

leadfeeder

A Guide to Using Leadfeeder for Marketing



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is Leadfeeder?**
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01

**What exactly
is Leadfeeder?**

The average person sees more than 5,000 ads a day.

In fact, if you assume 8 hours of sleep (laugh/sob), that's an average of **5.2 ads per minute, every day.**

It's no wonder that marketing is harder now than it was 50 years ago.

Back then, you could slap a catchy jingle into a commercial and -bam- your brand was on the lips of every person with a television.

Now, marketers have to contend with apps, push notifications, streaming services, online music ads....it's exhausting.

Here's the thing, though – marketers have access to more data than ever before.

And that data can tell us exactly who is likely to respond to our efforts and who won't.

[Tools like Leadfeeder](#) tell you who visits your site, what they do when they get there, and how you can target them more effectively.

Sounds like a dream, right?



Here's a quick rundown of what we're going to cover:

- What is Leadfeeder, anyway?
- Step 1: Build a buyer persona
- Step 2: Identify your martech stack
- Step 3: Evaluate your acquisition channels and assets
- Step 4: Scale your approach
- How to set up Leadfeeder

Ready to start proving your ROI of your marketing campaigns?

Sign up for Leadfeeder's [free 14-day trial](#).

**“If you are
a marketer
who loves
data, then
Leadfeeder
is going to be
your new BFF”**

What exactly is Leadfeeder?

[Leadfeeder is a B2B visitor identification software](#) that tracks and identifies companies that visit your website — even if they don't leave their contact information.

This information helps you better understand your site visitors — so you can build more effective marketing strategies.

That's the official spiel, but what does Leadfeeder actually do?

Basically, Leadfeeder provides detailed data about who visits your website — including where they come from, what company they work for, and what actions they take once they are on your website.

If you are a marketer who loves data, then Leadfeeder is going to be your new BFF.



Here's an example:

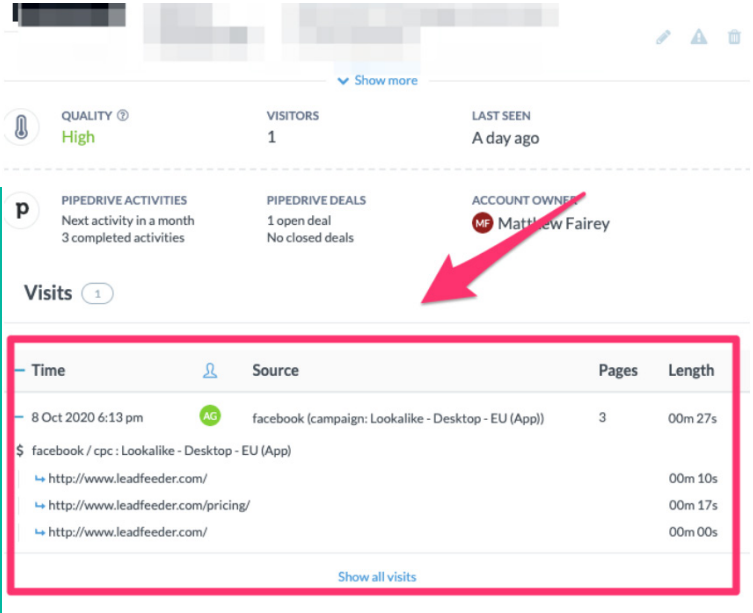
Say you create a paid social media campaign on Facebook. You want to know how effective it is, right?

Facebook will tell you how many clicks you get and maybe even how many sales you make directly from your campaign.

But it doesn't measure things like brand awareness – or if someone tells their boss about your solution.

Leadfeeder's filters help you track not just how many people come to your site from that paid campaign, but also how long they stay on your site, what pages they visit, and – most importantly – what company they work for.

Like this.



The screenshot displays a Leadfeeder analytics dashboard. At the top, there are blurred fields for company name and location. Below this, a 'Show more' link is visible. The dashboard is divided into several sections:

- QUALITY**: High (indicated by a green checkmark icon).
- VISITORS**: 1
- LAST SEEN**: A day ago
- PIPEDRIVE ACTIVITIES**: Next activity in a month, 3 completed activities.
- PIPEDRIVE DEALS**: 1 open deal, No closed deals.
- ACCOUNT OWNER**: MF Matthew Fairey (with a red arrow pointing to the name).
- Visits**: 1 (circled in red).

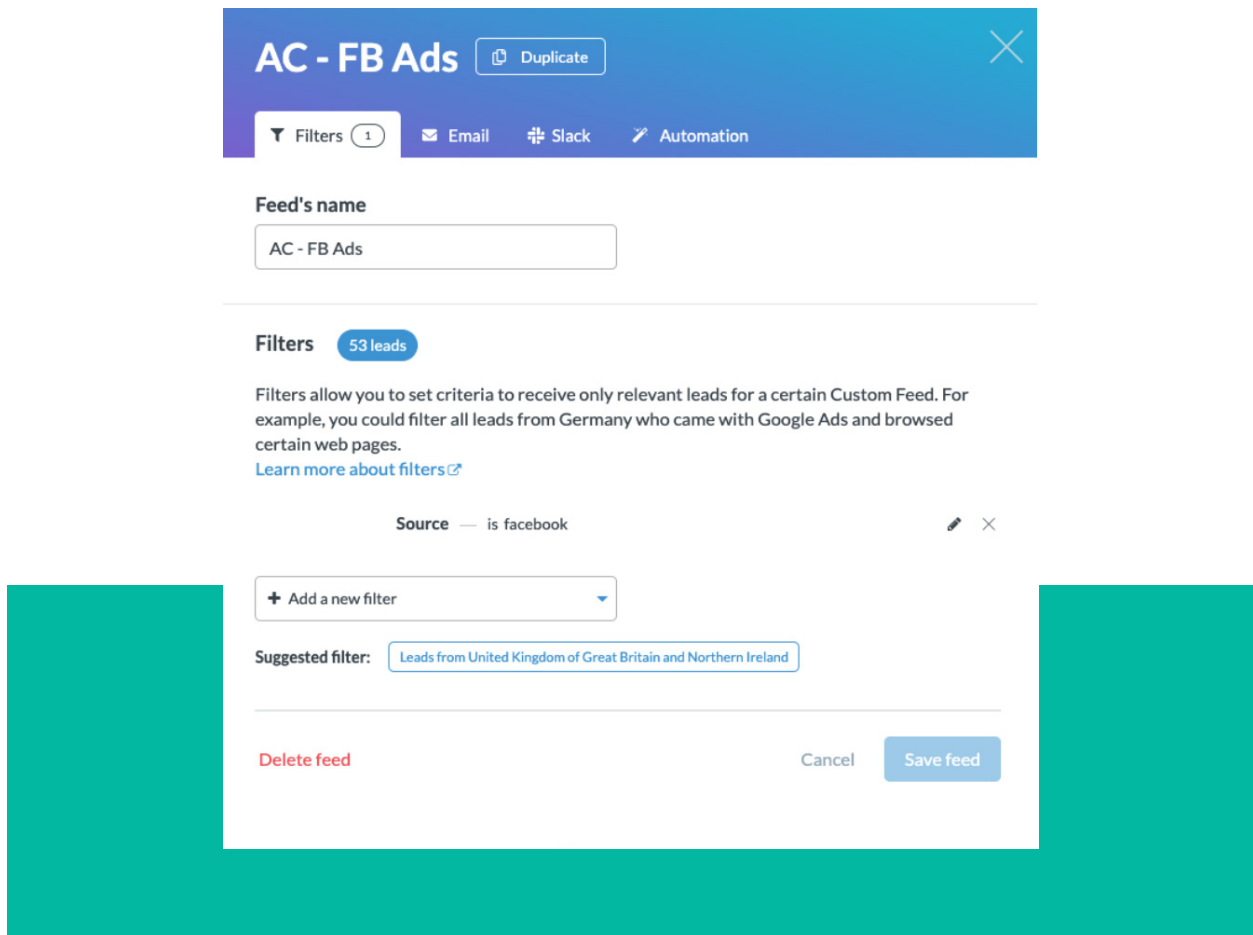
A table below these sections, outlined in red, shows the details of the visit:

Time	Source	Pages	Length
8 Oct 2020 6:13 pm	AG facebook (campaign: Lookalike - Desktop - EU (App))	3	00m 27s
	\$ facebook / cpc : Lookalike - Desktop - EU (App)		
	↳ http://www.leadfeeder.com/		00m 10s
	↳ http://www.leadfeeder.com/pricing/		00m 17s
	↳ http://www.leadfeeder.com/		00m 00s

At the bottom of the table, there is a 'Show all visits' link.

It's like magic.

Here is an example of the custom filters in Leadfeeder to track your Facebook leads.



This super-valuable information can help you better target that company, or improve lead qualification before sending leads to your sales team.

Leadfeeder is incredibly valuable if you use [ABM \(account-based marketing\)](#), but the data is useful no matter what marketing approach you use.

**“Once you
start using
Leadfeeder,
you instantly
become a
marketing
unicorn.
Science can’t
explain it.”**

Not at all!

Leadfeeder is used by both sales and marketing teams to track site visitors, measure campaign success, and find more qualified leads.

[Marketers love Leadfeeder](#) because it helps put a company name on otherwise anonymous traffic.

02

**Here's how to use
Leadfeeder for your
marketing team**

How to use Leadfeeder?

Now that we've covered the basics of what Leadfeeder is, let's talk about how it can help better understand who visits your site and build more successful marketing campaigns.

Here's the thing — you don't need another hard-to-use-tool that doesn't deliver on its promises.

You need answers — about who your audience is, where they work, what part of your product or service they are interested in, and how to move them through marketing and sales funnels



And that's exactly what Leadfeeder provides.

In this section, we'll outline how Leadfeeder fits into your overall marketing strategy; then I'll show you [how to install Leadfeeder](#) and set filters to uncover prospects that have been slipping through the cracks.



Step 1 of your marketing strategy: Build your buyer personas

Buyer personas are those research-backed profiles that describe your company's ideal customer.

They are fictional representations that bring together key characteristics of your best customers.

(We also like to call them [ICP – ideal customer profiles](#).)

There's a good chance you already have a solid buyer persona, but if not, we'll cover how to get started.

Look at your current customer base

Who are your most profitable customers? Not just the ones that buy the most often, but the ones that stick around and get the most value out of what you have to offer.

Those are the customers you want more of, so you'll want to gather a ton of information about who they are and what they need.

Look at your current customers and gather data about:

- Age
- Location
- Language
- Industry
- Size of company
- Job description
- Spending power
- Challenges they face

Use that data to create a fictional person. Give them a name, a title, a job. What do they do when they're off work? What type of car do they drive, where do they live?

Here's an example:

Name: Kyle Johnson
Age: 42
Job: Marketing Director at XYZ Automotive
Language: English
Location: Schaumburg, IL

Buyer Profile: Kyle is a married father of two who enjoys playing basketball and coaching his kid's little league team. He's been with XYZ Automotive for ten years and has moved up the ranks as a marketing director.

His team is small, so he is looking for nimble solutions that help his team work more efficiently. He is tech-savvy and responds well to in-depth content that helps him learn new strategies quickly.

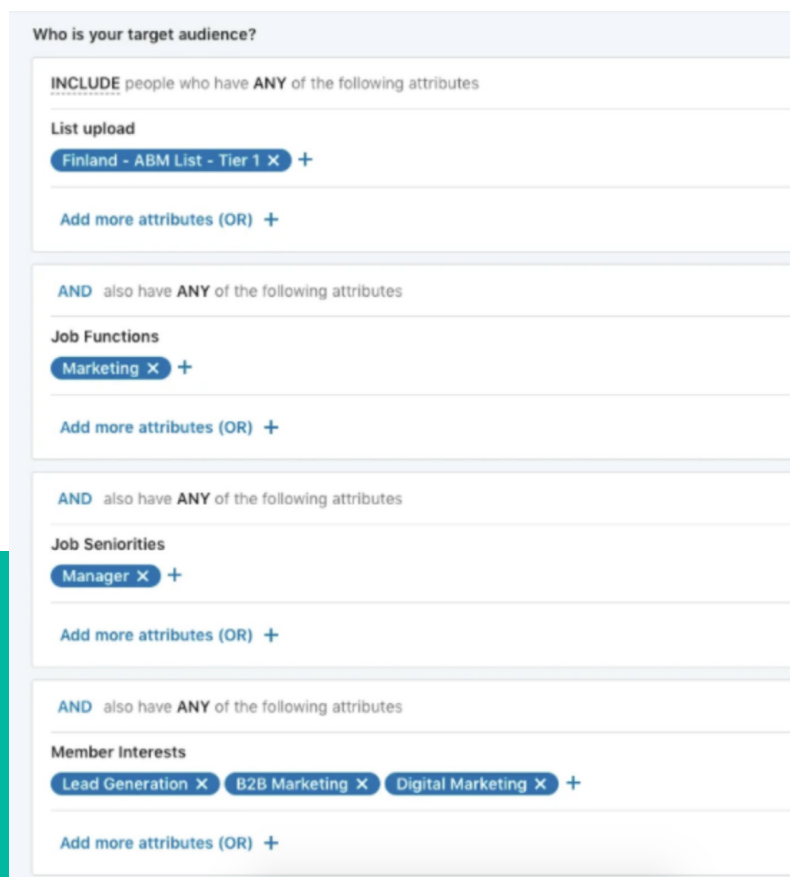
Once you have this information, you can use it to build more targeted content or even create highly targeted LinkedIn ads, [like this one we created.](#)

Use Leadfeeder to build a more accurate buyer persona

Here's the thing — buyer personas aren't always accurate.

Ideally, they are based on data, but there's a good chance that your company is attracting a wide range of prospective clients — some that you may not have considered before.

Here's how Leadfeeder can help:



The screenshot shows a user interface for defining a target audience. It is titled "Who is your target audience?" and is divided into four sections, each starting with "AND also have ANY of the following attributes".

- Section 1:** "INCLUDE people who have ANY of the following attributes". Under "List upload", there is one tag: "Finland - ABM List - Tier 1". Below this is a link: "Add more attributes (OR)".
- Section 2:** "Job Functions". There is one tag: "Marketing". Below this is a link: "Add more attributes (OR)".
- Section 3:** "Job Seniorities". There is one tag: "Manager". Below this is a link: "Add more attributes (OR)".
- Section 4:** "Member Interests". There are three tags: "Lead Generation", "B2B Marketing", and "Digital Marketing". Below this is a link: "Add more attributes (OR)".

Leadfeeder shows you more information about who comes to your website, including where they are located, what industry they are in, and their location – incredibly valuable data for building an accurate buyer profile.

Take a look at the screenshot of the Leadfeeder dashboard below.

On the left, you can see which companies have visited the site recently, including where they are located.

Click on a specific lead, in this case, Intomics a/s. You can see how many visitors from that company have visited your site, industry, size of the company, how long they were on the site, what pages they visited, and the business's name.

The screenshot displays the Leadfeeder dashboard. On the left, a list of leads is shown under the heading 'All leads'. The first lead is 'Intomics a/s', located in Herlev, Denmark, in the Hospital & Health Care industry, visited 7 days ago. Other leads include LRN (Information Services), Glesys Servers Falkenberg (Internet), Ranpak Bv (Packaging and Containers), Fidelity Investments (Financial Services), and Terrasoft (Computer Software).

The right side of the dashboard provides a detailed view of the selected lead, 'Intomics a/s'. It includes the following information:

- Location:** Herlev, Denmark
- Website:** <http://intomics.com>
- Industry:** Hospital & Health Care
- Company size:** 11-50 employees

Additional metrics and details for this lead include:

- Quality:** High
- Visitors:** 1
- Last Seen:** 7 days ago
- Pipedrive Activities:** No upcoming activities, No previous activities
- Pipedrive Deals:** 1 open deal, No closed deals
- Account Owner:** Dipak Vadera

The 'Visits' section shows a table of website visits:

Time	Source	Pages	Length
8 Sep 2020 2:26 pm	Direct	2	00m 08s
Direct	http://www.leadfeeder.com/		00m 08s

Let's say your buyer persona is a marketing manager at small service-based firms in the United States.

Through Leadfeeder, you might discover that a lot of folks from Ireland are coming to your website.

Interesting, right?

What will you do with that information? Well, it depends on your company's goals.

If you are looking to grow globally, you might expand your marketing to attract more companies from Ireland – or you might realize that you need to readjust your website copy and social media targeting to show you are targeting only US-based firms.

What you do with the information Leadfeeder provides is totally up to you – the point is you have better data so you can make informed decisions.

Huzzah!

Step 2 of your marketing strategy: Identify your martech stack

A [martech stack](#) is the apps and software you use to improve the effectiveness of your marketing strategy.

Those tools should share information and work together to help gather data, deliver better results, and automate portions of the process.

Basically, your martech stack should be like your superpower — a set of tools that help you [work harder, better, faster, stronger](#).

Your stack should provide an overview of all your marketing efforts as a whole.

For example, your email provider shouldn't just make it easier to send emails — it should integrate with your CRM so you can see which prospects responded to a recent campaign.

What should your martech stack include? Do you really need alllll the apps on the market?



Here's the deal

There's no one size fits all list of solutions every company should use.

There are hundreds of tools on the market — don't let yourself get overwhelmed by the options. Instead, focus on the main categories and make sure you've got those covered.

Advertising

These are the tools that create, facilitate, and track your paid ads, including platforms like Google Ads. Leadfeeder can fill the gaps of many tracking platforms by showing you where leads on your site come from — and what they do when they get to your site.

Conversion

Next, you need technologies that track engagement and effectiveness to improve your conversion rates. This might include testing software or tools like Leadfeeder that help you better understand your leads.

Email platform

Email is one of the most effective communications methods, especially for B2B companies. Your email tool might include full-featured platforms like MailChimp or SendinBlue or integrated tools, like ConvertKit or Drip.

Social media

These are solutions that help you schedule, manage, and monitor social media posts and engagement. It may also handle the paid ads portion of your social media marketing strategy.

Customer relationships

This is a broad range of tools that covers managing relationships (like a CRM) and customer service. Customer complaints and communication are incredibly valuable in helping companies better understand who their customers are and what they need.

So, how do you select the right tools to help your business grow?

Here are three questions to ask as you compare and contrast the huge range of solutions.

What core problem are you trying to solve – and does this solution actually help?

Many solutions offer tons of shiny features – but you might not need them. In fact, too many cool features can make tools hard to use! Make sure each tool helps you solve a problem you are struggling with right now.

Does it integrate with other solutions?

The true power in a martech stack is that the whole is greater than the sum of the parts. For example, [Leadfeeder integrates](#) with Mailchimp, allowing users to see not just how many clicks an email campaign drives but also what pages people view once they get to your site. Siloed data is less useful, so look for tools that bring all your data together.

Does it reduce my workload?

The ideal solutions should make your life easier. For example, by automating tedious tasks or providing custom notifications so you can focus on building and testing campaigns – not checking in on a dozen or more different tools.

**“As a marketer,
you need to know
not just who
comes to your
site, but how they
get there.”**

Finding the most effective acquisition channels and assets helps you better understand your audience – and measure the success of campaigns.

But [tools like Google Analytics](#) only give you part of the picture. In fact, most tracking systems only provide a small portion of the information you need to make informed decisions.

Your social media tracking can tell you how many clicks a paid campaign received – but it can't tell you how many pages a person visited or how long they stayed on your site.

Google won't tell you what key terms someone searched before landing on your website or what company they work for and where they are located.

With all these limits, how can you really tell how effective your marketing is?

You can't, not really.

So, what is a marketer to do? Keep plugging away, hoping at least a few campaigns will work?

Or, you could get access to more data so you can make more informed decisions.

More data is always better.

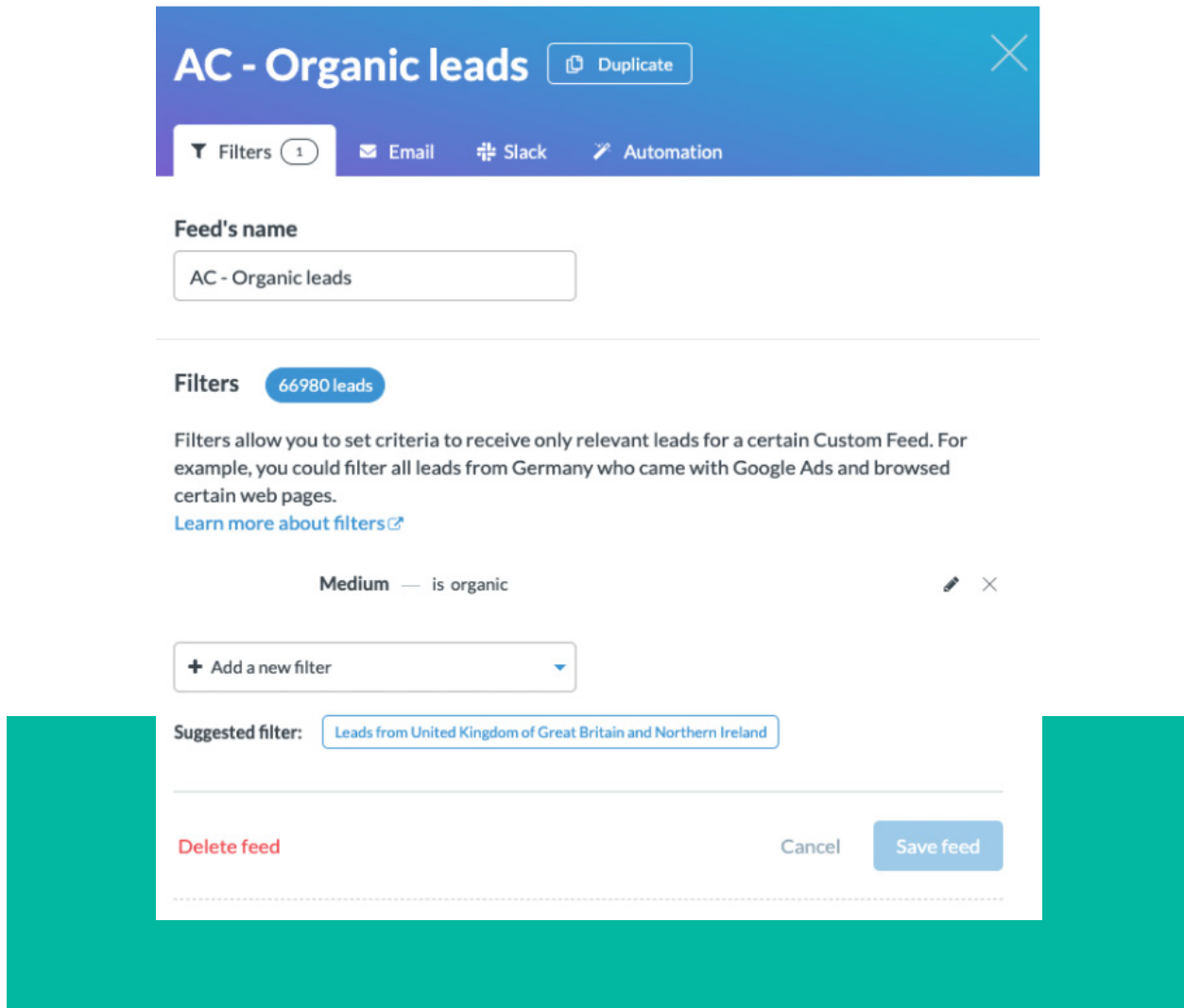


Here are a few examples of how Leadfeeder can help you better evaluate traffic acquisition:

- **Track the effectiveness of PPC campaigns by showing which leads come to your website**
- **Track organic traffic by measuring leads generated.**
- **See how social campaigns perform.**
- **Show how assets, like an ebook or webinar, impact the quality of leads.**

Sounds good, right?

I want to talk about [Leadfeeder's filters](#) – it's where all the magic happens.



We've got a ton of them and they provide marketers with a wealth of information about acquisition, behavior, company information, email marketing, and information you've stored about users in your CRM.

I could go on.

You want more data? We've got more data.

Here's what our acquisition filters can show you:

- **Ad content:** Leads that have seen a specific ad
- **Campaign:** Leads that have followed a particular campaign
- **Keyword:** Leads that used a specific key term
- **Referring URL:** Leads from a specific UTM parameter, for example, from a partner organization or your webinar page.
- **Source:** Allows you to see leads from a specific source, such as a search engine or a domain.
- **Medium:** Leads from a specific category - for example, organic, CPC, or referral traffic.
- **Source/Medium:** Combines source and medium. For example, if you want to see organic search from Bing, you'd filter for: "Bing (source) / organic (medium)"

These filters will tell you what acquisition channels are the most effective, so you can focus more of your time on the efforts that are attracting traffic.



Step 3 of your marketing strategy: Scale your approach

Building a successful marketing strategy takes time and data.

But once you've figured out what works — then what?

As your business grows, you've got to figure out how to scale your marketing efforts.

Here's the thing — scaling marketing efforts isn't about doing more marketing. It's about doing marketing more efficiently.

Here are a few tips for creating a scalable marketing strategy — and how Leadfeeder can help.

Get sales and marketing on the same page

According to HubSpot, [79 percent of marketing leads](#) never actually turn into sales. Which means the vast majority of marketing efforts are going to waste.

That's a lot of wasted time — and wasted ad spend.

Remember that part of the process is a warm handoff to sales — getting the leads is just one step.

Leadfeeder provides the information both sales and marketing need to understand the leads' quality — not only the number.

Get personal

Personalized content is kind of a big deal these days. According to Instapage, [77 percent of customers will choose, recommend, or pay more](#) for a brand that provides a personalized experience.

[ROI Amplified](#), for example, was able to use data from Leadfeeder, Zapier, and their CRM tool to build a full history of every page a company that visited their site — before ever sending the lead to the sales teams.

This helps the sales team build a much more personalized pitch — and they found out that their clients were more interested in higher-level content, which they were then able to create.

Imagine what your sales team could do with that kind of data — and what you might learn about your marketing efforts.

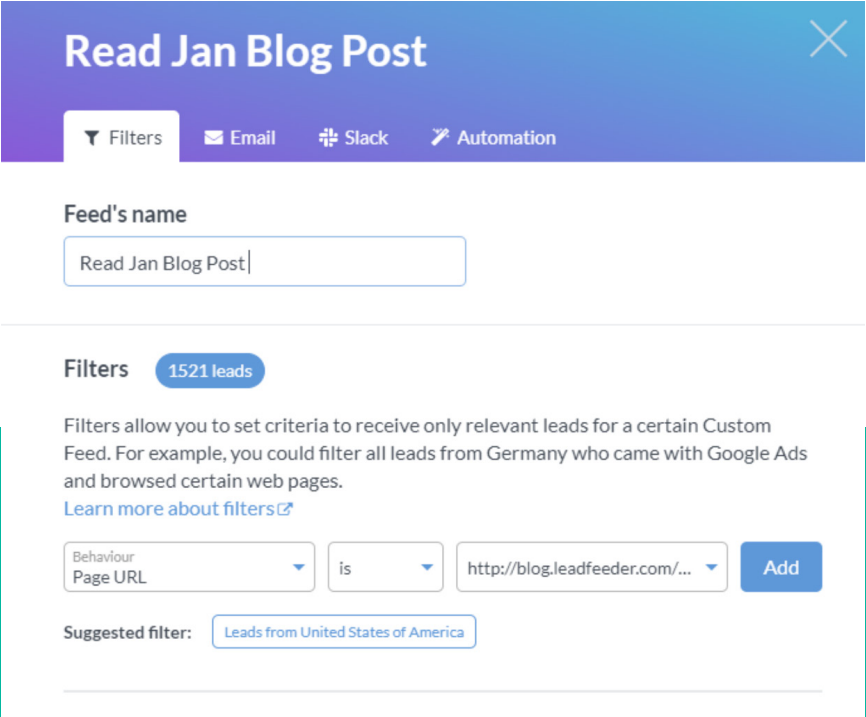
Repurpose high-quality content

The average B2B lead reads three to five pieces of content before they engage with a sales rep – and 96 percent of buyers choose to buy from companies that offer relevant content.

Creating high quality content takes time – a lot of time. If you are looking to scale your marketing strategy, you need to focus on working more efficiently.

Leadfeeder can show you which pieces of content drive the most high-value leads.

By filtering by behavior, you can target people who read a specific blog post, for example.



The screenshot shows a user interface for creating a filter in Leadfeeder. At the top, there is a blue header with the title "Read Jan Blog Post" and a close button (X). Below the header, there are four tabs: "Filters" (selected), "Email", "Slack", and "Automation". Under the "Filters" tab, there is a text input field labeled "Feed's name" containing the text "Read Jan Blog Post". Below this, there is a section titled "Filters" with a badge indicating "1521 leads". A descriptive paragraph explains that filters allow users to set criteria to receive only relevant leads for a certain Custom Feed. Below the text, there is a link "Learn more about filters". The filter configuration area includes a dropdown menu for "Behaviour" set to "Page URL", followed by the word "is", another dropdown menu for "Page URL" set to "http://blog.leadfeeder.com/...", and an "Add" button. At the bottom, there is a "Suggested filter:" section with a button labeled "Leads from United States of America".

You might see that people who click to read your January blog post are more likely to read other pages, including the contact page.

So, make the most out of that content! Turn that blog post into a listicle, an ebook into three or four blog posts, or a video into a webinar series.

Then, [retarget people at the same companies on LinkedIn](#) with your fresh new content on a topic you already know they care about.



Step 4 of your marketing strategy: Find new opportunities

Leadfeeder can also help uncover new markets and new opportunities.

Let's say that Leadfeeder shows you organizations you weren't trying to target are coming to your website.

Now what?

Take a deep breath.

You've got two options here:

- **Change your tactics, because your marketing strategy is attracting companies outside your target audience**
- **Shift gears, because your ideal audience might not be who you thought they were.**

Say you discover that you are getting a ton of leads from a specific ad campaign — but they are falling off before getting them to the sales team.

In that case, you might need to focus on different search engines or move to another social media campaign. LinkedIn might be a better source for high quality leads over Google.

Or, maybe you're targeting SMB and not having much success.

If Leadfeeder is showing a lot of traffic is coming from larger corporations, it might be time to adjust your approach and go after those big fish!

How to set up Leadfeeder for your marketing team

Now that you understand what Leadfeeder has to offer, you might be wondering how to go about actually setting it up.

Fair enough.

The first step is to add the Leadfeeder tracking code to your website.

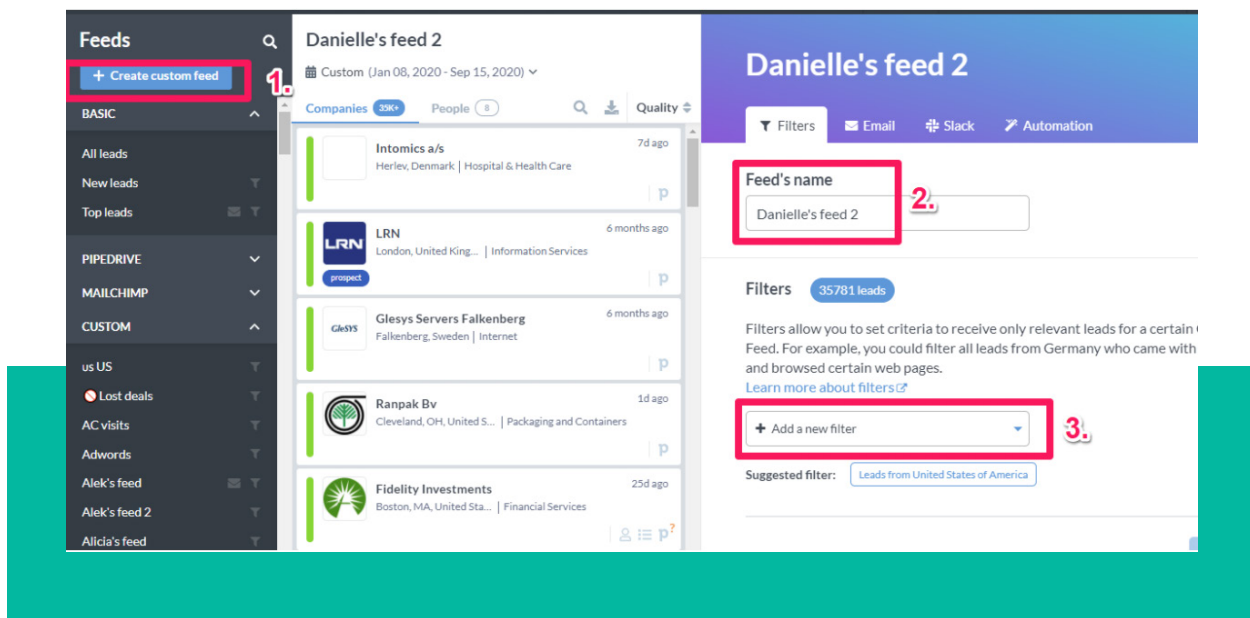
Here's [how to install Leadfeeder's tracker](#) so you can get access to all that sweet, sweet data.

Next, you'll want to create your filters. These can be edited at any time, so don't feel like you have to go crazy with them off the bat.

Say, for example, you want to see who views multiple pages of your site per day. These people or companies keep coming back, so they're clearly interested in what you have to offer.

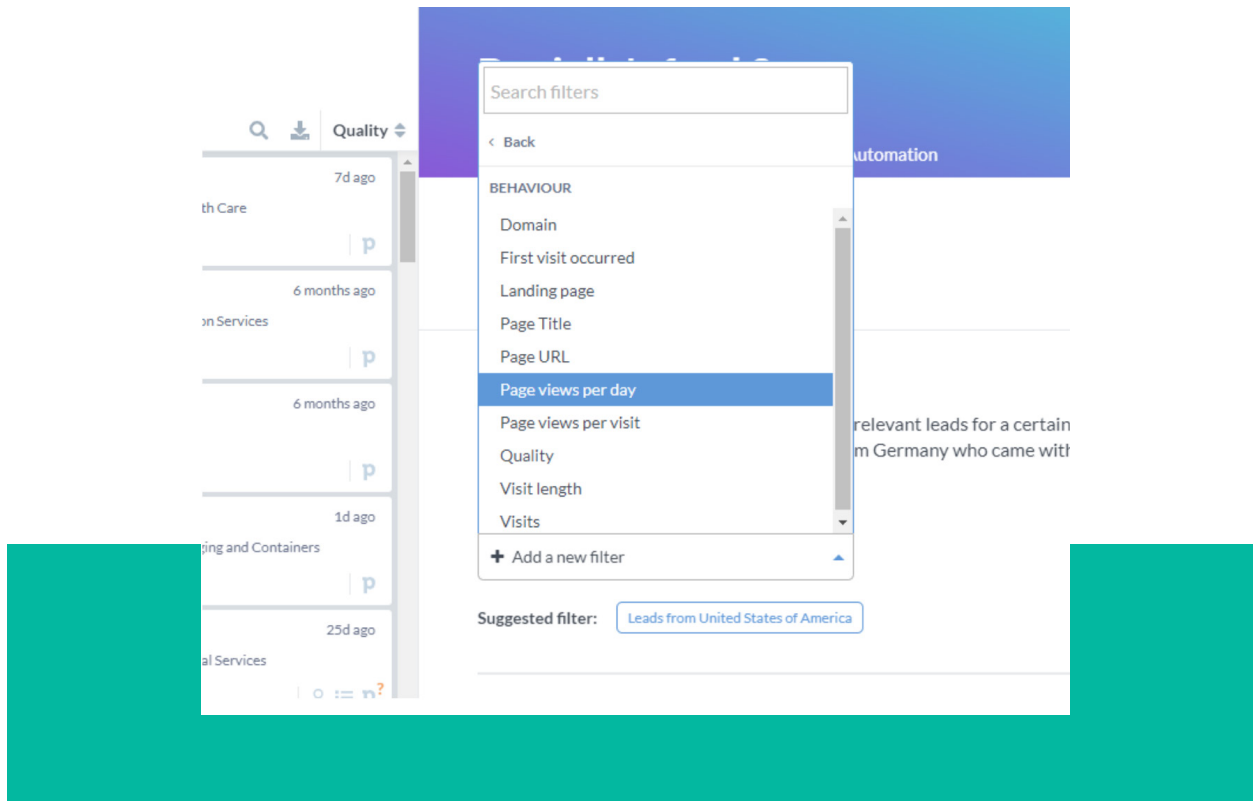
Go to your Leadffder dashboard and click "Create Custom Feed" in the top left corner. Give your feed a name, then click "Add a filter."

This is where you'll get to choose the actions you want to track.



If you want to see visitors that view multiple pages in a single day, select "Page views per day."

As you can see in the screenshot below, you can also filter by when the first visit occurred, their visit length, and much more.



We strongly recommend [setting up email notifications](#), so you will know when a new lead hits your site.

Don't worry; we won't send you a million emails. You can choose to have a daily or weekly digests sent and create different notifications for specific filters you've created.

Once you have the code installed and feeds set up, it's a matter of waiting for leads to roll in.







03

**Personalize your
marketing campaigns
with Leadfeeder**

Personalize your marketing

Leadfeeder provides marketing teams with incredibly valuable data about your target audience, what they do on your website, and how effective your marketing strategies actually are.

Quite simply, Leadfeeder helps you do your job better, faster, and more accurately. What's not to love?

Companies	4K+	People	62	All Leads
	Apple	Cork, Ireland Consumer Electronics		Qualified
	Dun and Bradstreet	Chatham, NJ, United States Information Ser.		Qualified
	Cadence Design Systems	Waltham, MA, United States Computer Soft.		Disqualified

leadfeeder

Ready to start proving your ROI of your marketing campaigns?

Sign up for Leadfeeder's free 14-day trial.

Sign Up