



# Identification is the foundation of personalization

Turn anonymous visitors into known customers.

## Benefits



Cultivate a deeper understanding of your customers



Increase your conversion rate and capture more leads



Create engaging and relevant user experiences



Customers see a 2x increase in lead capture in the first 7-days



Average of 3x-5x website conversion improvement after 30 days

Targeting the right audience, with the right message, at the right time requires access to real-time customer data. This is the key to effective personalization. The more data you have about your potential buyer, the more tailored the messaging can be to match the specific needs and interests of your audience.

The problem is that **98%<sup>1</sup> of visitors to your website are anonymous** – you don't have their contact information, or any information about them as an individual. How do you reach that large audience of potential consumers in a personalized, tailored way when you don't even know their names?

Identification is the foundation to personalization. Without first identifying your prospective consumers, all of the powerful marketing technology, messaging, and campaigns you've invested in are all for nothing. "Batch-and-blast" messaging to an entire audience of anonymous prospective consumers is no longer an option, so identification is a necessary first step.

**Cordial Primer allows you to identify anonymous consumers and leverage the power of the Cordial platform to create tailored customer experiences. Cordial Primer does this by:**

- Tracking and storing the activity and actions of every person that lands on your website and building an anonymous visitor profile that can be applied to the user when they convert.
- Identifying previously anonymous visitors to build tailored and engaging experiences throughout the entire sales funnel.
- Capturing new customers by presenting tailored light-boxes and embedded web forms containing incentives and engaging content, based on behavior, to encourage customer data capture.
- Displaying specific forms customized to specific visitor behavior, such as exit intent, shopping cart action, or webpage navigation sequence.

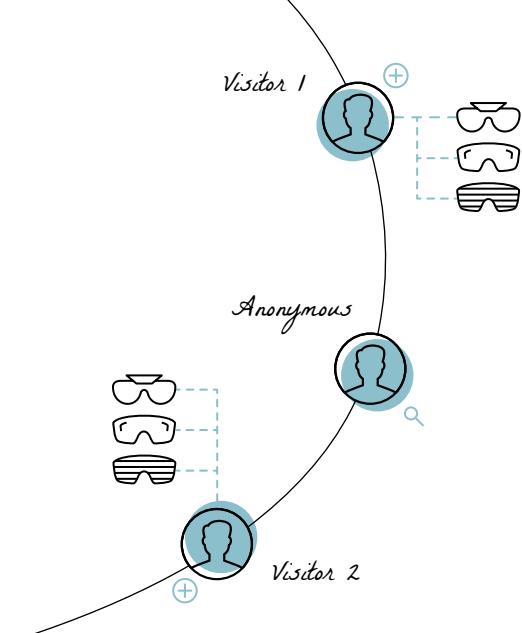
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Primer is a huge part of our user acquisition strategy and has been instrumental to our online revenue growth. The best part is how much you can do simply by dragging and dropping. We're able to setup a lead capture form or promotional banner within minutes and are capturing 1500 new users a month.

**Ben Johnson**

Senior Marketing Manager



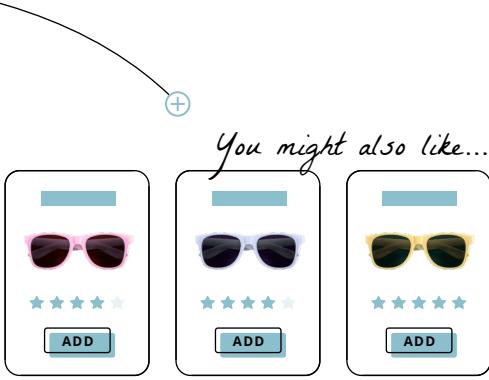
<sup>1</sup> <https://www.marketo.com/ebooks/unmask-inbound-visitors/>



**STEP 1**  
Track anonymous visitors and build a user profile



**STEP 2**  
Capture new customers with personalized web forms



**STEP 3**  
Tailor the entire buying experience from start to finish

With Cordial Primer, you can track, identify, and engage every visitor with tailored incentives that drive action and create standout brand experiences. The ability to identify anonymous visitors early on in the sales funnel will enable you to curate every aspect of their buying experience, continually driving them towards a specific action.

## Cordial Primer Features

### FORM BUILDER

Cordial Primer comes with a powerful, easy-to-use form builder you can use to create personalized forms based on specific behaviors to capture visitor information. You can also use engaging forms, such as quizzes, surveys, and polls to incentivize users to provide their contact information.

### BEHAVIOR-BASED ACTIONS

With Primer, you can target visitors with relevant, tailored opt-in offers based on the content they're reading, their location, referral source, cookie data, and the device or browser they're using to access your site. This further encourages them to provide their contact information for complete identification of previous anonymous users.

### TRIGGER CONDITIONS

With Primer's trigger conditions, you have complete control over when your opt-in forms show up, ensuring that content is only displayed when a visitor is primed for action, or about to abandon your site. Use timers, scroll depth, clicks, exit intent, or custom Javascript parameters to trigger forms at the perfect point for engagement.

### TEMPLATES

With over 100+ themes spanning more than 25 categories and form types, you'll never have to design an opt-in form from scratch. Primer has themes for email sign-up, discounts, quizzes, surveys, giveaways, registration, and content downloads. Just load up a theme and use the drag and drop editor or code-level editor to customize it.

Learn how Cordial can help you identify and acquire new users.  
Request a personalized demo at [cordial.com/demo](http://cordial.com/demo).