

Reverse IP Mapping for new business development

One of the great 'black holes' of B2B marketing is the data list of suspects. Organisations who are not yet known to us but who are researching our products and services.

Our heritage in database marketing for B2B works really well once we have a company or individual's contact details - as an industry we are really good at developing brand awareness, starting and maintaining relationships and conversations and filling a sales pipeline. But until we have the company name all these actions are not possible because they depend on direct communication.

New pitch insights

14:52	23-Oct	business creative agency	1/0:20	1
Comet Group plc		www.comet.co.uk	UK/Manch	en-gb
13:53	23-Oct	how to write a brief for a customer magazine	1/16:20	1
CANAL SATELITE		www.canalsat.fr	ES/Madri	es-es

Comet Group seeks a magazine publishing agency

On 23rd October, the search string "*how to write a brief for a customer magazine*" brought the UK electrical retailer, [Comet Group](#) to the website.

Now we don't have any clients in that sector right now - but imagine how you could have used that early hint of a new pitch if you were a magazine publishing agency? I did a [quick search](#) and I think they don't yet have a customer magazine.

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New Technology helps

I enjoy new technology and tools because they frequently improve key parts of the business development methodology. Over time, we've seen the death of the corporate brochure, annual report, white paper, printed press release and the rise of e-newsletters, second generation websites, SEO and Ad words online advertising.

Each of these tools are new - but they still fit into the [templated B2B biz dev methodology](#) that I was developing in the 1990s for professional services firms and that I continue to use today.

Two months ago, I discovered a new tool that helps B2B organisations discover the identity of website visitors.

The New Tool

This is really exciting because hitherto apart from a cookie-generated IP address, there was no way of knowing *who* was actually visiting your website until they chose to reveal their identity by contacting you, signing up to a newsletter or downloading a white paper.

The new tool is called "IP mapping" or "Reverse IP mapping".

How it works

It works by taking the cookie-generated IP address and using the "[WHOIS](#)" information registered with the site's domain. The software takes the IP address and thus finds the name of the organisation registered.

This is still an imperfect process because the web developer or hosting agency may be the site's WHOIS contacts - but it is a whole lot better than the anonymity of a long string [IP number](#).

Creative Agency Secrets has researched two providers of IP mapping and tested one of them out on our own website. And the technology works!

In the next post tomorrow, we'll show you screen shots and some detail about how the technologies work.

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Reverse IP Mapping explained

What the tech looks like

Using the raw data of IP addresses and registered WHOIS companies, the technology creates a private online site where your website's day by day visitors can be

- logged,
- researched,
- added to a CRM database,
- pushed out as leads to your sales team
- tracked through the sales pipeline.

The mechanics are very simple.

Using a short line of code embedded on your website, visitor identity data is generated almost immediately.



28-Oct 21:30	Yieldforce Limited
28-Oct 11:38	Harvest Digital
26-Oct 11:56	Alternative Networks PLC - Prepayments
26-Oct 10:04	Chemero Family Ingn Limited
25-Oct 00:02	SHOENBAR & PARTNERS ADVERTISING INC. - EARLHED
19-Oct 19:09	WOODRIVE
16-Oct 16:25	Interbrand
16-Oct 15:44	Partners & Sons
16-Oct 12:47	Industriales
16-Oct 11:77	The North
16-Oct 17:04	VAUGHAN MCCORMACK & LOBEL
16-Oct 16:02	Revelator North Ltd
16-Oct 10:24	Flora Digital
16-Oct 22:27	USC Advertising
16-Oct 16:52	Clear Graphics
14-Oct 18:02	Workbooks Online Limited
14-Oct 14:36	Gulley Water Group
14-Oct 13:06	ARL
14-Oct 10:46	Publitas Group
13-Oct 17:48	Young & Rubicam Europe Ltd
13-Oct 07:27	Telapak - Communications Interchange, SA
12-Oct 19:00	Krankebaum Bond & Partners

You can see a list of dates down the left and a list of organisations on the right.

At its simplest level this gives you a clear starting point for finding "suspects" or early-stage future clients.

The software allows you to click on each company and from a different window, links into search engines enable your biz dev team to research the suspect company and decide whether to qualify them as a lead in the normal way.

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Reverse IP suppliers list

Thanks to Brewster Barclay and we have now got more companies to add to the list of suppliers of Reverse IP mapping services.

- [Leads Explorer](#)
- [Trovus Revelations](#)
- [Enecto](#)
- [DomoDomain](#)
- [Prospect Vision](#)
- [HubSpot](#)

Pricing - Domodomain offers personal use for \$30 per month and Professional use from \$90 per month at the time of writing in 2009. It has integration into Salesforce (which is great for SF users) and export capability for others - get the pricer Enterprise edition and using API you can export to other CRM systems.

CRM Plug-ins - these are key to marketing automation - getting integration from reverse IP mapping back into your sales pipeline management software. [Enecto](#) links to Salesforce, Microsoft, SugarCRM and SuperOffice. More comprehensive than some.

Demos - Prospect vision has a neat demo to [explain the concept](#) and a product [demo walk-through slideshow](#) which includes screen shots as has [Enecto](#).

Partnering is a great opportunity for some businesses who can re-sell or white label to customers. Leads Explorer offers this service, as does [Trovus](#) and [Enecto](#) and [DomoDomain](#) has the best explanation and service explanation online.

Sales pitches

[Leads Explorer](#) lets you install the code and has online tutorials for self-help. [Trovus](#) insists on a sales demo online or a face to face group presentation and focuses more on the biz dev / sales lead process than the technology. They've clearly had some client failures when processes let down the solution.

When you visit the company websites don't expect any screen shots - for some reason both are coy about showing back-end details.

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So what does it cost?

Pricing will certainly be your next question. Trovus offers an 8 week trial that includes sales process workshop training as well as installing the tracking code all for a discounted £5,000. While Leads Explorer allows 1 month free of charge use and you get the code installed on your website yourself (it takes minutes for most sites). Clearly Trovus has a higher conversion rate because the cost of the trial and the personal investment in training mostly would preclude moving to another supplier

Monthly unique visitors of up to 1,000 costs £3,500 and up to 3,000 unique visitors costs £5,000 a month.

By comparison, Leads Explorer is modestly priced: They offer two levels of service:

- **DISCOVER:** where pricing is a function of number of users and number of monthly visitors

For 1 user and a website getting fewer than 2,500 visitors per month costs US\$97.

- **SALESTRactor:** pricing is function of number of users and the number of leads and links.

For fewer than 10 leads put into the Sales Tractor database out of 180 companies visiting your site and 1 user costs \$54 per month; >35 leads out of 480 companies visiting costs \$132 and for up to 120 leads and 2,500 companies is \$294 per month.

So which one is right for my company?

So which Reverse IP Mapping tool should I choose?

In learning more about the two companies that sell reverse IP mapping, and experiencing their sales management, we found their sales pitch quite different - a lesson in B2B sales by itself.

If you already have a strong sales culture and internal CRM processes are well-established, pick Leads Explorer. Its pricing is keen and your embedded sales processes and strong discipline will enable you to put it to work immediately.

If your company does not have great discipline for biz dev, you'll find the clear guidance and process mapping of Trovus will set you up better to

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succeed over the medium term and the higher prices will be part of your investment in biz dev process training for the internal team.

How we use IP Mapping

There are two providers - LeadsExplorer.com and Trovus.co.uk [and since starting to write this series of posts].

Trovus has the more slick back-end with visually beautiful and easy-to-read tabs, screens and reports. **Leads Explorer** has a slightly cramped layout but makes better use of colour to differentiate new visitors from returning ones who are already in your database. And Prospect Vision has been mentioned though we haven't checked it out in detail.

Where does the information come from?

When you have a reverse IP mapping product installed, how does it work out who is visiting your site? Where are they coming from? Why do the searches they use throw up our site as an answer?

It is simply from visitors targeting our website in searches - we rank high for several key search terms in branding, pitching, advertising and marketing

Tracking the source URL of the searcher tells me someone at that company is searching for that exact phrase.

Why are some searches for contest ideas?

This is because of the search terms that our site gets found for.

You will notice that we frequently reveal the name and URL of the brand who wants a contest idea - let us explain why we do this.

1. We want to give new readers who are not yet ready to subscribe a chance to see the quality of brand names that our service uncovers
2. Many agencies find that using a contest idea as an "introduction" is a great way of 'opening doors' for a new brand who does not yet know your agency.

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Why does this work for new business development?

We find that these searches are 'early stage indicators' of business development activity - i.e. in the 'research' stage for the brand. When a brand manager is considering new marketing activity, s/he will oftentimes do an internet search to find out more before writing a brief for a pitch, for example.

Lots of insight

Young & Rubicam Creative Ltd	IRELAND	en-gb
11:48 12-Oct	http://www.youngandrubicam.com/creative/agency-top-5-strengths/	16:28 1
Amey Arora LLP, Project Service Customer Allocation	UK	en-gb
11:47 12-Oct		5:10 1
The Marketing Center	UK	en-GB
14:42 12-Oct		14:18 1
QUINCY CHURCH BARRING CORP LTD	USA	en-gb
10:41 12-Oct	agency	1:12 1
UNKNOWN	IRELAND	en-gb
08:48 12-Oct	Creative Ad Agencies Creative pitch pdf doc	1:20 1
Telepac - Communications Interactives, SA	PT	pt-pt
01:27 12-Oct	how to write creative proposals	1:04 1
AGB students/teachers/parents / Sheffield	UK	en-gb
23:58 12-Oct	starting a creative agency	1:47 1
IBM National Network Backbone	ICELAND	en-us
22:28 12-Oct		1:50 1
Knutshovden David A Partners	INDONESIA	en-us
19:53 12-Oct	what is the future of creative agencies?	1:52 1
DR. PHILIP	UK	en-us
16:38 12-Oct		1:5 1
USA F. Telecom Serbia	UK	en-gb
15:18 12-Oct		2:1 1
Adaptive	USA	en-us

Visitors to CAS website

This is a screen grab of the list of visitors on 12 and 13th October to CreativeAgencySecrets.

The organisations coloured red have already been tagged by us as being of interest to us - they are in the database of suspects already and so when they return and visit a second time, they are coloured red to stand out.

In some cases, the actual URL page from the site that was visited has also been captured. See the [Young and Rubicam](#) visitor has taken a look at [My Top 5 Strengths](#) page.

The visitor from Telepac has used a search string "*How to write creative proposals*". Now that's great insight in itself - to be able to tie a search string to a specific organisation tells me they might be pitching for some work! So on researching Telepac, I find that it is an internet service provider. Hence likely a home-internet user and not an organisation. This demonstrates nicely why this technology does not work for B2C.

[Aside: during the trial I saw that a major Australian cancer charity wanted to learn how to run an agency pitch in exactly this way. And I was able to forward that intelligence to a client agency to follow up. That was a great way to get onto the pitch list before the pitch was public knowledge.]

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The student from Sheffield is interested in how to start a creative agency - might be a good subscriber to our RSS feed but is unlikely to buy consultancy.

And [Airside](#) was introduced to us by [The Hand](#) and we helped them publicise a biz dev job they were filling.

Interview with a user of Reverse IP Mapping: Brewster Barclay is MD of [Clickstream](#)

Clickstream is all about B2B - we aim for hosting companies and large enterprises as target markets for our software.

I used to look at [DomoDomain](#) daily - we have had it installed for 3 - 4 years now. It is wonderful.

We use it in several ways for example when we send out a press release - we see which companies have visited our site and we can see if they are current clients.

It is very important to look at current clients and to know which visit the site and which pages they view. The sales people call up and say "I saw you were looking at "widget X page" and would you like to know more..."

This increases leverage with current customers: it also reveals new prospects.

This is easier for hosting prospects as there are only about 20 different companies people can buy from. Sales folk can easily see whether a visitor is on their list of targets or not.

When we visit people we look up the next day and see which bits of our site they visit. We can add a tracking domain click that tells us each time they come back to the site and which pages they view.

This is a whole load more complicated for big companies like MS or Google who have multiple product lines and customer bases but for your typical industrial company it is much easier.

Random people come through which is also great - we know our targets and deliberately exclude the smaller companies.

You can get a daily pdf too which is great to share with colleagues and a quick summary of page visits and stats.