

# How web traffic trackers boost business lead generation

A website isn't just your online outlet, it's a driver of digital marketing success. Every website visitor offers your business a new opportunity – it makes sense to track them for deeper understanding and improved results. But how exactly can a website visitor tracker improve business lead generation?

There are different types of web traffic trackers, all offering their own benefits for improved lead generation

Many give detailed website analytics, helping you **improve your website for increased conversion.**



Understanding the pages your audience interact with, helps you to perfect the user journey and **optimize your call to action.**

Website visitor tracking reveals exciting details about your online audience, including geo-location and favored content, meaning your team can **design more impactful campaigns** for improved results.



These tools also help businesses understand their SEO rankings, meaning more people find your website, **increasing your lead pipeline.**

Advanced website visitor trackers can even identify the business visiting your website, helping your team generate new, high-quality leads.



This is exactly what **Lead Forensics** does, combining IP address tracking with our extensive privately-owned database of business contacts.

With contact details and visit analysis provided for tailored, effective follow-up, your sales pipeline will be fuelled for success.



We can help your team discover a bounty of new leads already engaged with your brand and product.

Let the ultimate website visitor tracker boost your business lead generation today

Find out more – book your free demo and no obligation trial!

**GET STARTED**