

## IS WEBSITE VISITOR TRACKING RIGHT FOR YOUR BUSINESS?

Your B2B website should be the ultimate **digital hub** of your business — providing everything your visitors need to get to know your brand, get in touch or make a purchase.

Think of it as being at the center of your wider business or marketing strategy — with content, marketing materials and social posts that drive traffic back to your website, where visitors will then be able to take the appropriate steps.

For B2B organizations in particular, the **buyer journey** is complicated — **Gartner found that an average of 7 people can be involved, and CEB discovered that B2B buyers are typically 57% of the way to their buying decision before engaging with sales.**



As marketers spend large quantities of time, money and resources **driving traffic** to business websites, it is crucial to maximize on every visitor and business opportunity.

That is where **website tracking software** slots into your marketing plan and business strategy — supporting your lead generation and website conversion goals from start to finish.

While embracing **technology** to supercharge your processes is crucial for modern-day marketers, it is a big decision — so, you need to be sure it is right for your business.



Website visitor tracking software works by providing insight into the visitors landing on your website, tracking their behavior and offering crucial data for you to work with.

With so many tools available, it is important to explore your **options**, assess the **pros and cons**, and select a software that works best for your specific business.



For the ultimate insight, you need to ensure the software you embrace can provide the data and capabilities you need — from analytics and IP address tracking, to real-time notifications and CRM integration.

**Lead Forensics** is a website visitor IP address tracking software that identifies your visitors, alerting users in real-time, so salespeople can reach out to engaged leads at the right moment.

And, it provides insightful visitor journeys and site analytics — for the ultimate personalized follow-up and opportunities to enhance your customer experience.

### DISCOVER IF WEBSITE VISITOR TRACKING IS THE BEST OPTION FOR YOUR BUSINESS.

Visitor list			LEAD FORENSICS
Business:	New Lead		
Website:	www.newlead.com		
Telephone:	212-344-8683		
Address:	Organization St, New York, NY 10005, USA		
Name	Job title	Email address	
Robert Cross	Chief Executive Officer	rob@newlead.com	
Michael Evans	Finance Manager	mike@newlead.com	
Gabriel Miller	Sales Director	gab@newlead.com	

Increase your website conversions

Know who is visiting your website in real-time

Significantly increase your online ROI

### BOOK YOUR FREE DEMONSTRATION & NO OBLIGATION TRIAL TODAY!

**GET STARTED**