



# What Your Website Audience Actually Looks Like

Powered by DemandSense

Demo report showing the companies, people, and buying signals behind your website traffic. So you can see who's visiting, identify active buyers and turn them into ready-to-run audiences.





# Your Buyers Are Already on Your Site. You Just Can't See Them.

Picture this – a VP of Marketing from your target account list spends 6 minutes on your pricing page. A Director at a company you've pitched twice reads three case studies. A buyer from a Fortune 500 opens your product page, leaves, comes back the next day.

**None of them fill out a form.**

Right now, you'd never know any of this happened. With visitor identification, you would.



## See Who's Showing Up

Real names. Job titles. Companies. Know exactly which accounts are researching you – and who inside those accounts is doing the looking.



## Know Who's Really Worth Your Time

Marketing Director visiting your pricing page 3 times isn't the same as a intern browsing your blog. Filter by seniority, ICP fit, and engagement – focus on visitors who can actually become customers.



## Get Confidence in Your Campaigns

Show leadership that your marketing reaches exact buyers they want to have as clients. See who visited, how they match your ICP, and which campaign brought them in.

### Traditional Analytics

- ✓ 1,247 sessions recorded over the current month
- ✓ LinkedIn campaigns identified as a traffic source
- ✓ 200 total clicks generated by the active campaign

### Website Audience Intelligence

- ✓ Sarah Chen, VP Marketing at Stripe, **visited pricing 3x this week**
- ✓ 42 ICP prospects from LinkedIn ads, **12 showing high intent signals**
- ✓ **73% of ad clickers** that match your ICP profile



# The Analytics View Behind Buyer Identification

A unified analytics view that combines traffic, identity, engagement, firmographics, and seniority in one place.

### Website Visitors

Companies 47,787 | B2B Contacts 26,582 | B2C Contacts 12,405 | **Analytics** | Settings

Last 30 Days | Filters 0 | Export Dashboard

**Total Sessions**  
1,886  
+12% from last period

**Companies Identified**  
372  
+5% from last period

**Individuals Identified**  
217  
+18% from last period

**Avg. Time on Site**  
02:34  
-2% from last period

**WebID Audiences**  
42  
+8 from last period

#### Visitor & Company Trends

#### Fit Score Monthly Trend

#### Engagement Score Monthly Trend

Engagement Scoring Not Configured

Define your engagement rules to start tracking how visitors interact with your high-value pages.

[Configure Scoring Logic](#)

#### Audiences

Audience	Size	Match Rate	Reach	Impressions	Clicks	CTR	DS Conversions	CVR
High-Intent Website Visitors <small>WebID</small>	12,450	88.5%	8,420	45,200	1,240	2.74%	142	11.4%
Q4 Target Accounts (CRM) <small>WebID</small>	850	92.1%	780	12,500	450	3.6%	68	15.1%
LI Campaign Responders <small>WebID</small>	25,000	76.4%	18,500	98,000	890	0.91%	45	5%



### Traffic Overview

#### Traffic Sources

- Google
- Direct
- LinkedIn
- Bing
- Other
- Twitter
- Facebook

#### Top Pages

Page Title	Views	Avg. Time
Home Page /	3,450	00:55
Pricing Plans /pricing	1,245	01:45
B2B Marketing Guide /blog/b2b-marketing	890	03:20
Product Features /features	760	02:10

### Firmographic Profile

#### Industries

#### Company Size

#### Company Age

### Website Visitors

Companies 49,101 | Professional Profiles 3,080 | B2C Profiles 9,994

Search by Name/Company Name Actions v | Customize Column v

Name	Job Title	Phone	Email
Nick Churher <small>VP Growth &amp; Marketing</small>	VP Growth & Marketing	Business: (408) 716-3792 <small>show more</small>	Business: nick@seedx.us <small>show more</small>
Justin Rashidi <small>Co-Founder &amp; Chief Strategy Officer at SeedX, Inc.</small>	Co-Founder & Chief Strategy Officer at SeedX, Inc. <small>show less</small>	Personal: (775) 343-9986	Business: justin@seedx.us <small>show more</small>
Ana Madero <small>CEO</small>	CEO	Personal: (615) 801-5480	Business: amadero@seedx.us <small>show more</small>
Matt Karycki <small>Regional Vice President</small>	Regional Vice President	N/A	N/A
Frank Redavide <small>Owner</small>	Owner	Personal: (317) 496-6026	Business: frank@seedx.us <small>show more</small>
Michele Nellenback <small>Director of Contracts</small>	Director of Contracts	Personal: (315) 635-1067	Personal: mnelle@seedx.us <small>show more</small>

**Justin Rashidi**  
Seedx

Fit Score

Engagement Score

Business Email: justin@seedx.us

Personal Email: jarnv@yahoo.com

Personal Phone Number: (775) 343-9986

Address: Reno NV 89503, United States

**3 Visits in Total** [View all](#) v

**01/25/2026** Website

LinkedIn Ads Agency | LinkedIn Marketing Agency | 1:49 PM

Impactable  
/paid-ads/

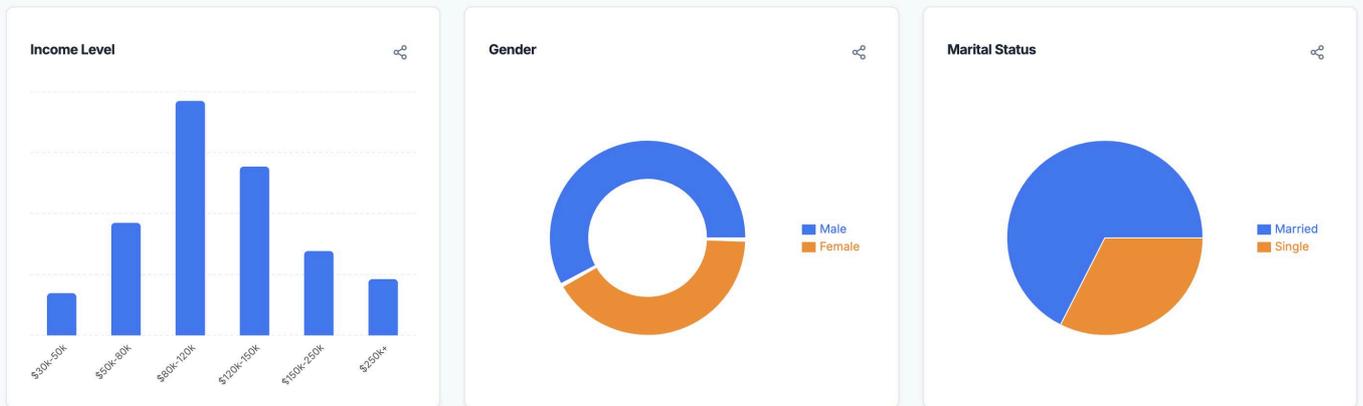
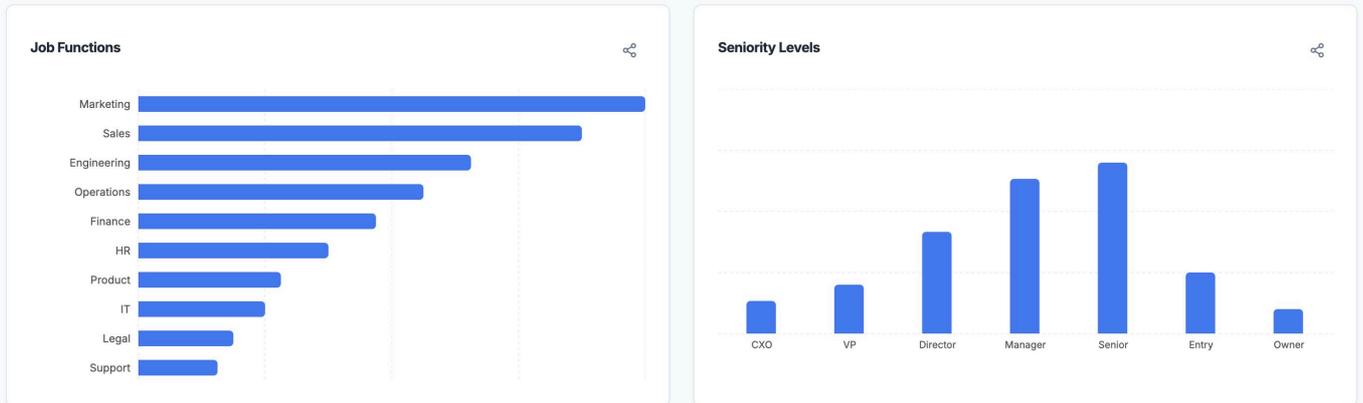
[View Full Profile](#)



### Activity Insights

Number of Visits <b>3</b>	Number of Visited Pages <b>8</b>	First Visit <b>12/17/2025 2:39 PM</b>	Traffic Type <a href="#">Search</a>	Last Visit <b>01/25/2026 2:16 PM</b>	Traffic Type <a href="#">Website</a>
General Time on Site <b>56 min 57 sec</b>		Landing Page <a href="/facebook-ads/">/facebook-ads/</a>	First Referrer <a href="google.com">google.com</a>	Last Page visited <a href="/dgp-linkedin-ads-tools/">/dgp-linkedin-ads-tools/</a>	

### Professional Profile



#### Job Titles

Job Title	Function	Prospects	%
Marketing Manager	Marketing	145	12.5%
Director of Sales	Sales	98	8.4%
Software Engineer	Engineering	87	7.5%
CEO	Management	65	5.6%
VP of Marketing	Marketing	54	4.6%
Product Manager	Product	43	3.7%
Account Executive	Sales	32	2.8%

#### Skills

Skill	Function	Prospects	%
Digital Marketing	Marketing	120	15.5%
Sales Management	Sales	95	12.2%
Software Development	Engineering	80	10.3%
Project Management	Operations	75	9.6%
Strategic Planning	Management	60	7.7%
Lead Generation	Marketing	55	7.1%
Account Management	Sales	50	6.4%





# Now You Know Who's Visiting. Put That Data to Work.



## Turn High-Intent Visitors Into Outreach

Reach out while they're still researching – before they talk to someone else.



## Retarget ICP Visitors Across Channels

Run visitors who match your ICP but didn't convert in LinkedIn, Meta, or Google.



## Connect Visitor Data to Revenue

Keep your CRM updated with companies and people showing intent. See which channels actually drive pipeline – not just traffic.

## Turn Website Visitors Into Real Pipeline

Your next best customer might have already visited.  
Start identifying your highest-value visitors in the next 5 minutes.

[Try Free for 30 Days](#)