

WEB ID

**TARGET ANNONYMOUS
WEBSITE VISITORS**

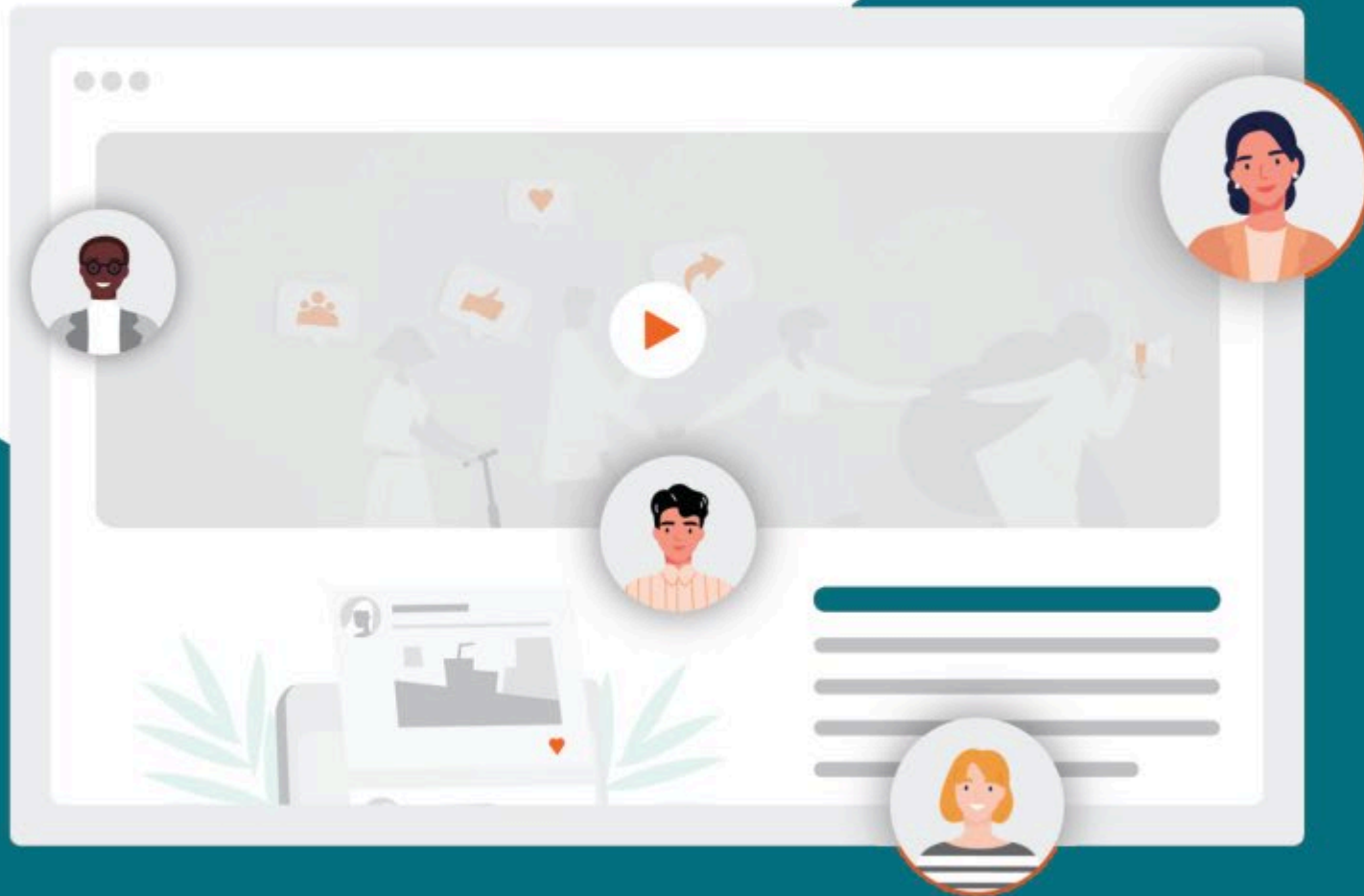
AlescoData 
An Alesco Company

Why WebID?

WebID is for marketers and sales teams seeking intelligence about the people visiting a website

This is the website tracking service that turns anonymous website traffic into leads

Know Who's Visiting



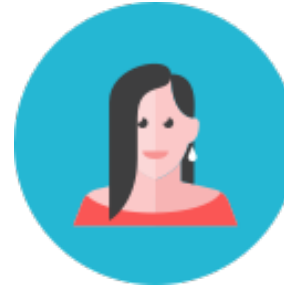
Before WebID



Visitors

With WebID

PERSONALLY IDENTIFIABLE INFO (PII)



- Sara Lee
- 4040 Broadway
- San Antonio, TX
- 78209
- saralee@gmail.com
- 210-555-5555
- Female, 32, Caucasian
- \$120,000/year
- Bachelor's degree
- No children
- Voted Democrat in last election
- Visited Coupe and SUV pages on your site

How it Works

- 1 Identify:** Easy-to-install pixel to gain insights
- 2 Interpret:** Utilizing IP, Cookie, Email and Device Info, WebID de-anonymizes site visitors by matching to Alesco's WebID Graph
- 3 Activate:** License your matched records for intelligent omni-channel outreach.

Dive into your data: Build custom audiences

Adjust filters to identify your ideal matched records

The screenshot shows a web browser window at visitoridgraph.com/identify. The interface includes a sidebar with navigation options: Overview, Site Info, Identify (highlighted), Website Analytics, Account, and Get Credits. The main content area is titled "Customer Insights Export Tool" and features a "Managing Site" dropdown set to "Sample Website" and a "Contacts 280,261" indicator. A "SITE STATUS: UNPAID" warning is visible in the top right. The filter section contains the following fields and options:

- Date Range: 07/01/2019 - 08/01/2019
- State: All states selected
- City: ex. San Antonio
- Zip: ex. 78232, 78218, 78015
- Radius: Only enabled for single Zip value
- Postal Available:
- Email Available:
- Phone Available:

A "Pull Report" button is located at the bottom of the filter section. The footer of the interface includes the text "Powered by AlescoData" and the AlescoData logo.

Dive into your data: Review Matches

“Data Matched Visitors” are visitors for which WebID has personally identifiable information that also fit your filtering criteria

Managing Site: + Sample Website

Contacts 260,261 VG

Customer Insights Export Tool

SITE STATUS: UNPAID

Date Range: 07/01/2019 - 08/01/2019

State: All states selected

City: ex. San Antonio

Zip: ex. 78232, 78218, 78015

Radius: Only enabled for single Zip value

Postal Available

Email Available

Phone Available

Selection Report

Total Visits Recorded:	3,031,897
Total Unique Visitors:	606,461
Data-Matched Visitors:	89,740
Previously Purchased:	907
New Visitors for Purchase:	88,833
Purchase Quantity:	88833
Data Template:	Standard

Pull Report

Purchase + Export Purchased

Export Records



Matched records that fit your criteria can be licensed and exported for an omni-channel campaign order or as a .CSV



Export manually or choose an automatic delivery cadence: daily, weekly, monthly

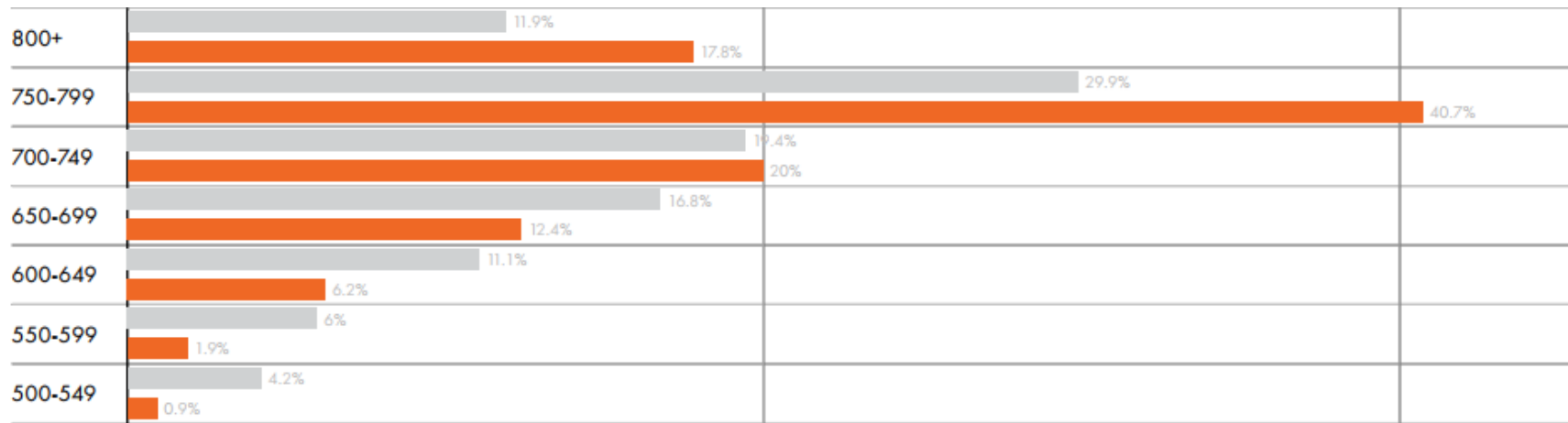
Fields available for export

- First Name
- Last Name
- Address
- City, State, Zip
- Email
- Phone
- URLs visited by the individual
- Age
- Gender
- Income
- Education
- Ethnicity
- Presence of children
- Political Affiliation

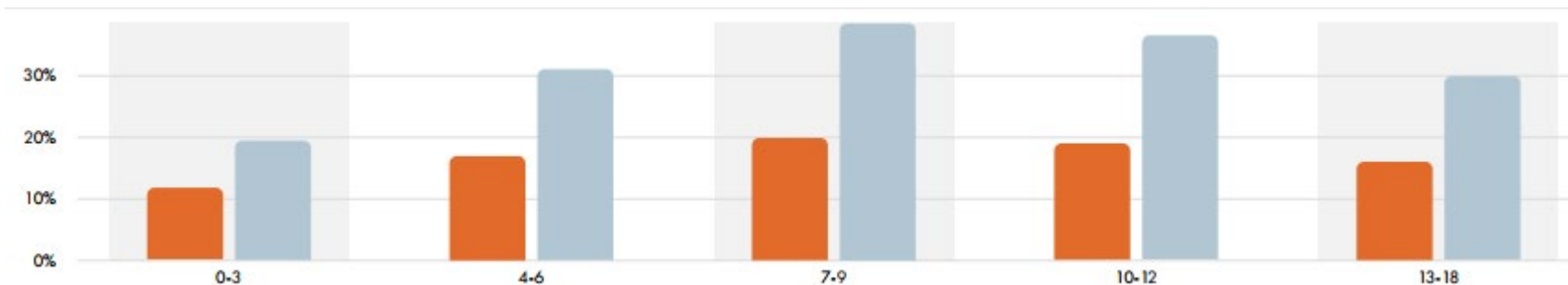
Uncover Audience Insights

Learn how your website audience compares to the average US consumer index in 14+ demographic areas

EXAMPLE:
Credit
Score
Range



EXAMPLE:
Age of
Children in
Household



Benefits

- Take the guessing out of campaign audience selection
- Smarter retargeting
- Reach people proven to have an interest in you
- Personalize creative/collateral based on consumer interest
- Higher-converting campaigns
- Improve campaign ROI
- Target look-alike audiences based on new demographic insights

Imagine...

- Delivering a postcard about an upcoming SUV sale four days after a visitor browsed your SUV page
- Re-targeting via email: tailoring a Back-to-school offer to only those with children present in the home
- Re-targeting on social and digital to stay top of mind while your visitor spends time on other websites, Facebook.
- Building a list of new prospects based on a profile built from the demographic insights about your website visitors

WebID Graph is free to try

Install the WebID pixel today to:

- Learn how many matches WebID can uncover for your site
- Get free access to your Audience Insights Report

There is no cost until you choose to license your matches. Then, we offer 4 monthly plans to best fit your needs.

Q&A

Appendix

Available Filtering Criteria

Your perfect audience delivers higher ROI campaigns

- Date
- City
- State
- Zip
- Mile radius from a Zip
- Availability of postal, email or phone records
- Age
- Gender
- Income
- Education
- Ethnicity
- Presence of children
- Political Affiliation

Sample CSV Export

Email	Phone 1	Phone 2	First Name	Last Name	Address	City	State	Zip	URL	Timestamp
sw*****@****.***	***_***_****	***_***_****	S*****	L*****	4393 Bra*****	Dublin	CA	94568	https://www.stirista.com/	2018-10-05 13:13:04.477 UTC
fi*****@****.***	***_***_****	***_***_****	D*****	J*****	110 Bies*****	Belvidere	IL	61008	https://www.stirista.com/blogs/data-driven-r	2018-10-05 13:10:05.624 UTC
fl*****@****.***	***_***_****	***_***_****	C*****	B*****	1235 Tus*****	Streamwood	IL	60107	https://www.stirista.com/company/team/u-s-	2018-10-05 13:14:32.679 UTC
fl*****@****.***	***_***_****	***_***_****	C*****	B*****	1235 Tus*****	Streamwood	IL	60107	https://www.stirista.com/company/team	2018-10-05 13:14:23.635 UTC
fl*****@****.***	***_***_****	***_***_****	C*****	B*****	1235 Tus*****	Streamwood	IL	60107	https://www.stirista.com/	2018-10-05 13:14:13.031 UTC
jo*****@****.***	***_***_****	***_***_****	D*****	M*****	41 Linco*****	Clifton	NJ	7011	https://www.stirista.com/blogs/what-is-email	2018-10-05 13:13:47.867 UTC
jo*****@****.***	***_***_****	***_***_****	J*****	C*****	140 E 12*****	Dallas	TX	75203	https://www.stirista.com/contact	2018-10-05 13:13:29.648 UTC
ad*****@****.***	***_***_****	***_***_****	A*****	A*****	8380 NW *****	Hialeah	FL	33016	https://www.stirista.com/	2018-10-05 13:15:08.928 UTC

Instructions for sharing pixel with your website administrator

Please install the tracking pixel that I've shared with you. The script should be placed in the HEAD section of your website on every page.

EXAMPLE SCRIPT

```
<script async="" type="text/javascript">var d=document,s="https://a.smtrk.net/trk?t=s&i=5d279ab7b4326707383bee67&p=t,i,x&s=601d163d134c36d21f30045ea2547622&r="+escape(d.referrer)+"&u="+escape(d.URL),n=d.createElement("script"),e=d.getElementsByTagName("script")[0];n.async=!0,n.src=s,e.parentNode.insertBefore(n,e);</script>
```