Anonymous Website Visitor ID

Studies show that over 90% of website visitors remain unknown.

Anonymous Website Visitor Identification unmasks the anonymity of in-market audiences and triggers meaningful content that increases conversion. Some of your best prospects have already visited your website. You know they're interested and actively shopping – you just don't know who they are. You might follow them around the Web with generic, cookie-based retargeting ads, but there is a better way. Here's how it works:

1. Prospective customers engage with your website.
2. Embedded identification pixel captures IP address and URL of visitor.
3. A comprehensive profile is built with full contact, demographic and/or firmographic information. Provides more granular and actionable information than cookie-based browser identification solutions.
4. Identified visitors are analyzed to determine highest-value prospects.
5. Personalized messaging is sent via any channel, including direct mail.
6. Performance is measured at the individual customer level.

Praqtical
Marketing Works

2451 W Grapevine Mills Circle, Grapevine, TX 76051 (972) 814-4862 www.praqtical.com