You're a marketing pro.

You've been creating new marketing campaigns for years.

You are launching a marketing campaign for a newly announced module for your company's SaaS software suite. You have created the marketing assets to describe the features/functions/benefits for the new offering. You have completed the website development and created the campaign landing pages.

You decided to "gate" the marketing assets (such that interested visitors must give their contact information to access the asset) as a strategy for tracking campaign interest and to add interested prospects to your marketing database.

Your outbound email campaign is ready to go, you have acquired the list of targeted prospects for the new software

module, and you have set up your PPC AdWords to drive more visitors to your website. To measure the campaign effectiveness, you have set up Google Analytics on the product pages that describe the new software.
You've done the prep, so you launch the campaign.

Your email campaign is set up in your marketing automation platform as a three touch nurture campaign scheduled over a six week period. As you start tracking responses to the first email blast, you see that you are getting about 2% click-throughs. Not a home-run, but not bad.

However, you are not seeing the web form completions you expected to see. Curiously, your GA reports are showing much higher visitor volume to your target product pages than the 2% click-through rate would indicate, and certain-

ly higher than the form conversions. The good news is you are seeing increased traffic to the target pages of your campaign. The bad news is you have no way of knowing who these visitors are - they aren't the contacts you have in your marketing database and they aren't filling out your web forms.

"Who are these invisible visitors?" you ask yourself, "and how can I identify them?"

You decide to call one of your marketing buddies and ask her if she knows of a way to identify anonymous web visitors. You're in luck! Turns out, she had a similar problem and found out about VisitorTrack from netFactor.

Your friend said she installed VisitorTrack along with GA on the target pages of her campaign and VisitorTrack was able to

identify the companies visiting these pages but left without completing a form.

Moreover, by accessing the key contact information available through VisitorTrack's data relationship with ZoomInfo, your friend could identify her targets within these companies.

In some cases, she found out these contacts were already in her database, and she said it was a big "aha" moment that people who were on her campaign email list were interested in seeing the new product but since they didn't respond via the email link, these interested prospects didn't show up in her campaign click-through numbers. In other cases, she was able to identify new prospects and she added these contacts into her marketing database.

By adding VisitorTrack to her campaign tracking strategy, your friend was able to get a broader and more accurate measurement of her product campaign.

With VisitorTrack, she was able to add to her overall response rate the "invisible visitors" she could now identify. And, with the access to the ZoomInfo contact data, she was able to augment her marketing database *with relevant contacts from companies she knew were a good fit* for her company's products.

Problem solved. You decide to

add VisitorTrack to your marketing campaign measurement tools. You work with netFactor to implement and configure your VisitorTrack service and start getting the daily reports on the anonymous visitors you were missing.

After adding VisitorTrack data to your other campaign tracking measurements, you find out that your campaign response rate is actually closer to 4% than the 2% email click-through rate you could measure with your marketing automation platform.

You can now identify why the GA visitor data was so much higher than was indicated by your campaign response rate, your web form conversions, and your PPC data. And, since implementing VisitorTrack, you have added over 300 new *relevant* contacts to your marketing database.

Go, marketing pro, go!

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor's flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers' decision journey resulting in more sales and higher margins. For details, please visit **www.netFactor.com.**