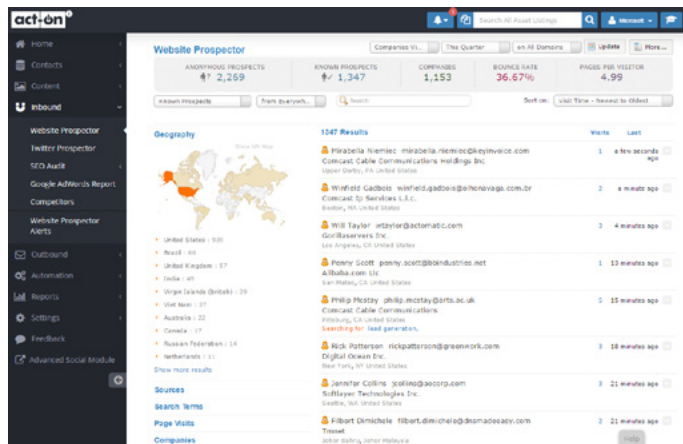# WEBSITE PROSPECTOR

97% OF YOUR VISITORS ARE UNKNOWN

Did you know only about 3% of your website visitors ever identify themselves? It's true. Which means a full 97% are anonymous – incognito site-seers who spend time (often a lot of it) viewing your pages, products, and content.

Who are they? What are their needs? Where are they in the buying process? **Act-On Website Prospector can help you find out.**

With Act-On, you can quickly uncover who is visiting your site, what company they work for, how they got there, and what they're viewing … in real time and across time. So you can get the most out of your website investment, turn more visitors into sales-ready leads, and ultimately close more deals.

WITH WEBSITE PROSPECTOR, YOU CAN:

- **See exactly who is visiting your website,** where they came from, and what they viewed – down to the mouse click

- **Identify more of your anonymous visitors** quicker than ever, all from a single interface

- **Get real-time alerts** when specific prospects visit your site, including particular pages and content

- **Gain actionable insight** about what prospects and buyers are interested in, and gauge their likelihood of purchase with Act-On's lead-scoring tools

- **Optimize** for the keywords, campaigns, and content that bring you the highest returns

- **Expand your lead-view** by integrating with email, social media, CRM, and standard web analytics

- **Increase the effectiveness of your sales and marketing efforts,** so you can close more - and repeat - sales
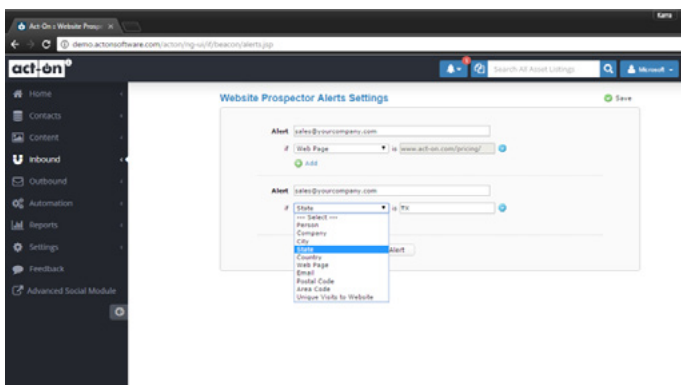
ENGAGE KNOWN VISITORS

Although only 3% of your visitors are "known" at any given time, it's far from insignificant. Why? Because real revenue often comes from a small group of regular, interested buyers.

With Act-On Website Prospector, you can see the pages and content your leads and customers are viewing, gauge likelihood of purchase with Act-On's automated lead-scoring tools, and gain valuable insight that helps sales and marketing deliver the right message at the right time, and close more – and repeat – sales.

RECEIVE REAL-TIME ALERTS

Set up alerts that immediately notify your team when a particular person or company visits a target page or performs a specific action (e.g., filling out a form). By combining this real-time information with the visitor's entire activity history, a sales rep can warmly and relevantly engage with the potential buyer.

UNCOVER ANONYMOUS VISITORS

If you're seeing multiple anonymous visitors from the same company, it's a good bet your product or service is being considered for purchase.

Act-On helps you do the detective work to reveal the identity of these mystery guests. Delivering full integration with trusted data sources, including Data.com, you can quickly uncover the titles and names of a company's decision makers. By combining this with the history of what they've looked at on your site, you have a great conversation starter.

GO BEYOND STANDARD ANALYTICS

Act-On Website Prospector is different from standard web-analytics tools such as Google Analytics, WebTrends, and Omniture, which generate high-level reports on website traffic and general performance.

Instead, Act-On focuses on generating real-time, customer intelligence about your individual website visitors – information that's both insightful and actionable to help you measurably improve sales and marketing effectiveness, and increase revenue.

Now That's Intelligent!

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

www.act-on.com