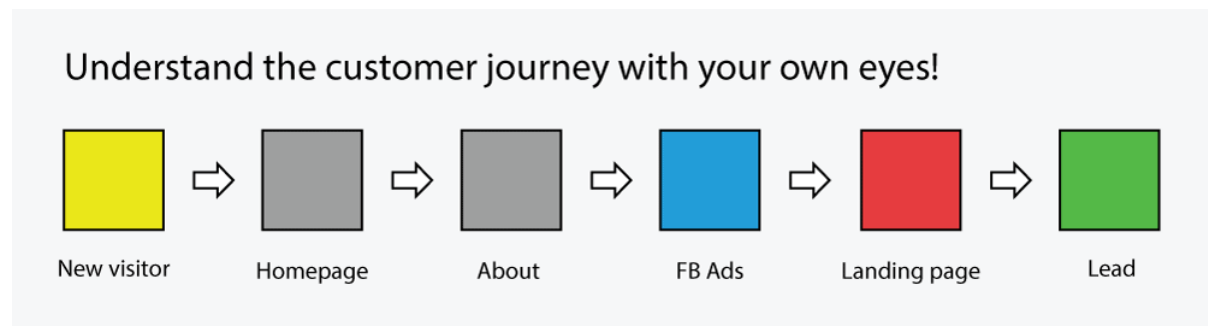


# Advanced Tracking



## Why is this useful?

Advanced Tracking can be useful in 4 ways:

**-improve your acquisition strategy:** (Google Ads, Facebook ads, SEO, email marketing) look at the exact sequence your leads follow before contacting you. Stop investing in campaigns and activities that don't bring results and invest in the ones that are generating qualified leads.

**-improve your website:** see with own eyes what pages your top leads visit...not just random users. Improve those pages, use them to show your potential and get more qualified leads.

**-gain strategic information:** knowledge is power, especially when related to new leads. Be prepared before talking to them. Understand what they are looking for and what they are interested in, based on their behaviour on your website.

**-save time and money:** If you want to understand what works and what doesn't, you can and is very simple!

# Example:

You have a new request from your website. Advanced Tracking will add some very insightful information (explanation in blue) ...

Hello,

I'd like to ask more information about your consulting service.  
Can we arrange a call?

Thank you,  
John Smith

\*\*\*

Sun Dec 23 2018 11:32:41 GMT+0100 (Central European Standard Time)  
Campaign: adwords\_campaign1  
Keyword: consultant in london  
Referrer: www.google.com  
Landing page: www.yourwebsite.com

V  
V

Sun Dec 23 2018 11:35:00 GMT+0100 (Central European Standard Time)  
Visited page: www.yourwebsite.com/about

V  
V

Sun Dec 23 2018 11:35:00 GMT+0100 (Central European Standard Time)  
Visited page: www.yourwebsite.com/services/consultancy

V  
V

Sun Dec 24 2018 14:55:02 GMT+0100 (Central European Standard Time)  
Referrer: www.google.com  
Landing page: www.yourwebsite.com

V  
V

Sun Dec 24 2018 14:57:15 GMT+0100 (Central European Standard Time)  
Visited page: www.yourwebsite.com/contact

*A new lead sends a request on your website. Hurray!!*

*You have been discovered through Google Ads. So.. "campaign 1" is working! The user typed "consultant in london" to find you.*

*Right after seeing your homepage, the user heads to the "about" section to learn more.*

*Then he visits the "consultancy" section*

*The day after, he manages to find you again through Google Search*

*After almost 3 minutes he heads to the "contact" section to send you this request that you are reading right now!*

*In other words, this system allows you to understand your leads' journey. You will get all of this information right into your email or inside your existing CRM.*

## What leads can be tracked?

All types of users can be tracked. The “tracking” information will be sent to you in one of these 2 situations:

- Web form submissions
- When users click / copy the email address on your website
- Phone calls (coming soon)