



Visitor Connect[®] Features

General Features and Benefits

Visitor Connect is the most flexible and powerful website visitor leads solution available, with many ways to boost retargeting performance.

Category	Feature	Visitor Connect Capability	Benefit
General Features	Highest Web Visitor Match Rates	Best available match rate vs. unique monthly visitors (60% for B2C, 30% for B2B)	Getting 2 to 3 times as many leads as other solutions increases the benefit of retargeting.
	Supports All Direct Retargeting Channels	Name and address plus personal email address are all provided	Choose best media mix for the campaign (direct mail and email plus digital onboarding).
	Pricing Plans for Any Size Organization	Low minimums for small clients, price discounts for high-traffic websites	Our pricing model is suitable for startups, small or medium-size businesses and large enterprises.
	Match Data is Provided to Client	Match data is provided to client (core data includes: time stamp, name, address, email web page URL and number of pages visited)	By receiving the leads, you have full flexibility to execute postal, email or digital campaigns with your choice of marketing services providers and to analyze internally or with outside assistance.
	Multiple Lead File Delivery / Automation Options	1) Log in to download CSV file; 2) Zapier integration to your software; 3) CSV file pushed to your choice of SFTP folder; 4) Partner API integrations	So many options ensures that you will be able to automate and scale, thereby saving time and increasing conversion rates, and reducing costs, while meeting your data security requirements.
	Highest Data Quality	Emails are highly deliverable and high quality. Names and addresses are accurate and processed with USPS hygiene services.	Send emails and direct mail campaigns with high levels of accuracy and deliverability.
	Privacy Compliance	Emails are opted-in and CAN-SPAM compliant. We comply with CCPA and other U.S. privacy regulations.	Avoid privacy issues and meet your privacy commitments.
	Built for a Cookieless World	Our website visitor matching algorithms use many types of "digital fingerprints" to identify the person.	Visitor Connect will not degrade or become obsolete as changes to iOS, Chrome, etc are rolled out.
	Easy to Implement	Simple pixel script can be added to any website header directly or via tag manager.	Fast and easy to set up.
	Free Trial / Pay as You Go / No Subscriptions or Annual Commitments	After 3 months, plans are month-to-month and can be paused as needed. We do not require up-front payments, subscriptions or long-term contracts.	No financial risk, no trying to figure out complex subscription plans, easy to get started and test.
	Optimize Performance with Tag Managers	We will advise you on best ways to use tag manager filters and business rules to focus on the most engaged website visitors.	Avoiding "bouncers" and other low-engagement visitors improves campaign performance.
	Customer Suppression / Exclusion	Exclude existing customers and prior leads (prior Visitor Connect leads are automatically suppressed).	Avoid wasted prospecting outreach by removing existing customers or known leads.
	Anti-Pixel / Real-Time Suppression API	Apply the "Anti-Pixel" to a web page (e.g., order confirmation page) and/or send new customer data via real-time API to prevent the Visitor Connect pixel from firing.	Remove leads that converted during the online session from the website or, using the Suppression API, from any inbound channel.



Visitor Connect® Features

Advanced Features and Benefits

Take advantage of these advanced features to gain insight, to prioritize and personalize messaging, and to maximize campaign results.

Category	Feature	Visitor Connect Capability	Benefit
Lead Insight	Append Demographics or Phone to Lead Records	Append Demographics, Segmentation Clusters, Phones, etc.	Gain insight into leads for prioritization based on demographics. Use proper messaging.
	Append Business Data to Lead Records	Reach people via their business email address and further qualify B2B leads by company, industry, size, etc.	Another channel option through which to reach the person and refine messaging to increase conversions and ROI. Filter out non B2B leads.
Lead Qualification	Lead Qualification Business Rules	Use a business rule based on demographics, geography and/or model score to determine if a lead is qualified.	Determine which leads to prioritize to optimize key performance metrics (which are improved by avoiding poor prospects).
	All-Records File plus Qualified-only File	We can automatically create a "qualified-only" leads file for immediate outreach via direct mail or email.	Use Qualified Leads for the highest-cost media or to maximize ROI.
Variable Data	Variable Content Triggered by URL	We host a URL-visited look up table with all the variable data fields needed for print/email templates, including link URLs to images, headline text and offers.	Variable content based on interest (web page) increased conversions. In this case we provide you with all the variable data fields you need (along with the lead) to automate the process.
	Variable Content Triggered by Recipient ZIP Code	We host a ZIP Code look up table with all the variable data fields needed for print/email templates, including name, address and contact info of local stores.	Variable content based on where the person lives can increase local store sales and increase brand credibility. We provide you with all the variable data fields you need to automate the process.
Reseller Features	Neutral Branding	Non-branded pixel script URL and custom CSV file naming prevents disclosing the Visitor Connect brand.	Resellers (agencies and printers) can promote Visitor Connect features as their own for the benefit of their clients.
	API Integration to Your Platform	We provide all the APIs you need to create new client's pixel, receive leads and push suppression data.	Resellers with their own platform can expand their self-service offering by incorporating Visitor Connect's many advanced capabilities.
	Reseller Discounts	Resellers get special pricing at all volume tiers.	Resellers earn substantial margins by reselling leads, while increasing print and email revenue.
Analytics	Custom Predictive Model for Lead Scoring	Create a predictive model using regression and machine learning based on best customers, then score leads in real time.	By using your predictive model to score leads from 1 to 100, you can determine which are most likely to convert and optimize campaign results.
	Custom Persona Model for Append	Create 3 or 4 customer personas based on existing customers then append the persona to each lead in real time.	Different personas respond differently to your messaging and offers, so knowing which persona a lead is in, helps you optimize messaging.
	Random Control Group Selection	Choose a percentage of leads to hold out, then create both control and active files so you don't need to.	Determine the incremental benefit of reaching out to your Visitor Connect leads vs. naturally occurring activities. We create this file for you.
	Campaign Analysis Services	We can help with match back and campaign ROI calculations, then recommend ways to continuously improve results.	Improve campaign performance by analyzing what is and is not working. Project the ultimate results based on partial data collected to date.

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