

Introducing Lead Forensics

Lead Forensics has been on an epic journey. From humble beginnings, in 2009 we started as a small group of individuals with a great idea. 9 years later, we've grown phenomenally and have taken top place in the website visitor tracking market. As we've grown we've continued to invest heavily in making sure that we have significantly greater data matches than any other provider. Plus, we've formed a product team that's passionate about keeping Lead Forensics the must-have tool for top sales and marketing professionals.

“ ...we've introduced over 1000 leads into our sales team, which convert at a 35% higher average order value. ”

Barbour ABI

What Lead Forensics delivers

Leads at your fingertips

Lead Forensics will identify the visitors coming to your website and tell you the:

- Business name
- Location
- Telephone number
- Website

Deep Visitor insight

Help your sales team to target their pitch directly at the prospect with detail around:

- Number of repeat visits
- Pages visited and duration
- Which campaigns are driving traffic
- What search terms they used

Other features

- Track marketing campaign activity
- Identify best performing pages
- Highlight top purchasing signals
- Accessible data for management reporting
- Smart color categorization
- Conversion tracking

Identify your website Visitors

The Visitor List is the hub of Lead Forensics showing you which companies have visited your website.

Identify the name of the companies that have visited, where they are located, how much time they spent on your site, how many pages they viewed and what marketing channel they came from.

The image displays two screenshots of the Lead Forensics web application. The top screenshot shows the 'Visitor List' overview page, and the bottom screenshot shows the detailed view for a specific visitor.

Visitor List Overview (Top Screenshot):

- Navigation: Dashboard, Visitor List, Reports, Search, Setup, Support.
- Filters: Date range (05/08/2014 to 05/08/2014), View options (Custom), Auto Refresh (OFF), Search (Company).
- Page Info: Showing 1-10 of 23, Page size: 10, Page 1 of 3.
- Company List:
 - 60 stars ltd
 - Timestar manufacturing Multi Visit
 - frabel ltd
 - Branson data services
 - Macmillan toys
 - Spectacular Optical
 - Adlard Moore
 - Pendant Publishing

Visitor Detail View (Bottom Screenshot):

- Navigation: Dashboard, Visitor List, Reports, Search, Setup, Support.
- Filters: Auto Refresh (OFF), Expand All (OFF), Search (Company).
- Page Info: Showing 1-10 of 23, Page size: 10, Page 1 of 3.
- Table Header: Date, Company, Location, Referrer, PVs.
- Table Data:

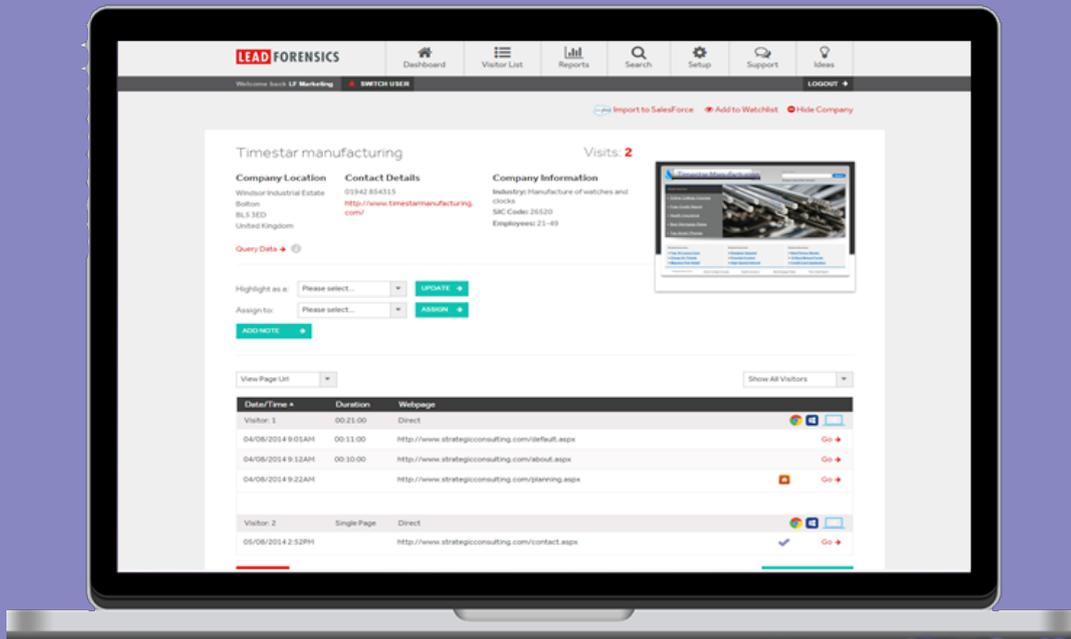
Date	Company	Location	Referrer	PVs
05/08/2014 3:02PM	60 stars ltd	Leeds United Kingdom	Direct	3
05/08/2014 2:52PM	Timestar manufacturing Multi Visit	Bolton United Kingdom	Direct	1
05/08/2014 2:42PM	frabel ltd	Salisbury United Kingdom	Google	1
05/08/2014 2:32PM	Branson data services	London United Kingdom	Direct	1
05/08/2014	Macmillan toys	Uxbridge		
- Company Detail for '60 stars ltd':
 - Address: 45 Street Lane, Leeds, LS2 4RH, United Kingdom
 - Contact: 0113 257 7854, <http://www.60-stars.com/>
 - Industry: Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialised stores
 - SIC Code: 47760
 - Employees: 1-20
 - Turnover:
 - Founded:
 - Company Reg:

See the overview

View the detail

The Visit specifics

View the full information about the companies that have visited your site. Get visibility of the pages they have viewed, a full record of any historical visits and the count of unique visitors from that company.



LEAD FORENSICS | Dashboard | Visitor List | Reports | Search | Setup | Support | Ideas

Welcome back LF Marketing | SWITCH USER | LOGOUT

Import to Salesforce | Add to Watchlist | Hide Company

Timestar manufacturing

Visits: 2

Company Location
Winchur Industrial Estate
Bathine
BLS 1ED
United Kingdom

Contact Details
01742 854315
<http://www.timestarmanufacturing.com/>

Company Information
Industry: Manufacture of watches and clocks
SIC Code: 26120
Employees: 21-49



Query Data

Highlight as a: UPDATE

Assign to: ASSIGN

ADD NOTE

View Page List | Show All Visitors

Date/Time	Duration	Webpage	
Visitor: 1	00:21:00	Direct	
04/08/2014 9:01AM	00:11:00	http://www.strategicconsulting.com/default.aspx	Go
04/08/2014 9:12AM	00:10:00	http://www.strategicconsulting.com/about.aspx	Go
04/08/2014 9:22AM		http://www.strategicconsulting.com/planning.aspx	Go
Visitor: 2	Single Page	Direct	
05/08/2014 2:52PM		http://www.strategicconsulting.com/contact.aspx	Go

RETURN | VIEW LATEST VISIT

Export | Email

Smart filtering and setup

Set up your Visitor List to quickly access the information you need. Specify the type of companies that are of the greatest interest to you and prioritize them in your Visitor List view.

The screenshot shows the Lead Forensics interface. At the top, there are toggle switches for 'Auto Refresh' and 'Expand All', both set to 'OFF'. A search bar is present with the text 'Search...'. Below the search bar, there are 'View options' icons, a status 'Showing 1-10 of 23', a 'Page size' dropdown set to '10', and a 'Page' indicator showing 'Page: 1 | 2 | 3'. The main content area displays a table with columns: Date, Company, Location, Referrer, PVs, and Duration. The first row shows a visit on 05/08/2014 at 3:02PM from '60 stars Ltd' in Leeds, United Kingdom, with a 'Direct' referrer, 3 page views, and a duration of 00:03:52. Below the table, the company details for '60 stars Ltd' are shown, including address (45 Street Lane, Leeds, LS2 4RH, United Kingdom), phone number (0113 257 7854), website (http://www.60-stars.com/), industry (Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialised stores), SIC Code (47760), Employees (1-20), and Turnover. A small image of a woman in a floral shop is also visible.

Show the information that's most relevant to you by selecting the columns that you want to view in your Visitor List.

This screenshot shows the 'COLUMN' selection filter menu. It has a 'CLOSE' button at the top. The menu is divided into sections: 'COLUMN', 'FILTERS', and 'MESSAGES'. Under 'COLUMN', there are checkboxes for 'Category', 'Date/Time', 'Company Name', 'Location', 'Referrer', 'Keywords', 'Page Views', 'Duration', 'Notes', 'Assign', and 'Conversion'. The 'Assign' checkbox is checked. At the bottom, there is an 'APPLY' button with a checkmark.

This screenshot shows the Lead Forensics interface with a filtered visitor list. The 'Visitor List' tab is active. The table shows columns for 'Number of Visits', 'Country', 'Category', and 'Referrers'. The 'Country' column is filtered to show only 'United Kingdom'. The 'Category' column is filtered to show 'DIRECT MAIL BROCHURE'. The 'Referrers' column is filtered to show 'Direct'. The table shows a list of visitors with their respective visit details.

Filter to exclude companies from your list that are not a top priority.

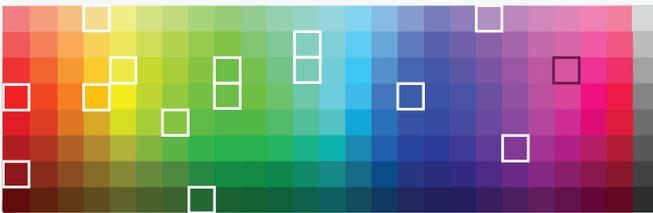
Pitch smarter. Convert faster

Use Lead Forensics to mobilize your sales force quickly and get ahead of your competition.

Lead Forensics comes complete with the tools you need to identify the companies visiting your website as well as the vital kit to allocate out your leads, generate instant notifications and get your sales team working more effectively.

Prioritize the hottest leads

Smart color referencing to quickly identify your top opportunities and keep track of your customer and competitor website activity.



SAVE CATEGORY

Date	Company	Location	Referrer	PVs
Feb 11 2015 3:16 PM	New Charter Housing Trust	Ashton-under-Lyne United Kingdom	Direct	1
Feb 11 2015 2:45 PM	Interesting Website Lead	Bognor Regis United Kingdom	Google Pay-per-click	2

LEAD FORENSICS

Business: Company Name
Website: www.website.com
Address: Company Road, London, EC1 4FD
Telephone: 01234 567 890
Employees: 99-199
Industry: Software

Custom Email reports

Receive daily, weekly, monthly or instant email reports of companies visiting your website. Define the hottest prospects using any number of your own criteria - for example company location, number of pages viewed, pages spent on your website and much more.

Never miss a new lead

Desktop notification to instantly alert you to any hot new prospects the moment they have visited your website. Make sure your sales team is hot off the mark and getting those prospects on the phone while they are interested and in the market for your services.



Assign to: →

→

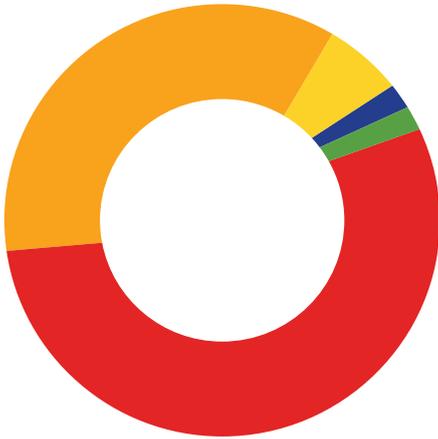
Manage your sales team pipeline

Assign leads to sales users and add in notes to track activity on a lead for greater collaboration across teams.

9:00AM	4568	9:00PM	524
10:00AM	3589	10:00PM	501
11:00AM	2897	11:00PM	205

Referring Sites

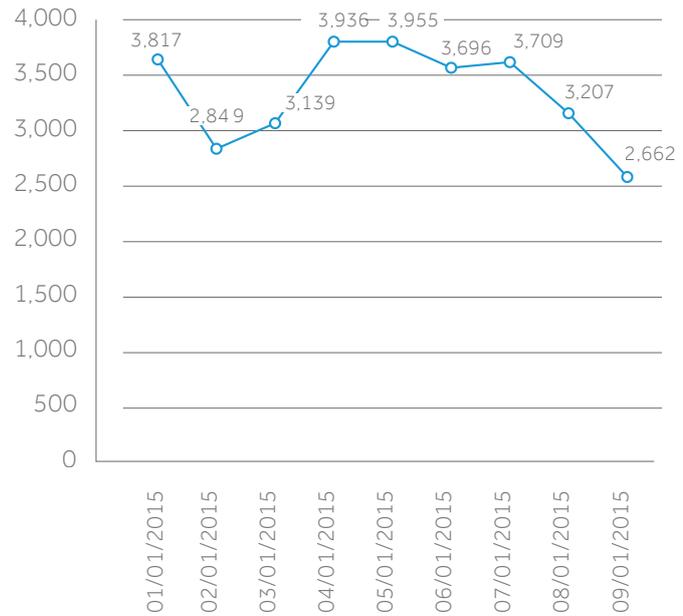
Last 14 Days



58.67% Google (PPC) 33.75% Google (Other) 3.95% Bing
1.95% Yahoo 1.68% Yahoo

Visits

Last 10 Days



Keywords

Today



Design Agency

12

Turbo-charged marketing

Lead Forensics is about so much more than just seeing who is visiting your website; Lead Forensics is packed full of tools and reports to help you up your marketing game. Most importantly, it's equipped with the ability to customize your reports so that the data is meaningful to you. Customize the setup to show the information that is vital to you in your role, in the exact way you wish you view it.

“ ...create your dashboard to show the information that is vital to you in your role, in the exact way you wish to view it. ”

Keep your finger on the pulse

Your own customizable dashboard to give you instant access to all the website data you need to up your game and convert leads, faster. Dig deeper and jump straight into the full reports to quickly access the specifics.



“ The dashboard is great - you can get an overview of the interesting bits quickly, and if something catches your eye you're one click away. ”

Real data. Real insight

Access a wide range of data to understand which campaigns and content are having the most impact. Utilize smart campaign monitoring tools to track your activity, and measure the wider ripple effect of your marketing initiatives. Make sense of your metrics and generate reports that have meaning to management.

“ Every morning I used to switch on Google Analytics. Now I switch on Lead Forensics. ”



Pi Datametrics