



Visitor Connect[®]

Advanced Consumer Website Visitor Identification

Thousands of consumers visit your website on their journey to buy the types of products you offer, either from you or your competition. More than 96% of them were anonymous to you...until now.

While anonymous retargeting of website visitors is a good solution, it has clear limitations:

- Since you don't know who the person is, you really don't know much about them...all you can do is make inferences based on the Web pages they happened to visit.
- Because you have no personally identifiable information (PII), you can't reach out via email, direct mail or phone.
- If you have physical locations, you can't prioritize based on distance to your nearest store.

Visitor Connect Advantages

- Accurate match to the individual
- You get the visitor's name, email address and home postal address
- Works with any print provider
- Integrates with the Insight API for consumer data enhancement
- Options to suppress or flag specific visitors using lists you provide

Visitor Connect[™] solves these issues by identifying your website visitors, so you can reach them in many ways, with better personalization, leading to higher conversion rates and ROI.

- "Retarget" via direct mail, email (or phone)
- Add demographics or segmentation model data to personalize and prioritize
- Direct prospects to your closest location

Visitor Connect is a second-generation B2C first-party cookie-based website visitor ID solution that overcomes many of the limitations of first generation IP Address-based offerings that often do not provide PII, require use of specific printers in their network or do not offer demographics.

Call or email us to learn more about Visitor Connect, including automation / integration options.

Data Services for Reach

- Email and Phone Append
- Reverse Email and Phone Append
- Name Append to address-only records
- Maximize Digital Onboarding Reach
- Append Address from Name and Nearby ZIP Code
- Locate Owners of Rental Properties

Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

For more information go to <https://www.inboundinsight.com/resources>