



**“VisitorTrack is a game changer for our company and, most importantly, many of our clients”**

- John Saldi, President

### A Value Add For Clients

Regency Interactive is a Digital Marketing & AdWords Certified company. Since 1998 Team Regency has provided clients the highest level of value and service. Regency’s President, John Saldi, discovered VisitorTrack about 3 years ago at the advice of a client that specializes in Precision Contract Manufacturing. “Our client had a great experience with VisitorTrack and suggested that it might be a good solution for my company as well as other clients”.

### Online Advertising ROI Optimized

John immediately saw the value that VisitorTrack could provide. “Clients hire our team to improve Organic Search Placement and improve ROI for AdWords, and we do a very good job at that. In a perfect world every visitor will fill out a contact form or pick up the phone and call, but we all know this doesn’t happen. A large percentage of web-visitors do neither, however this doesn’t mean that we shouldn’t engage people that don’t call or fill out a contact form. It’s important to remember that all

## Key Takeaways

Regency Interactive is a digital marketing agency located in Wilson, North Carolina that has been specializing in organic search optimization and Google Adwords Management since 1998.

- VisitorTrack helps Regency’s clients gain optimized ROI from their online advertising
- Regency’s clients have found that they can’t live without VisitorTrack technology
- VisitorTrack partnership provides an additional revenue stream for the agency

site visitors made a conscious decision to click a link to come to your web-site. These visitors are an untapped lead potential; viable, qualified prospects that you need to engage. We’ve found Visitor Track fills this gap perfectly.”

### Stories of Success

Recently John had a new client, Posiden Barge, look at the intelligence that VisitorTrack could provide about their anonymous web visitors. After reviewing the data, they said, “we cannot do without VisitorTrack, we have got to keep this technology.” Another client, Quell Incorporated, uses VisitorTrack effectively with their Adwords Campaigns. By using VisitorTrack they are able to realize optimized ROI on their online advertising programs. John’s advice for using VisitorTrack is to act on the information quickly. “When VisitorTrack identifies prospects visiting our site we are very proactive. Our market is very competitive, when someone visits our site that’s a buying signal. We believe that if we don’t reach out to them quickly, they will probably go somewhere else. At the end of the day I can honestly say that the

information VisitorTrack provides has been a game changer for our company and most importantly many of our clients.”

Regency Interactive specializes in organic search optimization and is a Google Adwords Partner. Regency’s full-service management solution enables clients to focus on their core business while they work to implement, manage, and monitor online advertising campaigns.

[www.regencyinteractive.com](http://www.regencyinteractive.com).

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor’s flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers’ decision journey resulting in more sales and higher margins. For details, please visit [www.netFactor.com](http://www.netFactor.com).