



Smart Recognition
A.I. based Lead Generation

EBOOK

Mastering Lead Generation:

3 Strategies to 10X Your Results
with Smart AI Tools



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Mastering Lead Generation: 3 Strategies to 10X Your Results with Smart AI Tools

AI is revolutionizing marketing – including lead generation.

This guide reveals how a new AI technology, [Smart Recognition](#), can 10X your lead generation efforts, reduce your CPL, and increase your ROI by identifying your anonymous website traffic.

Think about it: tens of thousands of potential leads are visiting your websites and landing pages every month – and if you're lucky, you're probably only capturing 2-5% of your total traffic – which is average¹.

How would your sales, marketing, and business change if you could identify up to 30% of your total website visitors with a verified email address?

Here's how Smart Recognition works.

You know how fingerprints can be matched with records in a database? Well, the same goes for devices or machines. With cookies going away and browser/phone companies shielding more and more data, a new (better) way of tracking online visitors has emerged. Using “machine fingerprinting” we can identify website traffic with an associated email address if we find a match in our extensive 220 million online shopper email database. Our AI then checks for buying intent and recent activity to send you only those leads who are most likely to engage/buy. These people have all opted in to 3rd party marketing and messaging them is CAN-SPAM compliant.

In layman's terms, we can identify your anonymous traffic for you. And, all it requires is a small code snippet that you can install on your pages within minutes.

This new way of generating leads can drastically increase your overall monthly leads and reduce your CPL. And when those two things happen, you're likely to see an increase in your ROI.

To help wrap your head around this, we've outlined 3 marketing strategies that you can implement – regardless of what industry you're in.

Let's get started!

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¹ <https://www.bigcommerce.com/ecommerce-answers/what-is-a-good-ecommerce-conversion-rate/>

STRATEGY 1

Retarget Anonymous Shoppers via Email and Meta

This marketing strategy is designed for ecommerce and product based websites (even if you don't sell products online!). It's a simple and effective way that can generate a high ROI.

Here's how it works:

1. Add the Smart Recognition Pixel to your product and cart pages.
2. Smart Recognition matches your anonymous traffic with an email address
3. Add those new leads to your existing remarketing campaigns or create new campaigns targeted to this audience. We listed some strategies below.

As you match your anonymous traffic to a verified email, we'll send you the email addresses giving you the opportunity to to remarket to them via email or network audiences.

Here are 5 marketing campaigns you can try:

1. **Email users to come back and complete their purchase.** Use the url and cart id to email customers an abandoned cart email series. Even if they don't put it in their cart, use the products they are browsing as intent and push them back to complete their purchase.
 - a. You may be doing this already, but you are only able to email known subscribers in your database or known Shopify customers who are logged in. This will allow you to email some of that anonymous traffic.

2. **Send a Last Chance Email.** Offer a time-sensitive, hard-to-resist deal to this audience.
 - a. "[Product they were browsing] is about to go out of stock,"
 - b. "X number of people have purchased [Product they were browsing] today, "
 - c. "Cyber Monday pricing is about to Expire for [Product they were browsing]."
3. **Offer a coupon or discount with an expiration date.** Many people are just price shopping or abandon based on price. Use that to your advantage and lure them back with a deal. Again, play up the time sensitivity to encourage the sale.
4. **Add them to a Meta Audience.** Add these email addresses to a Network audience on Meta or Google. This allows you to retarget them with the same or similar products on another channel.
5. Don't sell products online? **Create campaigns focused on submitting an application or booking a demo.**

**BOOK A STRATEGY
SESSION NOW**

See how it works!

BOOK A SESSION NOW

STRATEGY 2

Increase Your Lead Generation (and Lower Your CPL)

This strategy is a great way to dramatically increase your leads from landing pages or advertorials. What's even better is you will be decreasing your CPL at the same time.

To implement this strategy, add the Smart Recognition script to your lead capture and advertorial pages.

What happens next? Well, instead of just getting the email addresses from your opt ins, you can also capture a good portion of your anonymous traffic that doesn't opt in.

So, even if you're currently seeing a 25% opt-in rate, you still have 75% that was interested enough to go to your page, but for whatever reason (got distracted, too many tabs open, hopped on a call) they didn't complete the form.

Smart Recognition can send you the matched email addresses of the anonymous traffic on your pages.

Let's put some numbers behind this. Let's say you have 100 visitors to the page. You have a 25% opt-in (25 leads). We're able to match 30% of the remaining anonymous traffic (75 clicks x 30% match rate = 22 leads).

Out of 100 visitors, you can capture a total of 47 leads using Smart Recognition compared to just the 25 leads with the form alone.

Then you add these leads to the same workflow for the desired lead magnet as if they are signed up.

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Let's do another scenario, but this time you only have a 5% opt in rate. Smart Recognition matches 28% of the remaining anonymous traffic. You'd have a total of 33 Leads – 5 from your form and 28 Smart Recognition Leads. You just went from a 5% capture rate to 33% – and all you did differently was install a Pixel on the pages.

Not only is this a great way to generate more leads, but it can drastically reduce your CPL (cost per lead).

Going back to the same 5% opt in scenario with 100 visits, let's say you are getting \$1 CPC (cost per click). You'd have a \$20 CPL (100 clicks @ \$1 / 5 leads).

Using [Smart Recognition](#), you would get an additional 33 leads for the same \$100. Your CPL goes from \$20 to \$3.03.

As a side note, Smart Recognition leads cost anywhere from \$0.08 - \$0.20 per match so your cost on those specific leads would only be \$2.64 - \$6.60 for ALL matched leads.

Let's take a look at another scenario – advertorials.

If you use advertorials in your marketing, then this will be a gold mine for you. Generally, people use advertorials to presell the service or product they are selling. Most times, it is an advertisement that looks like an article. The links within the advertorial go to the purchase or sign up page. The drawback to using advertorials is that you lose a significant amount of your traffic because they never click to the next page.

On average, good advertorial pages usually have a 25% click-through rate to the next page and then you get a smaller percentage to actually take action when they get there. There is a lot of lead loss there.

Let's say you have 100 visits to your advertorial, 25% go on to the next page, and 5% complete the action (buy or sign up). That amounts to 1.25 people who sign up.

HERE'S THE MATH:

100 visits x 25% click-through rate
= 25 visitors to the action page

25 visits to the action page x 5%
conversion rate = 1.25 sign ups

Using Smart Recognition, you could capture an additional 30% of the 100 people and then market to them via email or networks like Meta or Google to come back to your sign up page.



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The great thing about this strategy is that you can market to multiple times from multiple channels. So rather than just having 1.25 people sign up, you can double, even triple, the amount of people who sign up just by sending some automated emails. Not only that, your retargeting costs will be cheaper to get those same people back to the cart page or a similar offer on advertising networks like Meta and Google.

BOOK A STRATEGY SESSION NOW

See how it works!

BOOK A SESSION NOW

STRATEGY 3

Use Smart Recognition Ahead of Holiday Traffic (BFCM), a Big Product Launch, Press Coverage, or Other High Traffic Times

There are lots of times when you'll have a ton of traffic to your websites and no way of capturing these leads or identifying these visitors. Smart Recognition is the perfect solution for this. Let's take a look at how Smart Recognition can work for you.

- **Scenario #1:** You get a ton of traffic from press coverage or media appearances. Most likely, people aren't going to a designated landing page. They are likely landing on your home page which isn't always designed for lead capture or funnels. This is especially true if the press coverage isn't planned.

If you have Smart Recognition installed, you can get up to 30% of your traffic matched with verified email addresses and push them down a funnel that is much more likely to get them to convert.

- **Scenario #2:** You have a product that unexpectedly goes viral because an influencer organically shouts out your product. There will be a ton of people who go to your website just for the price and go right back to scrolling.

With Smart Recognition installed, you can automatically email those users to come back and purchase. You can even offer them an incentive like a coupon or bundle package. Or, put them into a retargeting campaign on TikTok or Meta.

If you have Smart Recognition installed, you can get up to 30% of your traffic matched with verified email addresses and push them down a funnel that is much more likely to get them to convert.



According to Hubspot², it takes a person 8 touchpoints for them to convert. So the more they see your brand/ads/emails, the higher the chances you'll have to convert them faster. And adding in multiple channels is an easy way to hit those 8 touchpoints.

- **Scenario #3:** The holiday season, specifically Black Friday/Cyber Monday traffic.

We all know that the holiday season drives website traffic. People go to your site to check your deals or see prices from a shopping engine or affiliate pushes. Don't "waste" this increased traffic – Smart Recognition can match up to 30% of this anonymous traffic. A lot of these users are just shopping for doorbuster deals before they are out of stock. They are super distracted going from site to site to site, all while dealing with family and a million other distractions.

Use Smart Recognition to grab their email address so you can remarket them throughout the holiday season when there is less of a frenzy.

Then follow the other strategies we already discussed like automated emails, special or limited time deals, retargeting audiences, and so on, and you can drastically increase your ROI this holiday season.

- **Scenario #4:** You have a BIG product launch. Many times that includes working with affiliates who are promoting your launch to their existing network. There's A LOT of traffic coming from different partnerships and channels.

With [Smart Recognition](#) installed on your pages, instead of just getting one shot to convert those affiliate clicks to your pages and hoping they buy or sign up, you can get the email addresses of that traffic so you can remarket to them over and over. Give yourself more opportunities

to get those conversions. Most people need 8 touch points before they buy. So put them into your email marketing, add them to your Google and Meta audiences, and convert more of that precious traffic coming to your site.

There are tons of ways you can use identity resolution in your marketing and we covered some of the most common ones here today. Even if you don't do any marketing at all, and you just depend on organic traffic to your website, you can use [Smart Recognition](#) to gather more leads and convert more buyers.

Most companies can get Smart Recognition installed within days of signing up. There are really just a few steps. 1) Sign up. 2) Install the pixel. 3) Connect your ESP/CRM and Network audiences.

We're offering [Free Strategy Sessions](#) on how you can implement Smart Recognition for your specific situation. See how others in your industry are using this same technology and get your questions answered so you aren't left behind.

BOOK A STRATEGY SESSION NOW

See how it works!

BOOK A SESSION NOW

² <https://blog.hubspot.com/sales/the-ultimate-guide-to-prospecting-how-many-touchpoints-when-and-what-type>

