



SERVICE BRIEF

# Visitor ID: Turn Clicks Into Sales

Connect with website visitors, generate new sales leads, and expand your client base.

**Reach Out to the Missing 97%**

*You can now connect with the visitors that browse your site and never leave contact info!*



Despite all the time and money that you have invested into your website, the cold hard fact is that only three percent of visitors actually fill out the forms on your landing pages. This means that the majority of your

website's visitors are just passing through and not leaving you their contact information.

With Visitor ID, you have access to detailed analytics about who is visiting your website, including their contact information and what pages they viewed. This will provide you with powerful customer information that will transform your website from a stale advertisement into a powerful business tool.

**Make Your Marketing Efforts Count**

*Target your marketing efforts with precision by knowing where your online audience is located.*

There's nothing more frustrating than putting all efforts into a marketing campaign, then finding out that it didn't target the audience who's most interested in your product or service. Visitor ID arms your marketing team with analytics from your website that provide detailed information about the physical location of your website's visitors. This helps you focus your marketing efforts on locations where you know your audience has a strong interest in your business.

**Exhaustive and Powerful Website Data**

*Open up new and powerful opportunities for your business with detailed client information.*

Visitor ID pulls important information from your website that your sales team can use to reach qualified leads. Even if you are contacting a website visitor for the first time, it won't feel like a cold call. Your sales team knows for a fact that these leads are interested in your business, making it that much easier to upsell them. Visitor ID can provide information such as what pages they visit, what items they click on, and how long they viewed these pages for. This helps make sure your sales team can know what your visitors are interested in, give them a friendly phone call, and offer to answer any questions they might have.



Additional real-time features included with Visitor ID are enough to make even Big Brother jealous: keep track of page views,

identify entry and exit pages, monitor time spent per page, see targeted keywords, and track geographical locations. There is even a social media tracker that alerts you every time your company or product is mentioned.

Armed with expansive client data, you can design your website and services around what prospective leads are searching for. You can even get a feel for how much SEO affects your website. Knowledge is power, so expand both for your website with Visitor ID.

Features

- Captures Lead Information
- Analytic Tools for Your Website
- Page View Tracking
- Real-Time Website Traffic Reports.

Benefits

- Track page views, entry/exit pages, website traffic, and more.
- Gauge SEO effectiveness with keyword analysis, search engine performance, and Pay Per Click results.
- Concentrate on your marketing efforts where your prospective clients are.
- See geographical information about your website's visitors, including region, city, and even global location.
- Your sales team can reach out to potential clients with confidence.
- View demographic and geographic information to aid in the sales process.

Get Proactive, Call Us TODAY! 561-795-2000

www.frspros.com | info@frspros.com



Complete IT Support

2017.1 Rev A