gold-vision®
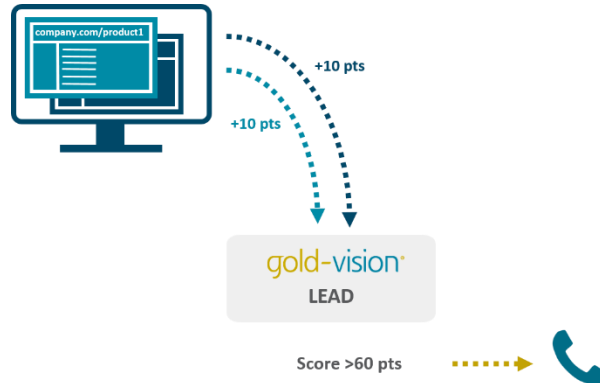
Lead Capture

Using web tracking Touch Points in Gold-Vision allows you to identify when a Lead visits an important page on your website. This may be a specific product page, your pricing page, or a set of pages that you've identified as key.

The best time to contact a Lead is when they have already decided to spend time looking at your company. Imagine if your team could call and qualify new website visitors that visited your pricing page, just after they visited? It's easy with Gold-Vision Touch Point alerting.

How to set up Lead Capture:
Requirements: Marketing Automation, Lead Management, Touch Points, web tracking, Alerting

Step 1

Set up your web tracking Touch Points in the administration console and choose one or more specific pages that are of interest. Don't forget to tick the box to create new Leads if they don't already exist.

Step 2

Set up a **new Lead Touch Point alert** in the administration console. Set your specific page(s) using the Touch Point Configurations options, and set the 'Raises Over' Touch Point score.
Next, add an action. We've chosen to **Raise an Alert** in Gold-Vision for Team A, although you could do this by email if you prefer. Team A could be your marketing team or whoever you assign the initial follow up to in your business.

What happens next?

When a Lead visits the selected pages on your website and reaches a score of 60, all Team A members will get a Gold-Vision alert, prompting them to follow-up / qualify the Lead.