

NEXXA Product Focus:

Web Visitor ID



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OVERVIEW

Turn anonymous website visitors into identified consumers.

Web Visitor ID empowers brands, companies, and agencies by turning anonymous website shoppers into fully identified consumers. As channels of marketing and audiences continue to shift, it is crucial to know who was on your website. Converting anonymous visitors into fully identified consumers is a cost-effective way to capture leads from your website and market to them quickly. This high value service is a powerful new way to keep visitor interest and engagement, while optimizing enrollment opportunities.

FAST Facts

NEXXA's Web Visitor ID Service offers the following key benefits:

- Identifies website shoppers and returns full identity & contact data including Name, Postal Address, Age, Email, and up to 300 data attributes.
- Reveals what the shopper's behavior is while on the site by showing the pages they visited- allowing for the creation of custom audiences.
- Return data that allows the brand to attribute advertising performance to a consumer's actions and conversions by reporting UTM data to matched consumers.

Product details:

- No bots
- No 3rd Party cookies
- Does not use IP to track visitors
- Not HTML5
- Month to Month program option
- Required wording for compliance provided*
- Resulting data can be posted in Real-time (via API) or batch

Full service options:

- Email validation
- Email append
- Phone validation & append
- Email campaign management
- Digital retargeting

Behind the Services

NEXXA is a Direct Marketing Data & Database Solutions provider specializing in the Energy & Utilities Industry. With over 20 years of experience, Nexxa has successfully assisted companies in identifying data opportunities to solve marketing and operational challenges.

**Provided wording for compliance must be added your website privacy policy*