

# D&B Visitor Intelligence Solutions Implementation Guide

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# D&B Visitor Intelligence Overview

## START UP IMPLEMENTATION

### Tech and Legal

The successful integration of Visitor Intelligence with your website is as simple as adding a unique javascript pixel/tag into the global header of your website, or via your tag manager. We advise you to engage early with your internal legal and IT department to get their approval / production planning. If that is done too late in the process, the launch often becomes delayed.

### Setup and Implementation Steps

The successful integration of Visitor Intelligence with your website is as simple as adding a unique javascript pixel/tag into the global header of your website, or via your tag manager. To set up Visitor Intelligence, you simply must follow these steps:

Step 1: Sign the contract.

Step 2: D&B activation team sends you the pixel/tag/script within couple of days from receiving your contract.

Step 3: Your team to set up a pixel/tag/script with Google Tag Manager or hardcoding it to specific B2B webpages.

Step 4: Once the Visitor Intelligence tag has been deployed, contact your Account Manager to confirm the pixel is correct implemented.

### Pixel/Tag/Script Installation

The D&B pixel/tag/script (tracking code) needs to be installed first to start collecting insights. This pixel/tag/script can be found in your welcome email. Follow the steps below to install the tracking code manually to your website property using a custom HTML parameter.

1. Copy the pixel/tag/script provided via email from D&B

# 1

Copy this tracking code for your website: [www.dnb.com](https://www.dnb.com)

Copy Code

```
1 <!--For opt-out information, please visit: https://d41.co/-->
2 <script type="text/javascript" async defer src="//APIKEY.d41.co/sync/"></script>
3 <script type="text/javascript"
4 src="//cdn-0.d41.co/tags/dnb_coretag_v5.min.js"></script>
5 <script
6 type="text/javascript">dnbvid.getData("APIKEY", "json", "T", {}, function(dnb_Data){
7 });</script>
```

*Don't forget to include the API key in your JavaScript code.*

## 2. Past the pixel/tag/script at your website

Find the header of your website in the HTML file or locate the header template in your web platform. Paste the tracking code at the bottom of the header section, just above the closing head tag.

# 2

Find the header of your website in the HTML file, or locate the header template in your web platform. Paste the tracking code at the bottom of the header section, just above the closing head tag. (Refer right image)

```
1 <!DOCTYPE html>
2 <html>
3 <head>
4 <script> ... </script>
5 paste tracking code here
6 </head>
7 ...
```

### Troubleshooting

Checking if D&B pixel/tag/script is installed successfully.

1. Open 'Developer Tools' within your browser on the page you are tracking.
2. Click the network tab and refresh your page.
3. Look for your D&B script. Typically, it has the following format  
"[d41.co/api/?req=api6132&form=json](https://d41.co/api/?req=api6132&form=json)"

*If you don't see your D&B script: you have not installed the tag on your site yet.*

#### 2a. Alternative 1 - Directly apply the tag to a website

We recommend that you add the code to a list of global header includes for each site (this general concept is implemented in various ways across different content management systems and website frameworks — see your platform's documentation for more information).

Ex:

```
<html>
  <head>
    <title>Simple RevUp include example</title>
    <script src="//cdn.getsmartcontent.com/ABCDEFGH.js"></script>
  </head>
</html>
```

Once the pixel/tag/script is included on all your B2B pages, you and your sales team will be ready to start. Note: If you use a staging environment, you can simply include the same tag in that environment.

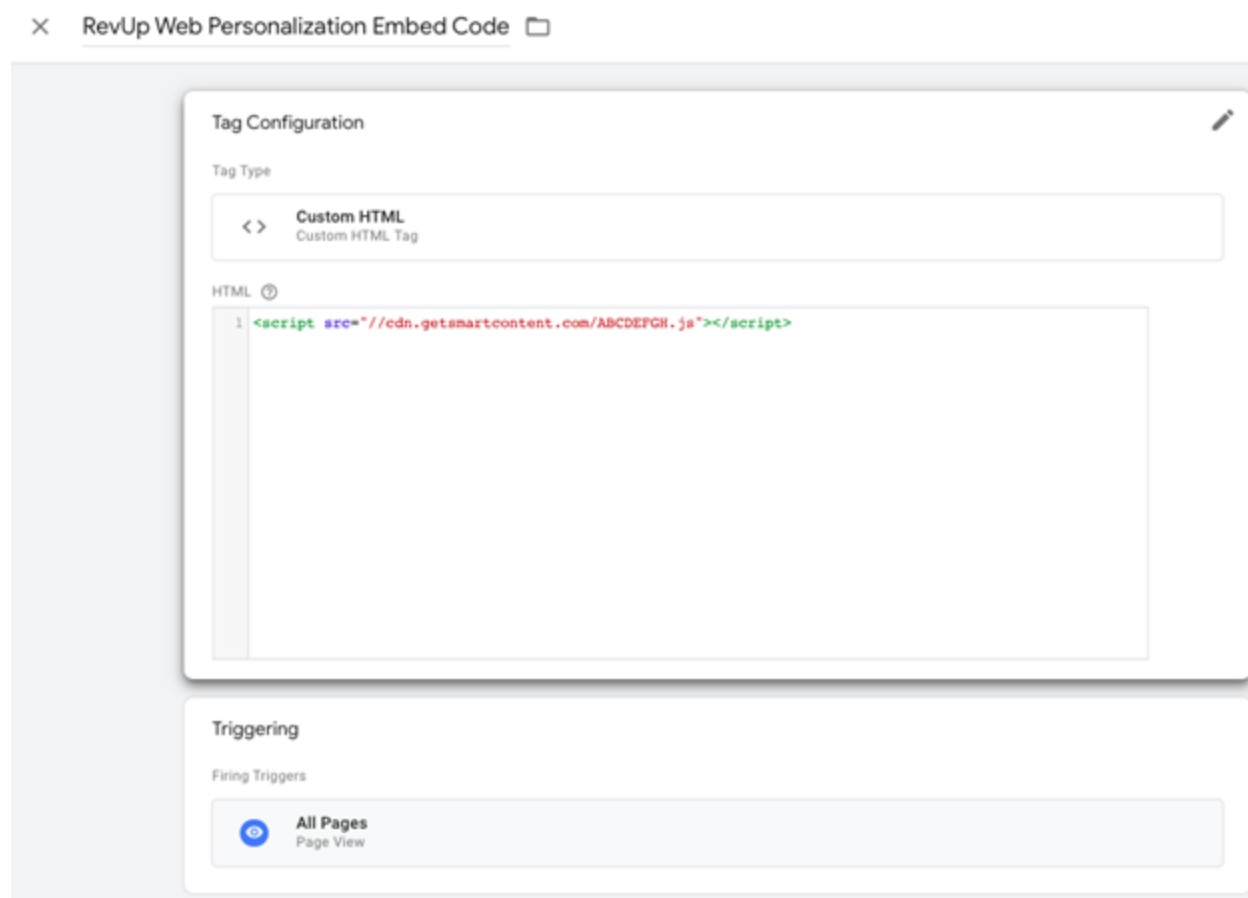
### 2b. Alternative 2 - Apply the tag via Google Tag Manager (GTM)

You can also use [Google Tag Manager](#) to add the Google Analytics code to your website. Google Tag Manager is a free tool and is useful for websites that use multiple analytics or advertising performance tools from multiple campaigns.

Within Google Tag Manager, select “Tags” from the left-hand navigation and then click “New” in the top right corner. In the new tag interface, name your new tag “choose a name”.

In the Tag Configuration, choose “Custom HTML” as your tag type and add the embed code you received from D&B activation team.

In the Triggering section, select “All Pages” and “Page View” as your trigger type. (Note: you may need to create this as a new trigger type if it doesn’t already exist in your Google Tag Manager account)



This tag captures visitor data to be used in targeting. For best results, you should implement it as a basic script element, though it may be included via a tag manager as well.

## Section – D&B Hoovers

### Connection

To configure Visitor Intelligence in D&B Hoovers, Site Administrators must first open the user menu (shown by a “head” icon on top right) and select the “Connections” menu entry to open the Connections page.

On the Connections page, select the Visitor Intelligence tile and click “Connect” if the connection has not already been made. If you see the “Configure” button, you already have an active connection.

Enter your D&B-assigned Visitor Intelligence ID. If you do not know your ID, you will need to ask your account manager to look it up for you (it is a part of the email where also the pixel/tag/script has been provided to you).

After entering your Visitor Intelligence ID, you will see a page showing the connection has been made. Before proceeding, take a moment to check that the web domain(s) showing are the correct domains operated by your company. If not, you may have entered the wrong ID. Click Disconnect and start over if no connection or the wrong connection was made.

**Important:** Visitor Intelligence Data will be only visible if at least one page category (see page grouping) was created.

### Using Visitor Intelligence Data

Whenever web visitor data for your website is matched to a D-U-N-S® Number, that Visitor Intelligence data will impact a company in D&B Hoovers for up to 90 days after the visit. Every company with one or more detected web visits in the past 90 days will be flagged in the D&B Hoovers search results and within Lists and SmartLists with an indicator. Each web visit is also connected with a Page Category configured by your company so you can slice the full web visitor audience by the page types and URL patterns that they visited.

Users can proactively search for companies with web visits on the Search & Build A List page, create SmartLists updated daily with new visits, populate a static List with companies identified as web visitors, and set up Notifications for web visits delivered via email or within D&B Hoovers.

### Page grouping - overview

Businesses need to understand who is visiting their website to determine whether their marketing campaigns are generating relevant traffic. Visitor Intelligence solutions provide a tracking tag that can be embedded on a customer's website to deanonymize visitors based on their incoming digital identifiers. This data can then be used to create meaningful groups called Page Groups in the platform. These groups make it easier to visualize and analyze the data.

To be able to see Visitor Intelligence Data within D&B Hoovers you need to configure Page Groups during the initial onboarding setup by entering the URLs that you want grouped together. We recommend that you only implement the VI tag/script on pages that are designed for B2B visitors as this will improve your match rates. We recommend creating logical groups, such as products or solutions, which are aligned with the structure of your website.

## Page Category Mapping Rules

Web visits may happen across a large variety of URLs on your web site(s). To group similar content or dynamic content together, Visitor Intelligence integration allows you to set up rules that assign each visit into a single Page Category. For each visit, the full URL of that visit is compared to each rule in a priority order, starting with the lowest number priority. If the URL matches the pattern in the rule, then that visit is assigned to that category.

Multiple mapping rules can point to the same category, i.e. rules do not need to have a 1-to-1 relationship with a page category. Rules need not be listed in order, as the Priority value (lowest first) determines the order in which the rules will be evaluated.

## Entering Page Category Mapping Rules

Enter a Priority. The lowest number has the highest priority. Priority number can be any positive integer value.

Enter a URL pattern. All URL patterns are evaluated on a “Contains” basis. This means the value with the “least specific” category should be last in priority value. For example, a rule based on “mydomain.com” is so general it would apply to ANY visit since all visits to that domain would have “mydomain.com” in the URL. A rule like “mydomain.com/products” is more specific. It would only apply to visits to the “products” section. That more specific rule should be earlier in the priority.

Enter a Category. This should be a simple text value, easy to read and search on. Many different Page Category rules can point to the SAME category value.

Select “Add Page Mapping” to enter a new row for a new page mapping rule.

When done adding all rules, or to save the current rules at any time, click “Save.” If you decide not to save your edits and want to revert to the most recent saved state, click “Cancel.”

### Example Rule set:

| Priority | URL Contains              | Page Category  |
|----------|---------------------------|----------------|
| 1        | products/pricing          | Pricing        |
| 2        | solutions/price-inquiries | Pricing        |
| 3        | products/new              | New Products   |
| 4        | products                  | Other Products |
| 5        | mydomain.com              | Home           |

In this example, all visits are to a fictional website at mydomain.com. Since that rule is at the lowest priority, only URLs that were not already categorized would go into the “Home” category. Similarly, only visits to the products section that are not already categorized into “New Products” would be categorized into “Other Products.” Finally, note that two totally different rules, even from different patterns, both point to the category “Pricing.”

Here's a list of sample page groups and their website URL patterns as inspiration:

| Name                  | Website URL Pattern                |
|-----------------------|------------------------------------|
| Customer Stories      | /customer-stories/customer-stories |
| Free Trial            | /free-trial                        |
| Free Trial Thank You  | /free-trial-thank-you              |
| Products Page         | /products                          |
| All Resources Content | /resources/*                       |
| Digital Media         | /resources/*                       |
| All Solutions         | /solutions/*                       |
| ABM Solutions         | /solutions/account-based-marketing |
| All Pages             | dnb.com/*                          |

### Built-In Category: “Other”

After all rules have been applied, if a URL has not matched ANY rule defined, then that visit will be assigned to the value “Other” as a category. You may still use Other as a Category in your own category mappings.

### Changing Page Category Mappings

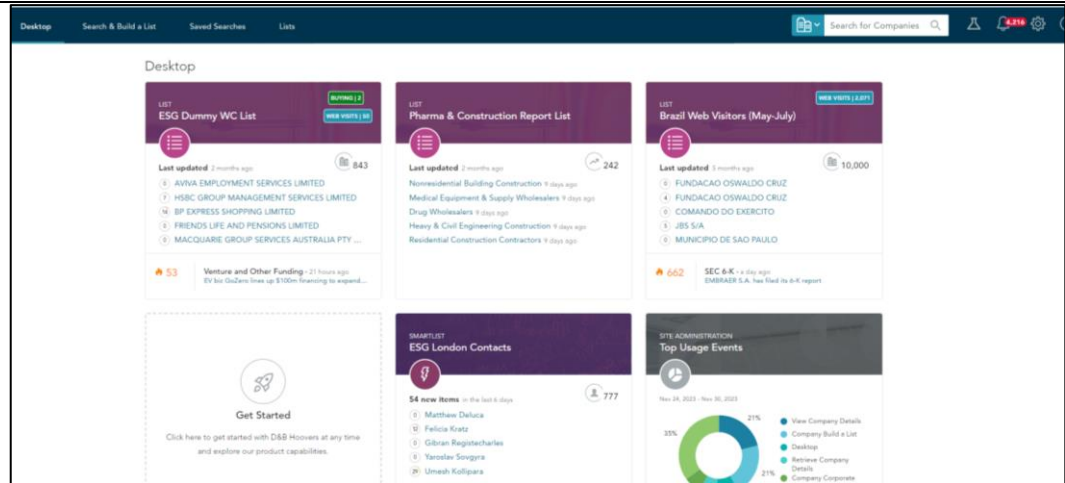
You may submit updates Page Category mappings at any time. When you make a change and the new rule set is saved, then the new rules will be applied to all NEW visits from that point forward. As visit data is processed nightly, this typically means the visit data from that night’s data set onward would be categorized according to the new rules.

Visits that were already categorized cannot have their assigned category changed. Web visit data is typically kept by D&B for up to 90 days, so old categories may still be visible in the application after a change, but only to help you find and search through those older visits. Over time, only newer visit categories would show up with visit data.

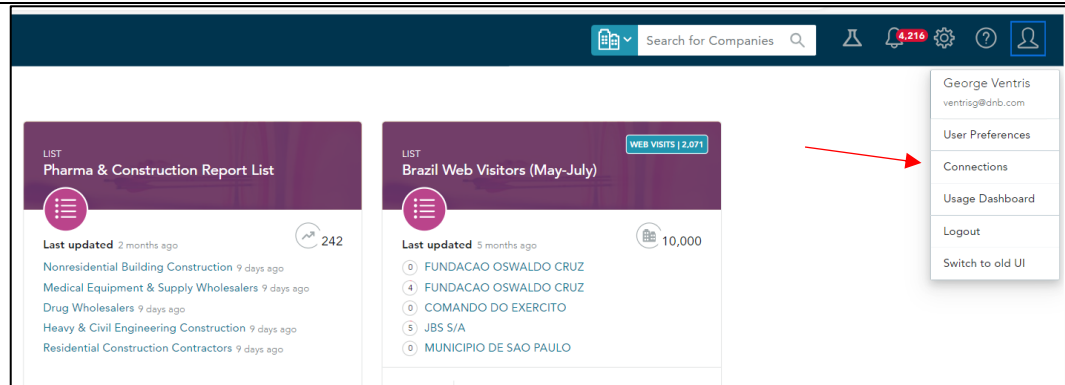
### Page grouping in D&B Hoovers – step by step guide

*Note: Please remember Visitor Intelligence within D&B Hoovers is a B2B focused solution.*

1. Login to D&B Hoovers and bring up your desktop view.

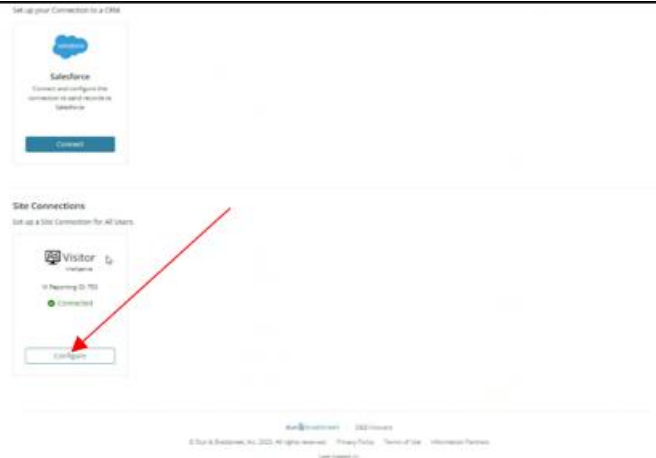


2. Navigate to the profile/person icon and click on the connection button.

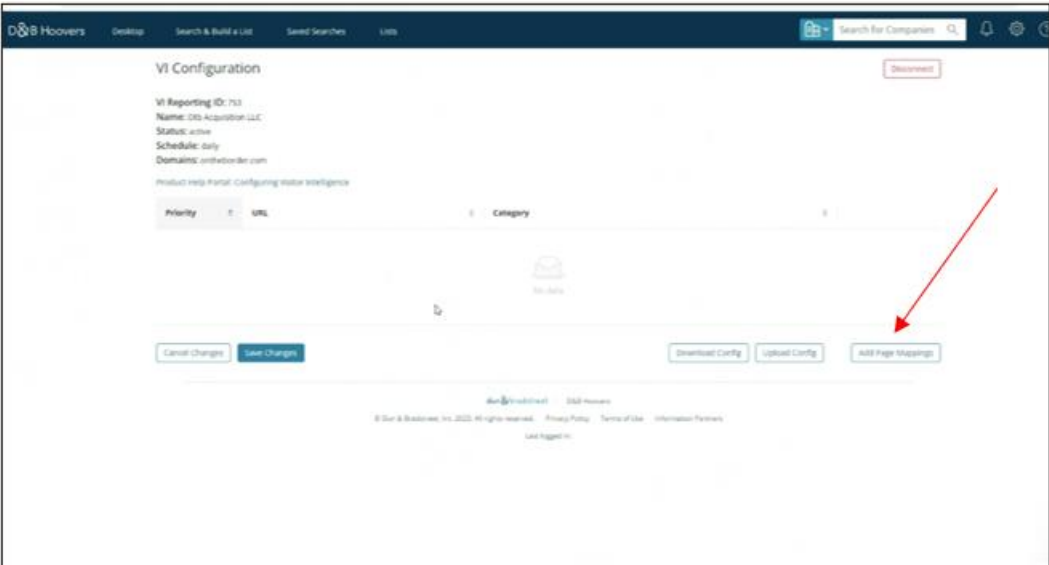


3. If you can see the VI reporting ID and the green tick this confirms from D&B that the Visitor Intelligence has been activated in your environment.

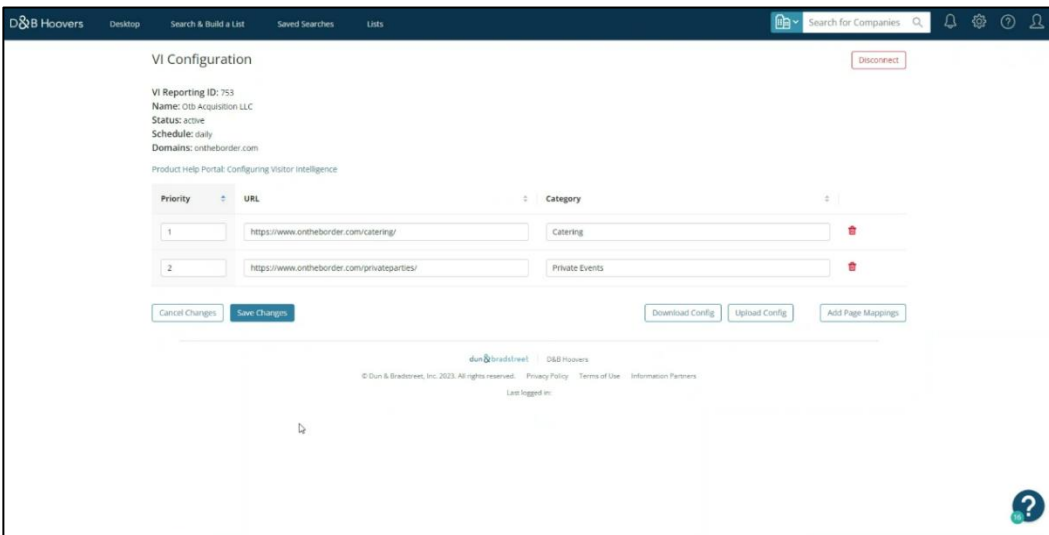
Click the Configure button to bring up the webpage mapping view.



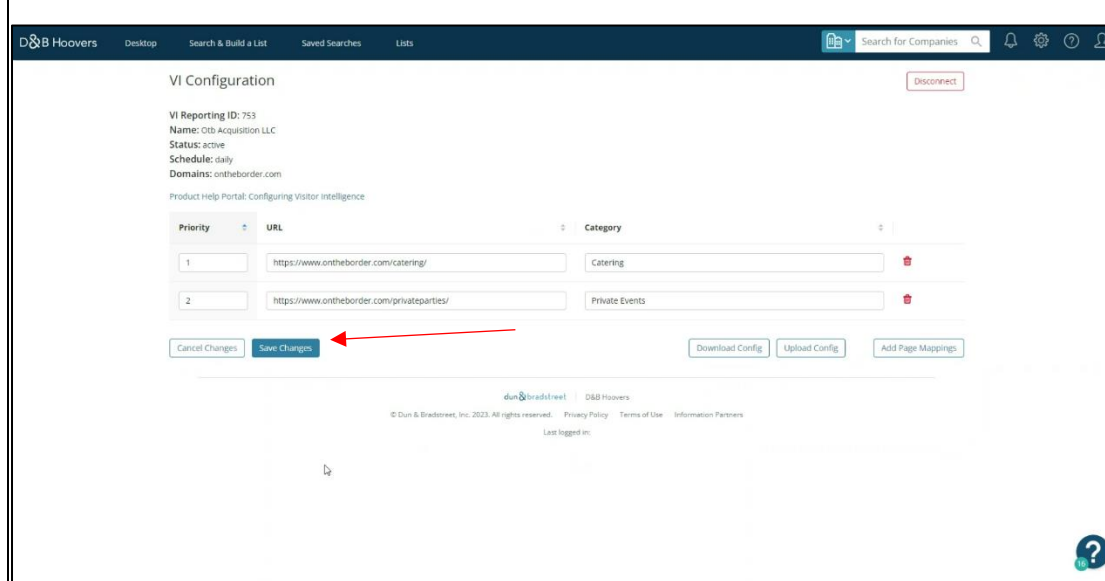
4.Click “Add Page Mappings” to bring up the blank fields within the table below to start populating your additional page mapping.



5.Bring up your website and start copying & pasting the URLs for the additional webpages you want tracked and start giving them a priority scoring and category label.

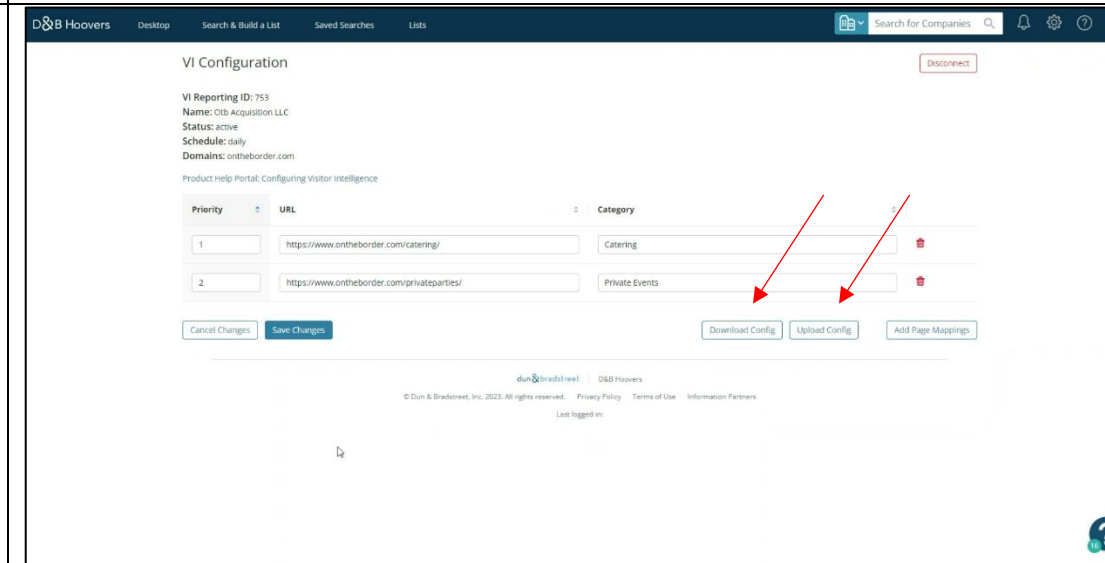


6. After you've finished this you want to click the “Save Changes” button to complete this process.



The screenshot shows the 'VI Configuration' page in the D&B Hoovers interface. The page includes a header with navigation links (Desktop, Search & Build a List, Saved Searches, Lists) and a search bar. Below the header, there's a 'Disconnect' button. The main content area displays configuration details for 'VI Reporting ID: 753', 'Name: Otb Acquisition LLC', 'Status: active', 'Schedule: daily', and 'Domains: ontheborder.com'. A table lists two categories: 'Catering' and 'Private Events', each with a corresponding URL. At the bottom, there are buttons for 'Cancel Changes', 'Save Changes' (highlighted with a red arrow), 'Download Config', 'Upload Config', and 'Add Page Mappings'.

7. If you do not wish to complete the steps before in D&B Hoovers, there is a separate option to download a template for re-upload (Download Config). You can fill in all the URLs and categories and then you are able to upload a prepared file from your computer (Upload Config).



This screenshot is identical to the one above, showing the 'VI Configuration' page. In this instance, two red arrows point to the 'Download Config' and 'Upload Config' buttons, highlighting the options for downloading a template or uploading a prepared file.

8. Immediately surface page categories within Search & Build a List.

Web visit data will take up to 24 hours before populating on the additional page mappings you’ve just defined.

app.hoovers.dnb.com/search/company

Results

Clear All

Find Filter

View

Filter Categories

Location

Company Size

Industries

Company Identifiers

Company Type

Corporate Family

Visitor Intelligence

Bombora Intent

Website Content

News Triggers

Conceptual Search

Business Signals

Technology

Visitor Intelligence

Bombora Intent

Website Content

News Triggers

Visitor Intelligence

Relative Date

Page Category

Bombora Intent

Bombora Intent Topics

Website Content

Search Term

News Triggers

Trigger Type

Relative Date

Results

Clear All

Find Filter

View

Visitor Intelligence

Relative Date

Page Category

Bombora Intent

Bombora Intent Topics

Website Content

Search Term

News Triggers

Trigger Type

Relative Date

Filter Categories

Location

Company Size

Industries

Company Identifiers

Company Type

Corporate Family

Visitor Intelligence

Bombora Intent

Website Content

News Triggers

Conceptual Search

Business Signals

Technology

Visitor Intelligence

Bombora Intent

Website Content

News Triggers

Visitor Intelligence

Relative Date

Page Category

Bombora Intent

Bombora Intent Topics

Website Content

Search Term

News Triggers

Trigger Type

Relative Date

Results

Clear All

Find Filter

View

Visitor Intelligence

Relative Date

Page Category

Bombora Intent

Bombora Intent Topics

Website Content

Search Term

News Triggers

Trigger Type

Relative Date

## How to use Visitor Intelligence in D&B Hoovers

### Search & Build A List

D&B Hoovers users build lists of companies using a combination of filters under “Search & Build A List” in the menu bar. For customers who have purchased the Visitor Intelligence add-on, filters for “Visitor Intelligence” will be available on that page in the left-hand column:

#### Visitor Intelligence

Relative Date

Page Category

These filters can be used alone or in combination with other filters to identify companies flagged with web visitor data in a recent date range and/or visiting a Page Category defined by your company. Companies that have recently visited a Page Category indicating interest in your products and services are likely to be in the market for your offering, which makes them a hot prospect to prioritize for contact.

Definitions for the Visitor Intelligence filters:

**Relative Date:** This drop-down filter allows you to bring back companies with web visits in the past 7 days, or the past 30, 60, or 90 days. There is no need to select more than one option because past 30 days includes past 7 days, and so on. You can use this option by itself to return all visits to your website.

**Page Category:** This drop-down filter will contain all configured Page Categories, include those without any web visitor data. To limit your search to the web visits to one or more Page Categories, select or multi-select your option. If you want to bring back all web visits, you can leave this filter blank.

Once you have made your selections, click the “View Results” button at the top to see the list of companies matching your search criteria. The results can be saved into a SmartList that will update every day with new web visitors, or a static List containing the companies flagged with web visits when you ran the search.

Search Results

Customers who have purchased the Visitor Intelligence add-on will see an indicator on any set of search results where the company has been tracked with one or more web visits. The user does not need to use the “Visitor Intelligence” search filters to see these indicators on a search results page.

SEARCH

Companies

Find Matching Contacts >

21 Results

Create A ListDownload

Sort By: Employees: High to Low

Ford Motor Company

F (NYSE)

Dearborn, Michigan, United States

+1-313-322-3000

Motor Vehicle Manufacturing

Public · Parent · Headquarters · DecisionHQ

D-U-N-S: 00-134-4746

Sales USD:

158.06B

Assets:

246.92B

Employees (Here):

8K

Employees (Total):

173K

WEB VISITS | 3,065

Oracle Corporation

ORCL (NYSE)

Austin, Texas, United States

+1-737-867-1000

Software

Public · Parent · Headquarters · DecisionHQ

D-U-N-S: 14-470-9193

Sales USD:

42.44B

Assets:

128.47B

Employees (Here):

2.3K

Employees (Total):

143K

WEB VISITS | 36,264

Each indicator will include a count of the web visits for that company over the past 90 days. If no web visits have been detected, the indicator will not be present. You can hover over the indicator to see the most-visited Page Categories for employees of that company among all configured categories.

Sales USD:

158.06B

Assets:

246.92B

Employees (Here):

8K

Employees (Total):

173K

Other

Main Page2

D-U-n-s

Products -S&MS

Sales & Marketing

WEB VISITS | 3,065

To track the day-by-day numbers of web visitors for a specific company, click on the company name in the search results to access the Visitor Intelligence report for that company. (See details on the Visitor Intelligence report below.)

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## Lists and SmartLists

Like the indicators on search results, customers who have purchased the Visitor Intelligence add-on will see an indicator on any set of search results where the company has been tracked with one or more web visits. The user does not need to use the “Visitor Intelligence” search filters when creating a list to see these indicators on a List or a SmartList.

The screenshot shows a SmartList titled "Omaha 68134" with 3,117 results. The interface includes a search bar, a "Create A List" button, and a "Download" button. The list of companies is sorted by "Original Sort Order". Each company entry includes a checkbox, a company icon, the company name, location, phone number, sales revenue, employee count, and a "WEB VISITS" indicator.

| Company                    | Location                       | Phone           | Sales USD | Employees (Here) | Employees (Total) | WEB VISITS |
|----------------------------|--------------------------------|-----------------|-----------|------------------|-------------------|------------|
| Sitel Corporation          | Omaha, Nebraska, United States | +1-402-963-6810 | 469.49M   | 10               | 24.568K           | 12         |
| Baker's Supermarkets, Inc. | Omaha, Nebraska, United States | +1-402-571-3057 |           | 1,489K           |                   |            |
| Goodwill Industries, Inc.  | Omaha, Nebraska, United States | +1-402-341-4609 | 45.72M    | 60               | 500               | 8          |

SmartLists are updated each day with a list of companies that match your search criteria, so you can leverage the “Visitor Intelligence > Relative Date” filter to create a SmartList that will always contain companies that have visited your website in a recent date range.

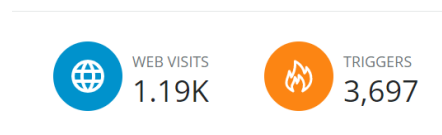
When you view a List or SmartList containing companies, an indicator will include a count of the web visits for each company over the past 90 days. If no web visits have been detected, the indicator will not be present. You can hover over the indicator to see the most-visited Page Categories for employees of that company among all configured categories.

The close-up shows a tooltip for the "WEB VISITS | 12" indicator. The tooltip displays "Other Main Page2" and "Added: 11 Apr 2023".

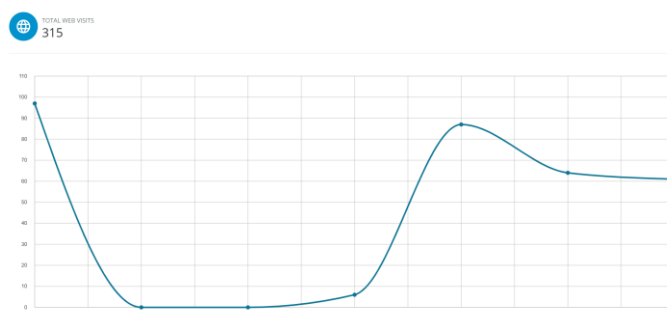
To track the day-by-day numbers of web visitors for a specific company, click on the company name in the search results to access the Visitor Intelligence report for that company. (See details on the Visitor Intelligence report below.)

## Visitor Intelligence Report

Customers who have purchased the Visitor Intelligence add-on will see an indicator on any Company Summary page where the company has been tracked with one or more web visits.

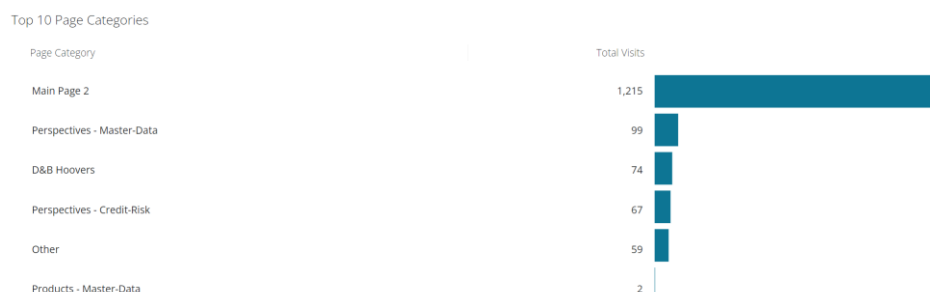


You will also see a “Visitor Intelligence” option in the menu of reports in the left-hand column. Click the indicator or the menu option to access the Visitor Intelligence report for this company.



The report contains a line graph displaying the number of web visits broken out by day, covering the past 7 days by default. You can adjust the date range to any start date and end date in the past 90 days.

The report also contains a breakdown of visits by Page Category, illustrating the interests of web visitors over the selected date range. To update the line graph with day-by-day visits for a specific Page Category, click the bar graph and check out the subset of web visits for that category only.



In cases where more than 10 Page Categories have been visited by a company, click “View All” to see the other categories not contained in the Top 10.

## Notifications

Customers who have purchased the Visitor Intelligence add-on will see “Web Visitors” as a Notification Type when clicking the Notifications icon (shaped like bell) in the top menu. Select “Web Visits” from the drop-down menu to see the subset of notifications for web visits.

### Notifications

Web Visits ▾
All Lists ▾
All Trigger Types ▾
All
Unread
Read

For every notification, you will see the number of web visits tracked to a Page Category and the configured List(s) or SmartList(s) where that company appears. You may wish to take action based on the presence of the company in a specific List or SmartList and that company’s recent visit to a key web page indicated by the Page Category.

Notifications
Manage Notifications

Web Visits ▾
All Lists ▾
All Trigger Types ▾
All
Unread
Read

WEB VISITS  
**DUTCH-BANGLA BANK LIMITED**  
Dhaka, Dhaka, Bangladesh • +880-2223354196  
Banking  
Public • Independent  
D-U-N-S: 73-152-3106  
SMARTLIST: Free Trial SmartList

Sales USD: 164.64M ⓘ  
Employees (Here): 9.643K ⓘ  
Employees (Total): 9.643K ⓘ

4 days ago  
WEB VISITS 1

WEB VISITS  
**Amazon Web Services, Inc.**  
Seattle, Washington, United States • +1-206-266-1000  
Data Processing  
Private • Subsidiary • Headquarters • DecisionHQ  
D-U-N-S: 96-504-8981  
SMARTLIST: Free Trial SmartList

Sales USD: 0.52B ⓘ  
Employees (Here): 251 ⓘ  
Employees (Total): 321 ⓘ

4 days ago  
WEB VISITS 2

To track the day-by-day numbers of web visitors for a specific company, click on the company name on the Notifications page to access the Visitor Intelligence report for that company.

If you have enabled Email Notifications on User Preferences > Notification Settings, you will also receive an email digest on a daily or weekly schedule containing Web Visits data and links to companies tracked as web visitors.

New Items During this Period

SHOWING INTENT  
101

WEB VISITS  
167,567

TRIGGER EVENTS 0

SMARTLIST ENTRIES  
139

View All Notifications

Updated SmartLists

Web Visitors: Hoovers Free Trial (130)
F1000 Web Visitors Smartlist (9)

Web Visits (top 5)
View All

WEB VISITS  
**MAROC TELECOMMUNICATION CO** Rabat, Morocco

800 Visits

## Section - D&B Hoovers Audience Builder

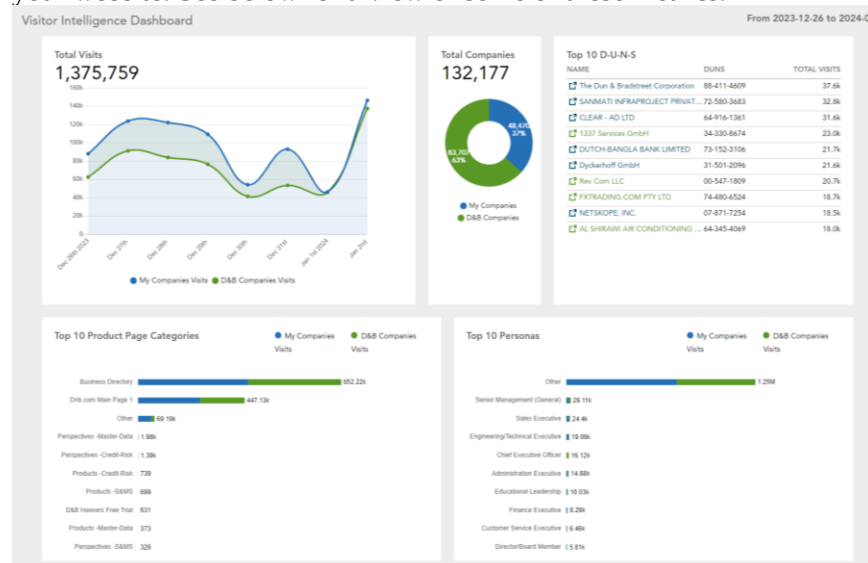
### Connection

To configure Visitor Intelligence in D&B Hoovers Audience Builder, Site Administrators must first open the administration menu (shown by a “gear” icon on top right) and select the “Connections” menu entry to open the Connections page.

1. On the Connections page, select the Visitor Intelligence tile and click “Connect” if the connection has not already been made. If you see the “Configure” button, you already have an active connection.
2. Enter your D&B-assigned Visitor Intelligence ID. If you do not know your ID, you will need to ask your D&B consultant or account manager to look it up for you.
3. After entering your Visitor Intelligence ID, you will see a page showing the connection has been made. Before proceeding, take a moment to check that the web domain(s) showing are the correct domains operated by your company. If not, you may have entered the wrong ID. Click Disconnect and start over if no connection or the wrong connection was made.

### Using Visitor Intelligence Data

Within D&B Hoovers Audience Builder you have a specific dashboard dedicated to Visitor Intelligence. You are able to customize the time period you want the following metrics to show; Total Visits, Total companies, Top 10 DUNS, Top 10 Product Page Categories, Top 10 Personas (Persona data will only flow through from US contacts due to GDPR restrictions across the UK & other international regions), Top 10 locations, Top 10 industries and a breakdown of the company size (Employee & Sales) of those visiting your website. See below for a view of some of these metrics.



## Page grouping - overview

Businesses need to understand who is visiting their website to determine whether their marketing campaigns are generating relevant traffic. Visitor intelligence solutions provide a tracking tag that can be embedded on a customer's website to deanonymize visitors based on their incoming digital identifiers. This data can then be used to create meaningful groups called Page Groups in the platform. These groups make it easier to visualize and analyze the data.

You can configure Page Groups during the initial onboarding setup by entering the URLs that you want grouped together. We recommend that you only implement the VI tag/script on pages that are designed for B2B visitors. This will improve your match rates. We recommend creating logical groups, such as products or solutions, which are aligned with the structure of your website.

You can configure page groups during the initial onboarding setup by entering in the URLs that you want grouped together.

## Page Category Mapping Rules

Web visits may happen across a large variety of URLs on your web site(s). To group similar content or dynamic content together, Visitor Intelligence integration allows you to set up rules that assign each visit into a single Page Category. For each visit, the full URL of that visit is compared to each rule in a priority order, starting with the lowest number priority. If the URL matches the pattern in the rule, then that visit is assigned to that category.

Multiple mapping rules can point to the same category, i.e. rules do not need to have a 1-to-1 relationship with a page category. Rules need not be listed in order, as the Priority value (lowest first) determines the order in which the rules will be evaluated.

## Entering Page Category Mapping Rules

1. Enter a Priority. The lowest number has the highest priority. Priority number can be any positive integer value.
2. Enter a URL pattern. All URL patterns are evaluated on a "Contains" basis. This means the value with the "least specific" category should be last in priority value. For example, a rule based on "mydomain.com" is so general it would apply to ANY visit since all visits to that domain would have "mydomain.com" in the URL. A rule like "mydomain.com/products" is more specific. It would only apply to visits to the "products" section. That more specific rule should be earlier in the priority.
3. Enter a Category. This should be a simple text value, easy to read and search on. Many different Page Category rules can point to the SAME category value.
4. Select "Add Page Mapping" to enter a new row for a new page mapping rule.
5. When done adding all rules, or to save the current rules at any time, click "Save." If you decide not to save your edits and want to revert to the most recent saved state, click "Cancel."

### Example Rule set:

| Priority | URL Contains              | Page Category  |
|----------|---------------------------|----------------|
| 1        | products/pricing          | Pricing        |
| 2        | solutions/price-inquiries | Pricing        |
| 3        | products/new              | New Products   |
| 4        | products                  | Other Products |
| 5        | mydomain.com              | Home           |

In this example, all visits are to a fictional website at mydomain.com. Since that rule is at the lowest priority, only URLs that were not already categorized would go into the “Home” category. Similarly, only visits to the products section that are not already categorized into “New Products” would be categorized into “Other Products.” Finally, note that two totally different rules, even from different patterns, both point to the category “Pricing”.

Here's a list of sample page groups and their website URL patterns as inspiration:

| Name                  | Website URL Pattern                |
|-----------------------|------------------------------------|
| Customer Stories      | /customer-stories/customer-stories |
| Free Trial            | /free-trial                        |
| Free Trial Thank You  | /free-trial-thank-you              |
| Products Page         | /products                          |
| All Resources Content | /resources/*                       |
| Digital Media         | /resources/*                       |
| All Solutions         | /solutions/*                       |
| ABM Solutions         | /solutions/account-based-marketing |
| All Pages             | dnb.com/*                          |

### Built-In Category: “Other”

After all rules have been applied, if a URL has not matched ANY rule defined, then that visit will be assigned to the value “Other” as a category. You may still use Other as a Category in your own category mappings.

## Changing Page Category Mappings

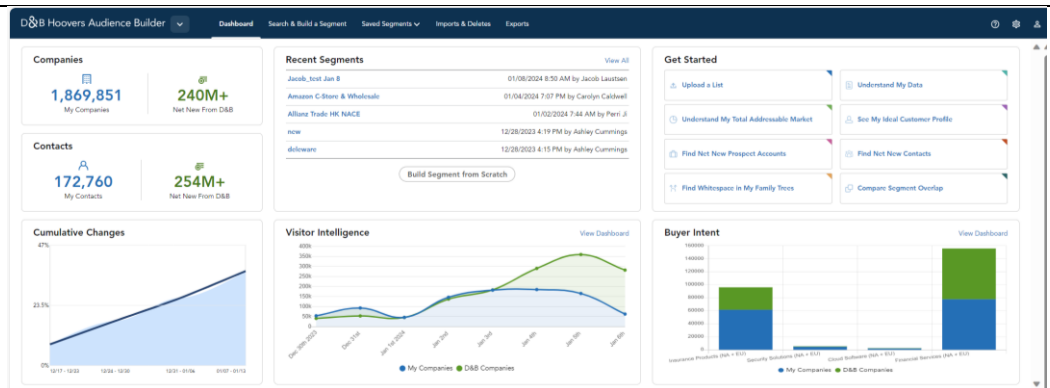
You may submit updates Page Category mappings at any time. When you make a change and the new rule set is saved, then the new rules will be applied to all NEW visits from that point forward. As visit data is processed nightly, this typically means the visit data from that night's data set onward would be categorized according to the new rules.

Visits that were already categorized cannot have their assigned category changed. Web visit data is typically kept by D&B for up to 90 days, so old categories may still be visible in the application after a change, but only to help you find and search through those older visits. Over time, only newer visit categories would show up with visit data.

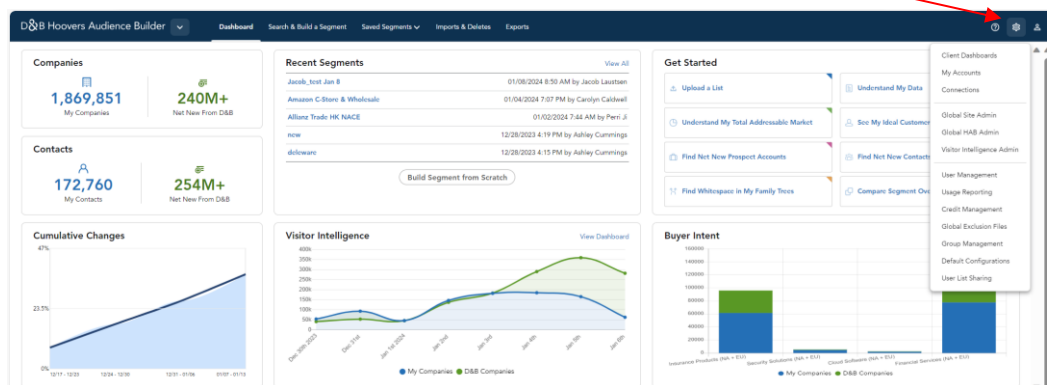
## Page grouping in D&B Hoovers Audience Builder – step by step guide

*Note: Please remember Visitor Intelligence within D&B Hoovers Audience Builder is a B2B focused solution.*

1. Login to D&B Hoovers Audience Builder and bring up your desktop view.

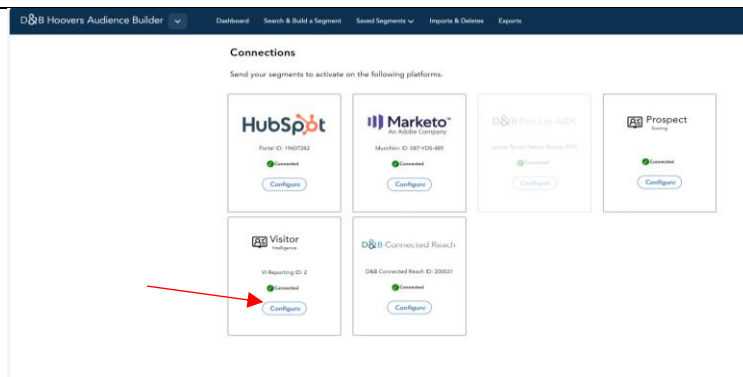


2. Navigate to the cog wheel icon and click on the connection button.

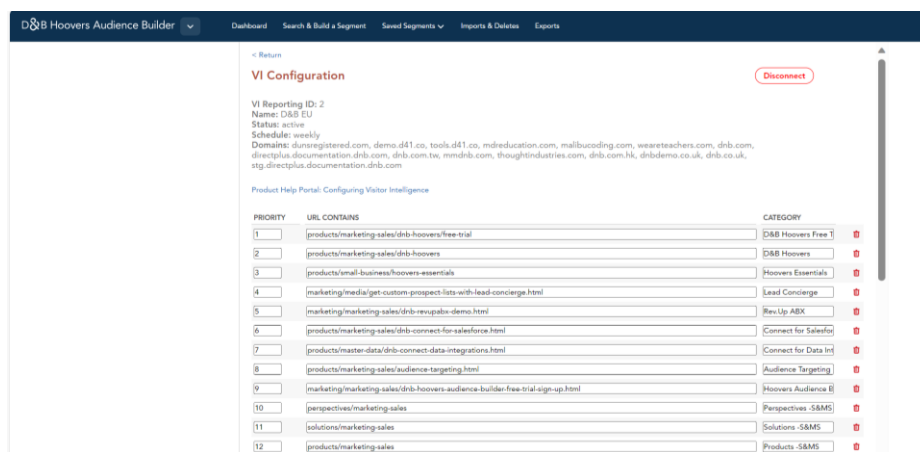


3.If you can see the VI reporting ID and the green tick this confirms from D&B that the Visitor Intelligence has been activated in your environment.

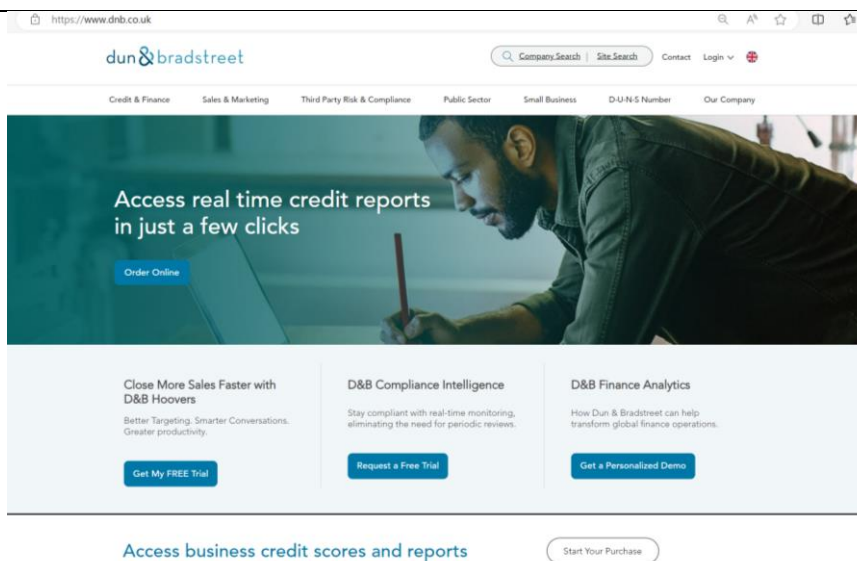
Click the Configure button to bring up the webpage mapping view.



4.Click “Add Page Mappings” to bring up the blank fields within the table below to start populating your additional page mapping.



5.Bring up your website and start copying & pasting the URLs for the additional webpages you want tracked and start giving them a priority scoring and category label.

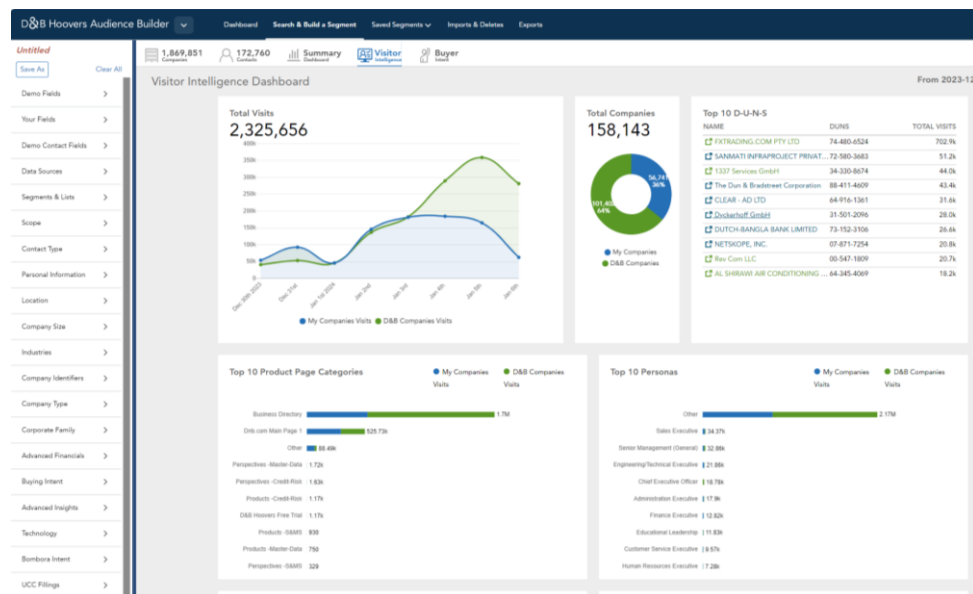


6. After you've finished this you want to click the "Save Changes" button to complete this process.

7. If you do not wish to complete the steps before in D&B Hoovers Audience Builder, there is a separate option to download a template for re-upload (Download Config). You can fill in all the URLs and categories and then you are able to upload a prepared file from your computer (Upload Config).

8. Immediately surface this within the Visitor Intelligence Dashboard available in D&B Hoovers Audience Builder

Web visit data will take up to 24 hours before populating on the additional page mappings you've just defined.



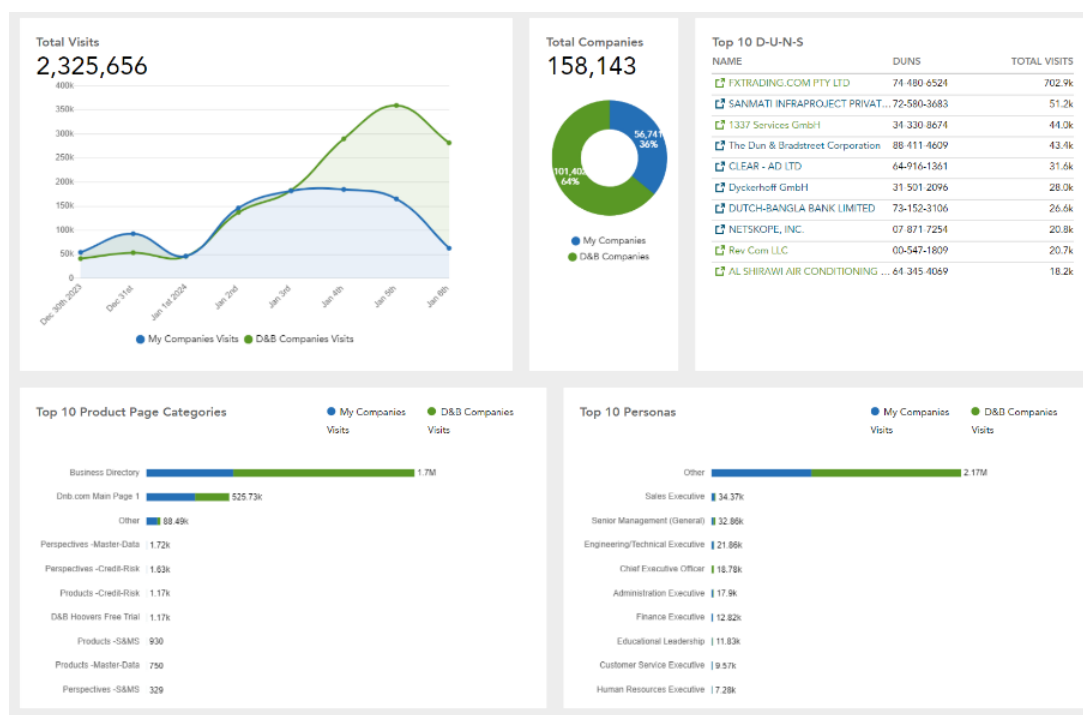
## How to use Visitor Intelligence in D&B Hoovers Audience Builder

### Visitor Intelligence Dashboard

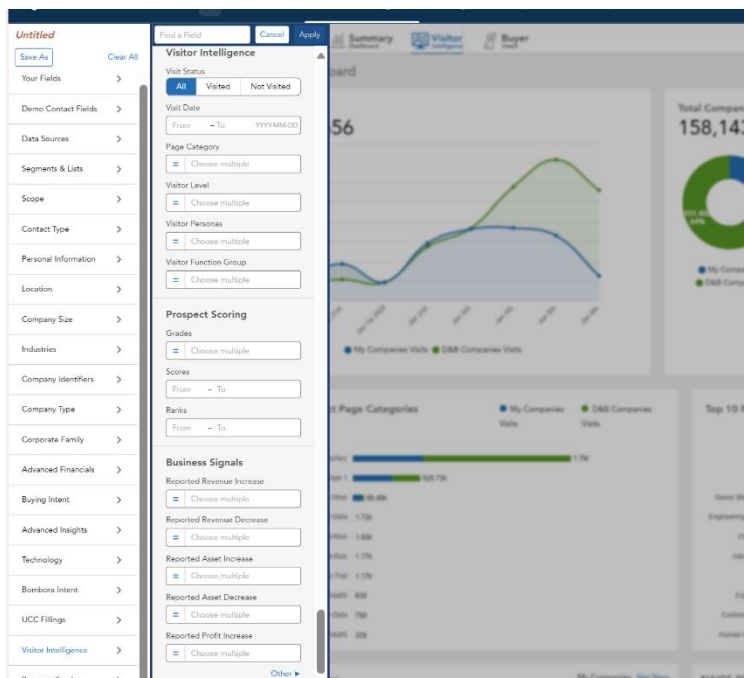
D&B Hoovers Audience Builder allows you to delve deep into the web insights so you can understand a variety of valuable information unmasking which companies are visiting your website and how they are engaging with your website.

The dashboard shown below allows you to understand:

- Total Visits
- Total companies
- Top 10 DUNS
- Top 10 Product Page Categories
- Top 10 Personas (This will only show for US-ONLY visitors across visiting companies)
- Top 10 locations (Where companies are visiting from)
- Top 10 industries
- A breakdown of the company size (Employee & Sales)



- Another way you can use Visitor Intelligence in D&B Hoovers Audience Builder is pull up this view when you're in the Visitor Intelligence dashboard to finetune the results shown in the various visuals.
- You can also overlay Visitor Intelligence data with Prospect Scoring data which utilizes your list of ideal customers to create a **look-a-like list of prospects** using D&B's prospect scoring model and our unique D&B data to help you prioritize leads and achieve higher lead qualification rates.



## Section - D&B Rev.Up for Web

You can find documentation for the following third-party system to integrate with below:

- [Google Analytics via Google Tag Manager \(GTM\)](#)
- [Adobe Analytics via Adobe Launch](#)
- [Adobe Analytics via Adobe Dynamic Tag Manager \(DTM\)](#)

The response from the D&B Visitor Intelligence tag is in an industry-standard JSON, where any system also in the page code alongside Visitor Intelligence can obtain access to the data. The remainder of this document is a technical overview of the tag code and response object, along with some basic examples of data flows and variable mapping.

This tag captures visitor data to be used in targeting. For best results, you should implement it as a basic script element, though it may be included via a tag manager as well.

### [Link to more information](#)

#### RESPONSE JSON

Here is a (formatted) copy of the response for a successful match.

The elements “status”, “message”, “id”, and “ipCountry” are not considered firmographic elements

```
{
  "status": "200",
  "message": "Successful match",
  "duns": "884114609",
  "parentDuns": "081556463",
  "domesticUltimateDuns": "081556463",
  "ultimateDuns": "081556463",
  "companyName": "The Dun and Bradstreet Corporation",
  "companyAddress": "103 John F Kennedy Pkwy",
  "companyCity": "Short Hills",
  "companyState": "NJ",
  "companyZip5": "07078",
  "companyMsa": "Newark,NJ",
  "companyCountry": "USA",
  "fortune1000": null,
  "industryNaics": "Credit Bureaus",
  "industrySic": "Credit reporting services",
  "sicCodes": "#73230000#####",
  "salesAnnual": "gtr1B",
  "salesAnnualNum": "1143567377",
  "employeesAtLocationNum": "430",
  "employeesInAllLocationsNum": "4901",
  "networth": "Negative",
  "walletSize": "4",
  "itExpense": "Top 6%",
  "delinquencyRate": "7.1%",
  "howTheyPay": "30 Days Beyond Terms",
  "marketability": "NULL",
  "id": "1f303ca041674ca6b122e072e78e813d",
  "ipCountry": "US"
}
```

| STATUS CODE | MESSAGE               |
|-------------|-----------------------|
| 200         | Successful match      |
| 400         | Unauthorized request  |
| 402         | Provisional non-match |
| 403         | ISP match             |
| 404         | No match              |

For customers who wish to receive additional detail on all traffic seen by Visitor Intelligence, the “Match Metadata” feature can be enabled. This will override all 403 (ISP match) responses to 200 (successful match) and return the D-U-N-S Number of the ISP.

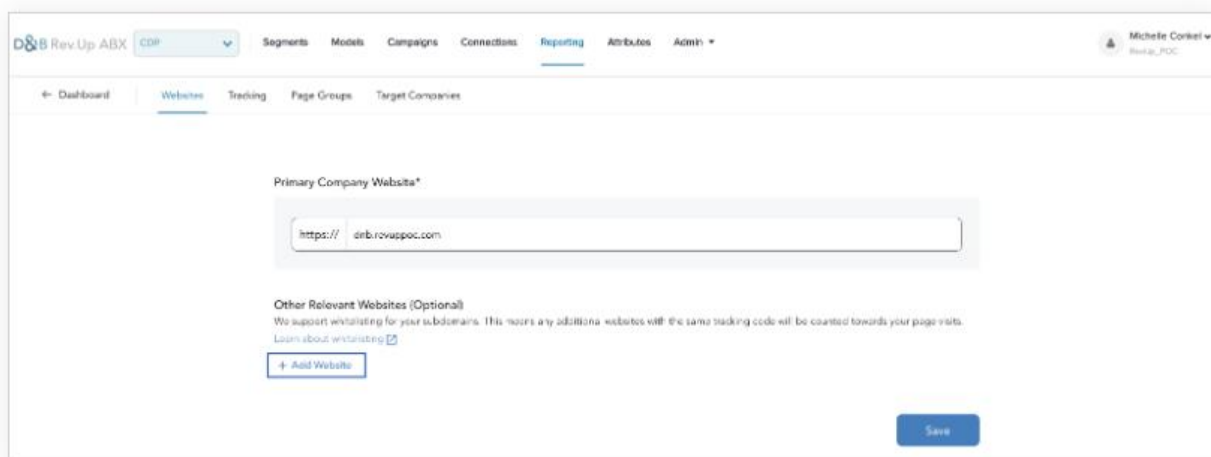
## Setting up the Whitelisted domains & subdomains in D&B Rev.Up Web

You can add additional whitelisted URLs during the onboarding flow or within this settings page. This will allow you to see insights on those respective URLs in your reports. For example, if you decide to include a URL related to a campaign page that doesn't follow your parent domain, it'll be included in our reporting.

Under the Reporting header, click into the Settings option:



Find the Websites header:



[Link for more info](#)

## How to – Configure GA4 integration.

### Pre-Requisites

If you encounter any difficulties or require any assistance with the steps outlined in this document, please contact your account manager.

- Google Analytics 4 (GA4; formerly Web+App) is installed through Google Tag Manager (GTM)
- The latest versions of both GA4 and GTM are in use
- There is at least one unused custom dimension available within GA

### Overview

The integration method outlined below uses GTM to load the Dun & Bradstreet Visitor Intelligence tag, map data elements of interest to GA4 custom dimensions, and generates a non-interaction event to feed the information into GA4 asynchronously.

Reporting and analysis of the information will be within the GA4 interface itself. Because there are a limited number of custom dimensions available to customers (50 by default), you are free to concatenate multiple elements within a single custom dimension (DUNS plus company name plus employee count, for example).

The example below will attempt to cover the above use cases by using three custom dimensions, mapped as follows:

- Custom dimension 1: DUNS
- Custom dimension 2: Annual revenue
- Custom dimension 3: Primary NAICS code

## Setting Up Custom Dimensions

1. Log in to Google Analytics 4
2. Navigate to All Events > Manage Custom Definitions > Create Custom Dimensions

| Event name           | Count | % change | Users | % change | Mark as conversion       |
|----------------------|-------|----------|-------|----------|--------------------------|
| first_visit          | 6     | -        | 6     | -        | <input type="checkbox"/> |
| page_view            | 26    | -        | 6     | -        | <input type="checkbox"/> |
| scroll               | 26    | -        | 6     | -        | <input type="checkbox"/> |
| session_start        | 9     | -        | 6     | -        | <input type="checkbox"/> |
| Visitor Intelligence | 22    | -        | 6     | -        | <input type="checkbox"/> |

Analytics | All accounts > All Web Site Data

ADMIN | USER

Account: tan multi | Create Account

Property: tan multi | Create Property

View: All Web Site Data | Create View

Account Settings

User Management

All Filters

Change History

Trash Can

Property Settings

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Custom Metrics

Data Import

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping

Custom Alerts

Scheduled Emails

Saved Reports

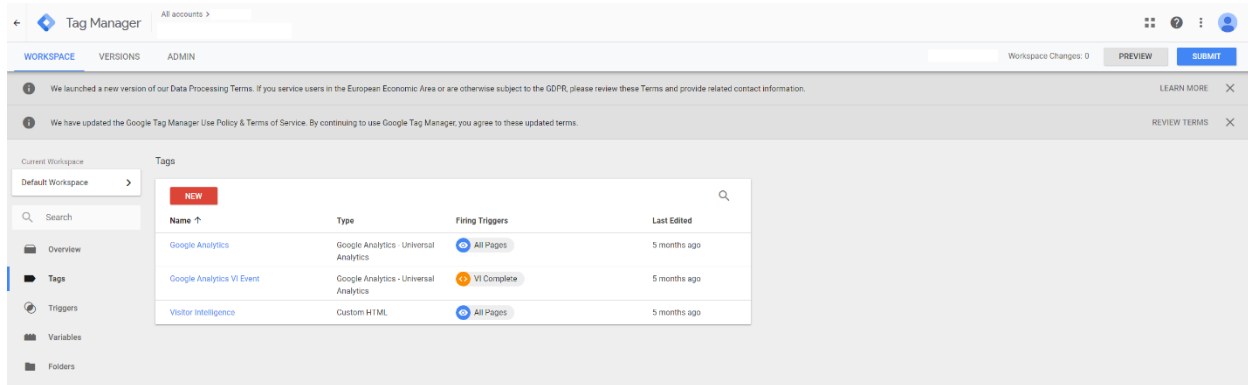
Share Assets

<https://analytics.google.com/analytics/web/#/a111492233w166228903p166673691/admin/account/global-filters/> Analytics Home | Terms of Service | Privacy Policy | Send Feedback

3. Select “Create New Custom Dimension” and provide an Event parameter name
  - a. Make note of this name as it will need to be used in GTM
  - b. The Custom dimension name will appear in Analytics reporting
4. Repeat step three as many times as needed

## Configuring the Tag Code

1. Log in to Google Tag Manager
2. Navigate to “Tags”



3. Select “New” and name the tag as you prefer
4. The “Tag Type” should be “Custom HTML”
5. The default code template and list of attribute values are provided as an appendix to this document
  - a. The left-hand side (“naics”) should be a single word that represents the custom dimension you set up to receive the data; it does not have to match the original name in GA
  - b. The right-hand side should consist of dnb\_Data.attribute, where “attribute” is one of the available attributes within the offering
  - c. The mapping is case-sensitive
6. Firing triggers should be set to “All Pages”
7. Select “Save”

## Finishing the Custom Dimension Mapping

1. Navigate to “Variables”
2. Select “New” under “User-Defined Variables” and name the variable as you prefer; this name is only used within GTM
3. The “Variable Type” should be “Data Layer Variable”
4. The “Data Layer Variable Name” should be what was used on the left side of the mapping, earlier; it must match precisely and is case-sensitive
5. Select “Save”
6. Repeat steps two through five for as many custom dimension mappings as you created earlier

## Creating Event

1. Go to Google Analytics 4
2. Navigate to Admin > Data Streams
3. Select “Web” and the name of the stream that will receive VI data
4. Copy the “Measurement ID” from the upper right
5. Go to Google Tag Manager
6. Navigate to “Tags”
7. Select “Google Analytics: GA4 Event” as the Tag Type
8. Name the event as you prefer
9. Select the Custom Dimensions you created as the Event Parameters
10. Add the vicomplete custom event as your trigger

## Configuring the Tag Code

1. Navigate to “Triggers”
2. Select “New” and name the trigger as you prefer
3. The “Trigger Type” should be “Custom Event”, and the “Event Name” should be “vicomplete”; this should match the “vicomplete” within the code earlier
4. Select “Save”

## Testing and Validation

Select “Preview” in the upper-right hand corner of the GTM interface; the page will reload with an orange preview notification bar at the top of the screen

Select “Share Preview”

Input a URL (including the “http://”) where GTM and GA are implemented

Copy the resulting preview link and send it to your account manager

Note that GTM will check for JavaScript and other errors during both the preview and publishing process.

If any errors appear that you are unable to resolve, please contact your account manager for assistance.

If your account manager finds no issues, you are free to publish and go live!

## How to – Integrate data in Adobe Analytics via Launch

### Pre-Requisites

1. Please ensure that you have created all the required Custom Conversion (eVars) variables that are used to collect the D&B data from the webpage to the report suite in your Adobe Analytics account.
2. Please ensure that the Web Property have been created for your website in your Launch account
3. Please make sure that the Core and Adobe Analytics Extensions are installed in your Launch account.

## Overview

The integration method outlined below uses custom HTML code to map data elements of interest into an Analytics call.

## Configuring data elements

1. Click Data Elements button
2. Add Name, Extension as Core, Data Element Type as JavaScript Variable, Duration as Pageview
  - a. Duration can be set as Session or User if necessary for your purposes
3. In JavaScript Variable Name, enter dnb\_Data.attributeName (dnb\_Data.duns, etc.)
4. Click Save
5. Repeat these steps for each Data Element you wish to ingest

## Configuring rules

1. Click on Create New Rule (1). This step is used to configure rules that are triggered for specific actions on the site.
2. Click Add Rule

3. Add Event: Extension: Core, Event Type: Window Loaded or DOM Ready
4. Add Condition: (optional – as needed)
5. Add Actions:
  - a. Extension: Core; Action Type: Custom Code; Language: HTML
  - b. Add DNB VI JavaScript Tag with custom code as below

**VI Script**

```

<!--For opt-out information on Visitor Intelligence, please visit: https://d41.co/-->
<script type="text/javascript" src="//v2.d41.co/tags/dnb_coretag_v6.min.js"></script>
<script type="text/javascript">
dnbvid.getData("api9026","json","T",{},{function(dnb_Data){
  //Mapping goes here if (dnb_Data.status == 200){
    //status == 200 represents a match v2.
    //Basic example: myVar = dnb_Data.duns ? dnb_Data.duns : ""
    //Advanced example: myVar = dnb_Data.naicsCodes ? dnb_Data.naicsCodes.substr(1,5) : ""
  //}

  //The empty array between "T" and "function(dnb_Data)" can be used to pass back data
  //Example: {"p1": "value1", "p2": variable2}
  // "value1" will be recorded on our end as-is
  //variable2 will be recorded as the value of said variable, assuming it is defined
  // "p1" through "p10" exist });
}
</script>

```

- c. Click Save
6. Click Create New Rule (2). This second rule is to hook into the custom event we create in the tag code above
7. Add Event: Extension: Core, Event Type: Custom Event
8. Select Advanced Options
  - a. Name event “VI\_Done”
  - b. Choose specific elements and match CSS Selector: Body
9. Set variables with Data Elements created previously
10. Add Actions
  - a. Extension: Adobe Analytics; Action Type: Set Beacon as s.tl()

### Testing and validation

1. To ensure that your changes are working fine, please go to your website in Google Chrome browser
2. Open “Developer Tools” and click the “Network” tab. Reload the page
3. Search for “b/ss/” in the Filter box
4. Filter on ‘d41.co’ to isolate the DNB traffic
5. Click it and check whether you can see the eVars (eVar19 = v19, eVar20 = v20 and so on) set in the “Query String Parameters” section

If any errors appear that you are unable to resolve, please contact your responsible sales or customer service.

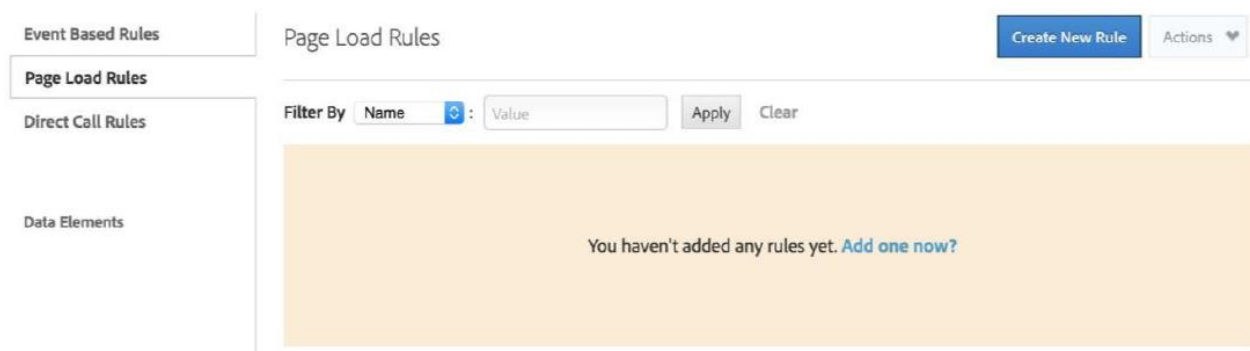
## How to – Integrate data in Adobe Analytics via DYNAMIC TAG MANAGER

### Pre-Requisites

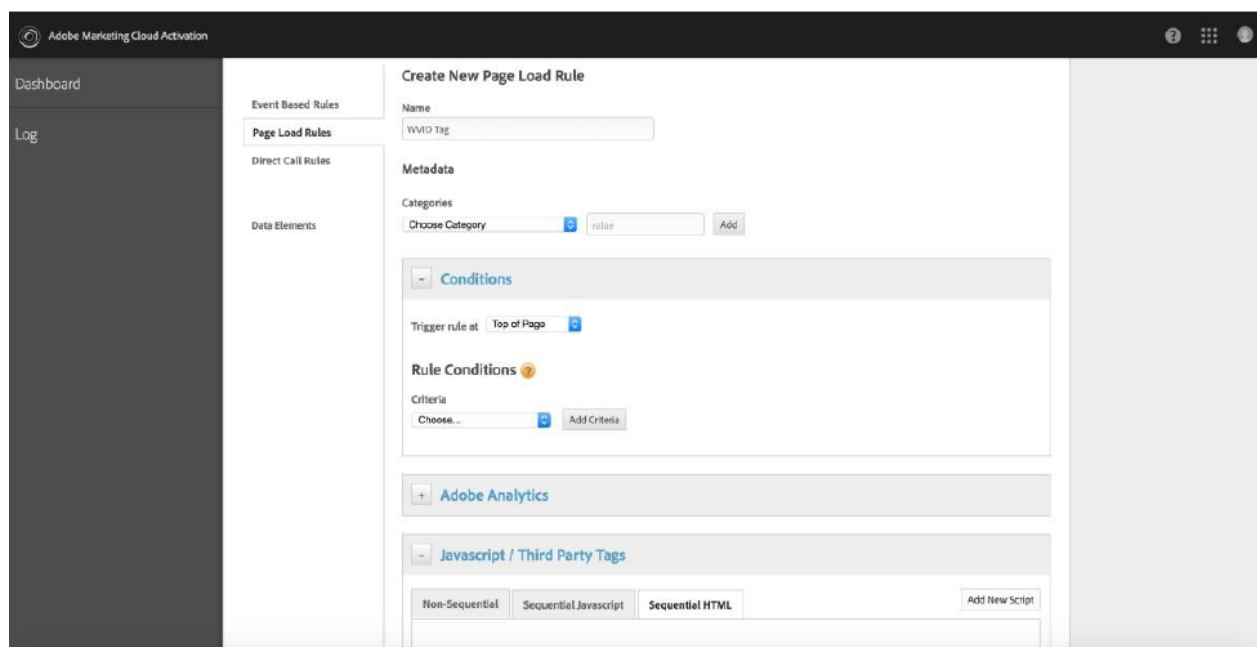
1. Please ensure that you have created all the required Custom Conversion (eVars) variables that are used to collect the D&B data from the webpage to the report suite in your Adobe Analytics account.
2. Please ensure that the Web Property have been created for your website in your Dynamic Tag Management account
3. Please make sure that the Adobe Analytics tool has been added to the Web Property.

### Steps

1. Login to your Dynamic Tag Management account and, under tab, click the Web Property you have created for your website.
2. In the Web Property page, click the “Rules” tab and then “Page Load Rules” tab within that.
3. In the “Page Load Rules” page, click “Create New Rule” button.



4. In the “Create New Page Load Rule” page, enter “WVID Tag” in the “Name” text box. Expand the “Conditions” section and choose “Top of Page” as Trigger Rule condition. Expand “Javascript / Third Party Tags” section, click “Sequential HTML” and then “Add New Script”.



5. Enter the Tag Name as “WVID Core Tag”, choose Type as “Sequential HTML”, add the following HTML code in the code editor and then click “Save Code” button.

```
<script type="text/javascript" src="//cdn-0.d41.co/tags/dnb_coretag_v3.min.js"></script>
```

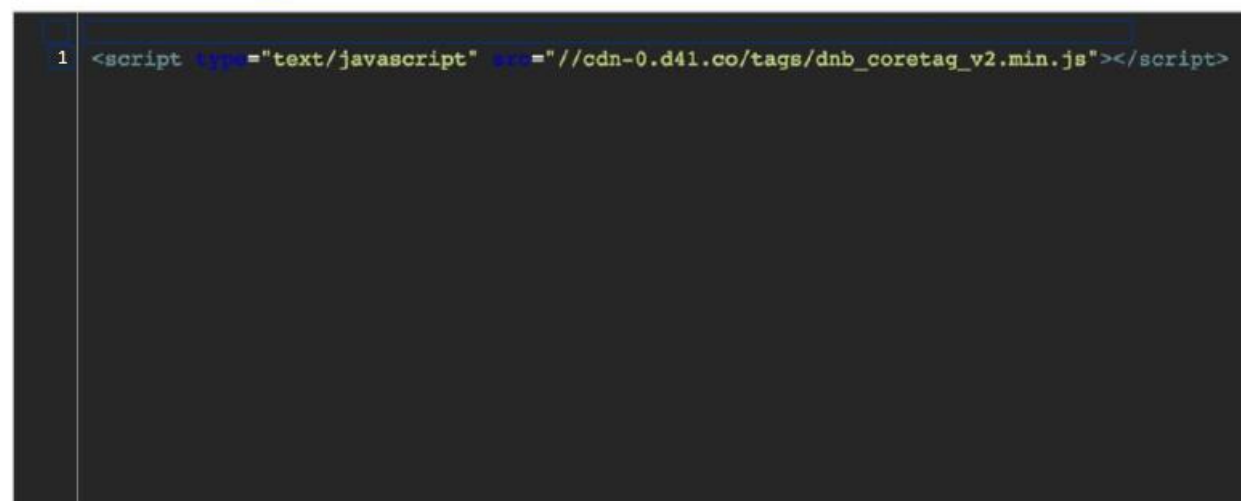
New Javascript / Third Party Script

Tag Name

WVID Core Tag

Type

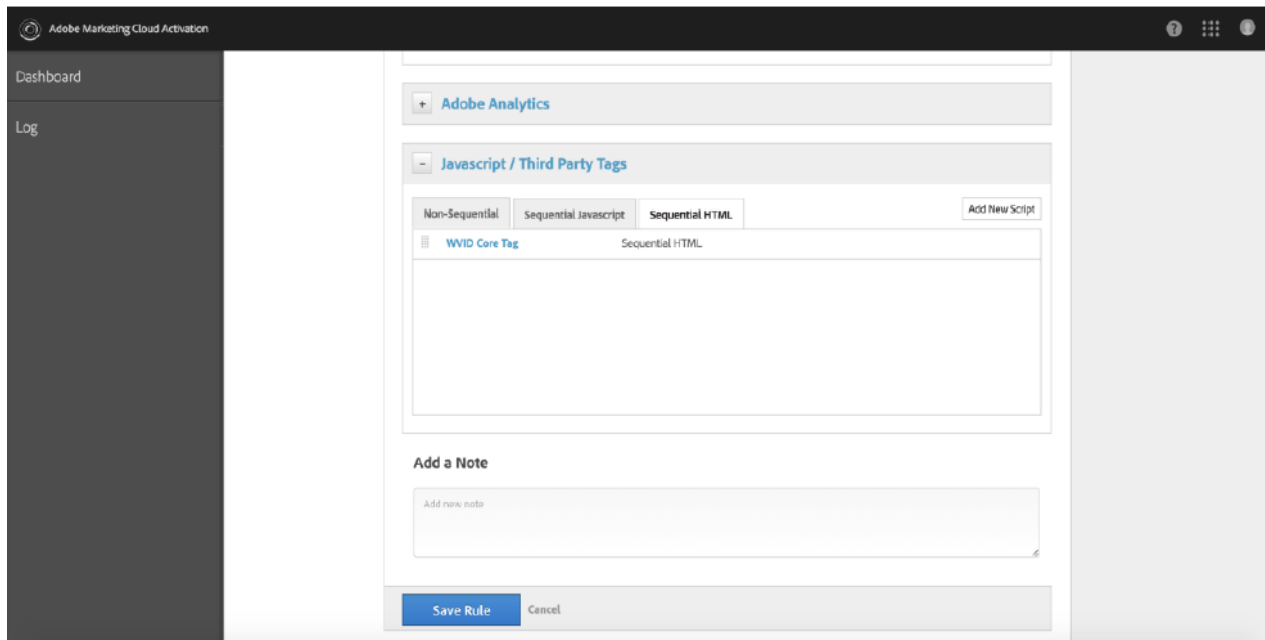
Sequential HTML



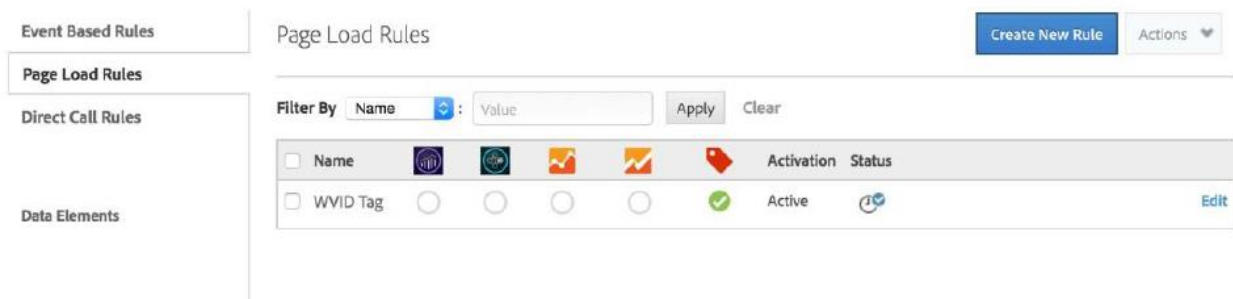
Save Code

Cancel

6. Click “Save Rule” Button.

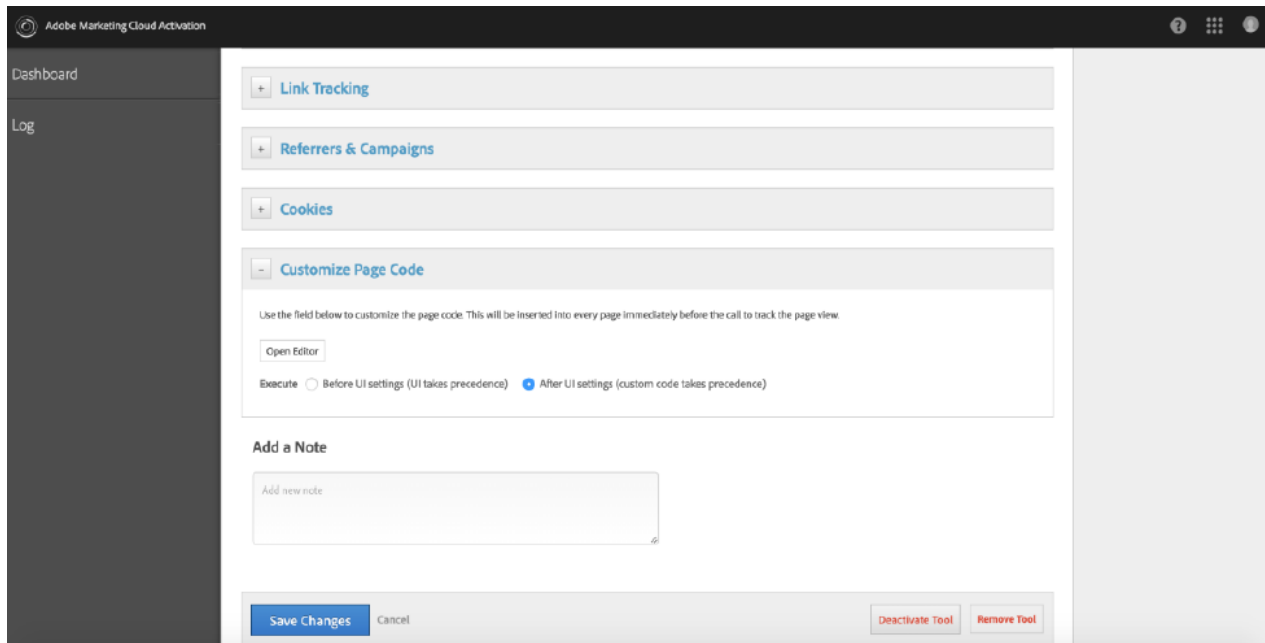


7. You can see that the new Page Load Rule has been added.



8. click the “Overview” tab and then the Adobe Analytics tool Settings icon.

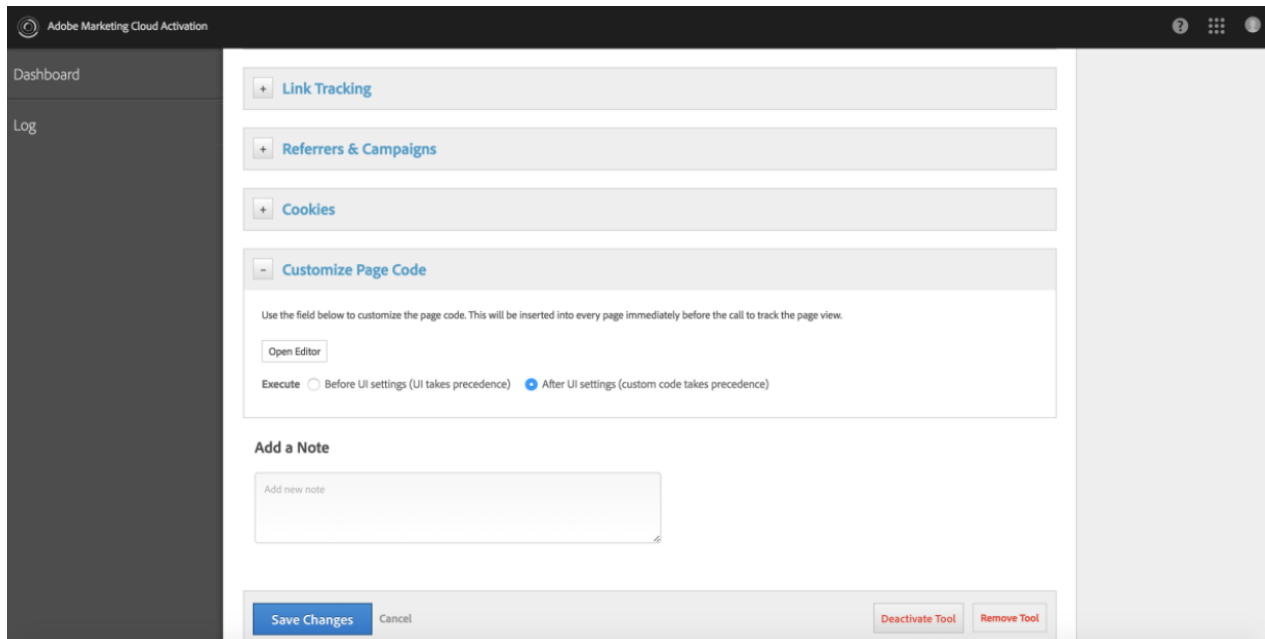
9. In the Adobe Analytics page, scroll down to the “Customize Page Code” section. Expand that section and click the “Open Editor” button.



10. In the “Edit Code” popup, paste the following code and then click the “Save and Close” button. In the following code, replace the “wvidapi” with your api version string and the eVar## with the eVars you have configured in your Adobe Analytics Report Suite. You can add more eVars or remove the existing eVars in the following code. Please contact D&B if need any clarification on how to add additional attributes to the following code.

```
dnbvid.getData("wvidapi","json","T",function(dnb_Data){
// set the eVars
s.eVar19=dnb_Data.duns;
s.eVar20=dnb_Data.companyName;
s.eVar21=dnb_Data.industryNaics;
s.eVar22=dnb_Data.jobSeniority;
s.eVar23=dnb_Data.jobFunction;
// tracks the page view
//call this function since we aborted the default page view track call
s.t();
});
//aborts the default page view track call
s.abort = true;
```

11. Choose “After UI settings (custom code takes precedence)” as Execute option and click Save Changes” button.



12. Approve all the changes you have done to the Web Property and click the “Publish Queue” button in the Web Property page.
13. To ensure that your changes are working fine, please go to your website in Google Chrome browser. Open “Developer Tools” and click the “Network” tab. Reload the page. Search for “b/ss/” in the Filter box. You can see a name starts with “s” as in the screenshot below.



14. Click it and check whether you can see the eVars (eVar19 = v19, eVar20 = v20 and so on) set in the “Query String Parameters” section as in the screenshot below.

**v19:** 884114609

**v20:** The Dun & Bradstreet Corporation

**v21:** Credit Bureaus

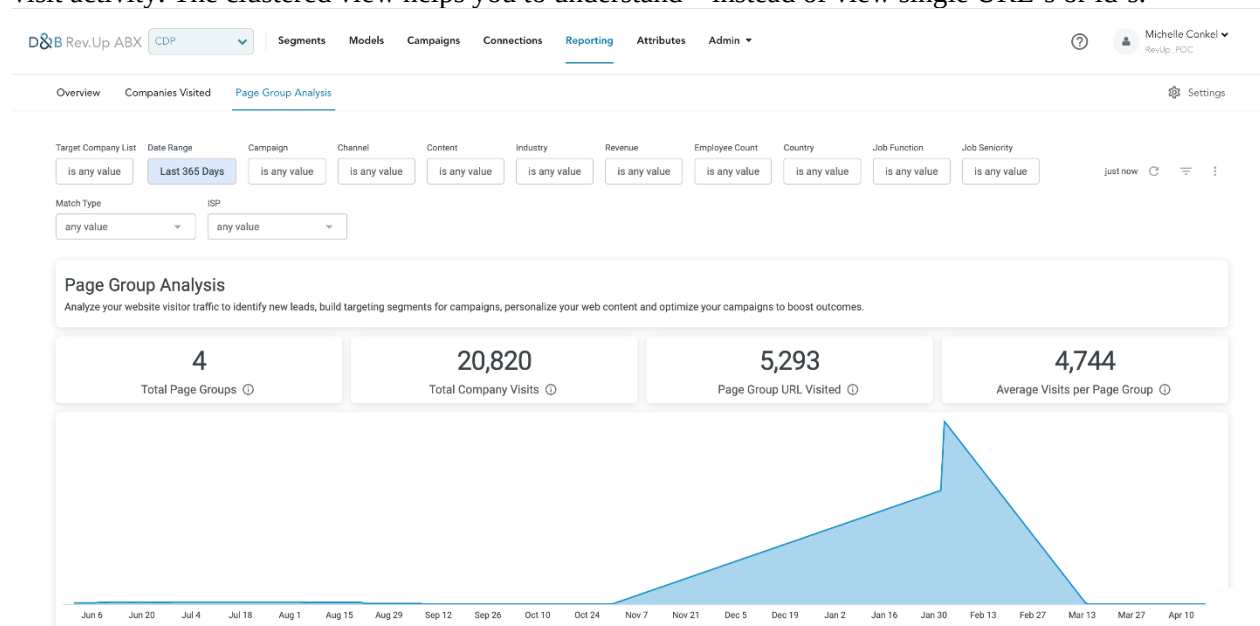
## Page grouping - overview

Businesses need to understand who is visiting their website to determine whether their marketing campaigns are generating relevant traffic. Visitor intelligence solutions provide a tracking tag that can be embedded on a customer's website to deanonymize visitors based on their incoming digital identifiers. This data can then be used to create meaningful groups called Page Groups in the platform. These groups make it easier to visualize and analyze the data.

You can configure Page Groups during the initial onboarding setup by entering the URLs that you want grouped together. We recommend that you only implement the VI tag/script on pages that are designed for B2B visitors. This will improve your match rates and keep page view usage as low as possible (which is cost-efficient for you). As a customer, you can create up to 10 Page Groups. We recommend creating logical groups, such as products or solutions, which are aligned with the structure of your website.

## View Page Groups to Generate Insights

With proper arranged page groups, you'll see what traffic is coming from your configured web content. You'll learn which pages are bringing in more traffic and which ones need more work to improve page visit activity. The clustered view helps you to understand – instead of view single URL's or id's.

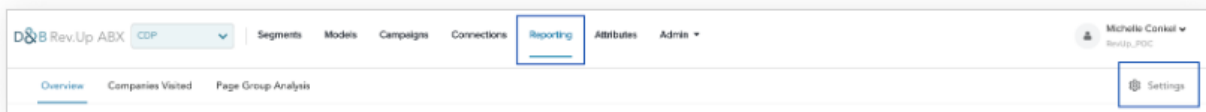


## Configure Pages to Generate Insights

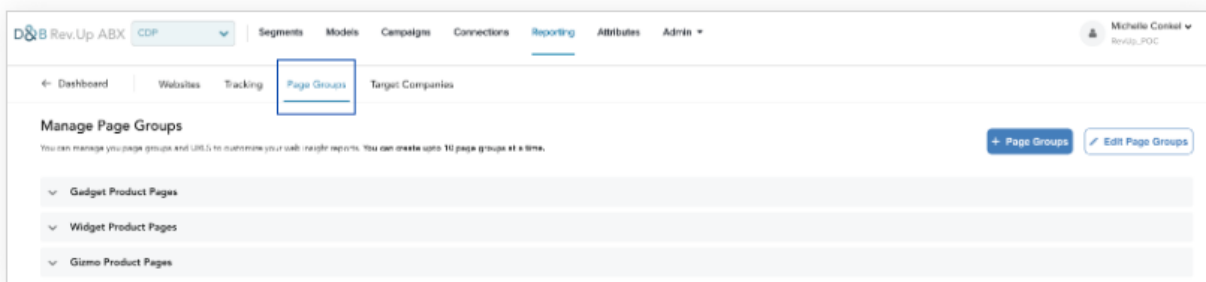
You can configure page groups during the initial onboarding setup by entering in the URLs that you want grouped together. If you don't have the URLs handy, this can be done later on from the settings menu after you have completed the onboarding flow.

## Navigating to Manage your Page Groups

Under the Reporting header, click into the Settings option:



Find the Page Groups header:



You can create new or edit existing page groups from this page. Up to ten page groups are currently supported.

## **Entering URLs and Paths to Create Page Groups**

You can include specific paths and it will include all URLs that end with that path. For example, if you enter /app/marketing\_dashboard\_feature the following URLs will be included:

https://www.dnb.com/app/marketing\_dashboard\_feature  
 https://www.other-dnb.com/app/marketing\_dashboard\_feature  
 http://www.dnb.com/app/marketing\_dashboard\_feature

The following URLs will not be included as they do not contain the path or the URL does not end with the path:

- https://www.dnb.com/marketing\_dashboard\_feature
- https://www.dnb.com/marketing\_dashboard\_feature/CDP

You can use \* as a wildcard to include all URLs that contain the path and anything after it. For example, if you enter /products/marketing-sales/\* the following URLs will be included:

- https://www.dnb.com/products/marketing-sales.html
- https://www.dnb.com/products/marketing-sales/dnb-connect-for-salesforce.html
- https://www.dnb.com/products/marketing-sales/dnb-rev-up-cloud/rev-up-abx.html
- https://www.dnb.com/products/marketing-sales/dnb-rev-up-cloud/rev-up-abx/ads.html

The following URLs will not be included as they do not contain the path:

- https://www.dnb.com/products/small-business.html
- https://www.dnb.com/about-us.html

### **Additional Tips**

- Only provide parts of the URL “you care about”
- You can create multiple page groups to include or exclude products or campaign URLs you run (you must have at least one page URL in each page group)
- Customers can specify up to 10 pages (or groups) as Website Paths to generate insights

When completing your page groups, be sure to include the right formats to view their insights. Here's a list of sample page groups and their website URL patterns as inspiration for you:

| Name                  | Website URL Pattern                |
|-----------------------|------------------------------------|
| Customer Stories      | /customer-stories/customer-stories |
| Free Trial            | /free-trial                        |
| Free Trial Thank You  | /free-trial-thank-you              |
| Products Page         | /products                          |
| All Resources Content | /resources/*                       |
| Digital Media         | /resources/*                       |
| All Solutions         | /solutions/*                       |
| ABM Solutions         | /solutions/account-based-marketing |
| All Pages             | dnb.com/*                          |

**Note:** It's recommended to create a Page Group that includes all pages where the pixel is implemented.

[Link to information](#)

### Uploading target account lists

D&B Rev.Up for Web lets you upload a list of target accounts, which makes it easier for you to see when your best targets are engaging with your URLs. You'll have the ability to see them highlighted in our reports to understand your web traffic. Read more [here](#).

### **View Uploaded Accounts in the Web Insights Dashboard**

Now that you have uploaded your target account list, you can filter reports on those accounts that have visited your web content.

Overview
Companies Visited
Page Group Analysis
Settings

Target Company List
Date Range
Campaign
Channels
Match Type
ISP

is any value
Last 7 Days
is any value
is any value
any value
any value

☐ Default List

Visitor Analysis

Show results for companies visiting from Feb 16, 2023 - Feb 22, 2023

0
No of Visits
0
Visits Matched to DUNS
0(0.00%)
Non-ISP traffic
0(0.00%)
ISP traffic
0
Total Unique Non-ISP Companies

Company Visits

Company Name
Visits
Trend

No Results

Page Group Visits

Page Group Name
Visits

No Results

Campaign Visits

Campaign Name
Visits

No Results

### Match your fields to the recommended fields

Once you upload your file, the system will auto-map the fields in your sheet to the fields on screen: Website, D-U-N-S Number, Company Name, Phone Number, City, Country, State and Postal Code. Any field from any system that is mapped to a standard field will assume a standard name. These fields can be used to consolidate differently named fields across systems into one standard field. Download the sample CSV template. This exercise we recommend to do at yearly basis.

#### Select and Upload CSV file

[How to format CSV file](#)

[Download sample CSV file](#)

#### Match your fields to our fields

Please review the column headers in the uploaded file and match them correctly to our standard headers. We need Company Name, Website, or D-U-N-S® Number to fetch accurate reports.

Company Name
Account Visit Company Na...

Website
-- Unmapped Field --

D-U-N-S® Number
Account Visit Duns Number

Postal Code
-- Unmapped Field --

State
-- Unmapped Field --

Country
-- Unmapped Field --

[Link to more information](#)

## How to use Visitor Intelligence in D&B Rev.Up for Web

### The Dashboard

Marketers need to know who's visiting their website to determine whether their campaigns are generating relevant traffic. D&B Rev.Up for Web includes a tracking tag that is embedded on the customer's website and deanonymizes visitors based on their incoming digital identifiers.

We strongly advise marketers to connect (no additional fee) D&B Rev.Up for Web to your analytical platform, by doing that you'll receive up to 50 B2B data attributes into your Analytical platform and can combine with other data and build segments for further activations. [For more information see here](#)

To view the Web Insights Dashboard, login to the platform. You will see the Web Insights tab with an overview of your visit traffic alongside deep-dives like Company and Page Group Analysis. You'll also see a tab named Dashboard Configuration, where you can manage your associated domains, page groups and target or excluded company lists.



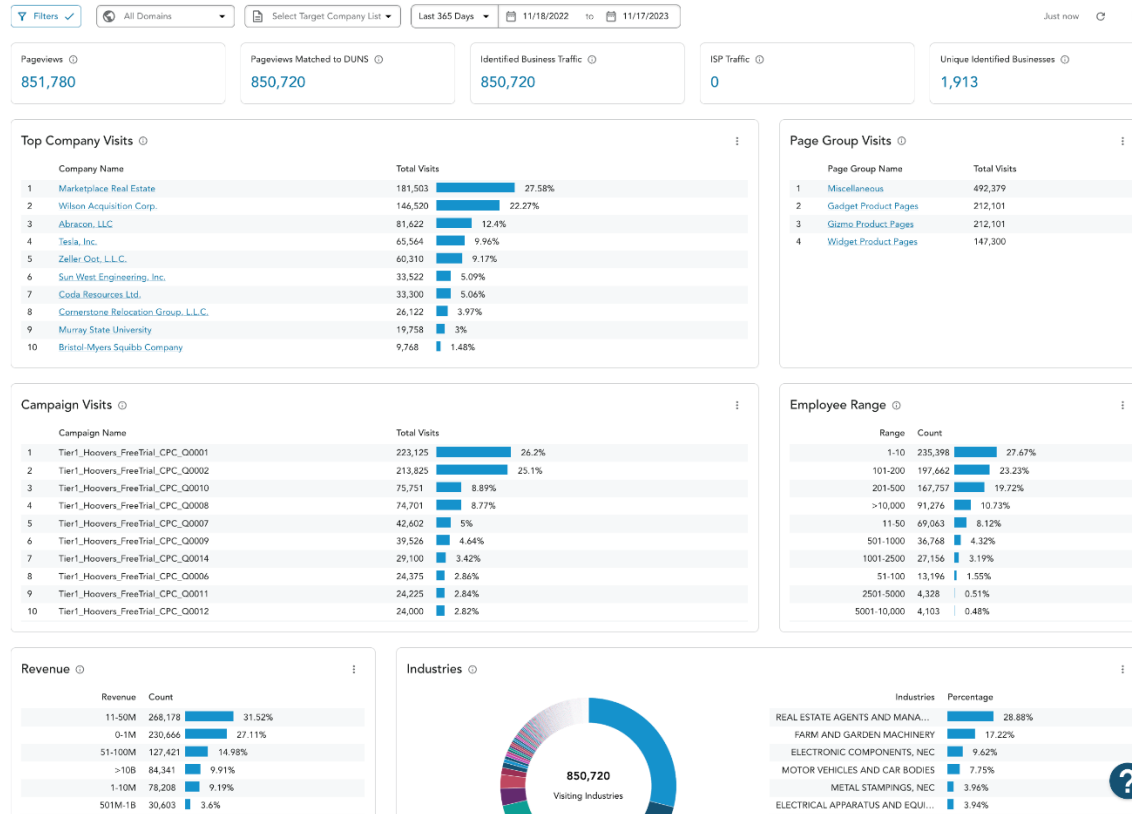
The new Web Insights header, previously named Reporting, will take you to the Web Insights Overview report. From there, you can navigate to the Company and Page Group Analysis pages or the new Dashboard Configuration tab, which used to be the Settings button found on the Overview page.

### Overview Report

Analyze your website visitor traffic to identify new leads, build targeting segments for campaigns, personalize your web content, and optimize your campaigns to boost outcomes.

## Website Visitor Data Overview

Analyze your website visitor traffic to identify new leads, build targeting segments for campaigns, personalize your web content and optimize your campaigns to boost outcomes.



Filters

All Domains

Select Target Company List

Last 7 Days

08/31/2023 to 09/06/2023

Filters

Clear All

Default Filters set the Date Range to Last 7 Days and Domains to All Domains values to make your quick recap easier to get to.

Default Filters

Delete

Save Custom Filters

Campaign

All Campaigns

Channel

All Channels

Content

All Content

Industry

All Industries

Revenue

All Revenue Bands

Employee Count

All Employee Count Bands

Country

All Countries

Job Function

All Job Functions

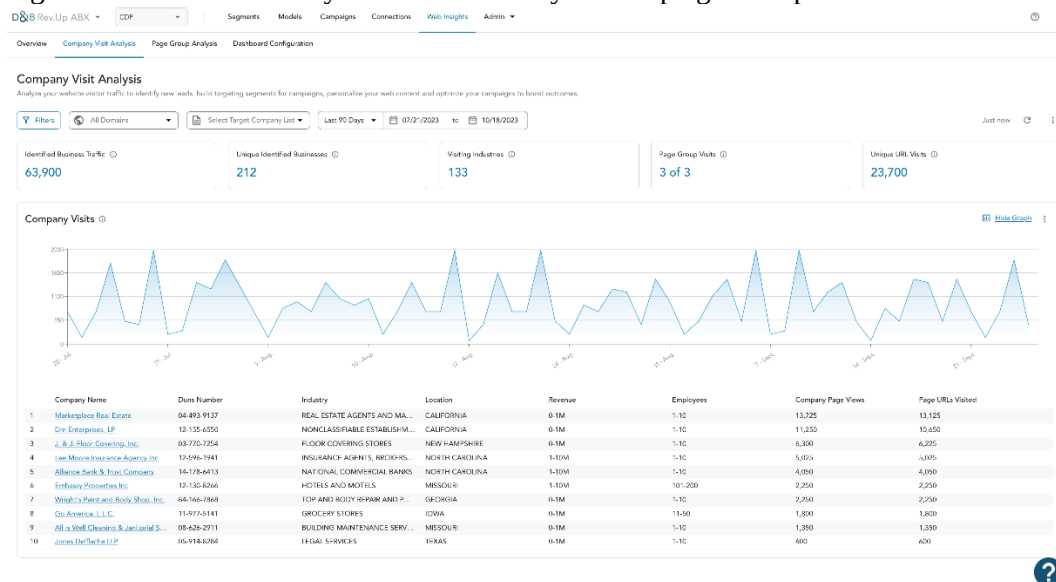
Job Seniority

All Job Seniority Levels

Additional Filters can be selected to filter the data, or save as custom filter views for the next time you login.

## Company Analysis Report

Conduct a deeper analysis of the Companies visiting your website. Click into unique Company names to dig into their behaviors on your site to inform your campaigns and personalize content.



Set your preferred time zone

DB Rev Up ASX

GSP

Segments

Modules

Campaigns

Conversions

Web Insights

Admin

Overview

Company Visit Analysis

Page Group Analysis

Dashboard Configuration

Website Visitor Data Overview

Analyze your website visitor traffic to identify new leads, build targeting segments for campaigns, personalize your web content and optimize your campaigns to boost outcomes.

Filters

All Domains

Select Target Company List

Last 7 Days

06/23/2023

09/26/2023

Pageviews

3,300

Page Views Matched to DUNS

3,300

Identified Business Traffic

3,300

GSP Traffic

0

Unique Identifiers

11

Download Overview

Reset Filters

Viewer Time Zone

America - Chicago

Top Company Visits

| Company Name                               | Total Visits |
|--------------------------------------------|--------------|
| Marketplace Real Estate                    | 1,500 46.51% |
| Dm Enterprises, LP                         | 1,125 34.88% |
| BU HOLDING AG                              | 75 2.33%     |
| Kalahari Development, LLC                  | 75 2.33%     |
| Inn of Lake City, Inc.                     | 75 2.33%     |
| Ditto Document Services, Inc.              | 75 2.33%     |
| Randy Marion Chevrolet of Statesville, LLC | 75 2.33%     |
| Agency Credit Control, Inc.                | 75 2.33%     |
| Winding River Birth Center                 | 75 2.33%     |
| Dazzling Magic                             | 75 2.33%     |

Page Group Visits

| Page Group Name | Total Visits |
|-----------------|--------------|
| Gadget          | 975          |
| Gum             | 825          |
| Miscellaneous   | 750          |
| Widget          | 750          |

Dashboard Time Zone

Viewer Time Zone

America - Chicago

Cancel

Update

Dashboard Time Zone

Viewer Time Zone

America - Chicago

UTC

America - Chicago

America - Denver

America - Juneau

America - Los Angeles

America - New York

America - Phoenix

Pacific - Honolulu

Asia - Taipei

Expand or Download Data

You can easily download an overview of each tab in aggregate or each individual page component, using the more actions icon.

Top Company Visits

| Company Name                               | Total Visits |
|--------------------------------------------|--------------|
| Marketplace Real Estate                    | 1,500 46.51% |
| Dm Enterprises, LP                         | 1,125 34.88% |
| BU HOLDING AG                              | 75 2.33%     |
| Kalahari Development, LLC                  | 75 2.33%     |
| Inn of Lake City, Inc.                     | 75 2.33%     |
| Ditto Document Services, Inc.              | 75 2.33%     |
| Randy Marion Chevrolet of Statesville, LLC | 75 2.33%     |
| Agency Credit Control, Inc.                | 75 2.33%     |
| Winding River Birth Center                 | 75 2.33%     |
| Dazzling Magic                             | 75 2.33%     |

Download Data

Expand View

Version 1.3 22.08.2024

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