

The Getting Started Guide for

Anonymous Web Tracking



BNS AIO

Communication automation

Table of Contents

Introduction

Features

Visitor tracking

Personal Profiles

Website optimization

Lead scoring

Reporting

Email reports

Link tracking

Short URL creation

Conclusion

Introduction

Websites are a great way to engage with clients, users, and visitors. With most people being online, if you don't have an online presence chances are you're missing out on a large audience. Take your website to the next step with web tracking.

Anonymous web tracking will allow you to gather valuable information about everyone who visits your website, whether they are known to you or not. With this information, you can improve your marketing campaigns, personalize your communications, and optimize your online presence.

BNS AiO's web tracking software, Sonar, allows you to track engagement on your website and so much more. Read on to learn how Sonar can help improve your online presence.

Features



BNS AiO

Communication automation

Anonymous Web Tracking

Visitor tracking

Sonar allows you to gain insight into your visitors' interactions with your site. You can even see how anonymous users engage with your website. Sonar delivers reports that show which aspects of your website leads are engaging with. By tracking these interactions, Sonar allows you to build personal profiles for each lead based on their IP address before they sign up or provide you with their contact information.

Personal profiles

As mentioned, Sonar can build profiles for each of your visitors. These profiles are built in the Bns AiO CRM. Sonar does this by using data collection forms and behavioral tracking. Sonar takes this information, contact data, activity, and history, and stores it in the personalized profiles. By having these personalized profiles you are able to create and execute personally targeted campaigns for each individual.

Website optimization

On top of tracking your website engagement on an individual level, Sonar provides you with an overall view of your site. From the Sonar dashboard, you can see an overview of your website hits and clicks over time as well as in real time. This information allows you to learn which parts of your website are the most effective and which aspects need to be optimized.

Lead scoring

Lead scoring is a great way to track which leads are the most engaged. Sonar is the perfect tool to help you automatically score contacts based on which aspects of your site they engage with. This way, you can identify qualified leads because you know which pages they visit and which actions they have taken. This process is done automatically so it saves you time while providing details to further personalize your campaigns.

Reporting

Reports are critical when it comes to web tracking. Sonar offers you report data on total and unique clicks, the time the link was clicked, what the user's IP address is, what address they were coming from, what web browser the user was using and so much more!

Each report is displayed in easy-to-read spreadsheets that can be filtered down to specific dates and daily reports. All of Sonar's data is gathered in real time and can be downloaded for further analysis.

Email reports

BNS AiO offers an alternative to the reporting dashboard when it comes to Sonar reports. You can instead choose to have Sonar reports emailed to you daily. This way you don't need to remember to check your reporting statistics: you get them automatically! Of course, this is an optional feature and can be turned off at any time.

Link tracking

With the help of a tracking link, you can track the external sources of where your website visitors are coming from and where they land on your site. A tracking link can track users coming from a paid ad campaign.

A tracking pixel has the same basic function as a tracking link but is embedded in your site and can gather more information as a result. This pixel can be assigned to different tasks such as updating personal profiles, where users go within your site, and which search terms were used to find you.

Another option for link tracking is a referer URL. This type of function will allow you to gather information about the user from the page where they originally found your link and clicked it. A referer link will also work within your website to see how users interact with your website as a whole.

Short URL creation

Link tracking allows you to automatically create a short URL to distribute. Short URLs are great because they save space and allow you track user interactions. Short URLs can also be used if you are using an affiliate marketing link or promotional link that you may not want users to see.

Short URLs are great for tracking marketing where a user cannot click the link such as through television or in print. For this purpose, short URLs are better because they are easier to remember.

Conclusion

Web tracking will help you learn about your online audience as a whole and on an individual basis. Having these two views of your users, as individuals and as a whole, will allow you improve and optimize your website *and* personalize your communications with clients and new leads.

Individual web tracking will allow you to get to know each visitor while you are also able to see the overall visitor interactions with your website. Sonar allows you to do both of these things simply through one tool.

Thanks!

Want more? Head to <http://bnsmarketingautomation.com/resources>

Contact us:

BNS AiO

contact@bnsworldwide.com

+34 971 926 861 ext 2 & 4