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WHITEPAPER – **GENERATE MORE LEADS & INCREASE YOUR WEBSITE ROI**



THE challenge

ONLY A SMALL PERCENTAGE OF YOUR WEBSITE TRAFFIC

will actually make the effort to get in contact with you.

While B2B online best practices continue to develop, one thing is abundantly clear. **Only a small percentage (industry average is 3%) of your website traffic will actually make the effort to get in contact with you**, whether they leave their details by filling in a form or using your 'contact us'. In fact, of those 3% that do get in contact, only 1.5% are actually interested in your product – the others having taken these steps to either get free content resources or to just understand more about your company before deciding to go with another business.

Even with the likes of Google Analytics, businesses can still only identify around 10% of their traffic, leaving 87% of your Anonymous Visitor Traffic (AVT) unidentified. In order to improve website ROI, identify more of this traffic and generate leads, IP Lookup technology was created.

3%

of your website traffic
will get in contact, out
of curiosity

1.5%

traffic is
interested in
your business

10%

of traffic can
be identified on
Google Analytics

87%

is unidentified
anonymous visitor
traffic (AVT)

IP LOOKUP: *part of the solution*

IP Lookup technology is,
first and foremost,

A CODE ON YOUR WEBSITE THAT TRACKS ARRIVING VISITORS.

There are a number of software companies who have developed these codes and built up databases of **company names** and **IP addresses** to match.

The software works in the background of your website to track visitors, check their IP addresses and report back to you who those visitors are (as long as the software has found the IP address on its database).

Sounds simple enough, right? Unfortunately, data can be out of date and some IP addresses will actually be internet providers or old addresses that no longer match the new business. The trick is to work with a software vendor that has **a database that is vast, accurate and up to date** - in order to get a high identifying match rate of the visitors on your website.

In regards to IP match rates, a potential issue could come from website visitors on mobile devices. Due to their ability to access internet from almost anywhere, mobile website visitors are unable to have one IP address linked to them. While some software may report that someone with an IP address of Starbucks came onto your website, it could well be someone accessing your site using their public WIFI.



HOW DOES IT WORK?

In order to use IP Lookup technology on your website, you simply have to upload an IP tracking code to the backend of your website and install a system to capture and report back to you the information.

1

The IP tracking code allows the software to be "alerted" to every new visitor on the website, "grab" their IP address and then run a check against it with the IP addresses stored in their database.

2

The software will then report back to the business to pinpoint who that visitor was. This allows B2B businesses to then find out more about that contact and how they can best pitch to them to ensure a successful sale.

GREAT I HAVE A COMPANY NAME. *what's next?*

Most sales teams will tell you that having a company name and knowing they have been on your website is just not that valuable. So what? It doesn't mean they are necessarily interested in talking to your sales team.

Well, it is a start! But the value add truly comes when you get information in order to engage with them meaningfully. You need a contact name that will get your salesperson past the gatekeeper/receptionist on the phone.

You need an idea of the hierarchy of the company, so you know the key decision makers who you will need to speak to at some point in the sales process.

And you need an idea of how interested the company is in your business before you ring, ensuring you are not wasting time with website visitors who were merely "browsing".

1 - ENHANCED COMPANY INTELLIGENCE

The most advanced IP Lookup software will show you more than just the names of the companies on your website. Make sure you evaluate the IP Lookup vendors carefully to ensure you get good value for your money.

You want your IP Lookup technology to provide you with **enriched information**, based on the information held in their database (remember you are looking for software vendors that have a vast, accurate and up-to-date database). You want to get as much demographic information as possible, such as industry, company size etc.

Some vendors will provide you with the ability to get contacts information as well (at a cost), which could come in useful if you do not have those details already – enabling you to engage with prospective customers quickly and efficiently.



INDUSTRY, EMPLOYEE SIZE AND FINANCIAL DATA

to see if they match your target market



KEY DECISION MAKERS

so you know who to contact



EMPLOYEES NAMES AND EMAIL ADDRESSES

so you can tailor your approach in context



2 - PEOPLE IDENTIFICATION

As IP Lookup can only work for B2B businesses looking at other companies, due to The Data Protection Act, website visitors will be identified as whole organisations or companies.

However, with other trackers such as PURLs (personalised URLs) and UTM value trackers, leading IP technologies can easily show you the individuals from those companies who are visiting your website. Worth considering to refine your approach and get contacts within organisations information rather than just information at company level.

A **PURL** is a URL which carries the identity of the person you are wishing to track. When the target contact at a specific company clicks on the PURL, this initiates a cookie. From here that contact's machine will be tagged, meaning that their first click through to the PURL will be tracked, along with any subsequent visits back to your website.

A **UTM** (Urchin Tracking Module) code is a simple code that you can attach to a custom URL in order to track a source, medium, and campaign name. If you want to track the ROI of your paid for adverts, you need to use UTM values to tag your links and track which website visitors click on them.

3 - CONNECTING IP LOOKUP WITH YOUR CRM

You probably have a lot of information within your CRM regarding your target audience. You may have organisations information, contact names within those accounts, demographic information, records of previous engagements and outcomes etc. The most important step is to connect the information provided by the IP lookup technology to the information you already have in your CRM. Aim for your IP Lookup information to be presented within the context of the data you already have.

This will help you easily identify brand new leads, who in your current sales pipeline is actively researching and identify how active customers are.

Connecting your IP Lookup information with your CRM will give you the context you need in order to decide what is the best course of action for each individual website visitor.

**IT WILL GIVE YOU AN
EDGE YOU NEVER HAD
BEFORE.**

4 - PAGE SCORING

buying signals & sales readiness

With page scoring functionality included in your IP Lookup/tracking software, your sales team can also get a good indication of how ready the prospect is.

For example: A company who has read a few blog posts and then gone on to read a key feature page is interested, but certainly not ready to buy. They will probably benefit more from a quick introductory email from your sales rep, introducing themselves and providing a bit more information to convince the lead to do more research into your business.

However, a company who searched for you organically on Google, then read a few feature pages, checked out your contact page and submitted a form request for more information is definitely ready for an initial sales call.

As a side note, this is also the part of the process where your salespeople can use PURL technology. By sending an email with a personalised URL, your IP technology will be able to track the individual who clicks on that PURL, thanks to cookie technology.

Your salesperson will then be able to customise their pitch even further, to the individual key decision maker's taste.

Using the data from your tracking software your sales rep can make that first call knowing what the company is interested in and persuade them from there, instead of having to go out to get prospects' attention. Sales get a good indication of what the prospect is interested in (what their pain points are), and a better understanding of where they are in the buying cycle.

EXAMPLE OF PAGE SCORING

Information pages	2 points (news pages, blogs, company information, industry briefings)
Product pages	10 points (technical descriptions, whitepapers, overviews)
Key sales pages	22 points (contact forms, pricing pages, demo request)



■ Info pages	
- News	
- Blog	
■ Product pages	
- Technical specifications	
- Whitepapers	
■ Key sales pages	
- Pricing	
- Demo	
- Contact	
0 - 10	Interested
10 - 25	Cold lead
25 - 50	Warm lead
50+	Hot lead

True insight that can TRANSFORM THE WAY YOU SELL

With all this information at your fingertips, you have a better chance of engaging with the majority of your website traffic, and converting them. You have the knowledge that drives a more efficient sales cycle. You truly leverage your website to generate leads and grow your business.

It is important to remember, not all of your traffic will be interested in buying from your business. Considering current customers, competitors, suppliers and agencies will also be looking at your website, around 50% of the traffic you identify will actually be qualified leads.



BUT WITH 50% HAVING THE POTENTIAL TO CONVERT COMPARED TO THE ORIGINAL 13% OF IDENTIFIED TRAFFIC TO CHASE, you have already increased your ROI potential by over 30%.



Using page and lead scoring alongside your IP tracking technology, and combining them with CRM, is the most effective way of following up leads.

As more organisations adopt this approach, I expect sales pipeline timeframes to shorten and conversion rates to dramatically increase."

John Cheney
CEO WORKBOOKS



Conclusion

With advanced IP tracking allowing you to recognise who your leads are, how to get in contact with them and where they came from, and combining this information with your CRM data, you accelerate your lead generation, you boost your sales pipeline and increase your marketing and sales efficiency. And by being able to maximise every opportunity, you increase your ROI and grow revenue.

FOR YOUR MARKETING TEAM



ATTRACT STRANGERS

By using the UTM builder (built off the same tracking technology as original IP Lookup), your marketing team will be able

to see where each of your website leads are coming from. From PPC to email, social media or any other marketing campaign, you will be able to track each of your identified visitors' origins. This will allow you to invest more money on the campaigns that are working and reduce your marketing spend in other, less successful areas.



ENGAGE WEB TRAFFIC

With IP tracking software, marketing will be able to understand and improve your website, allowing more fluidity

between the website user journey and moving leads successfully into and along the sales cycle. With page scoring, marketing can use that knowledge to drive more traffic to the lead-converting web pages and increase the amount of quality leads being identified and passed onto sales. And combined with CRM, they can nurture, target more effectively with the right content at the right stage in the buying cycle and increase overall effectiveness.

FOR YOUR SALES TEAM



CONVERT

With IP Lookup technology (combined with CRM) that identifies company profiles and

contact details, sales can now chase more leads than they have been able to in the past and focus on the right ones. They also stand a better chance at getting through to the key decision makers by chasing qualified leads in a time efficient manner.



CLOSE

With the tracking tools available within IP Lookup technology,

your sales team will also be able to see what pages each of your identified leads are looking at. This gives them a good indication of what the prospect is interested in or what their pain points are, allowing sales to build a convincing and customised sales pitch that wins the client over. Combined with CRM, sales will understand where the visitors are in the purchasing cycle and they will know when leads are ready to be approached and the best method to get in contact with them. This understanding will propulse your sales efficiency multiple fold.