

SITUATION

Consumer facing websites are designed to engage consumers actively looking for a product or service. Identifying consumers in this specific window of time and engaging them with relevance achieves enhanced conversions. Like most consumer facing websites, the request for e-mail address or completion of a long form is considered the conversion metric. Because most web forms are abandoned by the consumer when sensitive information is required (e.g., email address, phone number) a new approach is required.

SOLUTION

By making a few simple changes to the site itself or the current form structure and asking consumers to provide the following key pieces of information, we can significantly improve the data capture rate.

- First Name
- Last Name
- ZIP Code



When a consumer enters their name and ZIP code, **Insite RealTime** instantly identifies the consumer and creates a detailed portrait according to demographics (e.g., age, income, gender, presence of children) and psychographics (e.g., purchasing motivators, in-the-market indicators). While less than 10 percent of consumers provide an e-mail address or complete online forms in full, on average over 80 percent of consumers provide their name and ZIP code as part of the form completion process. With this small amount of information in hand, you now have the demographics and psychographics needed to enable an effective remarketing campaign in the only channel immediately available—direct mail.

Examples:

- **Online: Pricing pages, itineraries, forms, or service schedules**
These pages reflect visitor intent; capture name/ZIP now to ensure the visitor is identified
- **Offline: FSIs, bag stuffers, packaging, or door hangers**
Enhance your existing print spend and “tie a string” to the consumers who receive your content. Power your landing page with Insite RealTime to identify the consumer and automate your remarketing.
- **Score the matched visitor to align your content**
Apply real-time scoring to each visitor and leverage their profile (e.g., ethnicity, income, messaging) as part of a remarketing strategy.

Experian Basic Data Bundle:

Complete Address
Age
Gender
Ethnicity
Marital Status
Presence of Children
Estimated Income
Dwelling Type
Purchasing Motivators
...and much more

RESULTS

Insite RealTime will deliver an improved user experience and provide a comprehensive collection of information.

1. Significantly increases the number of identified prospects delivered to your CRM tool.
2. Enables re-engagement marketing in the only compliant channel available—direct mail—to the identified, and now qualified, hand raisers.
3. Establishes a “responder” database that can be mined for statistical insights and influence future marketing decisions.
4. Increases revenue.

