

# 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 the Lead Forensics Visitor List interface. The top navigation bar includes links for Dashboard, Visitor List, Reports, Search, Setup, and Support. The main content area shows a list of visitors with columns for Date, Company, Location, Referrer, and PVs. A detailed view of a visitor is shown on the right, including contact information and company details.

**Visitor List**

05/08/2014 05/08/2014 VIEW Custom

Auto Refresh Search... Company SEARCH

Showing 1-10 of 23 | Page size: 10 | Page: 1 2 3

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

**60 stars ltd**

45 Street Lane  
Leeds  
LS2 4RH  
United Kingdom

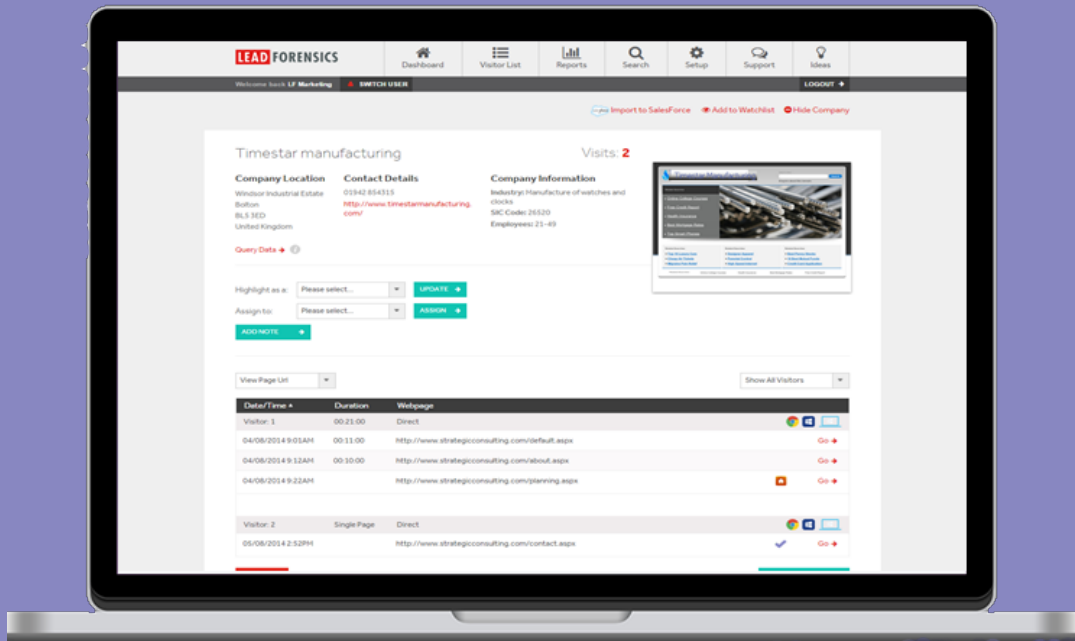
0113 257 7854  
<http://www.60-stars.com/>

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:

**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

Welcome back LF Marketing SWITCH USER LOGOUT

Import to Salesforce Add to Watchlist Hide Company

### Timestar manufacturing Visits: 2

**Company Location**  
Purchase (NY)  
United States

**Contact Details**  
(800) 474 9300  
www.timelink.com

**Company Information**  
Industry: Manufacture of watches and clocks  
SIC Code: 26520  
Employees: 21-49

Query Data

Highlight as a: Please select... UPDATE

Assign to: Please select... ASSIGN

ADD NOTE

View Page Uri 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
04/08/2014 9:12AM	00:10:00	http://www.strategicconsulting.com/about.aspx
04/08/2014 9:22AM		http://www.strategicconsulting.com/planning.aspx
Visitor: 2	Single Page	Direct
05/08/2014 2:52PM		http://www.strategicconsulting.com/contact.aspx

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.

OFF

Auto Refresh

OFF

Expand All

Search...

Company

SEARCH

View options

Showing 1-10 of 23 | Page size: 10

Page: 1 | 2 | 3 | < | > | >>

Date	Company	Location	Referrer	PVs	Duration	
05/08/2014 3:02PM	60 stars ltd	Leeds United Kingdom	Direct	3	00:03:52	↓

60 stars ltd

45 Street Lane  
Leeds  
LS2 4RH  
United Kingdom

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:

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

CLOSE

COLUMNS

FILTERS

MESSAGES

☒ Category

☐ Date/Time

☒ Company Name

☒ Location

☐ Referrer

☐ Keywords

☐ Page Views

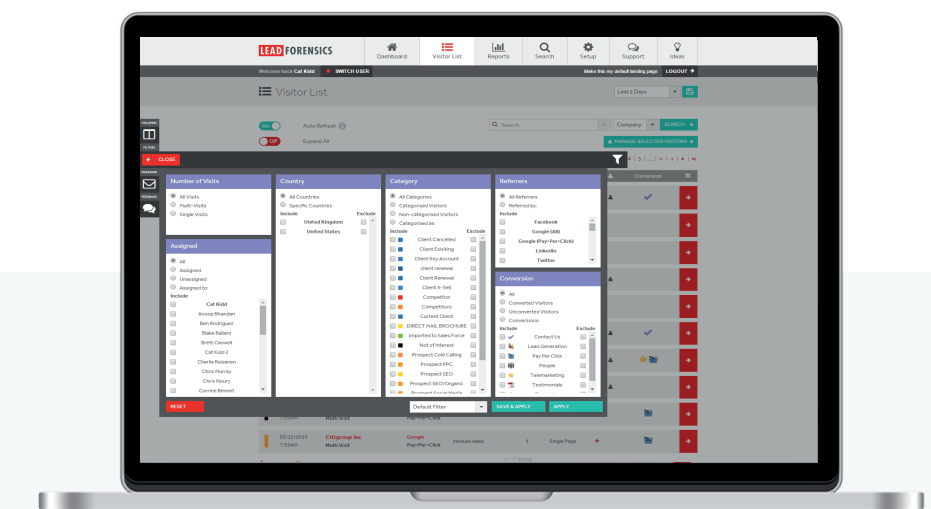
☒ Duration

☐ Notes

☒ Assign

☐ Conversion

APPLY



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



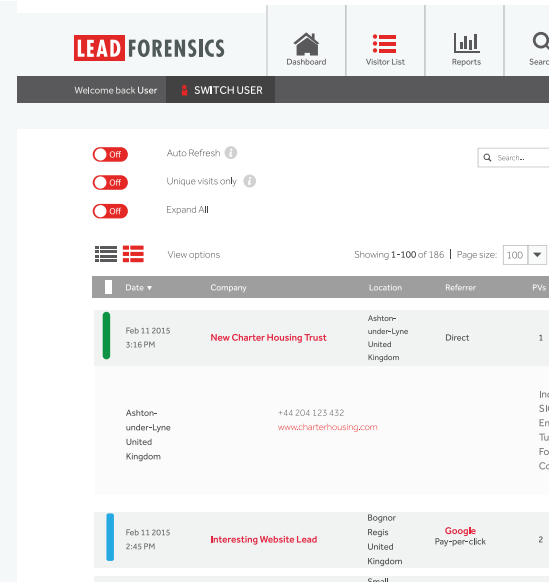
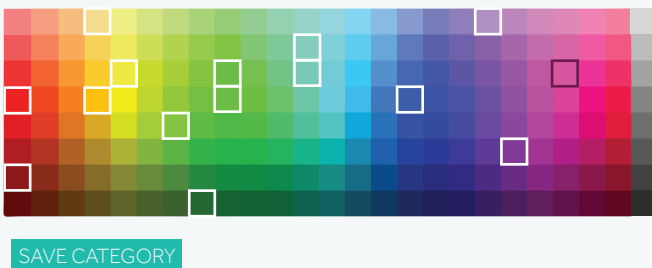
# Pitch smarter. Convert faster

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

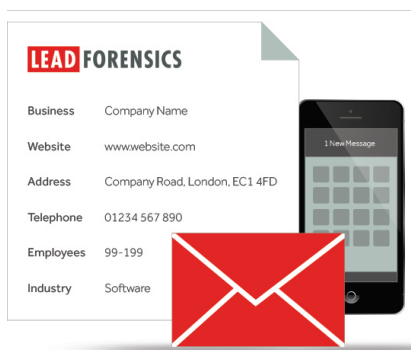
Smart color referencing to quickly identify your top opportunities and keep track of your customer and competitor website activity.



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

## 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.



## 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.

Assign to:

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

## Referring Sites

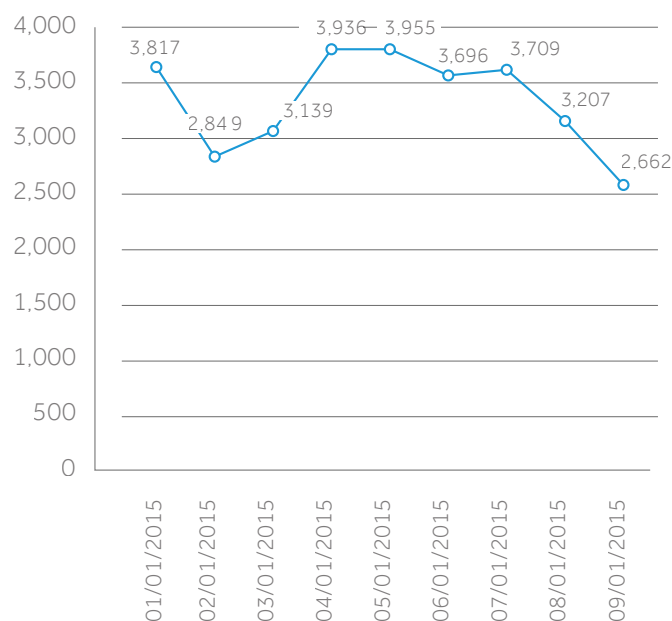
Last 14 Days



■ 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

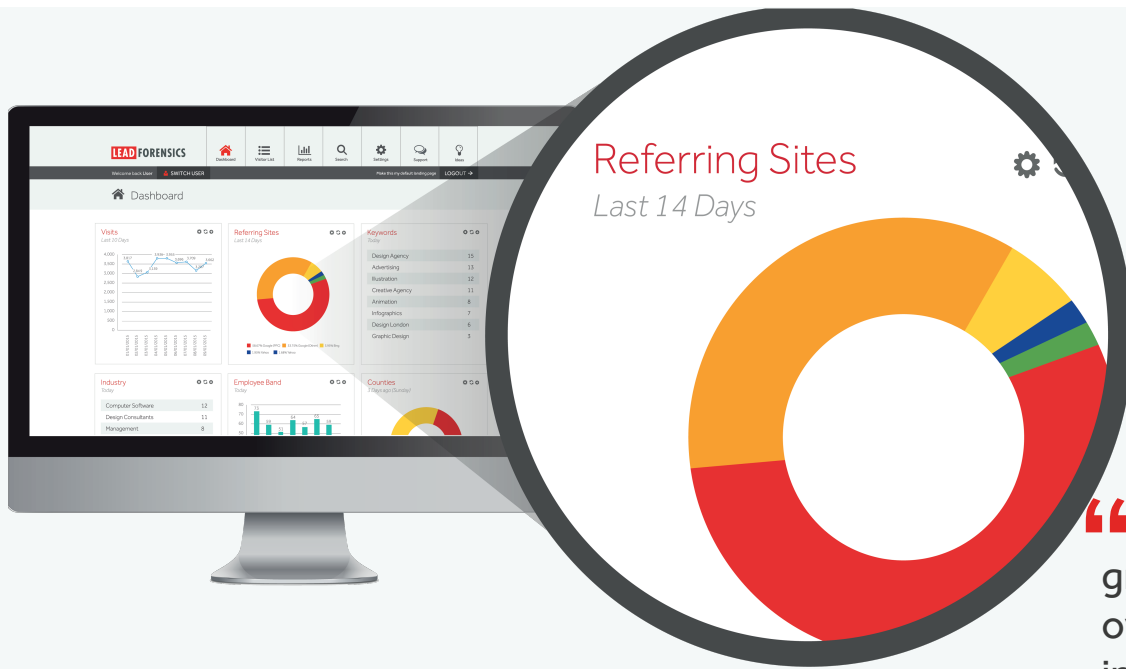
# Turbo-charged marketing

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

