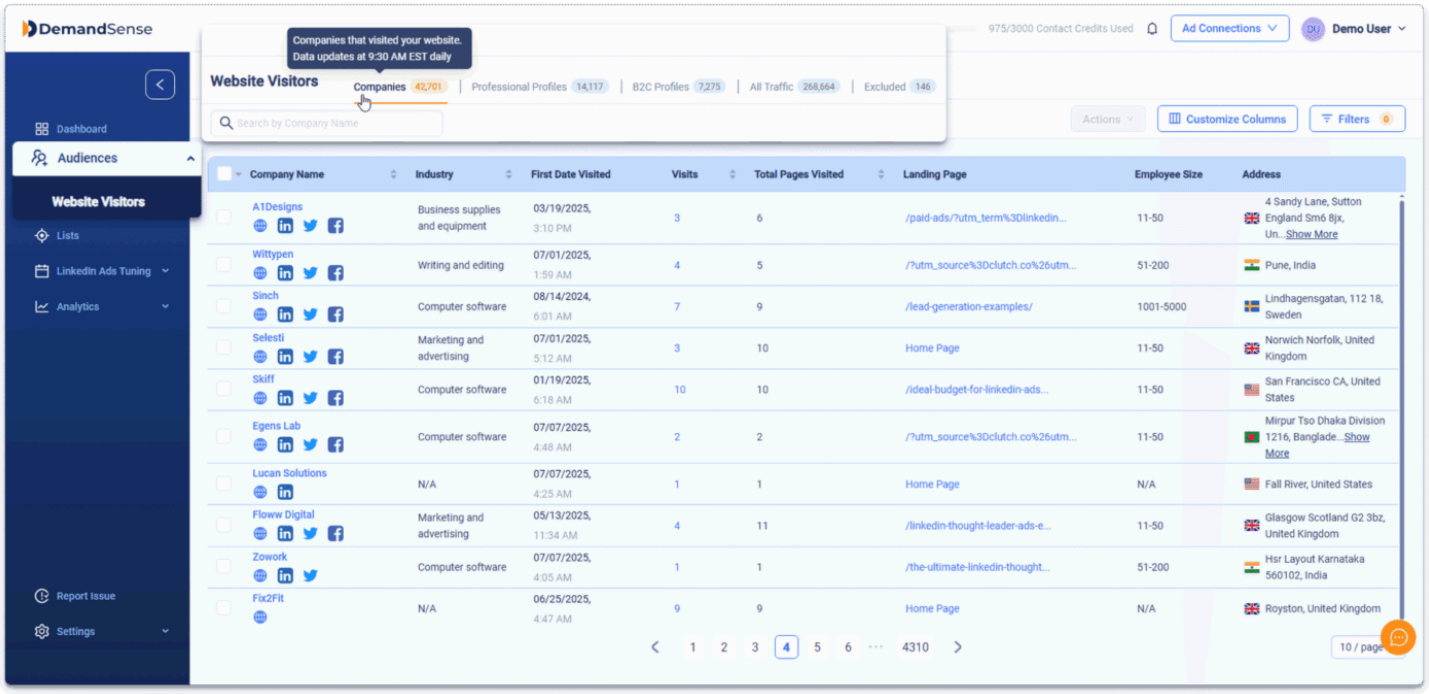
Structure and How It Works

Website Visitor Identification · https://knowledgebase.demandsense.com/docs/structure-and-how-it-works/

Where to Find the Website Visitors tab (SensorPixel)

SensorPixel is part of the **Audiences** module in your DemandSense platform. It’s organized into several tabs that categorize your website traffic based on identification level and relevance:

- **Companies**
  Lists the organizations associated with identified visitors. This includes firmographic data such as company size, industry, and location.
- **Professional Profiles**
  Shows identified individuals who visited your website. These may include names, job titles, contact information, and LinkedIn profiles.
- **B2C Profiles**
  Displays identified visitors who do not appear to be affiliated with a company. These profiles are typically consumer-based or lack corporate data.
- **All Traffic**
  Includes all website sessions, whether the visitor is identified or anonymous. This tab gives you a complete view of site activity.
- **Excluded**
  Contains sessions filtered out based on your Ideal Customer Profile (ICP) settings. Visitors here match one or more exclusion rules you've defined.



How SensorPixel Identifies Visitors

When someone visits your website, SensorPixel works to identify both the individual (prospect) and the company (account) they're associated with. Based on the available data, one of four outcomes will occur:

1. **Both the person and their company are identified**

   You'll see the individual in the ***Professional Profiles*** tab and the company in the ***Companies*** tab.

   Credits used: **1.00 credit**

   This action creates a **B2B Prospect + their Company**.

2. **Only the person is identified**

   The visitor will appear in ***Professional Profiles***, but no company will be listed.

   Credits used: **1.00 credit**

   This creates a Prospect record.

3. **Only the company is identified**

   The organization will appear in the ***Companies*** tab, but the individual won't be listed.

   Credits used: **0.50 credit**

   This creates an Account record only.

4. **No one is identified**

   If SensorPixel can’t recognize the visitor or their company, the session is marked as an ***Anonymous Visitor*** in the *All Traffic* tab.

   Credits used: **0 credits**

   If the visitor is identified later, their past visit history will automatically be added to their profile.

Additional notes on credits

- Unlock Additional Leads Details: 1.00 credit
- Create Prospect (Work From Home): 1.00 credit