

Tutorial: Opentracker Lead Tracking

This document gives examples of how Lead Generation can be improved by using Opentracker. The information collected about visits from specific companies can be used to understand what companies are visiting, and to see what they are doing.

Specific companies and leads can be followed, and when combined with a CRM system, this information increases the potential for success, based on the idea that applied knowledge is a catalyst for results.

This document provides illustrated steps of how to find information and records for visits-per-company in the Opentracker reporting system.

There is no easy way to automate the process of sales and lead generation, but by organizing the information, and making it intuitive and searchable, we aim to achieve the next best thing.

If you require a custom report to be generated and made available or sent to you, to meet your CRM requirements, please write to sales@opentracker.net for further information.

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Please note: this document refers to our online reporting system. <http://ot3.opentracker.net>

The information contained there, along with a lot more info, is also directly available through our api.

Please refer to our api documentation here: <http://api.opentracker.net>

What is Lead Tracking?

Are you in communication with a company, following up a lead or making contact?

Has a lead taken a look at your site, or passed on the link to colleagues?

Use the Company report to see which pages of your website interest potential conversions, and look at individual clickstreams to decide if a follow-up is required.

How-to use the Companies report to identify sales leads

Use the Companies report in Opentracker, to see activity on your website from any company that visited. Specifically, see the clickstreams (clicks made on your site) for individual visitors. Distinguish individual visitors even if the traffic comes from behind a single corporate firewall. For each visit you can see complete details; first visit, search term or referrer, pages viewed, time on each page, etc.

Steps to take to see visits from any company

1. Login to your Opentracker account and select a site.
2. There are now two options to choose from. You can either;
 - (A) Use the Online Visits report OR
 - (B) Use the Location data - Companies report
3. Using Online Visits report: go through your visitors and make a note of which visitors come from a company. You can do this by opening the Online & Recent visits report:
http://ot3.opentracker.net/login/visitors/visits_online.jsp
First expand this report so that you have an overview of all recent visits. Each expanded visit displays a visitor profile. Where Company has been recorded, you will see information in the line 'company/org'.
(Note: you can also hover over the visitor puppets with your cursor and see each visitor profile without expanding. See Fig 4. below for example).

Oct 22 06:38 PM	s.e.		1 (1)	Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
	Denmark, Unknown (Unknown)	number of visits: 1 pageviews: 1 total pages viewed: 1 current visit duration: s.e. first measurement: Oct 22 06:38 PM	referrer: google.co.uk search term: page views platform/ OS: Windows XP browser: IE 8.0 resolution: 1280 x 1024 IP address: 212.93.55.39	
Oct 22 06:38:43 PM	s.e.			Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
	referrer		www.google.co.uk , search term: [page views] http://www.google.co.uk/search?sa=t&rct=j&q=page%20views&src=web&...	
Oct 22 06:37 PM	s.e.		18 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more! http://www.opentracker.net
	United States, Winter Garden (Florida)	number of visits: 18 pageviews: 1 total pages viewed: 167 current visit duration: s.e. first measurement: Aug 29 10:47 PM	platform/ OS: Windows 7 browser: Chrome 22.0.1229.94 resolution: 1366 x 768 IP address: 67.232.187.201	
Oct 22 06:37:18 PM	exit link		ot3.opentracker.net http://ot3.opentracker.net/en/other/login.jsp	
Oct 22 06:37:10 PM	8s		Opentracker.net Real-time Website & App Analytics for Sites, Android, Iphone, iOS, HTML5 and more! http://www.opentracker.net/	
Oct 22 06:35 PM	s.e.		1 (1)	Third-Party Cookies vs First-Party Cookies Opentracker.net http://www.opentracker.net/article/thir...s-first-party-cookies
	Japan, Kawasaki (Kanagawa)	number of visits: 1 pageviews: 1 total pages viewed: 1 current visit duration: s.e. first measurement: Oct 22 06:35 PM	referrer: yahoo.com search term: how to track third party en... platform/ OS: Windows 7 browser: Chrome 22.0.1229.94 resolution: 1366 x 768 IP address: 111.103.145.237	

Fig 1. Expanded clickstreams with visitor profiles. In this example, all 3 visitors display Company information, 'Den Danske Bank A/S', 'Embarq Corporation', and 'Kddi Corporation' respectively.

- Alternatively, proceed to the report Location data: Companies
http://ot3.opentracker.net/login/locations/ng_loc_orgs.jsp
- Generate your results. If you are looking for a specific Company enter the name in the search field OR scroll down the list until you find an interesting entry.

companies						
selected period: Jan 16, 2012 - Jul 15, 2012						
site	type your search here	250	pdf	download	print	
No.	company/ organization (click for search)	graph	visitors	visits	avg. pv/ v	percentage
1	Navy Network Information Center (NNIC)		10	10	1.8	4.9%
2	Headquarters, USAISC		8	8	1.2	3.9%
3	City of Philadelphia		7	8	1.0	3.4%
4	Inktomi Corporation		5	5	1.0	2.5%
5	Metlife		4	4	2.5	2.0%
6	Medical and Educational Data Network		4	4	1.0	2.0%
7	754th Electronic Systems Group		3	3	1.0	1.5%
8	Insight Direct USA		2	4	2.0	1.0%
9	Stadt Bonn		2	3	4.0	1.0%
10	Department of Homeland Security		2	2	4.0	1.0%
11	PRUDENTIAL		2	2	2.0	1.0%
12	TelNet WorldWide		2	2	2.0	1.0%
13	BANK OF THE WEST		2	2	1.5	1.0%
14	Royal Commission For Jubail And Yanbu		2	2	1.0	1.0%
15	Yahoo!		2	2	1.0	1.0%
16	County of Los Angeles		2	2	1.0	1.0%

Fig 2. Companies Report – results. Click on numbers in 'visitors' column, see below for details.

6. What pages did a visitor from any company view? Drill down to individual visitors to see specific clickstreams from any company: click on the blue number in the Visitors column. This will take you to Visitors Found for any company. You can then click on any puppet to see full clickstream history for that person.

The screenshot shows the Opentracker interface with a list of visitors on the left and a detailed 'Visitor's profile' popup on the right. The popup displays the following information:

- Location:** United States, Palo Alto (California)
- ISP / Org:** Hewlett-packard Company
- Zip code:** 94304
- Area code (tel):** 650
- Referrer:** Google.nl
- Search term:** selecta
- Online status:** offline
- Number of visits:** 1
- Pageview(s):** 4
- Last visit duration:** 13s
- First pageview:** Jun 5, 2012 4:25 PM
- Platform / OS:** Windows Vista
- Browser:** IE 8.0 ([B@166a942])
- IP address:** 168.87.3.33

At the bottom of the popup, there is a button that says 'Click on icon for clickstream'.

Fig 3. Click on blue numbers in the 'visitors' column for individual clickstream results for any company entry.

4	Sima - Static Ip Block	!	6	6	1.8	1.6%
5	Inktomi Corporation	!	6	6	1.0	1.6%
6	Tchibo GmbH	!	5	11	6.1	1.3%
7	Schweizerische Bundesbahnen SBB	!	5	7	2.4	1.3%
8	Pepsico	!	5	7	1.1	1.3%
9	Hewlett-Packard Company	!	5	5	1.2	1.3%

Fig 4. Clickstream results – hover over puppets for visitor profile. A click on a puppet will take you to an individual clickstream. In this example this visitor from Hewlett-Packard located in Palo Alto typed 'selecta' into Google.nl.

7. Use the search function to filter by name or sector, ie 'bank'. In this example below we entered 'Hewlett'.

No.	company/ organization (click for search)	graph	visitors	visits	avg. pv/ v	percentage
1	Hewlett-Packard Company		40	44	1.5	85.1%
2	Hewlett Packard (Schweiz) GmbH		7	7	1.9	14.9%
total			click to view these visits	47		100%

Fig 5. After entering a search – example 'Hewlett-Packard' a) results are returned b) you can then click on the blue numbers in the 'visitors' column. In this case you will be taken to 22 visit-clickstreams generated by 20 separate visitors from Hewlett-Packard owned internet connections.

8. Note: you can click on any Company name for a search engine Lookup.
9. Note: Select a date range using the calendar.
10. Options: Click on the wrench icon to open the Options bar. In the Options bar you will find icons to download to CSV, make a PDF, or Print. You will also find a search function and a drop-down to select the number of results.

Additional Points of Interest

- Email capture: if you send out a newsletter, Opentracker can provide you with a list of who clicks on any links in your newsletter, and we can show you what clicks were made by individual visitors. Email us for details.
- Optional: if you use one, enter visit details into your CRM (customer relationship management) system; date of first visit, referrer, search term used, pages viewed.
- When viewing clickstreams try and learn what your visitors are looking for – check to see if specific pages have been visited, for example a brochure, catalogue, or information request.
- Adding goals to the Opentracker reporting system (conversion pages) can be helpful so that you can keep track when potential leads hit important pages, for example ‘request for more information’. Contact Opentracker or your Webmaster for more info. We support a report called Conversion/ ROI. You can learn more here: <http://www.opentracker.net/content/roi-conversion-start-intro>
- A clean way to observe traffic from potential leads is to create a separate landing page that you may send to somebody via email. That way visits to that page may be easier to locate in the stats.
- You may see ‘Google’ featured prominently in your results. While you may of course be receiving visits from somebody at Google, if their entry is at the top of the list, it’s more likely that this is traffic related to indexing of your site and/or checking your content in relation to adsense and adwords activity.

Limitations

- Personal contact information is not available through the system. The exception is email addresses when a mailing or newsletter is tracked.
- Telephone numbers, addresses, names, etc., are not conveyed through browsers, meaning that information is not captured.
- Company names are captured when individuals connect to the internet through company connections.
- Locations are given based on triangulation of IP address, GPS and registered physical address. This technology is 95-97% accurate at best.

General Information

Document details

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