

Know It All

Do you know who visits your website ... now you can!

Often, people visit websites and never take action by filling out forms nor subscribing to newsletters ... so you don't even know they stopped by! NOT ANY MORE!

Anonymous Lead or Visitor Generation

Thru proprietary technology, Digital-55 can give you important details your website visitors!

First Name	Age
Last Name	Income
Address	Marital Status
City / State / Zip	Own / Rent
Email address	Buying Habits

Select from more than 50 reporting options

It's Easy to Implement

- We give you code & disclaimer wording that your webmaster or Digital-55 embeds it into your website (this only happens once)
- The code works automatically to send daily batch of website visitor information to your account.

How can you store & manage the data?

- Your customer visitation data will be forwarded to your Digital-55 Simple & Easy CRM.

How can you use the data?

- **Automatic triggered emails** thanking them for visiting the site and offering them a **coupon or discount** for your products or services.
- Initiate a **"nurturing campaign"** with a series of emails explaining why your organization is unique and can help with what they are looking for.
- Ask them to **opt-in** to receive your company's updates.
- Send them a **personal invitation** to attend an event.
- **Mail** them a personalized message.

Triggered Email to Visitors

- The Digital-55 email platform can be setup to automatically send one email or series of emails to the visitors with an offer or enticement to engage with your company.

We will be happy to work with you to set this up!



Digital 55
 P.O. Box 350426
 Toledo, OH 43635

Quality of Visitor Information

Match rate of data to visitor traffic: 62%

Data you receive is for potential customer or individuals who visit your site.

Website BOT & Business traffic will automatically be discarded and you are never charged for it.

Duplicate Filter Options:

Receive ALL rolling duplicated traffic

(Good for some businesses, but not all. Indicated high interest because it includes multiple visits by the same person)

Rolling Suppression

- 7 Days
- 15 Days
- 30 Days

(Eliminates duplicate visits by same person for specific period of time. Duplicate traffic will appear after the suppression period if they return.)

Customize the Visitor Information

Tell us the type of information that is important to you handle the details!

Data can include:

Consumer Database

First name
 Last name
 Address
 City, State, zip, zip+4
 Delivery Point Bar Code
 Carrier Route
 County MSA
 Gender
 Age
 Dwelling type
 Yr Home Built
 Est. Home Value
 Est. Income
 Net Worth
 Home-Own/Rent

Yrs in Residence
 Age of Mortgage
 Adjustable/Fixed
 Loan to Value Ratio
 Loan Applicant
 Mail Order Buyers
 Donor
 Ethnicity
 Education
 Language Preference
 Occupation
 Cell Phone/Carrier
 Auto Make/Model/Year
 Personal Water Craft
 Boat
 Home Based Business

Online College/Trade
 College Student
 Debt Consolidation Inquiry Gambler
 Health Enthusiast
 Investor
 BizOp
 Outdoorsmen
 DIY Home / Auto
 Presence of Children
 Tobacco User/Smoker
 Alcohol User
 Vision Impaired
 Insurance Purchaser
 Vehicle Maintenance
 Online Ticket/Movie Purchaser
 Technology Enthusiast



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Pricing

Subscription Accounts: \$100/User/month ... Includes info on 100 visitors
Code is applied to one website.
One seat on D55 CRM is included in subscription

Visitor Leads Visitor info over 100 visitors \$1.00/each

Visitor Lead Controls Account can accept and be charged for all Visitor Leads
Account can manage Visitor Leads NOT TO EXCEED a specific volume therefore controlling costs.

All account must be setup to auto-charge to credit card monthly (MasterCard, Visa, AMEX)

Required Privacy Language

A short paragraph is required to be added to your website "Terms of Service".

This site is being monitored by one or more third-party monitoring software(s), and may capture information about your visit that will help us improve the quality of our service. You may control the data being collected from your visit by visiting www.matchmyip.com through a universal consumer options page located at <http://matchmyip.com/T/unsub.html>

CRM Pricing

Know It All customer information can be integrated so it automatically is added to your Digital-55 CRM.

Subscription: One CRM account can be activated at no charge
Additional CRM accounts are \$25/user per month
Companies are encouraged to have multiple user accounts so leads or visitor information can be assigned to sales people to reach out to the visitor.

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