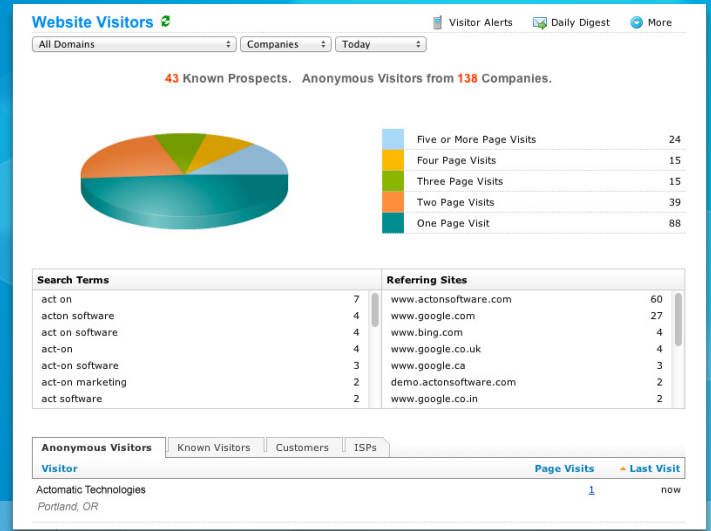


Website Visitor Tracking

- **Allows your sales team** to see exactly who is visiting your website, what company they were from, and how they got there.
- **Provides website visitor intelligence** that is real time and actionable.
- **Converts specific visitors** into viable leads, and real customers.
- **Integrates with standard web analytics**, and picks up where they end.



Act-On’s Website Visitor Tracking provides real time customer intelligence so that your sales and marketing teams can see exactly who is visiting your site and where they came from. With just a tiny snippet of code, your website will transform into an active engine for generating leads.

Who Is Visiting Your Website?

Considering that something like 97% of visitors to your website are anonymous, Act-On makes them a lot less so. By using a visitor’s IP address we provide you with the name and address of the organization that owns it.

And you don’t have to wait for the next day either – Act-On does this in real time. And even better yet, with our Data.com integration you can quickly and easily obtain contact information for each of the visiting companies. Sales can reach out to specific contacts directly, and with a Jigsaw account, marketing can purchase additional contacts to market to. That’s going to make your entire team happy!

What Brought Them There?

Act-On automatically correlates website visitors to your outbound campaigns, and even tracks when they return. For those that come from an outside source or search term, we’ll identify that too.

When a prospect opens or clicks on an Act-On generated message, URL, or form we set a tracking cookie containing the source campaign name. When a cookieed visitor returns, the Act-On cookie is picked up and the visiting source delivered.

Company
Reliant Resources Houston TX
EXPRESS CORP Bala Cynwyd PA
Webex Communications Burlington MA
Micronet Broadband (Pvt) Ltd. Islamabad 08 Pakistan
INTERCALL New York NY

Act-On’s real time website visitor tracking makes every visitor a lot less anonymous, providing usable intelligence for both marketing and sales.

Of course it’s possible that the visitor came across your site using Google search or by clicking on a link in some other site. In these cases, Act-On infers the source by analyzing the referrer URL and delivers the actual search term if there is one.

Website Visitor Alerts Settings

Save Cancel

Alert

if is

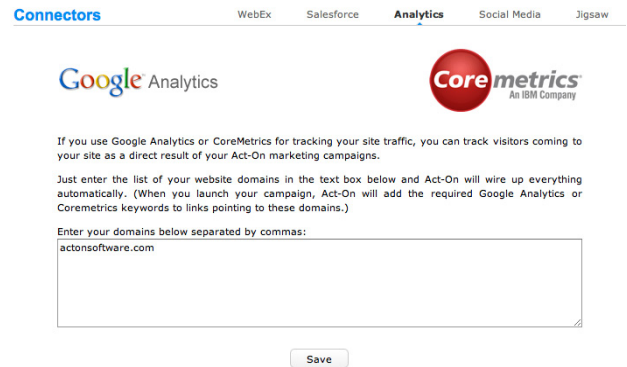
- Person
- Company
- City
- State
- Country
- Web Page
- E-Mail

With Act-On's real time and actionable website intelligence, your sales team will love the ability to easily set up visitor alerts when a specified prospect comes to your site.

Beyond Website Analytics

Act-On's website visitor tracking has a very different objectives than the standard web analytics provided by Google Analytics, WebTrends, Omniture and the like - which generate traffic reports for marketers.

Instead, our focus is on generating customer intelligence from individual leads visiting your website. We provide actionable information in real time for sales and marketing. When sales people get to see which customers are visiting and what they are reviewing, they can be a lot more effective when they follow up. Now that's intelligent!



Because Act-On moves beyond standard website analytics, we integrate with both Google Analytics and Coremetrics, and it makes sense to have both Act-On and analytics tags on your web pages.

About Act-On

Act-On Software's cloud-based integrated marketing platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set and affordable pricing starting at just \$500/month have enabled the adoption of marketing automation technologies without dedicated IT support.