VisTrack

Inbound Marketing & Anonymous Web Site Visitor Tracking For

GoldMine®

Convert Your Web Site Visitors Into NEW Contacts & Business Opportunities

Capture leads from your web site visitors and seamlessly integrate them to your **GoldMine CRM**. Drive new opportunities to your sales team and arm them with web page visit details from the moment they first visit your site. **Timely follow-up is enabled through email alerts** sent to designated recipients the instant a new contact is added.

VisTrack pulls together anonymous web visitor activity. Your web forms (existing or new), instantly add new contacts to your database with referring sources and page viewing history. Tracking includes how visitors were referred (i.e. organic search, social media, pay-per-click, etc.) and GoldMine built-in workflow automation capabilities enable lead follow-up and drip marketing.

Integrated Email, Web Site & In-Bound Marketing

Start a dialogue with your audience

☑ Convert web site visitors to leads with interactive email marketing campaigns that **track, respond and alert your sales team** in real time

☑ Known and anonymous web site visitor tracking **captures and prioritizes** leads and opportunities

☑ **Workflow automation,** triggered from email campaigns and/or web forms, enable drip marketing and **timely** lead follow-up

☑ **Dashboard and reporting analytics** measure conversion and referring sources to help optimize your digital marketing investment

☑ **Integration with GoldMine** CRM builds your contact database and fuels on-going sales and marketing follow-up to close more business

BENEFIT From CRM Integrated Web Site Visitor Tracking, Work Flow Automation & Analytics
SAVE With A Cost Competitive Option To Solutions Like HubSpot™, Act-On™ And Others

IntelliClick

WWW VisTrack

VisTrack is available on its own OR bundled with the IntelliClick email and web site marketing solution. Pricing ranges from $995 - $2,495 **per year** depending upon your IntelliClick license. Click for pricing details.

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