

## Visitor Intelligence

One major downside to google analytics is that it does not give you much data about individuals. We know that it holds this data because it can display demographics about age, gender, interests and other useful things, but because of data protection issues, google analytics is not allowed to display data about individual people.

Visitor Intelligence means proactively collecting information about a visitor from data capture and behaviour in order to gain new leads and sales opportunities. Each visitor to your website has a value. Some are high value (quite likely to purchase or quite likely to gain a higher ROI) and some are low value (less likely to purchase or have lower ROI).

Visitor intelligence is a means of scoring each individual on a scale of value and accessibility. To do this, we would like to know certain things like job title, contact email, company size, and industry type, past purchasing history, age, gender, salary level, home address, interests, and a whole load of things relevant to what you are selling. Google Analytics cannot do this, but there are products that can. They work by offering incentives for sharing personal information, such as a survey in which you could win a prize, or a simple name and email field to download a free pdf document. Once you have these snippets of information you can stitch them together to get a profile of the visitor. Using web tracking and email tracking with user identifiable tracking cookies, you can get a picture of the sorts of pages these people visit, or the sorts of email marketing that they click on and other aspects of their online behaviour.

Once you have a list of visitors along with their intelligence data, you can then convert them into prospects (potential customers) and prioritise them to follow up leads. This could be by phone, text or email. You could even send out invites to conferences and events that you think they might be interested in. For example, if you have a 20 year old woman with a high level of disposable income who is visiting your cosmetic surgery site, you might want to send out a personalised invitation to an open day at the clinic. If it's an 80 year old man looking at the breast enlargement pages on your site, then you probably wouldn't want to send out the invite to them.

There are many products like Canndi (<http://www.canddi.com/>) and Zoho (<https://www.zoho.com/>) out there which have great visitor intelligence facilities and will help you generate leads for your business if you know how to harness that data into a meaningful way.

Visitor Intelligence also helps with SEO. It can determine which keywords are most likely to convert into a good lead, and which are not so you can focus on the more important keywords in your online marketing.