

visitortrack

Featuring Company Surge® Intent Data

Identify Who Has Been Visiting Your Site

— and What They've Been Researching Across the Web

In addition to identifying anonymous business visitors to your site, now you can more accurately predict the purchasing intent of your web visitors. With Company Surge® predictive marketing data, VisitorTrack creates the fastest route from anonymous website visitor to fully engaged sales opportunity, helping you drive qualified demand through the funnel. Knowing the pages they have viewed on your website, in addition to the topics related to your business they have most actively been researching across the web, empowers sales and marketing teams to focus on the website visitors most likely to take action.

Identify Companies

Identify anonymous business visitors coming to your site and see the pages being viewed.

Pinpoint Intent

Page view details combined with surge scores indicate companies most likely to purchase.

Engage Contacts

Get the key executive contact details you need to engage your target prospects.

Understanding Company Surge: The Science of Predictive Marketing and B2B Intent Data

Company Surge works by applying advanced data science to an aggregate of the content consumption activity from millions of B2B organizations and informs you when target organizations are indicating active demand (or purchasing intent) for your products or services.



1. Organizing Intent Data

Associating a company and a topic to each observed content consumption event.



2. Company Profiling

Establishing a historical profile for each company against every topic.



3. Quantifying Intent

Representing observations in company interest with a Surge Score.



A surge occurs when an organization demonstrates an identifiable pattern of elevated content consumption around specific topics, compared to its historical baseline.

1. Organizing Intent Data

- Activities from **2.8 Million** Companies
- Across **1.9 Billion** B2B Devices
- Researching on **5,000+ B2B Topics**
- Creating **30 Billion** Consumption Events Monthly







Content consumption activity of an individual is automatically classified with a company — **A far more reliable indicator of an organization's purchase intent.**



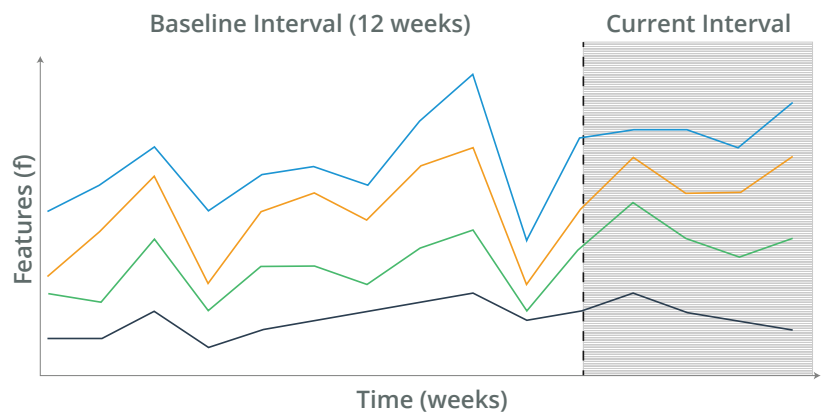
Patented technology auto-classifies into **5,000+ B2B topics** in our taxonomy.

2. Company Profiling

Four primary features are monitored for every company and topic combination to establish normal consumption behavior that acts as a historical baseline interval.

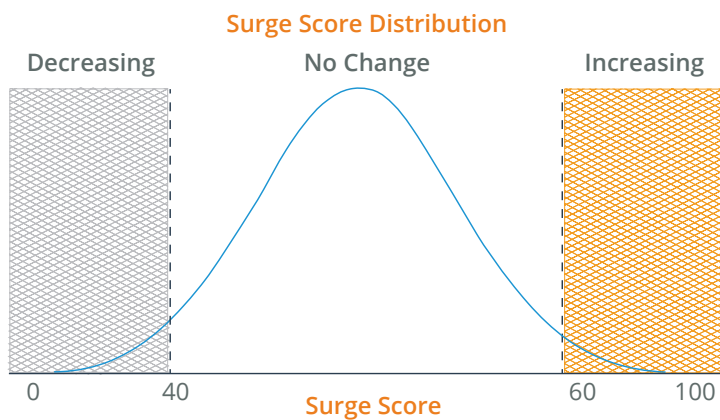
- 1. Count of Topic Events** — 
The number of interactions between a company and a topic.
- 2. Count of Unique Users** — 
The number of people researching a topic from a company.
- 3. Topic Relevancy Weight** — 
The relevancy of the content to the topic (i.e. is the topic the focus or simply mentioned).
- 4. Content Engagement** — 
The depth of engagement of the interaction (e.g. scroll velocity, dwell time, etc.).

Comparing the current interval with the baseline interval establishes an individual feature score.



3. Quantifying Intent

The Surge Score sums up all four feature scores into a single score from zero to 100. It represents decreasing, stagnant, and increasing company interest for a topic compared to the historical baseline.



Understanding Company Surge Score Values

90 - 100	~0.1% of population scores that represents an increase in topic interest.
80 - 89	~1.0% of population scores that represents an increase in topic interest.
70 - 79	~5% of population scores that represents an increase in topic interest.
60 - 69	~10% of population scores that represents an increase in topic interest.
0 - 59	Any score below 60 is not shown in VisitorTrack as it does not represent any increase in topic interest.

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