

Boost your B2B marketing with reverse IP lookups

Seeing the detail of which businesses are visiting your website gives your marketing team the opportunity to drastically impact results

Here's what you need to do...

Understand your tool

Before making plans, know how your tools measures and collects data, avoiding any inaccuracy or confusion.

Discover everything you need to know about **IP address tracking** in this free guide!

[DOWNLOAD NOW](#)

Categorize your audience

Instantly categorize by industry for increased audience understanding. Some tools will do this for you!

Investigate their behaviours

Record how different visitors behave and cross reference this with your industry data, helping you understand how different audiences respond to your website.

Strengthen your buyer persona

Apply this insight to your current knowledge about your ideal buyer, providing your team with a fully rounded buyer persona.

Tailor your content

Use this insight to perfect your content strategy, creating more of what your audience want, responding to their industry pain-points in their desired format.

Prepare for seasonal slumps

Monitor visitor domains to understand their seasonal fluxes, understanding when to approach them and when to hold off.

Use a lead scoring model

Produce higher quality leads by fuelling a lead scoring model with data gained from reverse IP lookup, ensuring leads passed to your sales team are ripe for conversion.

Start an ABM strategy

Reverse IP lookup allows your team to monitor visiting accounts for impactful account-based nurture, helping you gain more dream clients.

Attempt multi-touch attribution

Cross-referencing the discovered domain names with your campaign recipients helps focus your ROI attribution for improved strategy.

Use Lead Forensics

An advanced lead generation tool maximizing the power of reverse IP tracking alongside an exceptional business database to fully identify the businesses visiting your website.

Get contact details for key decision makers and a full array of insightful website analytics, enabling your team to tailor impactful, real-time follow ups for enhanced conversion success.

Book your free product
demo today and get started

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