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[The most exciting B2B innovation this year… read on](#)

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 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 Adwords 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!

Reverse IP Mapping explained

What the tech looks like:

Using the raw data of IP addresses and registered WHOIS companies the technology solutions create 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.

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.

Two competing products:

The two products we tested are "Leads Explorer.com" and "Trovus.com".

Both sell on a license model based on the number of incoming visitors to your website monthly and charging is by visitor volumes.

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.

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.

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

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 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.

- SALES TRACTOR: 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?
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 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
Trovus has the slicker back-end with visually beautiful and easy-to-read tabs, screens and reports. Leads Explorer has as slightly cramped layout but makes better use of colour to differentiate new visitors from returning ones who are already in your database.

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Lots of insight

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.]

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.

New pitch insights:

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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Don't all rush at once.

Reverse IP suppliers list

These are a couple of other companies to add to the list of suppliers of Reverse IP mapping services.

- Enecto
- DomoDomain
- Prospect Vision

Pricing – Domodomain offers personal use for $30 per month and Professional use from $90 per month. 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.

Can't find pricing published for Prospect Vision or Enecto.

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. DomoDomain has the best explanation and service explanation online.

Case Study: Reverse IP mapping user, Clickstream

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.

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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.