Settings: Identification Mode, Geography & Industry Suppression

Website Visitor Identification · https://knowledgebase.demandsense.com/docs/industry-filters-and-auto-suppression/

To help you control how DemandSense identifies website visitors and keep your data relevant, **Website Visitor Identification Settings** let you customize three key areas:

- **Identification Mode** — choose whether to identify people and companies or companies only.
- **Geography for Account Identification** — limit identification to specific countries or regions.
- **Industry Auto-Suppression** — automatically filter out traffic from industries that may not represent genuine employees or prospects.

These settings help you balance **data quality, coverage, and credit usage** based on your business needs.

Identification Mode

If you use Website Visitor Identification, you can choose what type of visitor information DemandSense identifies: both people and companies, or companies only.

By default, **Identification Mode** is set to **People & Companies**, which provides visibility into both the company and identifiable individuals associated with website visits.

To change this setting, go to: **Settings → Website Visitor Identification**

Under **Identification Mode**, you'll see two options:

People & Companies

When enabled, DemandSense identifies **individual people behind website visits in addition to their company** whenever person-level identification is available.

This gives you the most detailed view of your website traffic, helping you understand both **which companies are visiting** and **who from those companies may be visiting**.

Credits are used for both person- and company-level matches.

Companies only

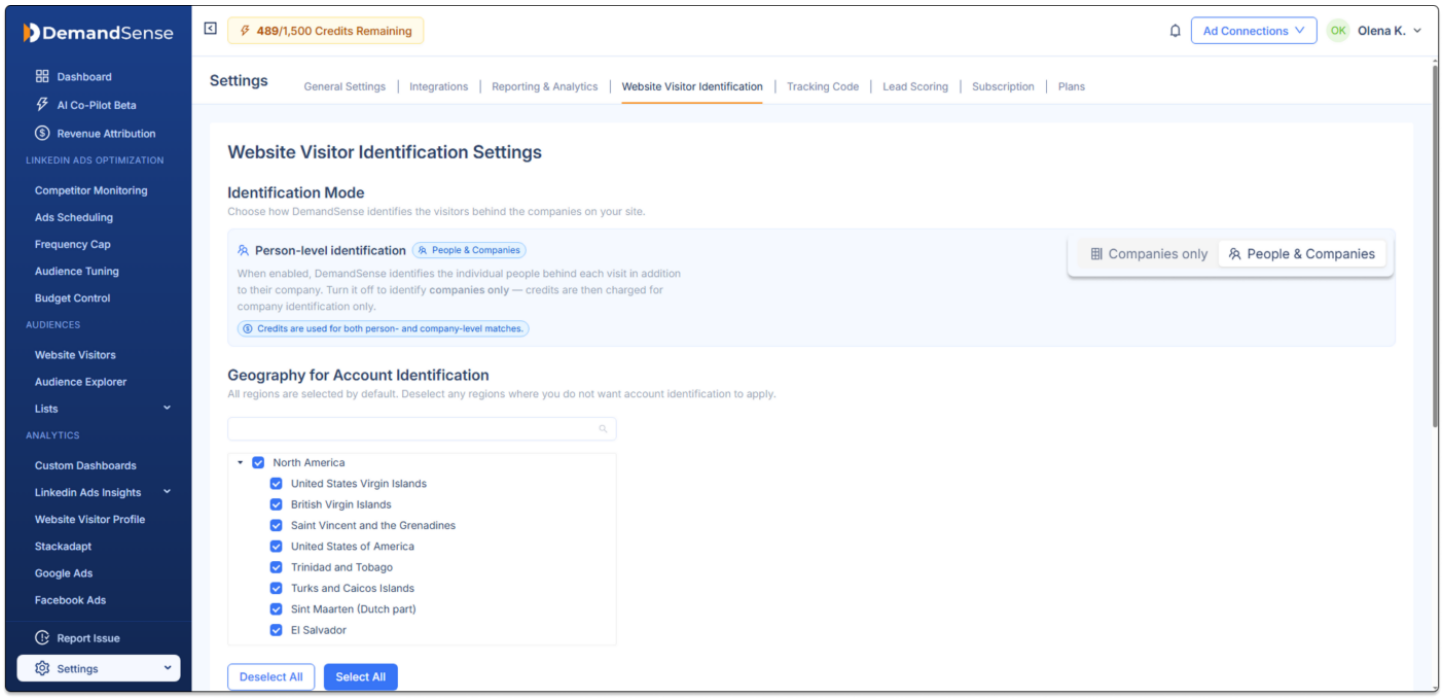
Turn off person-level identification to identify **companies only**.

With this option enabled, DemandSense focuses on identifying the organization associated with a website visit without attempting to identify the individual visitor.

Credits are charged for company identification only.

This option can be useful if you primarily want to understand **which accounts are visiting your website** and don't need person-level identification.

> **Default:** People & Companies



Geography for Account Identification

You can also control which geographic regions DemandSense uses for account identification.

Under the same **Website Visitor Identification Settings** section, you can limit identification to specific **countries or regions**.

Geographic filtering can help you:

- Focus on markets relevant to your business.
- Reduce identification of visitors from regions outside your target market.
- Prioritize website traffic that aligns with your sales and marketing strategy.

Use these settings when your ICP is limited to specific countries or geographic markets.

Industry Auto-Suppression

DemandSense can automatically filter traffic from certain industries that is unlikely to represent meaningful business visitors.

This is particularly useful because a visitor may appear to come from a recognizable company or industry without actually being an employee of that organization.

For example:

- A session identified under **Airlines** may come from someone using airport Wi-Fi rather than an airline employee.
- Visitors classified under **Traveler Accommodation** may be hotel guests using public Wi-Fi.
- Traffic from **Educational Services** may come from students or other public campus users rather than employees or decision-makers.

To avoid adding these potentially irrelevant records to your lead lists, DemandSense filters certain industries **when the individual visitor is not also identified**.

If the visitor **is identified at the individual level**, the session is still displayed—even if their company belongs to one of these industries—because there is stronger evidence that the visitor is genuinely affiliated with the organization.

Industries Filtered by Default

The following industries are automatically suppressed when the individual visitor is not identified:

- Educational Services
- Data Processing, Hosting, and Related Services

- Information Technology and Services
- Traveler Accommodation
- Nonprofit Organization Management
- Professional Training & Coaching
- Airlines
- Government Administration

Customize Industry Suppression

If an industry listed above is relevant to your **Ideal Customer Profile (ICP)**, you can allow traffic from that industry instead of suppressing it.

To review or change these settings, use the toggle to **Allow** or **Block** each industry. By default, the industries listed above are **blocked** to help maximize data quality.

Choosing the Right Settings

These settings give you control over how much visitor information DemandSense identifies and which visitors are included in your data.

- Choose **People & Companies** when you want both account-level and person-level visibility.
- Choose **Companies only** when your primary focus is account identification and you don't need individual visitor identification.
- Use **Geography** to focus identification on your target markets.
- Use **Industry Auto-Suppression** to reduce noise from industries where website visits may not represent genuine employees.

Together, these controls help you focus your credits on the visitors and accounts that matter most to your business.