they visited. There are also options to append demographic data to the export file.

Q. **Will I be charged extra if a visitor comes to my site more than once in a month?**

No, you are only charged once if multiple visits are made in the same month. A flag will be provided on the export file to let you know if a consumer makes an additional visit after the initial occurrence.

Q. **Can I suppress my current customers?**

Not at this time; however, customer suppression is an enhancement that is planned for a future phase. In the meantime, understanding the activities of your current customers on your site can increase retention efforts when you customize communications based on their behaviors.

Q. **How does it work if I want to track multiple pages on my site?**

As long as the pages you want to track reside on the same domain, each page will be tracked at no additional cost. When a consumer visits multiple pages on your site, those individual URLs will be provided on the export file.

Q. **How can I use my Web Visitor Intel export for multichannel marketing?**

Your Web Visitor Intel data export has the information required to deploy marketing messages through a variety of channels, including direct mail, email, digital display advertising, and paid social media advertising. AccuData can assist you in developing multichannel campaigns to engage your identified web visitors. Campaigns can run concurrently or sequentially based on your specific goals.

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