

# McBeth Marketing

Audience InSite™ + Nurturing Programs

## Audience Assessment

Understand your current and potential client landscape.



**COLD LEADS**  
Unknown Prospects

Broaden Your Reach  
> Use our database to contact the best prospects in your trade area(s).



**WARM LEADS**  
Your Website Visitors +  
Ad Responders

Convert the Engaged  
> Nurture people that have visited your site or engaged with your emails or direct mail.



**HOT LEADS**  
Your Data

Increase Conversions  
> Stay in front of your leads and reactivate high-value, lapsed clients.



**CLIENTS**

Improve Retention  
> Create a retention program to upsell clients and decrease attrition.

# What is Audience InSite™?

Website Visitor Identification + Nurturing System

## IDENTIFY YOUR WEBSITE VISITORS


Our technology identifies 20-40% of your website visitors as they engage with your site.

 **CAPTURE**  
SITE VISITORS

 **TRACK**  
THEIR ACTIVITY

 **MATCH/APPEND**  
INFORMATION

## INFO ABOUT WEBSITE VISITORS YOU WILL KNOW

 **WHO VISITS YOUR WEBSITE AND WHAT THEY LOOK LIKE**


• **WHAT PAGES ON YOUR SITE THEY'VE SEEN**


• **WHEN THEY VISIT**


• **WHERE THEY LIVE**

• **WHY THEY CAME TO YOUR SITE**

## HOW CAN I USE MY WEBSITE VISITOR DATA?

 **DATABASE BUILD**  
Grow your prospecting and retention databases with data you own!

 **REMARKETING**  
Pull hot prospects into online and offline Marketing Campaigns for conversion.

 **ATTRIBUTION**  
Know which of your campaigns are working and their conversion path.

# Features

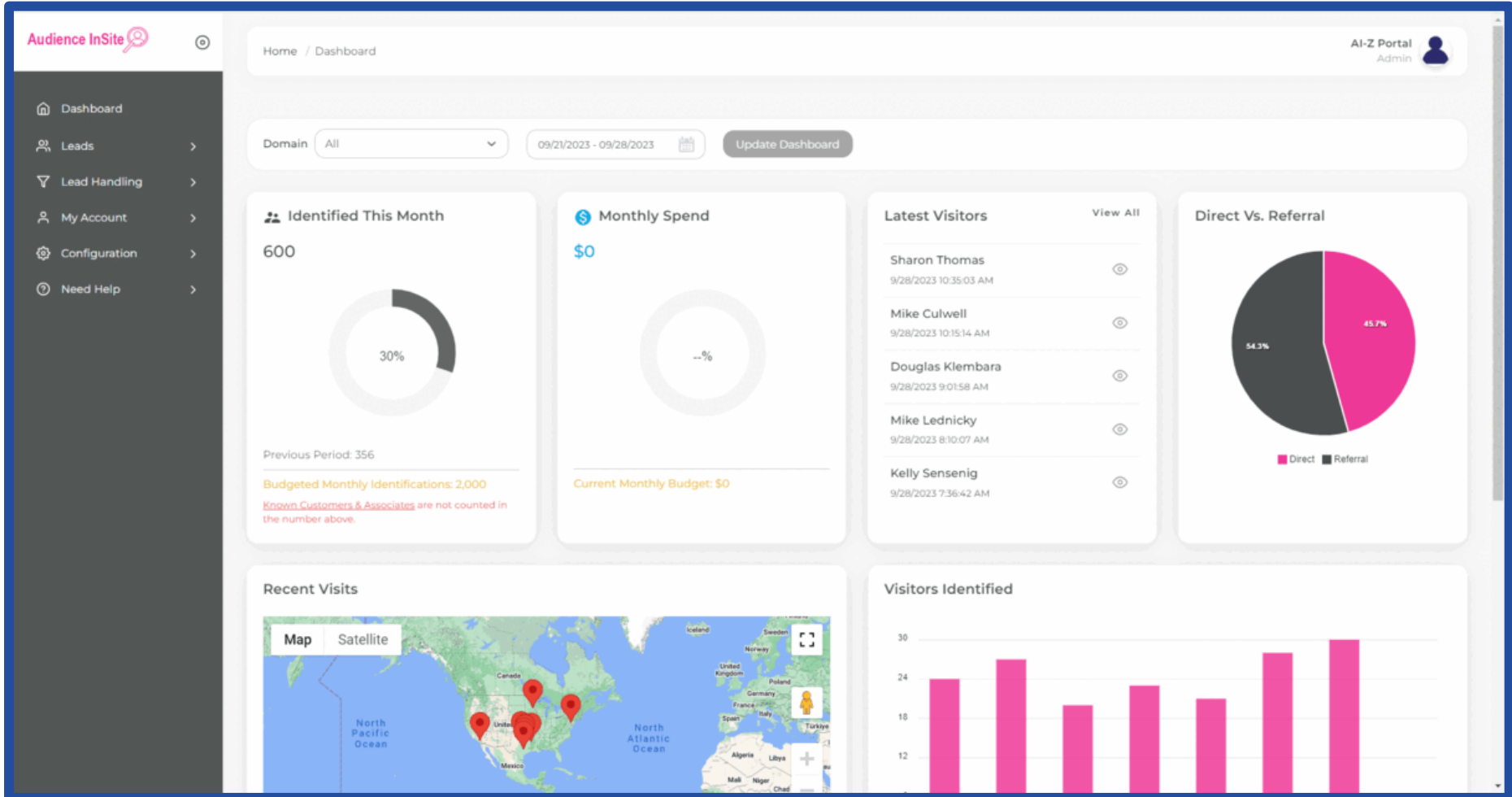
What makes Audience InSite™ special?

- ✓ Real-time identification of website visitors
- ✓ Full contact information and demographics appended
- ✓ Email addresses pre-verified
- ✓ In-platform suppression of Known Customers and your 'Do Not Mail' list
- ✓ State filters and territory leads handling
- ✓ Online dashboard access
- ✓ Customizable user notifications
- ✓ Export visitor leads into your CRM, or most 3<sup>rd</sup> party systems, using our direct connectors, API or Zapier webhooks
- ✓ Trigger integrated campaigns from a site visit — customize the message by page visited



## Dashboard Access

A sneak peek under the hood.



The screenshot displays the Audience InSite dashboard interface. On the left is a dark sidebar with navigation links: Dashboard, Leads, Lead Handling, My Account, Configuration, and Need Help. The main content area has a top navigation bar with 'Home / Dashboard' and a user profile 'Al-Z Portal Admin'. Below this is a filter bar for 'Domain' (set to 'All') and a date range '09/21/2023 - 09/28/2023' with an 'Update Dashboard' button.

The dashboard features several key metrics and charts:

- Identified This Month:** A donut chart shows 600 identified users, which is 30% of the previous period's 356. A note indicates that budgeted monthly identifications are 2,000, and known customers & associates are not counted.
- Monthly Spend:** A donut chart shows a current monthly budget of \$0.
- Latest Visitors:** A list of five visitors with their names and timestamps, each with a 'View All' link.
- Direct Vs. Referral:** A pie chart showing 54.3% for Direct (pink) and 45.7% for Referral (black).
- Recent Visits:** A map of North America with red location pins indicating visitor activity.
- Visitors Identified:** A bar chart showing the number of visitors identified over a period of time.

View slideshow [here](#), or contact us today to request a demo or free trial!

# They've found you, but who are they?

Imagine the possibilities with your Audience InSite™.

## Who is visiting?

Name: Jane Doe  
 Gender: Female  
 Age Range: 35-44  
 Marital Status: Married  
 Children: Yes  
 Income: \$90k to \$119k  
 Net worth: \$25k to \$49.9k  
 Homeowner: yes

## How do I reach her?

Email: [Jane@gmail.com](mailto:Jane@gmail.com)  
 Address: 123 Main St  
 City: Atlanta  
 State: Georgia  
 Zip: 30024

## Do I have permission?

First Party Cookie Response: Null (Yes)

## Does she work?

Employed: Acme Company  
 Job Title: Senior Market Analyst  
 Phone: (404)555-1212  
 Location: 458 Technology Drive, Atlanta, GA 30028  
 Acme.com  
 Linked/in/Acme Company  
 Employee count: 67  
 Estimated Revenue \$11M  
 Primary Industry: Hospital & Health Care



**She's Interested. Are You?**

## How did she find me?

Traffic Source: Google Pay Per Click  
 Keyword: Green Widget  
 Pages Visited: Green Widget, Blue Widget  
 Campaign Name: Summer Campaign  
 Campaign Medium: Banner  
 Campaign Source: Big Partner

## When did she visit?

Visit Date: 6/30/2023  
 Visit Time: 10:24  
 Time on site: 1.35

## Did she come back?

Start: 5/30/2023  
 End: 6/30/2023  
 Days tracked: 30  
 Frequency: 4  
 Frequency interval: 3.3 days  
 Last visited: 6/30/2023

## Is she likely to buy?

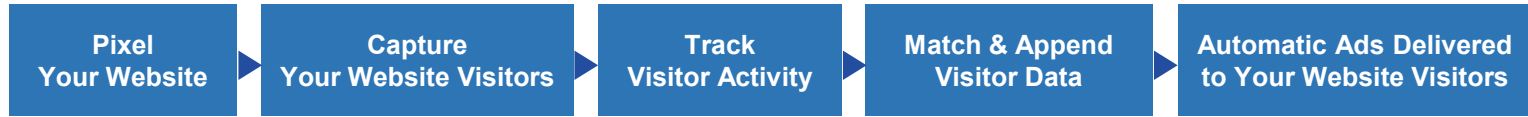
Recency Frequency Score: 5  
 Target Demo: YES

## Is she on social?

Email: [Jane@gmail.com](mailto:Jane@gmail.com)  
 LinkedIn.com/in/Jane-Doe  
 Facebook.com/Janedoe  
 Twitter.com/Jane-doe

# Audience InSite™ Nurturing Program

Identify your Website Visitors & Push Them thru the Sales Funnel



## HOW IT WORKS:

- We capture your website visitors.
- Automatically deliver email and/or direct mail ads.
- Employ multi-touch contact strategies to increase conversions.
- **Free trial: up to 2 weeks or 500 contacts!**

## DATA YOU'LL RECEIVE:

- Email, names & postal addresses of your website visitors.
- URLs visited (time stamped).
- Demographic profile of visitors.

## HOW YOU CAN USE THE DATA:

- Grow your prospecting and retention databases, add to your CRM.
- Deliver email, display and direct mail to website visitors and lookalike prospects.
- Push your hot prospects through the sales funnel.
- See attribution: know which campaigns are working!

 **SEE ROI WITH POINT-OF-SALE MATCHBACK REPORTING**

## How to Nurture

The importance of frequency.

Being top of mind to a prospect when they're ready to convert is key. One email or direct mail postcard (usually) won't do it, but testing will reveal your "secret sauce."

### How we get started:

- Create an email journey with 5+ messages to begin an ongoing conversation with prospects. Segment the people opening and clicking.
- Send direct mail to your house list and people that have engaged with your email and/or visited your website.
- Upload email responders and website visitors to social and paid search using "customer match."
- Matchback to your CRM and analyze results.

### Average Touches Before a Sale

8-12 touches is a generally accepted average before a sale; however, the reality is likely more nuanced.

Some estimates by brand familiarity:

- Inactive customer: 1-3 touches
- Familiar prospect in buying window: 1-5 touches
- Familiar prospect not in buying window: 3-10 touches
- Warm inbound lead: 5-12 touches
- Somewhat familiar prospect: 5-20 touches
- Cold prospect: 20-50 touches



## The Benefits of eMail

Build relationships with leads, customers and past customers.

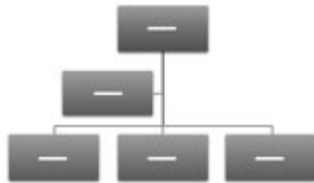
Email is a low-cost method to reach people quickly and inexpensively to start an ongoing conversation with prospects.

With 1:1 tracking, email remains king of digital for analyzing engagement and fostering deeper relationships.

### TAILOR YOUR JOURNEY FOR EACH LEAD

Our email nurturing programs can be customized based on how a Lead interacts with your Brand:

- never opens or clicks? retire them to less frequent communications.
- passively engaged? test different content to elicit a response.
- actively engaged? include them in personalized email campaigns based on their interests and send them direct mail.



### Why Email?

- For every \$1 you spend on email marketing, you can expect an average return of \$40

*Source: Omnisend, 2022*

- 69% of marketers use email marketing to disseminate their content

*Source: Content Marketing Institute, 2022*

- Email continues to be the main driver of customer retention and acquisition for small and midsize businesses.

*Source: Emarsys, 2018*

- 49% of consumers would like to receive promotional emails from their favorite brands

*Source: Statista, 2017*

## The Benefits of Direct Mail

Command attention and connect with your audience.

Including direct mail in an integrated marketing strategy helps you remain relevant, cut through the digital clutter and boost ROI.

Direct mail is more expensive than digital, but it has a higher conversion rate when done right.

### BRIDGE THE GAP BETWEEN OFFLINE AND ONLINE

Our direct mail campaigns include **Personalized URLs (PURLs)** and **QR Codes (PQRs)**, so you can send leads exactly where you want and know who engaged with your direct mail campaign and when.

+ Trigger email and/or outbound efforts from your sales team!

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“... We could not be happier with the outcome, our floor looks great! ... The staff was just great, working through the weekend to minimize inconvenience for our business...”  
Lashley,  
Manager Local auto dealership chain

### Why Direct Mail?

- 70% of consumers prefer traditional mail for cold, unsolicited offers.  
*Source: ANA/DMA Response Rate Report 2018*
- The average household receives two pieces of direct mail a day compared to 157 emails.  
*Source: USPS*
- Average direct mail response rates for house lists is 9%.  
*Source: ANA/DMA*
- Direct mail is an investment that pays off in dividends; 80–90% of direct mail gets opened, compared to email at only 20–30%.  
*Source: Small Biz Trends*

## Lead Generation | Success Story

MATCHBACK = 6.7% to new prospects/applicants

### CHALLENGE

Oklahoma Christian University was looking to increase their graduate program applications. In order to achieve this, our team determined our Email + Audience InSite + Direct Mail approach would provide best results.

### TARGET AUDIENCE

Using a combination of B2B and B2C targeting parameters in surrounding local cities and states while also incorporating OC's current house list.

### APPROACH

By utilizing our Audience InSite technology in combination with our Email and Direct Mail Tactics, we were able to compile the most likely to convert audience with a multitouch frequency campaign.

### CAMPAIGN SUCCESS

Within the first two months, we deployed 123,000 emails and 10,100 direct mail pieces to these warmest leads bringing in 81 matched records against the 1,210 provided.

**OC** OKLAHOMA CHRISTIAN UNIVERSITY Call (800) 877-5010  
[REQUEST INFO](#)

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**Thank you**