



IPFingerprint

WEB INTELLIGENCE SOFTWARE



**+ REFERRAL
PROGRAMME**



Build stronger client relationships
by expanding your services with the
IPFingerprint Referral Programme

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partner@ipfingerprint.com

Referral Programme: **Overview**

Your clients are the core of your business. **Strengthen client loyalty** by offering a reliable solution that drives their success.

As part of the **IPF Referral Programme**, you'll create a recurring revenue stream while retaining more clients through building credibility and trust, all with minimal input, effort and fuss.

Reseller Partners

Become a Reseller Partner to manage and access your clients' accounts directly through a single analytics dashboard to access powerful report data on web-traffic leads that you can then use to enrich your service.

Referral Partners

Want us to do the legwork? Become a Referral Partner and your clients will have access to their own **IPF** analytics dashboard to cherry-pick from high potential visitor leads hiding in their web-traffic. We'll engage with your clients directly for onboarding and handholding.

Receive **20% commission paid upfront** for every client that comes on board with us plus further renewal commission.

We're flexible...

If you have clients whose **IPF** data you'd like to access and manage yourself to synergise your offering, and others you'd simply like to refer to become our client with direct data and account access, then you can combine approaches.

Either way, we'll offer as standard our hands-on two week trial for evaluation and would tailor our approach with contact etiquette and training options that suit your preference.



How does **IP**Fingerprint add value?

We're bespoke, not automated to **deliver more data more accurately** than our competitors.

Business buyers browse on-the-go with lightning fast availability to more choice and will evaluate multiple options before reaching a decision to enquire or purchase.

We reveal these businesses so clients can make well-timed contact armed with powerful insight about prospects' specific interests to pull the right levers, deliver a message that resonates and convert business that would otherwise have been off-radar.

If you have clients in industries that don't typically conduct telephone outreach on leads through a sales team, **IPF** can provide useful interaction analytics, email addresses and market insight that will inform high impact, laser focussed marketing campaigns.

Data and analytics available:

- **Business identity & contact details**
- **Visit source** (Google, campaign link, Facebook, AdWords, etc...)
- **Page views & visit duration**
- **Business & individual email addresses**

We also integrate with AdWords to show your clients which businesses are clicking which ads and how they found them; a great way of spotting AdWords abuse and maintaining a firm grip on spend while increasing conversion from 5% to potentially 45%.

For peace of mind you can assure your clients that **IPF** is **GDPR compliant**.



IPFingerprint Unpacked

We believe in **powerful** simplicity. That's why we focus on **data accuracy**, delivered through an intuitive fuss-free interface.

What's under the hood?

- **Clean user interface** with intuitive navigation.
- **Analytics Dashboard** for a top-down view of website performance and recent visitors.
- **User-specific Scheduled Reports & Lead Scoring** to allow for automated and filtered lead-data delivery per user.
- **Goal page indicators** enabling at-a-glance cherry picking of hot leads.
- **CRM integration** – for instant and automated CRM lead capture.
- **Email Alerts** – for daily or instant notifications on visits of interest.
- **LinkedIn integration & Hunter email finder** – for prospect research and outreach

- **Custom Categories** – to better organise leads, no-gos and competitors.
- **Unlimited users** – to empower sales teams small and large.

IPF can help increase clients' AdWords conversion rate to 45% by identifying which companies are clicking.

AdWords can be a powerful addition to inbound marketing, but it can also be a financial black hole if not kept in check. Google will only show you search phrases in your AdWords account; we go a step further to reveal which businesses click which ads to enable your clients to identify their cash-cow ads and the lame ducks for improving spend-efficiency and increasing conversion to up to 45% from Google's quoted 5%.



So what are the **perks?**

By introducing clients you'll get...

Partner Training

We'll commit to offering induction and refresher training to you and your team so you're able to confidently promote **IPF** to potential clients. Beyond training on functionality and lead-research methods, we'll guide you on the criteria that makes for the ideal **IPF** client in terms of industries that best suit visitor ID lead generation, requisite traffic and different use cases for the data in varying sales and marketing processes.

Commission Paid Upfront

20% margin on our fees payable as commission or as a discount on the monthly premium to clients. This would be paid up front as a lump sum for clients who chose our 12 month contract, or quarterly for month-on-month contract clients.

Renewal commission

Further commission awarded for renewal of annual contracts ranging from 10-20% depending on how many clients you've referred.

Marketing Subsidy

We'll even help with covering costs if you're serious about reselling **IPF** and would like to promote the brand in your website, marketing collateral, exhibition displays and so on.

If you're serious about becoming a **Reseller** and would like to promote **IPF** in your marketing materials or at events and exhibitions, we'll do our part by contributing towards expenses.



Getting started... Trial and Demo

14 day hands-on trial with **full, unrestricted access**

Once you've referred a potential client or have had a prospect show interest, **offer them our two-week trial with full daily login access** to all features and unlimited users. During the trial, we'll offer (or you'll offer) a screenshare demo using live examples of lead-conversion methods looking at their own web-visit lead-data.

This will enable prospects to...

...evaluate the long-term potential in business visitor identification by assessing what proportion of their traffic is comprised of ready-to-buy businesses and organisations that are taking a strong interest, but keeping quiet.

They'll also have the chance to determine whether or not visitor ID fits with their sales, marketing and CRM workflows by creating multiple user accounts for varying persons active in those processes like sales executives and marketers.

And will enable us to...

...make similar assessments at our end so that we can consult with prospects as to the likely success for them in coming on board with us and what changes might need to be made to become visitor-identification-ready. Most importantly, **the trial allows us to generate traffic and visit stats that inform our bespoke pricing process.**



Open and **Honest** Bespoke Pricing...

Because we are bespoke, we offer bespoke pricing

We look at the number of monthly unique visits generated in the 14 day trial period and project forward to estimate traffic across a full month.

We'll also calculate what percentage of this traffic we identified as being businesses rather than junk traffic like internet service providers, bots and web crawlers. Using these metrics, we'll allocate a traffic-band and ID rate which we match against a pricing matrix.

Contract Terms

Typically, we offer a 12 month contract paid monthly with the first month billed pro-rata and the first invoice issued at the end of the first full month.

We're flexible and open to custom-contracts in specific circumstances and are able to offer reduction perks for clients who'd like to prepay for the full contract period.



So what do you **think?**

Chat with us on **+44 (0)330 024 0477** or email us
partner@ipfingerprint.com

To get a feel for how **IPF** might dovetail with your services to your clients and which clients might be a good fit, why not take our two-week trial for testing in your own website or a test-client site?

Alternatively, get in touch for a quick demo, or a short consultation.

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