Track prospect engagement from the first touch to final conversion.

How It Works

1 ▶
The Conversion Cloud® collects information about prospective customers when they engage with a lead capture module.

2 ▶▶
Journey Visualizer reports each interaction a prospect has with your website, the digital marketing campaigns they clicked on, and which modules they engage with.

3 ▶▶▶
When a customer match is found in MatchBack, the conversion is reported in Journey Visualizer, giving your team insight into a lead's entire path from prospect to customer.

Features

- Reveals the marketing campaigns that dove conversions throughout the prospect journey

- Records the number of times a prospect visits your website and the pages they view

- Presents a list of The Conversion Cloud modules a prospect engages with throughout the prospect journey

- Collects and presents answers to live chat conversations and lead qualification questions

Benefits

- Journey Visualizer helps sales teams create more relevant and personalized follow-up conversations, increasing lead-to-customer conversion rates.

- Marketing teams gain detailed insights into the path to conversion, enabling them to determine the best marketing mix and conversion strategies for future campaigns.

The Conversion Logix Difference

We pull back the curtain on the path to conversion. Most reporting platforms track prospect engagement across your website as anonymous and unrelated events, making it difficult for sales and marketing teams to fully understand a customer's path to conversion. Journey Visualizer reports the multitude of website visits and online brand engagements a prospect takes at the individual lead level, giving your team the opportunity to create personalized prospect experiences and better understand the customer journey.