Net@Work | salesfusion™

Visitor Tracking and Analytics
Turn insight into action with web forensics

Gather

Much like Google Analytics, Salesfusion's WebForensics code is installed on your site via several lines of Javascript. This code immediately begins to harvest information on companies and individuals who are on your site, in real-time. A Reverse IP matching against Salesfusion's IP database reveals which companies are on your site and shows you the pages and materials they are accessing.

Track

Once Salesfusion's code is implemented on your site, information is tracked in real-time through the web forensics dashboard. Lead and company records are created in the Salesfusion CRM. This information is then presented to the assigned team member via email reports and CRM tasks.

Act

As information is gathered and tracked, workflow is applied to the information through lead scoring and lead routing. Data from each web visit is analyzed and adds to an aggre- gate lead score for each individual who hits your site. Sales is alerted when high-value prospects browse and download materials from your website. Where applicable, all of the web browsing details is appended to lead and contact records in CRM. Additional workflow can also be applied by assigning follow up tasks to team members so they can follow up with leads and prospects.

Daily and weekly email reports are sent to key members of the sales and marketing teams for analysis. Data can also be appended through solutions such as Jigsaw and Hoovers.

Website Performance Dashboard

Alerts, task assignments and CRM integration (driven by a powerful workflow engine) ensures that vital information never goes to waste!