

## Email Campaign:

What is the email campaign feature?

Visual Visitor can now be integrated with your email campaign strategy! This new feature allows you to track email addresses that come to your site through your email blasts. The URL code tracks the visitor and will include their email address in real time alerts. All you have to do is add the URL we create to the links in your email campaign. You can now tag the visitor to change the way they show up in the dashboard and update any company and contact information.

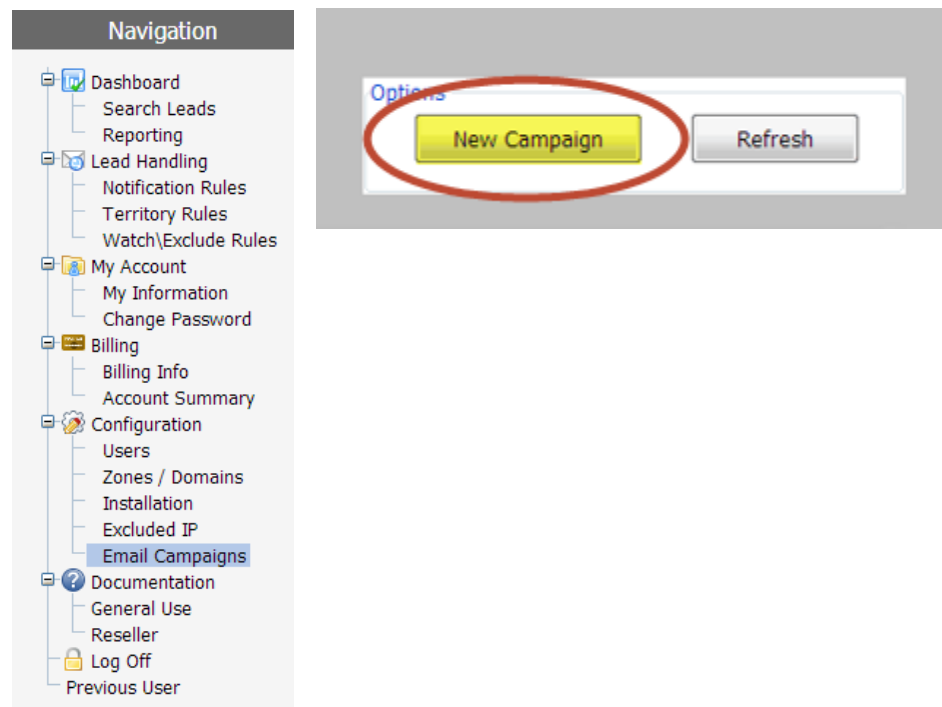
With the new email campaign, Visual Visitor is going beyond identifying companies and can now identify consumers. Whether it's an individual consumer or company employee, add the tracking URL to any email blast or newsletter and be able to track them throughout your site!

## Features:

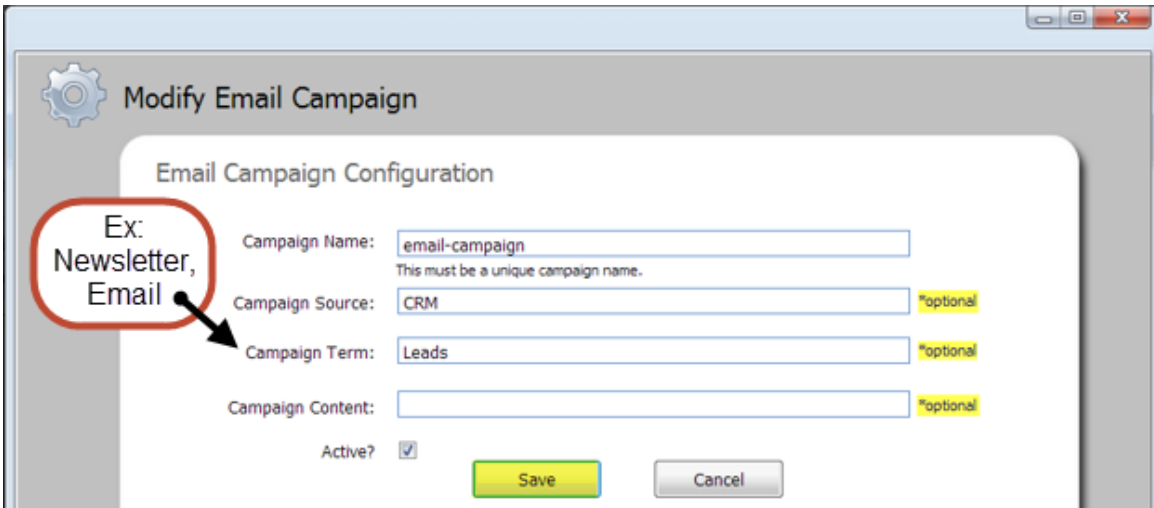
- Track all visitors that you have email addresses for
- Use with any email marketing or newsletter tool
- Use with your company/customer newsletter
- Be alerted by the prospect's email address
- No increase in price!

## How to use:

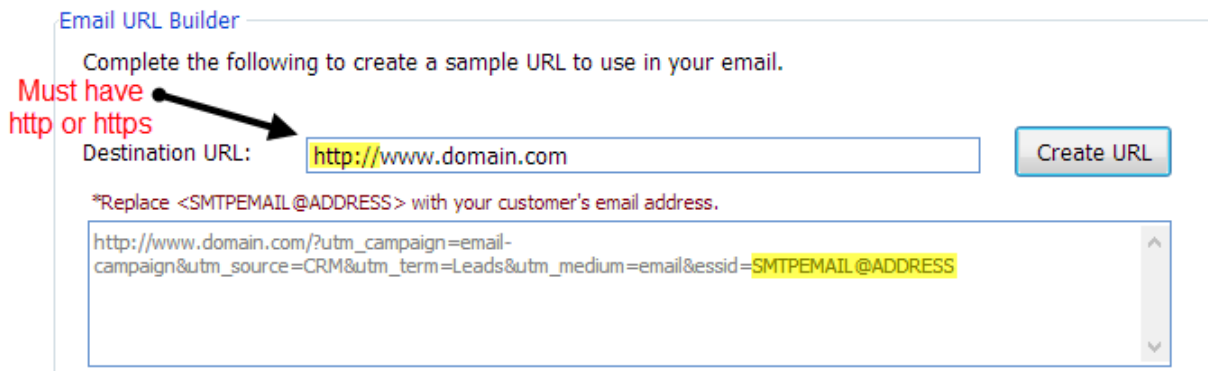
1. To start a new email campaign, go to Dashboard > Configuration > Email Campaigns. Then click New Campaign



2. To begin the new email campaign configuration, you must enter a unique campaign name. Campaign source, term, and content are optional. Once you have entered the information, click Save.



3. After saving the campaign information, add the destination URL that you want your customers to land on. Make sure to include http:// or https. Then click Create URL.



4. Make sure to replace <SMTPEMAIL@ADDRESS> with the email address variable. Below is how:
  - a. Copy code from above: [http://www.domain.com/?utm\\_campaign=email-campaign&utm\\_source=CRM&utm\\_term=Leads&utm\\_medium=email&essid=SMTPEMAIL@ADDRESS](http://www.domain.com/?utm_campaign=email-campaign&utm_source=CRM&utm_term=Leads&utm_medium=email&essid=SMTPEMAIL@ADDRESS)
  - b. Take out SMTPEMAIL@ADDRESS and replace it with your marketing tool variable.  
-An **example** is: \${Leads.Email}
  - c. Your final code will look like this: [http://www.domain.com/?utm\\_campaign=email-campaign&utm\\_source=CRM&utm\\_term=Leads&utm\\_medium=email&essid=\\${Leads.Email}](http://www.domain.com/?utm_campaign=email-campaign&utm_source=CRM&utm_term=Leads&utm_medium=email&essid=${Leads.Email})
  - d. Use this as your hyperlink in your email blast or newsletters.
5. Be sure to test the code before sending it out. To test, send yourself an email from your email blast that includes this link.

## Tag Visitor

Tagging the visitor allows you to add additional information about visitor specific information to your world.

1. Dashboard > Search Leads > Prospect Information
2. Click on Tag Visitor

### Detailed Information and Research

#### Prospect Discovery Summary -- Charter Communications

Website of this visitor: **No website found for this company**

[Tag Visitor](#)

The company name of this visitor is: **Charter Communications**

View the location of this visitor: [Click here to view](#)

The visitor is from this city: **Roswell**

The visitor is from this region/state: **GA**

The visitor is from this country: **US**

How this visitor found your website: **us-mg6.mail.yahoo.com**

If they searched, here are the keywords used: **No keyword information found**

The first page they landed on was: [http://www.charter.com/?utm\\_campaign=charter\\_email&utm\\_medium=email&utm\\_source=charter\\_email](#)

Date and time of this visit to your site: **10/20/2014 10:30:00 AM**

## Update Tag

1. Dashboard > Search Leads > Prospect Information
2. Click on Update Tag

### Detailed Information and Research

#### Prospect Discovery Summary -- ABC Company

##### Company Information:

ABC Company

123 ABC Way

Roswell GA No Zip Code Found No Country Found

Domain Name: **www.domain.com**

Industry:

Revenue:

[Update Tag](#)

##### Contact Information:

John Doe

Email: **jdoe@abcco.com**

Primary Phone: **555-1234**

Secondary Phone:

Fax:

##### Notes:

Your notes here.

How this visitor found your website: **us-mg6.mail.yahoo.com**

If they searched, here are the keywords used: **No keyword information found**

The first page they landed on was: **http://www.abcco.com**

Date and time of this visit to your site: **12/15/2011 10:00:00 AM**

## Filter Visitors

1. Dashboard > Search Leads > Prospect Information
2. Scroll down to Prospect Research
3. You can see the number of visitors for this company
4. You can filter by using the check boxes and filter button
5. Each visitor can be uniquely tagged by clicking "Tag Visitor" in the header bar
6. You can see campaign information for each unique visitor