Packages and Credit Usage

SensorPixel uses a **credit-based system** to unlock visitor identities. Each time an individual, company, or both are identified, **one credit** is used. This flexible approach lets you match your package size to your actual traffic and lead generation goals.

How Credits Work

SensorPixel packages are structured around the number of monthly credits. These credits are consumed when the platform successfully identifies a visitor. Whether it’s an individual, a company, or a combination of both, it always counts as one credit.

As a starting point, we recommend estimating your monthly credit needs at **approximately 25% of your average U.S.-based web traffic**. You can always adjust your package as you learn more about traffic patterns and lead volume.

Additionally, the SensorPixel tracking tag doesn’t need to be installed across your entire website. Many customers choose to add it only to **high-intent pages** (like pricing or demo request pages) and **exclude lower-performing sections** to avoid spending credits on unqualified traffic.

Monthly Packages

SensorPixel is available through monthly subscription packages within the DemandSense Plus plan, each providing a fixed number of credits (Identified Visitors). These credits reset at the start of each new billing cycle and do not roll over.

The more credits included in your monthly package, the lower the cost per credit, making larger packages a better fit for high-traffic sites or aggressive outreach strategies.