Tapping The Invisible Pipeline: Identifying Anonymous Web Visitors

Background

When it comes to online lead generation, many B2B companies are in the dark.

In fact, 90 percent of website visitors remain unidentified and are never contacted as leads regardless of their buying intent. Commercial websites have an "invisible pipeline" flowing directly through their bandwidth – a pipeline that could be tapped, unleashing thousands of quality sales leads and creating a data-driven, laser-focused calling list.

Commercial websites have become Main Street USA when it comes to B2B sales. To succeed, online B2B marketers must have a solid metric to analyze the wants, dislikes and overall behavior of web visitors.

Simply gathering data is not enough – marketers need a turnkey solution that not only leverages the science of sales and marketing but also produces real-time, actionable analytics and conversion tracking to maximize sales calls.

By the Numbers

- 70% - Buying decision made before a customer makes initial, web-based contact.
- 391% - Likelihood of prospect conversion when receiving a sales call within 1 minute of initial inquiry
- 1-2% - web visitors identified by opt-in via form submission
- 5-7% - web visitors returning with cookie data driven by Marketing Automation
- 90% + - unidentified web visitors (unidentified = anonymous = lost B2B sales opportunities)

The emergence of innovative sales and marketing technologies, such as KickFire LIVE Leads, can transform the invisible pipeline of anonymous visitors into a visible and viable stream of solid marketing opportunities. KickFire LIVE Leads serves as a kind of "Caller ID" for website visitation. KickFire LIVE Leads deploys "Translating the WAN IP Network" (TWIN), a cutting-edge, proprietary technology that transcends traditional IP association.

Going LIVE in Next-level Lead Generation

Systematically caching and analyzing nearly four billion IP addresses, KickFire LIVE Leads increases qualified leads, generates in-depth company contact data and locates optimal prospects based on buying intent and engagement.

By revealing last-mile connectivity ownership, B2B marketers can create and leverage a shorter sales cycle. The system allows visitors to be tracked via e-mail address or usernames and opt-in visitors can be segmented for more focused targeting.

Successful sales engagement begins and ends with **personalized** sales engagement. Choosing a tool that provides cookie-less, clickpath information for each visitor as well as CRM integration prevents missed opportunities that would otherwise float through "the invisible pipeline."

LIVE Leads in Action

For many B2B websites, inbound submission forms can often seem like a dead end, with only a trickle flowing at any given time. Even when analytics tools show healthy traffic, clicks become anemic, anonymous bits of bandwidth never to be seen in a sales-lead database. Site traffic is thus divorced from the sales process.

KickFire LIVE Leads transforms and streamlines prospect generation by providing measureable reports and calling lists based on all levels of visitation activity – cookies, opt-in's and anonymous interactions.

TWIN-powered analytics enables companies to optimize advertising decisions by measuring traffic impact. For some businesses, this can lead to space reallocation away from low-traffic sections. In short, KickFire LIVE Leads opens new doors to connect visitors with sales professionals.

Other KickFire LIVE Leads features include:

- Custom URL Wizard allows clients to create unique codes to track all landing pages across all levels of campaigns.
- Utilizing AdCaM®, LIVE Leads provides measureable performance reports of pay-per-click, email campaigns, retargeting and mobile advertising.
- In addition to simplified ROI reports, LIVE Leads generates instant Key Performance indicators to help B2B marketers apply real-world data to budget decisions.
- Real Time Lead Alerts uncover products or services website visitors prefer.

Conclusion

"The use of granular customer data and predictive analytics is no longer the domain solely of B2C sellers such as Amazon.com. B2B sales teams report that the rapid adoption of these techniques has increased the volume and quality of sales leads and improved conversion rates," Christopher Davie of McKinsey & Company stated in a recent report.

Analytical solutions accessible only to large corporations in the past can now be leveraged by B2B companies of all sizes as scalable, cost-effective solution like LIVE Leads continue to evolve and improve the key technologies.

As advances in analytics technology reach new elevations, B2B marketers will reap the benefits of smarter, nimbler solutions. Pioneering B2B sales leaders who embrace this revolution rather than reject it will thrive while others will continue to miss opportunities within their "invisible pipelines."

Business intelligence firm Forrester predicts that businesses using data-driven, intelligence-fueled tech "will steal $1.2 trillion per annum from their less informed peers by 2020." In *Predictions 2017: Artificial Intelligence Will Drive The Insights Revolution,* the firm further states that investments in data-driven solutions will "drive faster business decisions in marketing, ecommerce, product management and other areas of the business by helping close the gap from insights to action."

And closing that gap will ultimately mean opening a fresh data pipeline for the B2B sector.