

Website Monitor

Turn insight to action with SalesFUSION
Web visitor tracking & Analytics

About SalesFUSION Website Monitor

Website Monitor is the web visitor tracking, alerting and analytics solution from SalesFUSION that allows companies to take action against the valuable insight gathered from leads and companies who visit your corporate website.

Offered as a stand-alone web analytics solution or as a component to the demand generation platform, SalesFUSION360, Website Monitor will dramatically improve the performance of your website and help your sales team convert more leads to closed revenue.

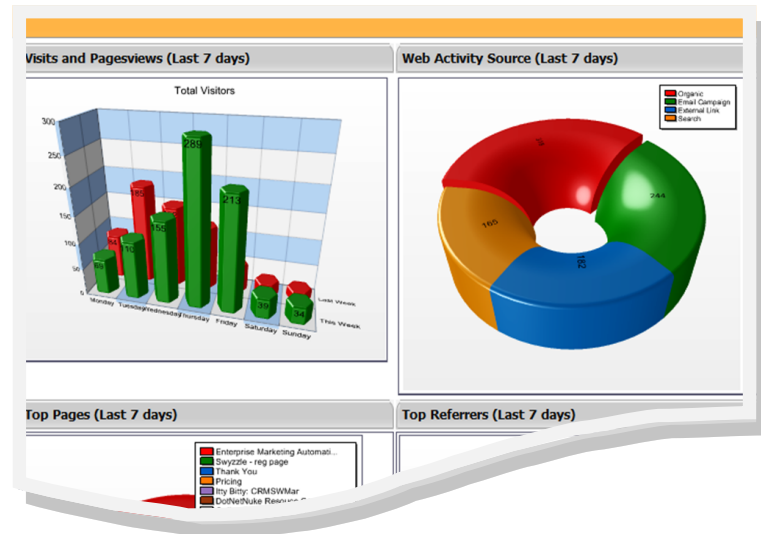
The importance of website visitor tracking

Companies invest thousands of dollars and hundreds of hours ensuring their website is designed and functioning to generate leads for the sales team. It is generally accepted that in B2B, over 90% of product research begins on the internet. A large percentage of a company's marketing budget is consumed with generating traffic to the corporate website. With so much time, dollars and resources dedicated to the corporate website, it is surprising.

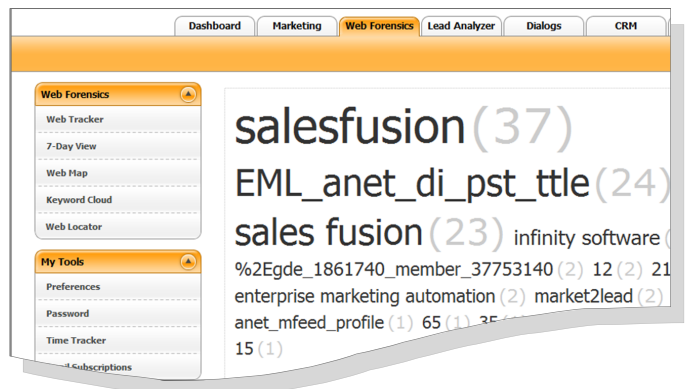
SalesFUSION's Website Monitor is designed to do 3 fundamental things to help ensure your website is performing as it was designed to. In short, we **gather, track and act** on lead information gathered from the website.

Each of these three actions is facilitated by code that you install on your website. In as little as 10 Minutes, companies can install Website Monitor and begin harvesting vital website performance and behavioral analytics that they can use to convert more leads.

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Robust web analytics are offered in executive dashboards and custom reports which can be delivered to key corporate personnel via email subscription and through personalized dashboards.



SEO tools are included at no cost in the Website Monitor solution to help your marketing team understand how and why individuals are getting to your site so you can further refine your online search marketing strategy.

SalesFUSION™

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Gather

Much like Google Analytics, SalesFUSION's Website Monitoring code is installed on your site via several lines of Javascript. This code immediately begins to harvest information on companies and individuals who are on your site, in real-time. A reverse IP matching against SalesFUSION's IP database reveals which companies are on your site and shows you the pages and materials they are accessing.

Track

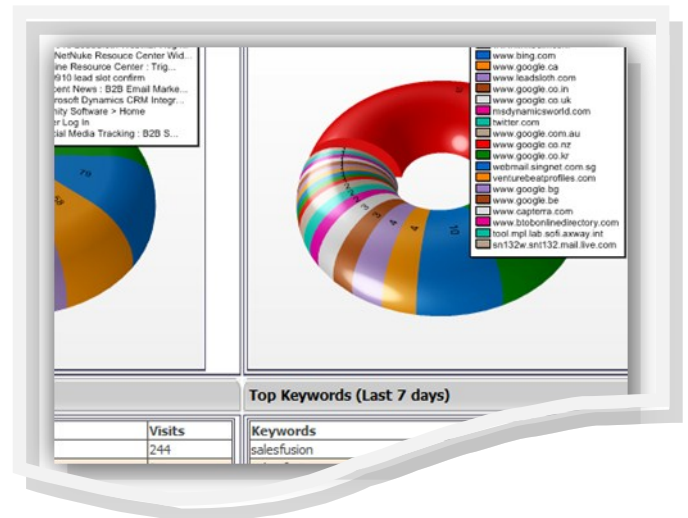
Once SalesFUSION's code is implemented on your site, information is tracked in real-time through the web forensics dashboard. Information is tracked to the lead and company records created in the SalesFUSION CRM. This information is then presented to sales and marketing team members via email reports and CRM tasks and activity history for supported CRM systems such as Microsoft, Salesforce and Sugar CRM.

Act

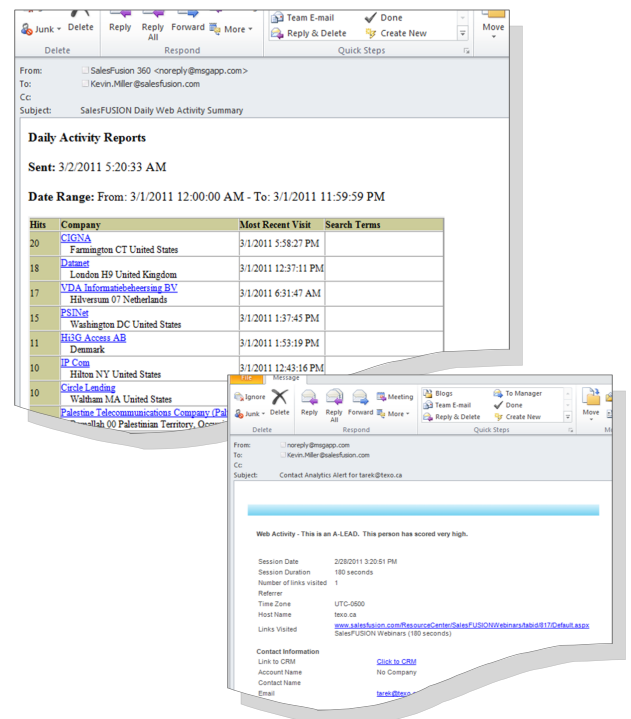
As information is gathered and tracked, workflow is applied to the information through lead scoring and lead routing. Data from each web visit is analyzed and adds to an aggregate lead score for each individual who hits your site.

Sales is alerted when high-value prospects browse and download materials from your website and, where applicable, all of the web browsing details is appended to lead and contact records in CRM. Additional workflow can also be applied by assigning follow up tasks to inside sales team members so they can follow up with leads and prospects while your company is top of mind.

Daily and weekly email reports are sent to key members of the sales and marketing teams for further analysis or data appending through solutions such as Jigsaw and Hoovers.



Alerts, task assignment and CRM integration driven by a powerful workflow engine ensure that this vital information never goes to waste!



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