



Maximized Marketing

Site Visitor Identity Resolution

In-Funnel Leads

What it is: In-Funnel Leads are prospects who are in your marketing funnel. They represent your quickest path to profits. And thanks to Identity Resolution, you know exactly who they are.

What it does: Our technology is able to match back website visitors with the information in our consumer database. By doing this, we turn an anonymous prospect into a “flesh and blood” lead by providing that person’s name, email address, mailing address and phone number. This is information that you own and control forever.

How it does it: When you place our Pixel on your website, we’re able to capture your traffic and match back the identity of your visitors. We’re also able to capture visitors’ behaviors pre and post-click then use that data as a training sample for your custom targeting algorithm.

Why is this feature an advantage over what you’re currently doing? Your website visitors are no longer anonymous.



What is the result of this advantage? This gives you the ability to leverage and get better results from money you're already spending by extending your marketing...to automatically send a postcard to a prospect who's been to your website, for example. Or reach out via a phone call. You can even launch a full email marketing campaign to bring those visitors to your dealership.

What will you gain from this advantage? Another tool that gives you a competitive advantage, leverage your ad spend, and helps you increase profits. You will know what your competitors do not.