



**“We were able to take the blindfold off and reveal our hotspots when we discovered VisitorTrack.”**

- Scott Hayes, President

## Connecting the Dots

DBI was looking for a solution that would help give them insight into the anonymous visitors researching their website. With all the rich website content, they had limited knowledge of who was visiting what pages. With Google Analytics, they discovered that they had an overwhelming response to their webinar series and the blogs were becoming very popular. However, the dots were not connecting. After discovering VisitorTrack, DBI was able to identify anonymous visitors to these and other high value pages. VisitorTrack allowed them to identify new visitors, competitors and current customers. Scott Hayes, President and Founder, knew he had finally found the solution to connect the dots that he was not able to do before.

## The True Test

With Scott's extensive background in marketing, he could already see how adding VisitorTrack would add value. It is one thing to have the president of the company understand the importance of capturing this anonymous visitor data but the next challenge was to convince his team. Scott introduced VisitorTrack to his sales team. In a very short time, the

## Key Takeaways

DBI Software is a provider of database performance tools in the United States and Internationally, and has chosen VisitorTrack's anonymous business visitor tracking solution to identify visitors to high value and product pages to their complex website.

- VisitorTrack identifies anonymous web visitors to high value pages.
- Provides ability to connect the dots for tracking and reporting.
- Allows team to have smarter and more meaningful conversations.

feedback was remarkable. Scott commented, “My sales team loves the insight they receive and it gives them the creative freedom to create personalized URLs and the see who is visiting specific pages all in real-time.” In addition, Scott stated, “VisitorTrack intelligence provides our sales team with tools that allow them to have smarter and more meaningful conversations with potential customers when they can identify what the prospect is already interested in or what problem they are trying to solve with our solution.” Scott added that VisitorTrack, helped them discover they had international companies interested in their product, which they had not previously reached out to. In addition, DBI uses the provided FARS (Full Access Records) to supplement their in-house database.

## A Year Later

DBI renewed their subscription to VisitorTrack. “We were able to take the blindfold off and reveal our hotspots. The reporting is easy; we set up our initial reports and each day we see who is visiting our website.” Scott is very pleased with the insight VisitorTrack gives himself and his team; he also states, “your support is incredible!”

Founded in 2005, DBI Software is your trusted partner for breakthrough DB2 UDB (LUW) Performance Solutions that delivers invaluable and smarter results for organizations having the most demanding requirements and discriminating preferences. For more information on DBI Software, visit [www.dbisoftware.com](http://www.dbisoftware.com).

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](http://www.netFactor.com).