



## Driving the Evolution of Web Leads Technology

### It's Like Caller ID for your Website

Imagine knowing who is visiting your Website, the company they work for, what they want, how they got there, who their executive management is and how to contact them.

Today, companies are spending fortunes on paid search 'clicks' and 'keyword' investments, without the insight to extract a greater return from their Internet marketing investment.

So how much more valuable is a 'click' from Google, Yahoo or MSN, when I know who, when, how and what search term was used from a potential customer visiting my company's Web site?

### Drive New Levels of Performance from Internet Marketing

netFactor's patent-pending VisitorTrack® is driving the evolution of Web leads technology designed specifically to generate immediate sales from Website traffic and drive new efficiencies from Internet marketing efforts.

With VisitorTrack, businesses have immediate access to detailed data on their Website visitors, including comprehensive data on the visitor's business information from Jigsaw Data Corporation, the online global marketplace for buying, selling and trading business contact information, enabling you to identify valuable new business leads without Web site registration or cold-calling.

VisitorTrack automatically captures site visitors converting invisible 'clicks' on your company's Website into actionable sales leads, and uncovering company names, contacts, email addresses and phone numbers. It's like 'Caller-ID' for your Web site.

Through VisitorTrack businesses can identify:

- Which companies are reviewing your business, product or services NOW
- How the visitor arrived to the site – search engine or direct hit
- What specific 'Keywords' were used to identify your site within a specified search engine
- Detailed business intelligence about your visitor including company name, phone, address, industry description, website and executive contacts LookUp
- Geographic location of the visitor
- HotLeads - Unique tracking identifies visitor behaviors including page views and previous visits to uncover those most interested in your site
- eMail Alerts – Receive emails on visitors who are most interested while they are on the site

VisitorTrack is available in a fully-integrated package that includes netFactor's Online Marketing programs with the integration of highly targeted ad words, key phrases and Search Engine Optimization, or as a standalone service. VisitorTrack implementation is easy and is available via the Web for on-demand visibility into your Web site traffic. It also comes with a host of features, in a number of configurations with full export capabilities to spreadsheets, Excel, etc.

### **Strategic Advantages to VisitorTrack®**

#### **VisitorTracking Intelligence**

Who's visiting your site – Prospects, Customers, Media, Analysts, Investment Bankers and/or Competitors?

#### **Use as a Sales Tool**

Target self-selected leads, match 'clicks' with up-to-date business and contact data without the need to cold call.

#### **Use as a Marketing Tool:**

Measure campaigns and online marketing efforts, use information gathered for targeted marketing effort follow-up.

# VisitorTrack's easy-to-read reporting makes it simple to identify new business leads.

The screenshot displays the VisitorTrack web application interface. At the top, there are navigation links: View Report, Hot Lead Criteria, Alerts, Change Password, Help, Resources, and Log Out. Below this is a menu with options: View Report, Screen Print, and Download to Excel. The main content is a table with the following columns: Organization Name, Address / Phone, Search Engine, Search Term Used, Behavioral Tracking, and HotLead Alerts. The table lists 32 entries, each representing a different organization with their contact details and tracking information.

Organization Name	Address / Phone	Search Engine	Search Term Used	Behavioral Tracking	HotLead Alerts		
AMGEN, Inc.	One Amgen Center Drive Thousand Oaks CA 91320	Google	medical and .net software workflow	4/14/2006 2:49:57 PM	4/17/2006 2:30:07 PM	14	HotLead
Asante Health System	2825 E. Barnett Road Medford OR 97504-8177	Yahoo!	long term care software	4/21/2006 1:55:00 PM	4/25/2006 10:47:53 ...	1	HotLead
Asea Brown Boveri	Zurich, CH-8050	Direct HR		4/21/2006 1:56:34 PM	4/21/2006 1:56:34 PM	12	HotLead
ASTRO-MED	600 E GREENWICH AVE WEST WARWICK RI 02893	Direct HR		4/21/2006 1:49:01 PM	4/25/2006 2:24:31 PM	7	HotLead
ATTORNEY SUITE, INC. DBA. SJ EX...	Private Address San Francisco CA 94107	Google	pace care software	4/21/2006 1:05:52 PM	4/21/2006 1:05:52 PM	10	HotLead
Bank of the West	Hosting Center Address	Direct HR		5/1/2006 4:46:38 PM	5/1/2006 4:46:38 PM	1	HotLead
Baptist Health System	820 Prudential Dr Jacksonville FL 32207	Direct HR		5/2/2006 1:03:23 PM	5/2/2006 1:03:23 PM	3	HotLead
Benefit360	25 Broadway New York NY 10004	Direct HR		4/18/2006 9:19:57 AM	4/18/2006 9:19:57 AM	5	HotLead
Beth Abraham Family of Health	612 Allerton Avenue Bronx NY 10467	Google-Canada	health benefit administration softw	4/25/2006 5:28:24 PM	4/25/2006 5:28:24 PM	20	HotLead
BEVERTEC CST INC.	5935 AIRPORT RD MISSISSAUGA ON L4V 1W5	Google	claims repricing	4/17/2006 9:13:54 AM	4/17/2006 9:13:54 AM	1	HotLead
Blackbaud, Inc.	2000 Daniel Island Drive Charleston SC 29492	Google	tpa health organization	4/21/2006 3:07:35 AM	4/21/2006 3:07:35 AM	1	HotLead
Blue Cross & Blue Shield of Maryland	10455 Hill Run Circle	Google	accumulators healthcare claims	4/20/2006 12:24:05 ...	4/20/2006 12:24:05 ...	10	HotLead
Blue Cross Blue Shield of Kansas City	>> HOSTING CENTER ALERT <<	Google	managed care software	4/21/2006 12:17:38 PM	4/21/2006 12:17:38 PM	15	HotLead
Blue Shield of California	4203 Town Center Blvd San Francisco CA 94105	Google	claim repricing software	4/27/2006 7:40:42 PM	4/27/2006 7:40:42 PM	4	HotLead
Booz, Allen, and Hamilton	8283 Greensboro Drive McLean VA 22102	MSN	information systems benefits	4/26/2006 5:25:31 PM	4/26/2006 5:25:31 PM	1	HotLead
BOULOGNE_BILLANCOURT	1001EB Amsterdam	Google	healthcare payor	4/18/2006 9:54:46 AM	4/18/2006 9:54:46 AM	29	HotLead
Brightview Ltd	9-10 Grafton Street Amsterdam 1001EB	Google	health plan aso	4/26/2006 3:53:16 PM	4/26/2006 3:53:16 PM	15	HotLead
Bristol Regional Health System	1905 American Way Kingsport TN 37660	Google	health care system administration m	4/25/2006 3:55:53 PM	4/27/2006 11:32:43 ...	29	HotLead
California Department of Corrections	P O Box 942883 Sacramento CA 94283-0001	Yahoo!	medical and .net software workflow	4/17/2006 4:51:28 PM	4/17/2006 4:51:28 PM	1	HotLead
Centrell & Cochrane Group	Centrell and Cochrane Amsterdam 1001EB	Direct HR		5/1/2006 5:52:40 PM	5/1/2006 5:52:40 PM	1	HotLead
Capital Area Intermediate Unit	P.O. Box 489 Summerdale PA 17093	Google	define:principal diagnosis	4/25/2006 9:46:31 AM	4/25/2006 9:46:31 AM	13	HotLead
Cayman National Bank Ltd.	P.O. Box 1097 GT P.O. Box 1097 GT	Google	long term care software	4/25/2006 10:43:01 ...	4/25/2006 10:43:01 ...	10	HotLead
Celestica International Inc	844 Don Mills Road Toronto ON M3C 1H7	Google	define:principal diagnosis	4/26/2006 1:28:18 PM	4/26/2006 1:28:18 PM	3	HotLead
Centerprise Advisors Inc	169 Ramapo Valley Rd Clyland NJ 07436-2531	Google	long term care software	4/18/2006 7:01:47 AM	4/18/2006 7:01:47 AM	10	HotLead
Cigna	CPC23 Philadelphia PA 19192	Google	managed care software	4/26/2006 11:50:59 ...	4/26/2006 11:50:59 ...	19	HotLead
CITY OF PHOENIX	3400 E SKY HARBOR BLVD PHOENIX AZ 85034	Direct HR		4/21/2006 3:50:26 PM	4/21/2006 3:50:26 PM	2	HotLead
clear technology	11030 Orde Point Rd Westminster CO 80020	Google	claims software	4/24/2006 11:50:19 ...	4/24/2006 11:50:19 ...	3	HotLead
Columbia-Presbyterian Medical Center	622 W 168th St., Suite VC-530 New York NY 10032	Google	define deductibles				

Additional features highlighted in the image include: User-Defined Alerts, OnLine Contacts Lookup from Jigsaw Data, Return Visit Tracking, Page Views, and Automatic eMail Alerts.

## Advanced Features from VisitorTrack

- **Visitor Data** – Collected in real-time, without Web site registration
- **On-Demand Access** – Web-based reporting for instant visibility into your business visitors
- **Who Is Visiting** - Organization Name, Address, Phone Look-Up, Website
- **How They Got There** - Specific Search Term or product area interest, referring search engine
- **Verified** - Real-time validation of visitor records
- **Advanced Filtering** - All records are processed using advanced filtering to eliminate irrelevant visitors
- **Direct Hits** - Visitors traveling directly to your Web site are indicated in your VisitorTrack report
- **Qualify Leads** - SIC Code, Number of employees, and other background or firmographic data, with other custom data points available
- **Behavioral tracking** – Qualify leads by evaluating how much content site visitors move through and their frequency to the site
- **HotLeads** – Pinpoint companies most interested in your products
- **Instant e-Mail Alerts** – Automatically receive e-mails on those visitors meeting your criteria
- **User Defined Alerts** – Customize alerts for customers, prospects, competitors, etc.
- **CRM Integration** – Export the data you need in a report format, or for CRM Integration
- **Contacts Lookup** – Matches Web site visitors with up-to-date business and contact information from Jigsaw Data Corporation