

## Lead Generation

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***You know you have visitors to your website, you may even know what they do on your site, but wouldn't you like to know who they are?***

DomoDomain Lead Generation is an online sales tool that identifies business visitors to your website using sophisticated reverse IP lookup technology and web 2.0 tagging, giving you the power to contact these valuable potential customers proactively.

DomoDomain gives real-time insight into what specific, named companies are looking for on your website at any given moment, and provides a profile of the visiting business to help you understand the significance of the visit. This is then taken a step further by searching multiple sources for relevant information, news, and contact info on the visitor for more effective follow-up by your sales team.

### **Key Benefits**

- “Lead of the Day”, which delivers details of the top website visitor of the day directly to your inbox
- Identify business visitors to your website without the need for them to register on the site
- Get detailed visitor and company profile information to help you quickly identify, classify, action and contact relevant leads
- Benefit from advanced tagging techniques to help you visualise and optimise top referral sources
- See the history of visitors' browsing on the company website in convenient groups, enabling you to identify and target evolving needs during a sales lifecycle
- Receive alerts of the return visits of selected prospects, thereby enhancing response times and close rates
- Enjoy rich reporting and charting capabilities which enable you to review the impact of sales and marketing activities.

### **Features**

#### **Visitor & Company Profiles**

For each visitor, the following information is displayed:

- Company name & description
- Country, state & city/town
- URL & thumbnail link to corporate website
- Company industry
- Company related news and relevant articles

#### **Reporting & Alerts**

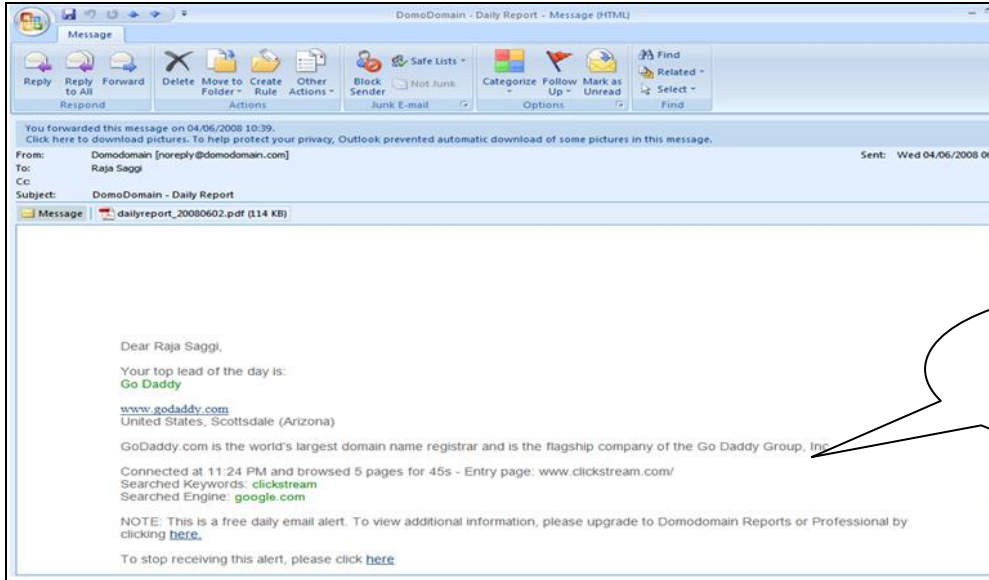
- Online visitor reports by period selected
- Exports in pdf, csv or Excel formats
- Instant email alerts for tracked visitors
- Daily, weekly & monthly email reports

#### **Visualization**

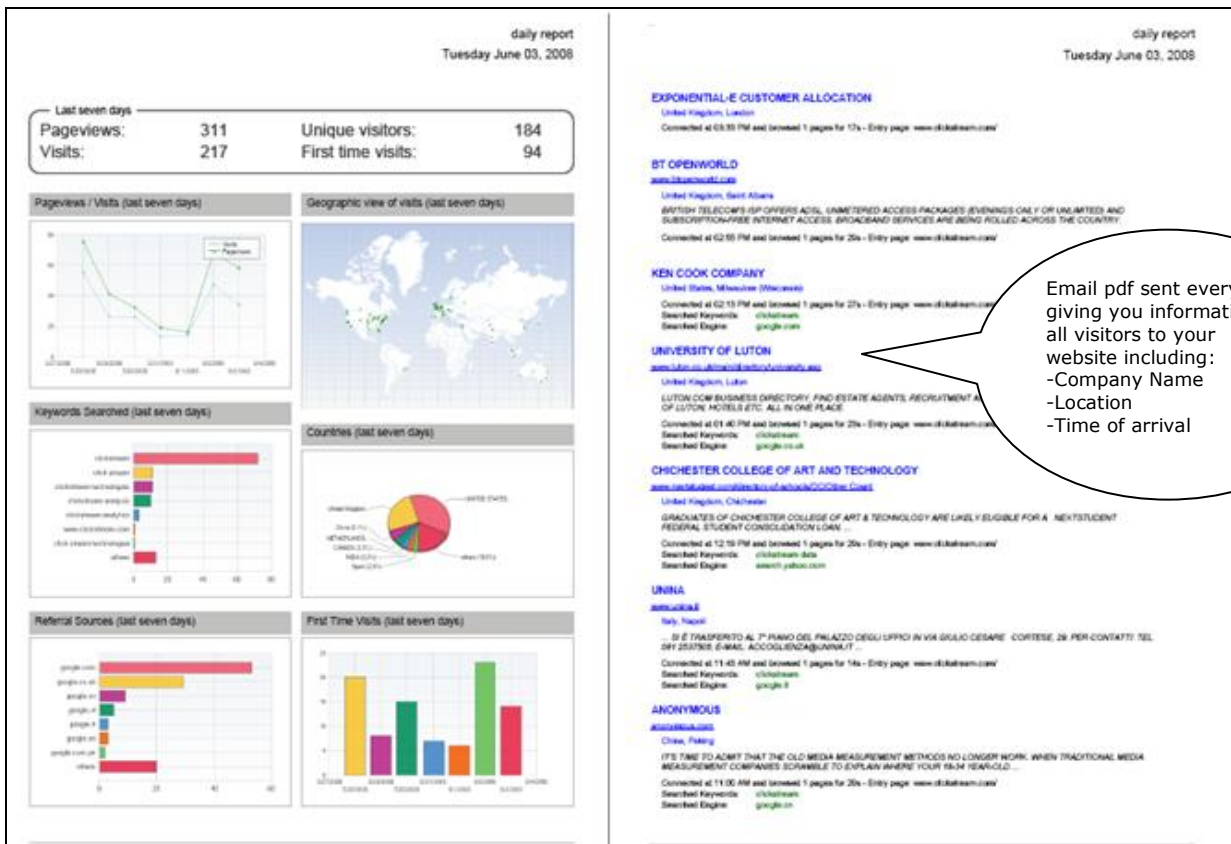
- Web 2.0 tagging
- Tag clouds by referrer, interest & custom tags

# Lead Generation

## Lead Generation Basic



## Lead Generation Standard



# Lead Generation

## Lead Generation Professional

**Search**

What: [ ] Within: Companies [ ]

When: from 17 Jun 2008 to 18 Jun 2008

Showing 34 results from Jun 17, 2008 to Jun 18, 2008

Order by: company - date - duration

Time & Duration of visit

Step through pages visitor viewed

Instant email alerts when a tracked visitor returns to your website

Search for website visitors

Visitor Name

Visitor Location

Referral Source

Example results:

- METLIFE, INC.** (Last visit: Jun 18, 2008 - 02:27 PM, duration: 11s, 1 visit)  
United States, Clarks Summit (Pennsylvania) www.metlife.com  
LIFE INSURANCE, ANNUITIES AND RETIREMENT SERVICES FROM METLIFE CAN HELP YOU PREPARE FOR THE IFS IN  
Referral source: google.com Keywords searched: Clickstream
- INTERBOX INTERNET** (Last visit: Jun 18, 2008 - 12:51 PM, duration: 9m 37s, 2 visits grouped)  
Netherlands, Capelle (Zuid-Holland) http://www.interbox.ca/  
PROCUREZ-VOUS DES ARTICLES INTERBOX SUR NOTRE BOUTIQUE INTERNET! CLIQUEZ ICI . CARTE DE BOXE SOIR  
Referral source: direct Keywords searched: -
- V - 12 FINANCE LIMITED** (Last visit: Jun 18, 2008 - 11:41 AM, duration: 3m 20s, 1 visit)  
United Kingdom, London (London, City Of)  
Referral source: google.com Keywords searched: clickstream

Online visitor report on professional version

Ability to custom classify leads under a common grouping

User Defined Tags Edit

- Academic
- Andrew
- bank
- customer
- hotLead
- interesting
- partner
- salesGroup1
- salesGroup2
- uninteresting
- ventureCapitalist

Detailed info on the company

Inside view provides extra info on the company

Complete history of previous visits by the company

DOUBLECLICK

Business info

Website: www.doubleclick.com

Description: A GLOBAL INTERNET ADVERTISING SOLUTIONS COMPANY. SPECIALIZING IN DEVELOPING THE SOLUTIONS WHICH MAKE ADVERTISING WORK ON THE INTERNET FOR WEB PUBLISHERS AND ...

Ownership: Public Annual revenue: \$250 - 500M

Employees: 1K - 10K Industry: Business Services

Browsing Location (last visit)

Country: UNITED STATES State: ILLINOIS City: CHICAGO

P Address: 12 47 30 10

Company Headquarters

Country: UNITED STATES State: NEW YORK City: New York

Address: 111 8th Ave Fl 10

Phone: +1 212 583 0001 Fax:

Manage Web Lead

Tags: Edit tags track it!

Notes: This profile was automatically generated using information found on the Internet. Report wrong ISP categorization or other erroneous information here.

InsideView

DoubleClick Inc. - Not the right company? Open in InsideView Enable Notification Sync Data

Analysis Summary Key Information People News

Agents: 13 (30 days)

- Leadership Changes: 1
- New Offerings: 5
- Acquisitions: 2
- Partnerships: 2
- Litigation: 1
- Real Estate Deals: 1
- Other News: 251

Connections: 0

No Connections Found. Make sure that your Reference Customers and Previous Employers are up-to-date.

Find LinkedIn Connections View All People

History

Today visits Last week visits (1) Last month visits (2) Last year visits (4) Total visits

Date	Duration	Pages	Referral Source	Keywords searched	Movie
Jul 01, 2008	1m 37s	7	direct	-	play>
Jun 04, 2008	25s	1	direct	-	play>
Jan 17, 2008	27s	4	direct	-	play>
Oct 12, 2007	18s	1	www.google.com/search	clickstream	play>

Extra info when clicking on a specific lead