CANDDi
who is on your website?

Streamline Your CANDDi

1. THE DAILY STREAM

**PROS**   Clear info by demographic, highly customisable categories

CONS   Manual effort, need some time to see results

USE ONLY   IF You can spend five minutes a day sorting people, it is easy for you to find out which visitors are existing clients/already being followed up with (and who by), you don't want your salespeople to spend too much time on CANDDi.
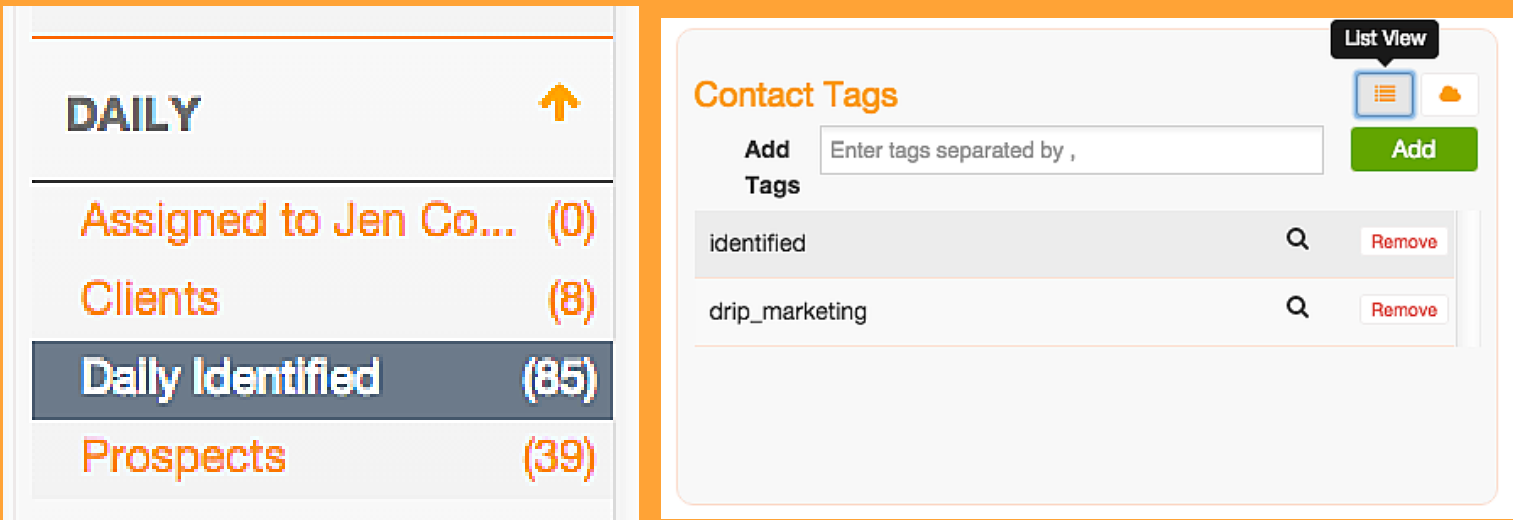
BEWARE: You need to keep on top of this tagging malarkey. Like, every dayish.

TRAFFIC

Clients

Existing Prospects

Fresh Leads

Partners
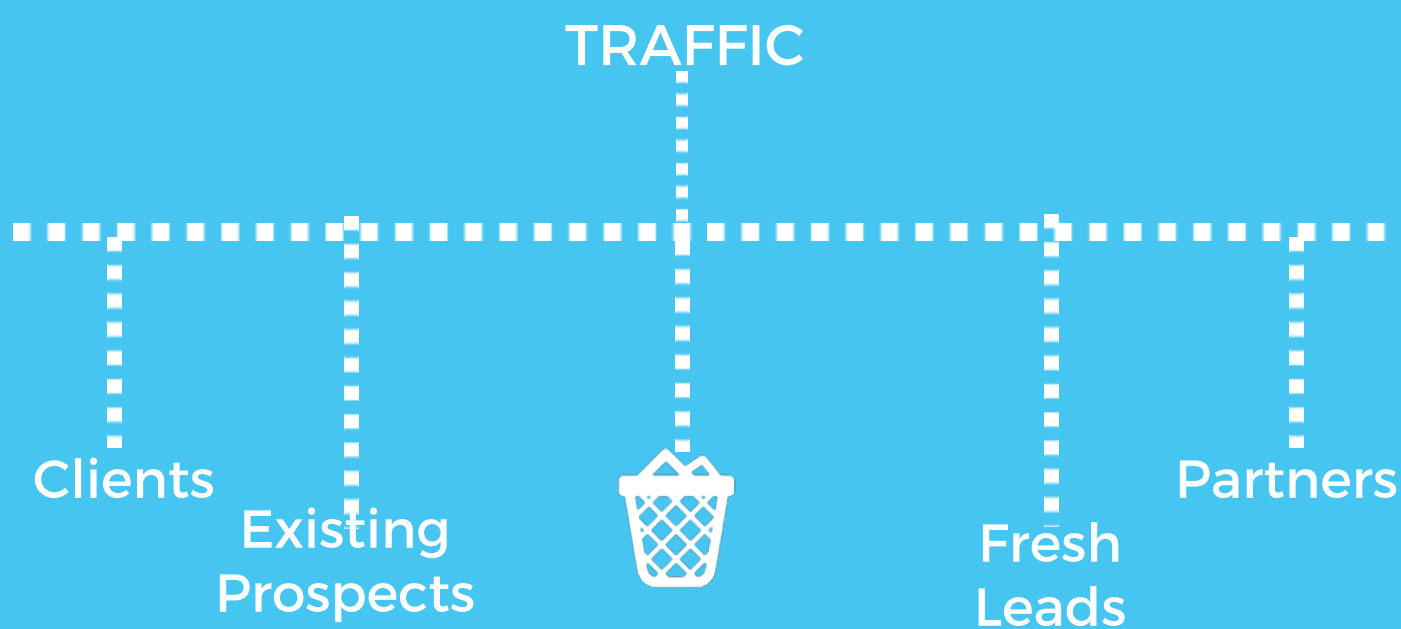
More Info Below

THE DAILY STREAM

The Daily Stream allows you to make sure that no prospect slips through the cracks. It can also help you to build up a profile and report on the website activity of different groups of your web visitors.

The concept is straightforward: All your INTERESTING visitors (and we can discuss how you define those) will appear in your Daily Stream. Every day, you spend ten minutes (or more/less, depending on your level of traffic) checking out your Daily Stream and classifying the visitors in there. As you classify them, the visitors will empty out of your stream - you can empty it every day, and know that all your prospects are taken care of!
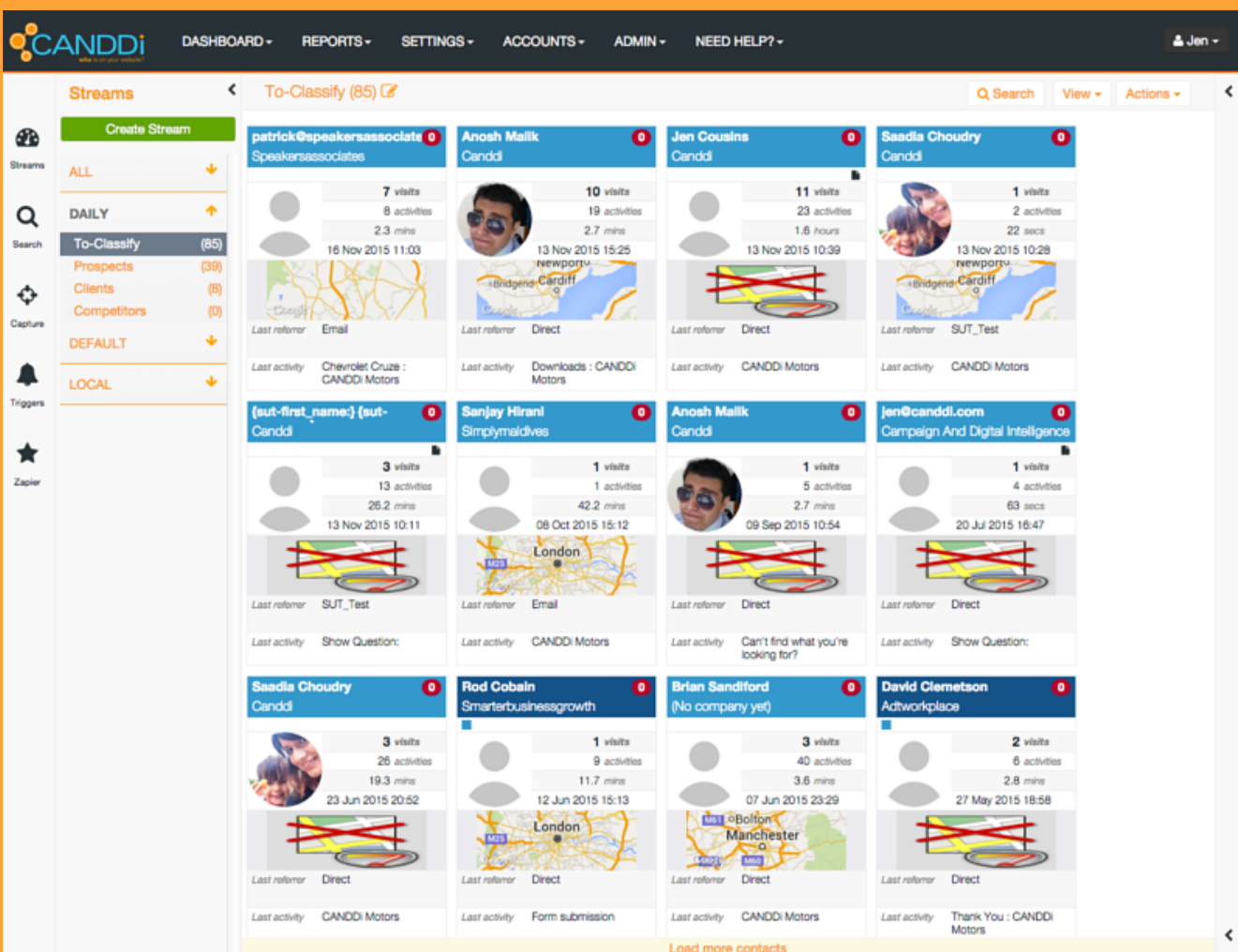
If you like the sound of the Daily Stream, let your account developer know and they can discuss with you the best way to set it up to capture the info and the categories that suit your business best. Never lose track of a lead!

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