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## **Like 'Caller-ID' for Your Web Site, netFactor Turns Web Site Traffic into Immediate Sales Leads**

*netFactor's VisitorTrack® enables users to drive new efficiencies from Internet marketing by identifying who, how and when business users visit a company's Web site*

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**LITTLETON, Colo. – July 17, 2006** – netFactor, an innovator in the evolution of Web leads technology and search engine marketing services for the business-to-business market, announced today the latest release of its patent-pending VisitorTrack technology designed specifically to generate immediate sales from Web site traffic. VisitorTrack automatically captures details on business visitors without requiring Web site registration, identifying who, how and when an online user visited a company's Web site.

“Successful Search Engine Optimization (SEO) makes it easy to find our Web site, but unless visitors downloaded information or requested a live demo, we did not know anything about them or how to contact them,” said J.T. Gillett, marketing manager for Plexis Healthcare Systems. “The relevance of data provided by VisitorTrack has exponentially increased the value of our SEO efforts. VisitorTrack has been instrumental in Plexis' invitation to submit several RFPs to a variety of prospects, including very large organizations. One sale can account for between \$150,000 and \$2 million in revenue and VisitorTrack has consistently generated leads from identifying Web site traffic.”

With VisitorTrack businesses have immediate access to detailed data on their Web site visitors including:

- **Visitor Identification** – Automatically uncovers and matches Web site visitors with up-to-date business and contact information from Jigsaw Data Corporation, the online global marketplace for buying, selling and trading business contact information
- **How The Visitor Got There** – What specific 'keywords' were used to identify a site within a specified search engine or did the visitor enter in the direct home page address
- **Hot Leads** – Unique behavioral tracking algorithms identifies visitor's exhibiting the greatest interest by evaluating page views and previous visits to uncover those that are most interested in a company's products
- **e-Mail Alerts** – Receive e-mails on visitors who are most interested while they are on the Web site

VisitorTrack converts invisible 'clicks' on a company's Web site into actionable sales leads. With VisitorTrack's software as a service delivery model, businesses have immediate access to detailed data on their Web site visitors, including comprehensive data on the visitor's business and executive

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contact information from Jigsaw Data Corporation. This feature helps companies identify valuable new business leads and eliminates the cold-calling out of new business development.

“Today companies are spending fortunes on paid search ‘clicks’ and ‘keyword’ investments,” said M. Christopher Jeffers, CEO and general partner of netFactor. “With VisitorTrack, we wanted to create and deliver a technology that would completely change the tactics of the online sales and marketing industry, therefore changing the way in which organizations of any size can extract greater ROI from their Internet marketing investments.”

**About netFactor**

Founded in 2003, netFactor Corporation is an innovator in the evolution of Web leads technology and search engine marketing services for the business-to-business market. Through the company’s core VisitorTrack® technology platform, netFactor drives new efficiencies in Internet lead-generation, search performance and Web site conversion for customers looking to maximize visibility and generate immediate sales from the Web. Unlike other online marketing services seeking to deliver invisible Web traffic, VisitorTrack from netFactor identifies who, how and when an online user visited a company’s website, providing immediate access to visitor contact information. netFactor enables customers in multiple industries including software, telecom, healthcare, technology, professional services, manufacturing, transportation, etc., to develop a more strategic approach to online marketing. For more information on netFactor Corporation’s performance-driven products and services for Internet marketing please visit <http://www.netFactor.com>.

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