Companies Tab

Website Visitor Identification · https://knowledgebase.demandsense.com/docs/companies-tab/

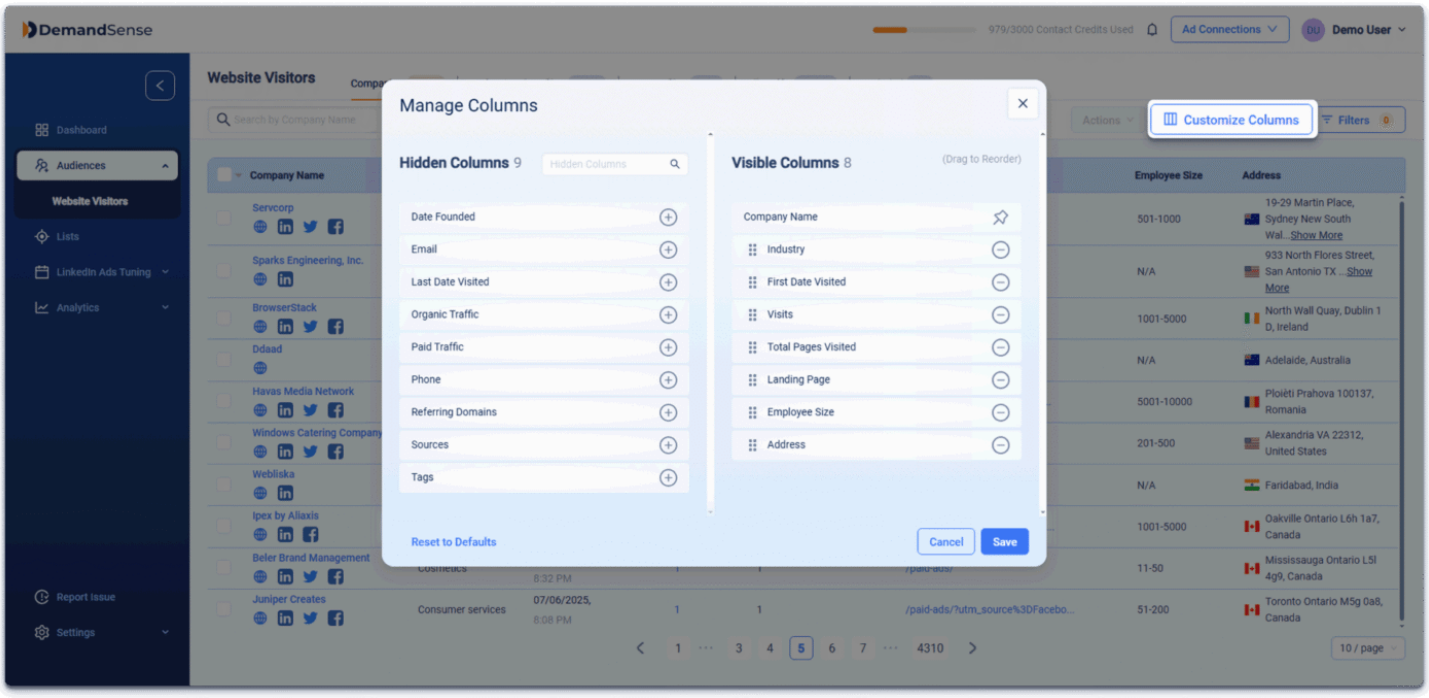
The **Companies** tab shows a list of organizations that have visited your website. Each entry includes core company information and engagement details to help you quickly assess relevance and buying intent.

You'll see company names, social media links, and other high-level data in a customizable table view. Clicking on a social icon will take you directly to that company's profile on the corresponding platform.

Customizing Your View

You can tailor the table to display the most relevant information for your workflow. To customize:

1. Click **Customize Columns** at the top right of the table.
2. In the popup window, reorder columns, hide fields you don't need, or add any that are currently hidden.



Using Filters

When exploring the Companies tab, filters help you narrow down and focus your list of companies based on what matters most to you. These filters are divided into two main categories:

1. Company-specific filters

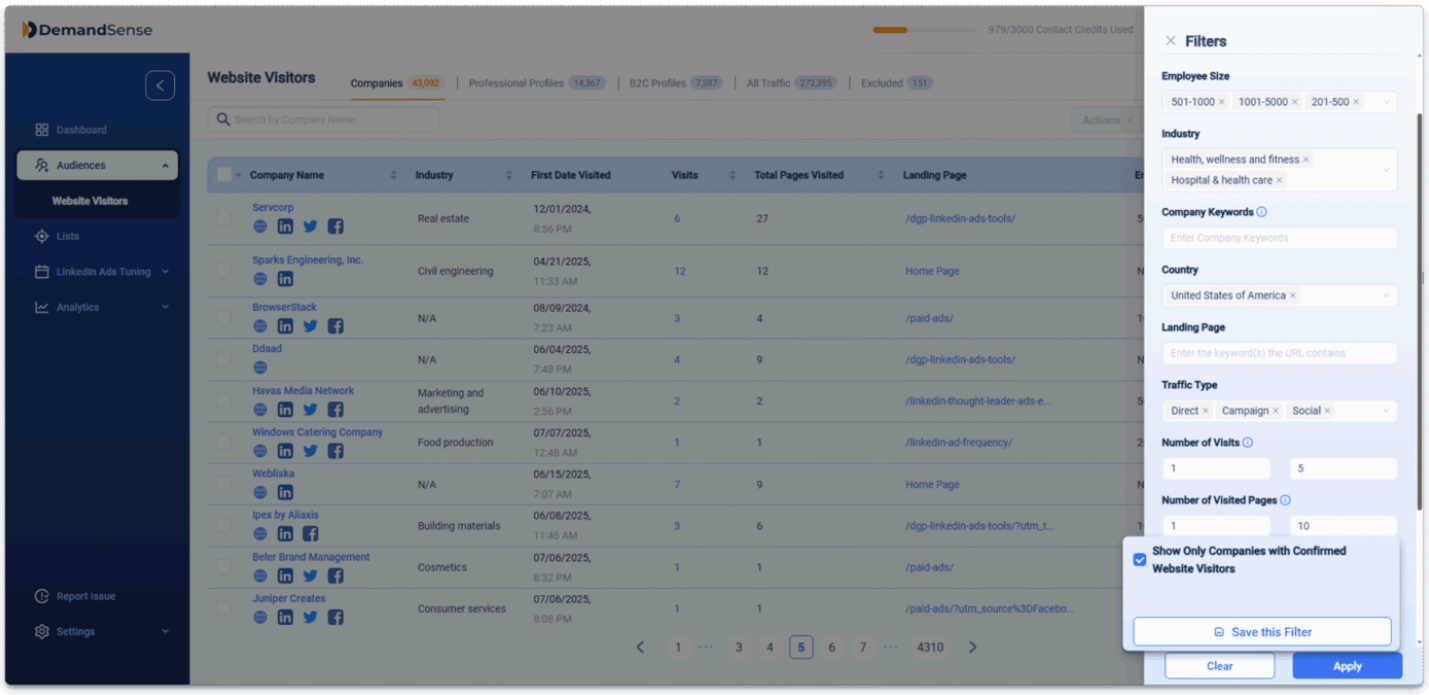
These filters allow you to sort companies based on their core attributes. You can filter by industry, company size (such as number of employees), geographic location, and other business-related criteria. This helps you identify companies that match your target market or ideal customer profile.

2. Activity-related filters

These filters focus on how companies—or more specifically, their website visitors—have engaged with your site. You can filter based on actions like which landing pages were visited, how many pages were viewed during a session, and the date of those visits. This gives you insight into the level of interest and engagement each company has shown.

A Key Filter to Pay Attention To: **“Show only accounts with confirmed website visitors”**

This filter is especially useful when you want to prioritize quality over quantity. It ensures that you're only seeing companies where at least one visitor has been identified and confirmed—meaning someone from that company has visited your site and matched to a known identity.



Using this filter helps you focus your outreach efforts on companies that have already shown verified interest, making your follow-up more targeted and effective.

Saving Filters

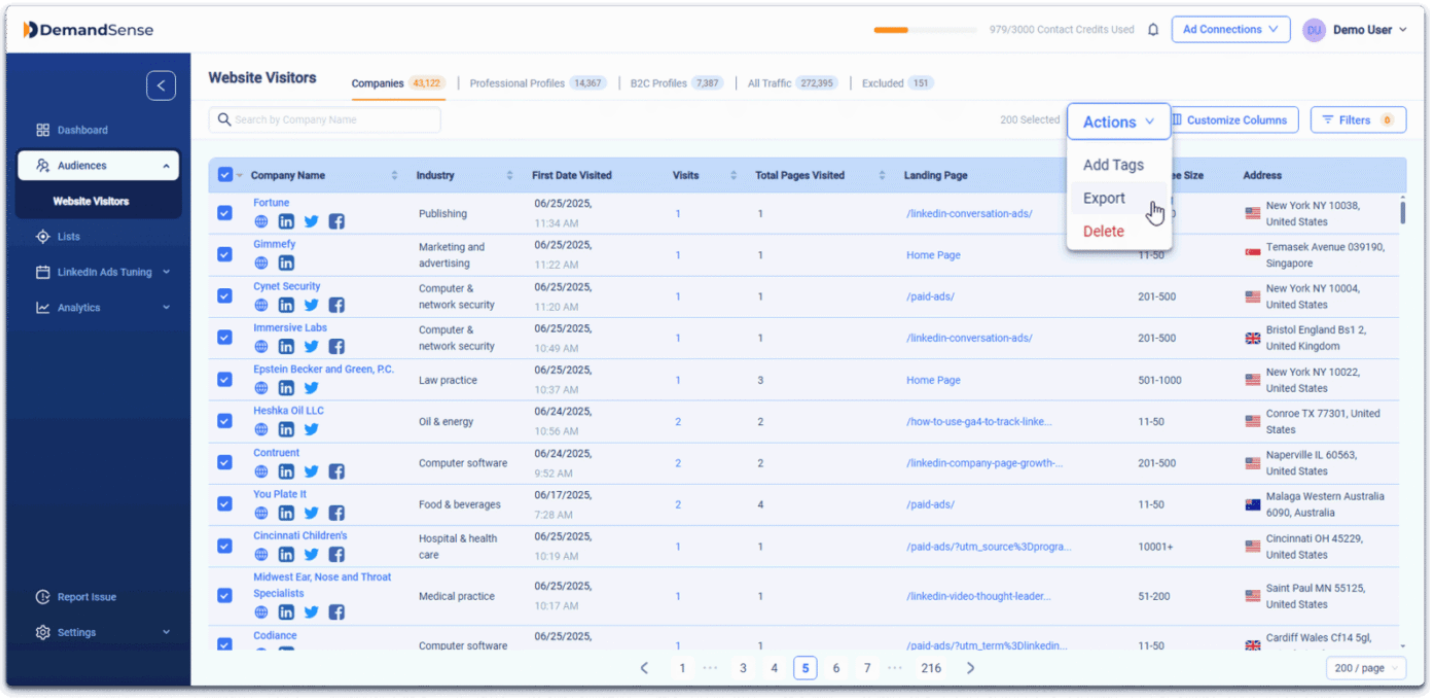
To avoid setting the same filters repeatedly, you can save filter sets:

1. Apply the desired filters.
2. Click **Save This Filter**.
3. Name the filter and save it.

Your saved filters will appear in the **Saved Filters** menu at the top for quick access in the future.

Exporting Company Data

You can export company records to a CSV file for external use:

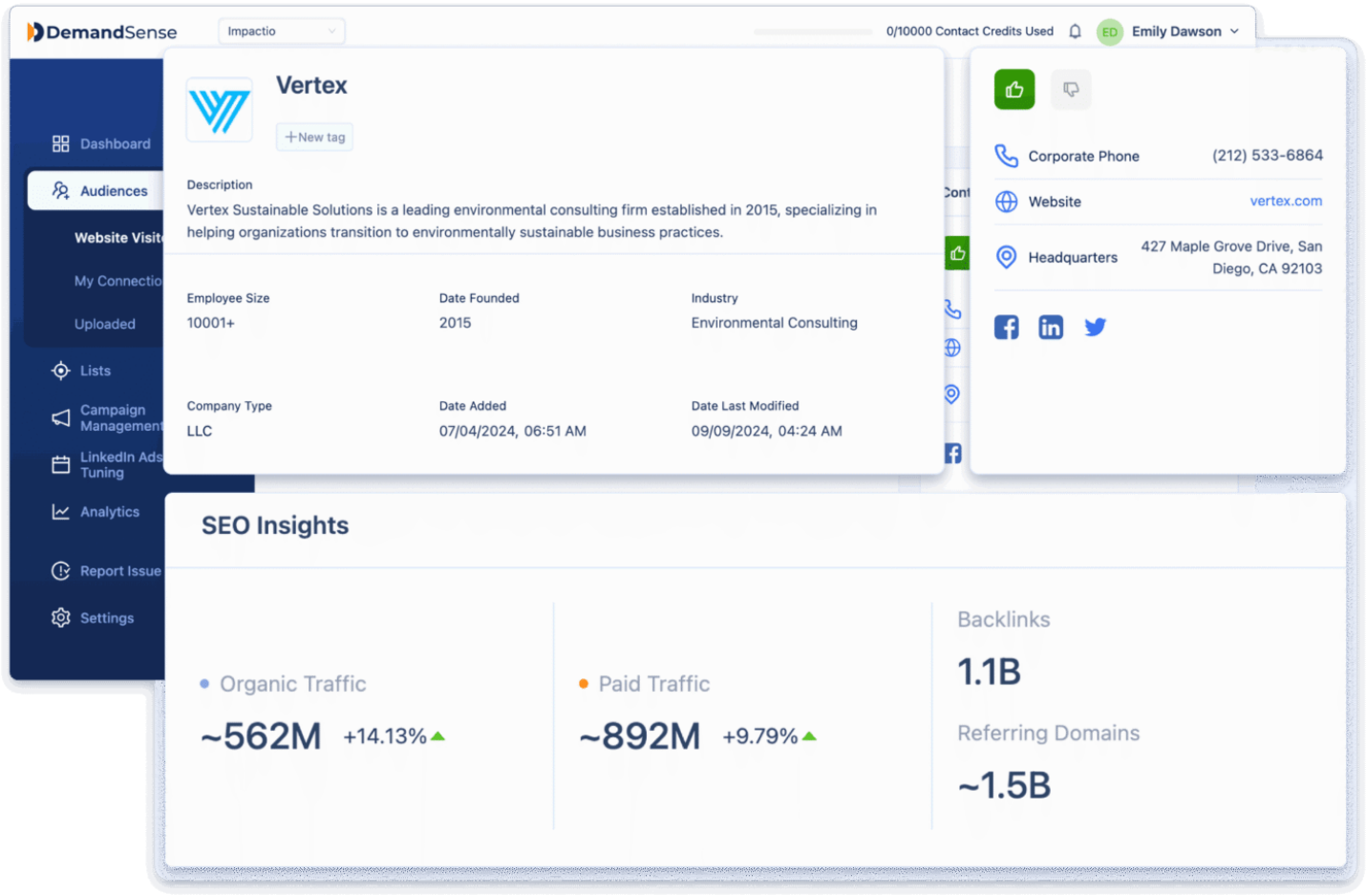


1. Select the records you'd like to export. To select all visible entries, click the dropdown next to the checkbox in the top-left corner and choose **Select All**.
2. Click **Actions** → **Export**.

3. Your CSV file will download automatically once the export is processed. Larger exports may take a few minutes but will continue in the background so you can keep working.

Accessing the Account Profile

Click any company name in the table to open its **Account Profile**. This page provides a full view of the company’s background, web behavior, and associated individuals. Here is what you will find in the Account Profile:



- **Company Info & Contact Details**

  Basic firmographic data and editable contact details.

- **SEO Insights**

  Key metrics like organic traffic, paid traffic, backlinks, and referring domains. These insights help assess the company's digital maturity, online visibility, and potential as a qualified lead.

- **Leads Section**

  This includes two tabs:

- **Visitor Professional Profiles** – Lists individuals from this company who actually visited your site.
- **Expanded Contacts** – Shows additional decision-makers from the same company (1 credit per unlocked contact). Once unlocked, these leads move to the Visitor Professional Profiles tab.

- **Activity Insights**

  This section aggregates all on-site activity from known individuals at the company. It helps you evaluate the overall engagement and buying intent of the account, especially useful for B2B targeting.