The Visitor IQ Process: Maximizing Lead Conversion

Collect

A person visits your website, triggering Visitor IQ's data capture and identification. Providing a rich understanding of your visitors' behavior and intent.

Analyze

The platform's powerful algorithms analyze the collected data, identifying valuable leads and filtering out irrelevant traffic, such as bots and automated systems.

Integrate

Visitor IQ seamlessly integrates with your CRM system, automatically updating visitor details and ensuring a streamlined lead management process.

Engage

Based on the insights gathered, Visitor IQ initiates personalized email outreach and nurturing campaigns, effectively engaging with your identified leads and driving them further down the sales funnel.

Send

Export and forward the CSV file to your organization or mailing vendor for postcard processing.