AnchorConnect

Drive sales by identifying anonymous visitors, then engage them to deliver targeted, personalized campaigns

Overview:

AnchorConnect can help you tap into a goldmine of anonymous website visitor data you're currently not capturing.

With AnchorConnect you can **identify between 20% - 40% of your site visitors and securely match email address, postal address, and demographic data**. Matches are then delivered to you via batch or API. All the information you need to target and drive leads into your sales funnel!

The process starts with installing a pixel on your site pages whether they are specific product/service pages or your whole site. Imagine the power of being able to target someone who went to your site and looked at a specific product or offer but did not buy or act at that time.

Key Features and Benefits:

› Simple installation – just add our pixel to your site or select pages

› Gather email, postal address and demographic data for anonymous visitors

› Integrate online and offline campaigns

› Segment audiences and send special offers or messages based on site pages visited

› Segment audiences based on demographic data for targeted, personalized marketing

› Remarket to potential leads captured from website

› Identify 20-40% of your anonymous site visitors

For more information:
Contact us at (800) 452-2357 or sales@anchorcomputer.com