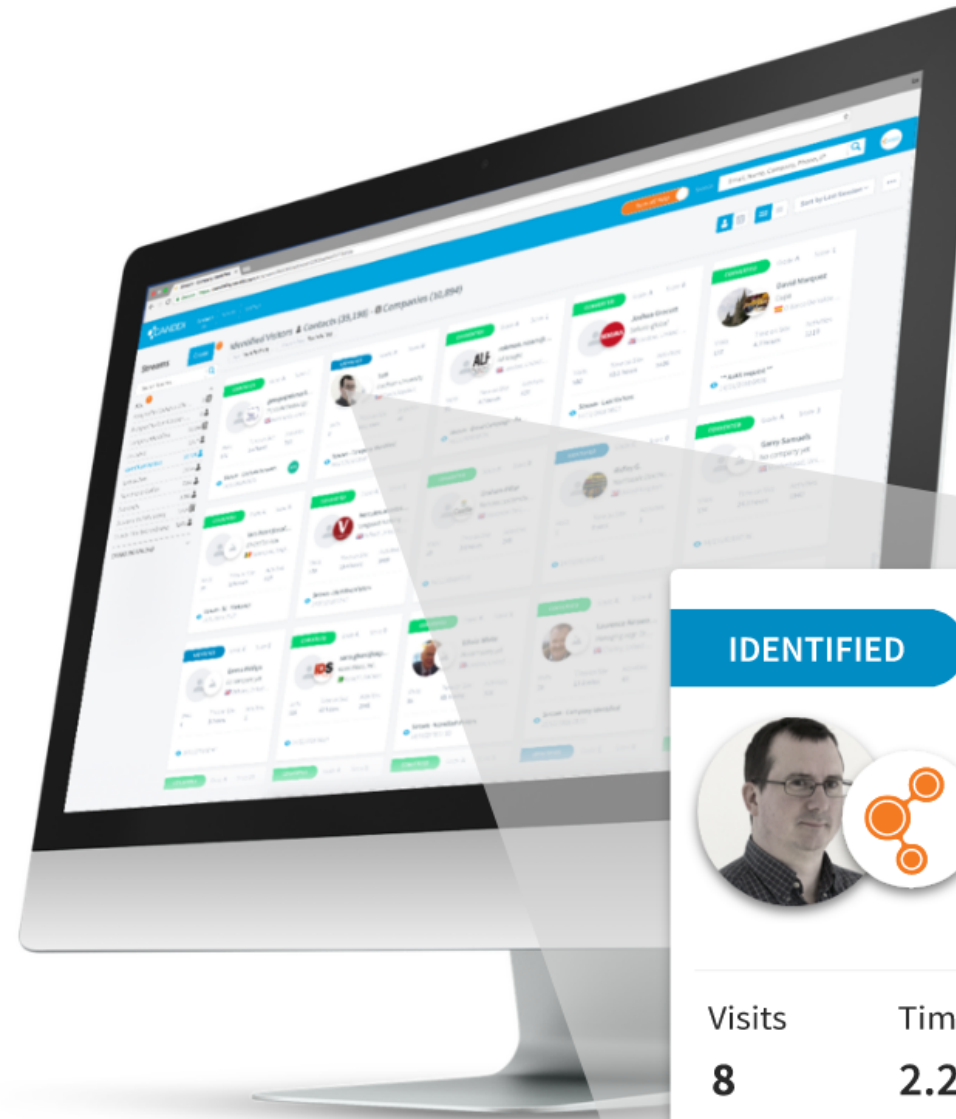


# Welcome to

The logo for CANDDi, featuring three orange circles of varying sizes connected by lines to the left of the word "CANDDi" in a blue, sans-serif font.

IDENTIFIED

Grade C Score 7



Tim Langley

CANDDi

 Manchester, UK

Visits

8

Time on Site

2.2 hours

Activities

23

Form Submission

04/07/2018 10.47



# About us



- **Tim Langley**
- **Co-Founder of CANDDi**

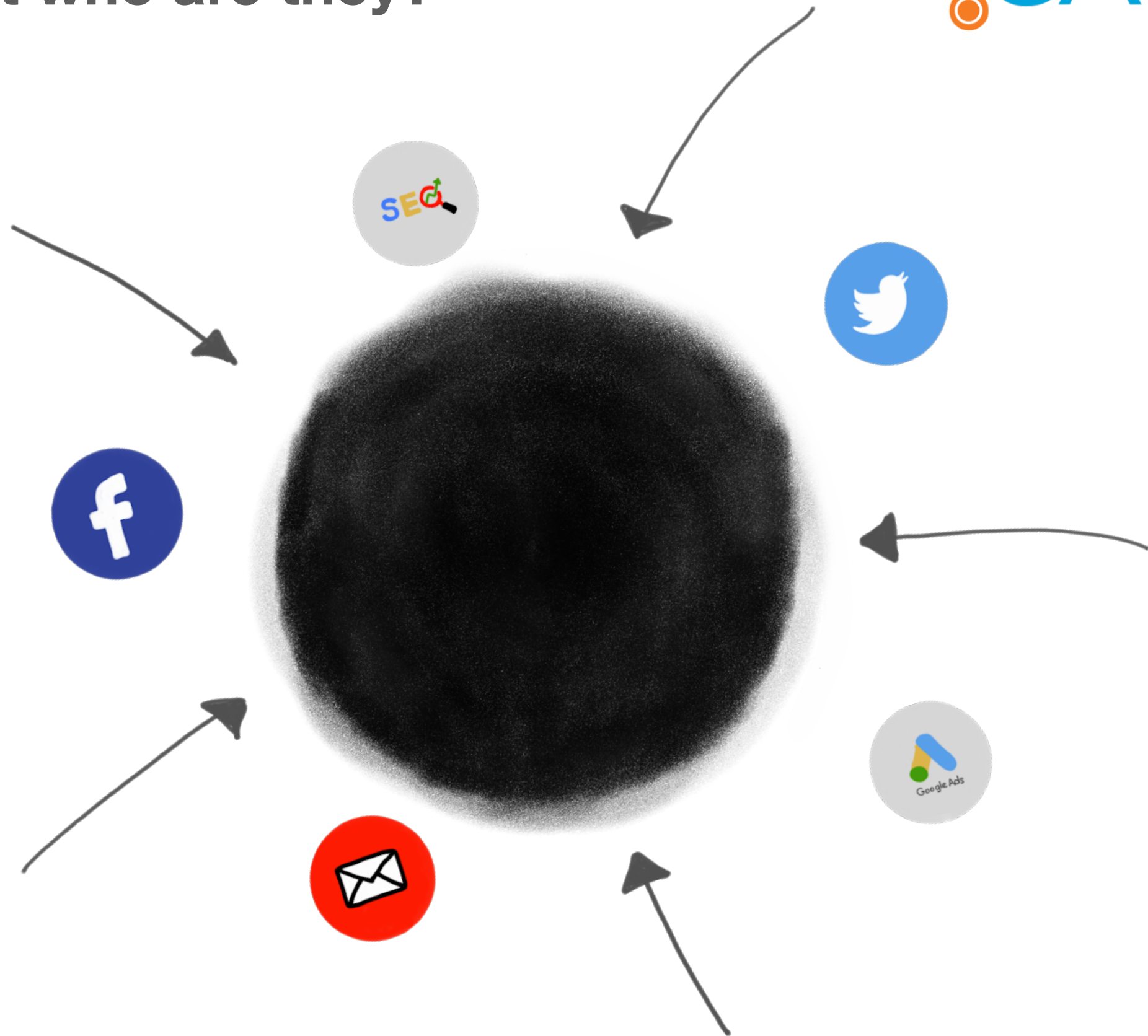


- **Ten years old**
- **Twenty members of staff**

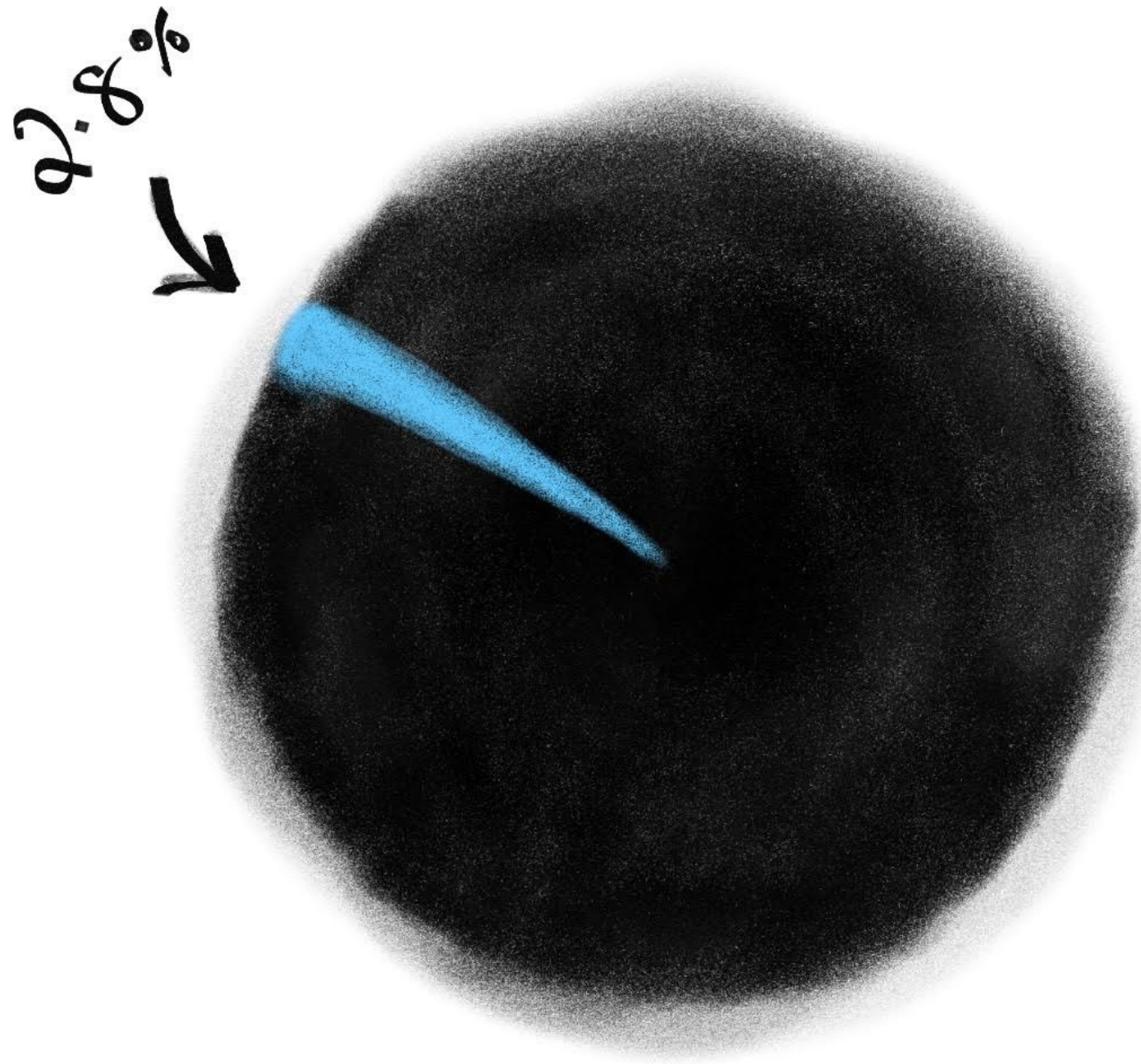


- **What about you?**

Digital marketing is amazing at driving traffic, but who are they?



**On average, 2.8% of website visitors complete an enquiry form**

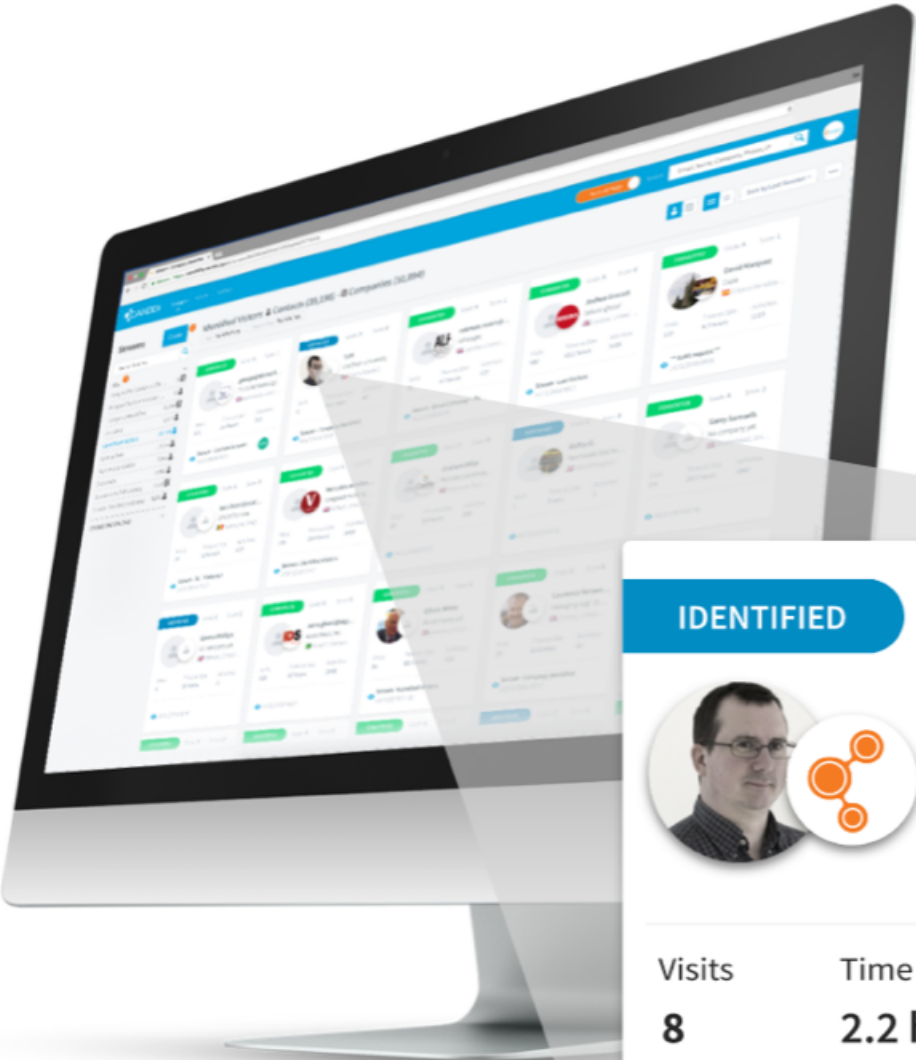


**What about the other 98% that are invisible?**






The **ONLY** tool which identifies the individual visitors on your website




A computer monitor displays the CANDDi dashboard, which shows a grid of user profiles. A callout box highlights a specific user profile.

**Capterra**  
★★★★★  
USER REVIEWS

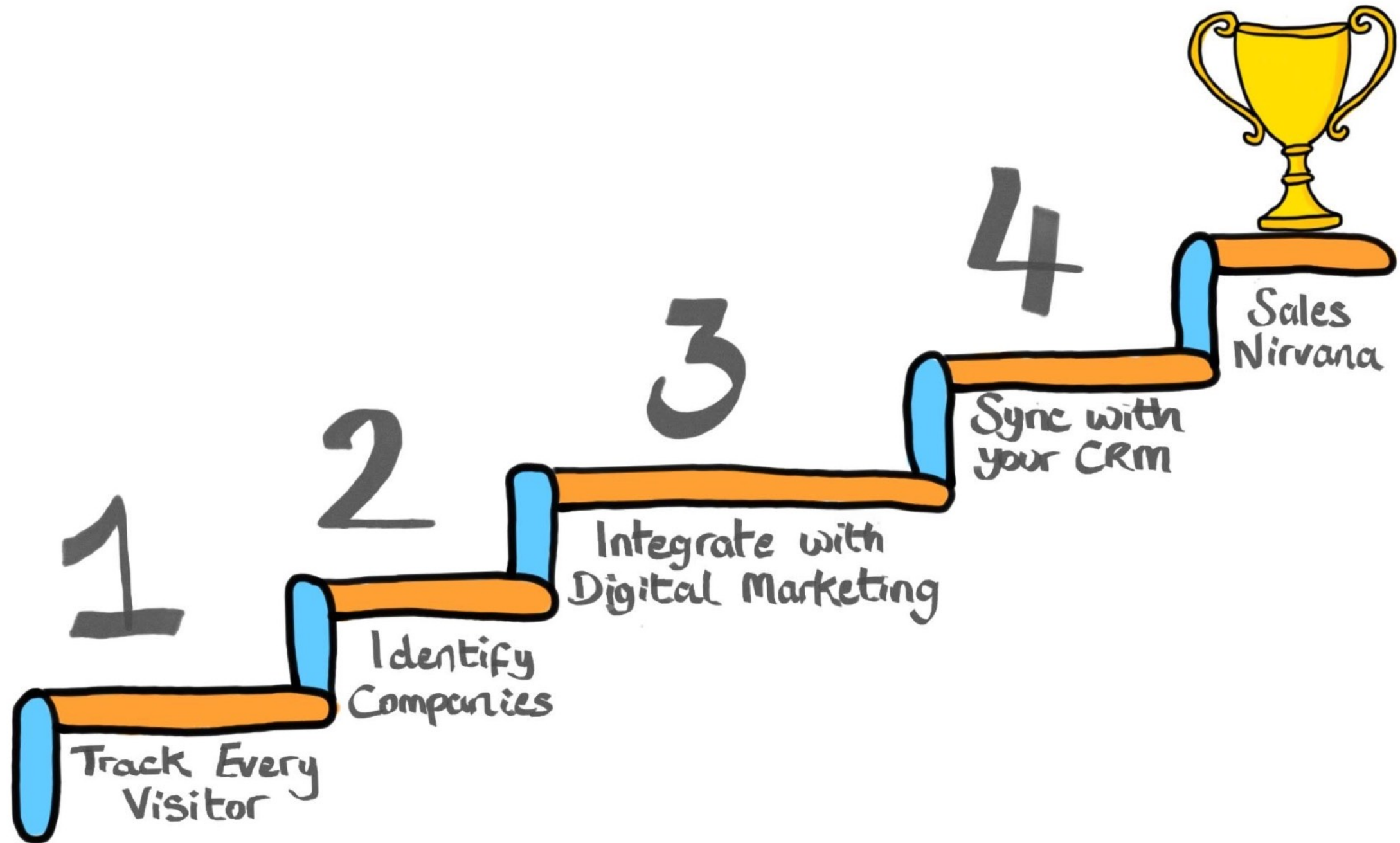
**IDENTIFIED** Grade **C** Score **7**

  **Tim Langley**  
**CANDDi**  
 Manchester, UK

Visits	Time on Site	Activities
<b>8</b>	<b>2.2 hours</b>	<b>23</b>

**Form Submission**  
04/07/2018 10.47 

# CANDDi in four simple steps





# Step 1: CANDDi tracks every single activity for every single visitor


02:53 12/04/19	Pricing - UK Annual plan <a href="https://www.canddi.com/pricing/en-gb/">https://www.canddi.com/pricing/en-gb/</a>		32 secs		
02:52 12/04/19	Thank You <a href="https://www.canddi.com/contact/thank-you/">https://www.canddi.com/contact/thank-you/</a>		30 secs		
02:52 12/04/19	Form submission <a href="https://webto.salesforce.com/servlet/servlet.WebTo">https://webto.salesforce.com/servlet/servlet.WebTo</a>				
<b>Post Data</b>					
<b>Name</b>		<b>Value</b>			
lead_source		Lead Generation Enquiry Book			
00Nb0000004OR9F		12/04/2019			
first_name		Tim			
last_name		Langley			
phone		07123456789			
email		tim@canddi.com			
02:50 12/04/19	CANDDi Lead Generation <a href="https://www.canddi.com/landing/lead-generation/?ut">https://www.canddi.com/landing/lead-generation/?ut</a>		1.8 mins		
<b>Referrer</b> retargeting: Google UTM link <a href="http://instagram.com/">http://instagram.com/</a>					
02:49 12/04/19	CANDDi Lead Generation <a href="https://www.canddi.com/landing/lead-generation/?ut">https://www.canddi.com/landing/lead-generation/?ut</a>		30 secs		
<b>Referrer</b> retargeting: Google UTM link <a href="http://instagram.com/">http://instagram.com/</a>					

- Downloads
- Videos
- Form fills
- All referrers
- Page views

We can't identify everyone on first visit :-(

# Step 2: CANDDi identifies companies using the IP tracking










CANDDi

Company Emails

hello@canddi.com

Company Socials



Employees

11-50

Revenue

\$1M-\$10M

Industry

Internet Software & Services

Company Description

See the people and businesses visiting your website with Website Visitor Tracking Software CANDDi. Web User ID Analytics for marketing and lead generation.

Company Telephone

+44 161 414 1080

Company Address

47 Newton Street, Manchester,  
Manchester, M1 1FT,

112

Total company visits

7

Company visitors

357

Total company activities

190 mins

Total company duration


Refresh data


IP Lookup  
tools stop  
here!



# Step 3: CANDDi integrates with all digital marketing to identify individual visitors












Edit profile pictures

Saadia Choudry

Edit names

saadia@canddi.com

Edit emails



Edit social

Personal Telephone

+44 (0) 161 414 1080

Edit phones

Personal Address

47 Newton Street, Manchester,  
M1 1FT

Edit addresses

Score1

GradeN/A

Editing - Social Media

Close

Current > Social Media

f

https://www.facebook.com/saadia.choudry.54

x

G

https://plus.google.com/100058961409034050635

x

kl

http://klout.com/Saadia\_Choudry

x

in

https://www.linkedin.com/in/saadia-choudry-5a091439

x

tw

https://twitter.com/Saadia\_Choudry

x

5

Total visits

15

Total activities

5.7 mins

Total duration

23/06/2017

First visit

18/11/2017

Last visit

# How does CANDDi identify:

## A) Integrates with all Email Marketing



### Bulk Email Marketing

Integrate CANDDi into your Email Marketing Platform to identify visitors

What Email Platform do you use?

[Visit our FAQ for MailChimp platform settings.](#)

MailChimp

Link URL

What website page would you like your email link to go to?

<http://www.mysite.com/contact>

Do you want to include Google Analytics as well?

Yes

No

Generate Code

IDENTIFIED Grade C Score 7



**Tim Langley**  
CANDDi  
Manchester, UK

Visits	Time on Site	Activities
6	15 mins	23

Tracker settings  
04/07/2018 10.47



CONVERTED Grade A Score 3



**Chris Glover**  
CANDDi  
Manchester, UK

Visits	Time on Site	Activities
7	25 mins	34

Stream - Last visitors  
04/07/2018 8.23



IDENTIFIED Grade B Score 5



**Dan Wingfield**  
CANDDi  
Manchester, UK

Visits	Time on Site	Activities
5	4 mins	15

Stream - All clicks  
04/07/2018 7.30



CONVERTED Grade D Score 7



**Luke Roberts**  
CANDDi  
Manchester, UK

Visits	Time on Site	Activities
8	2 mins	9

Stream - Last visitors  
04/07/2018 6.24



IDENTIFIED Grade C Score 6



**Tom Carry**  
CANDDi  
Manchester, UK

CONVERTED Grade D Score 8



**Abbey McDonnell**  
CANDDi  
Manchester, UK

IDENTIFIED Grade C Score 4



**Malcolm Smith**  
CANDDi  
Manchester, UK

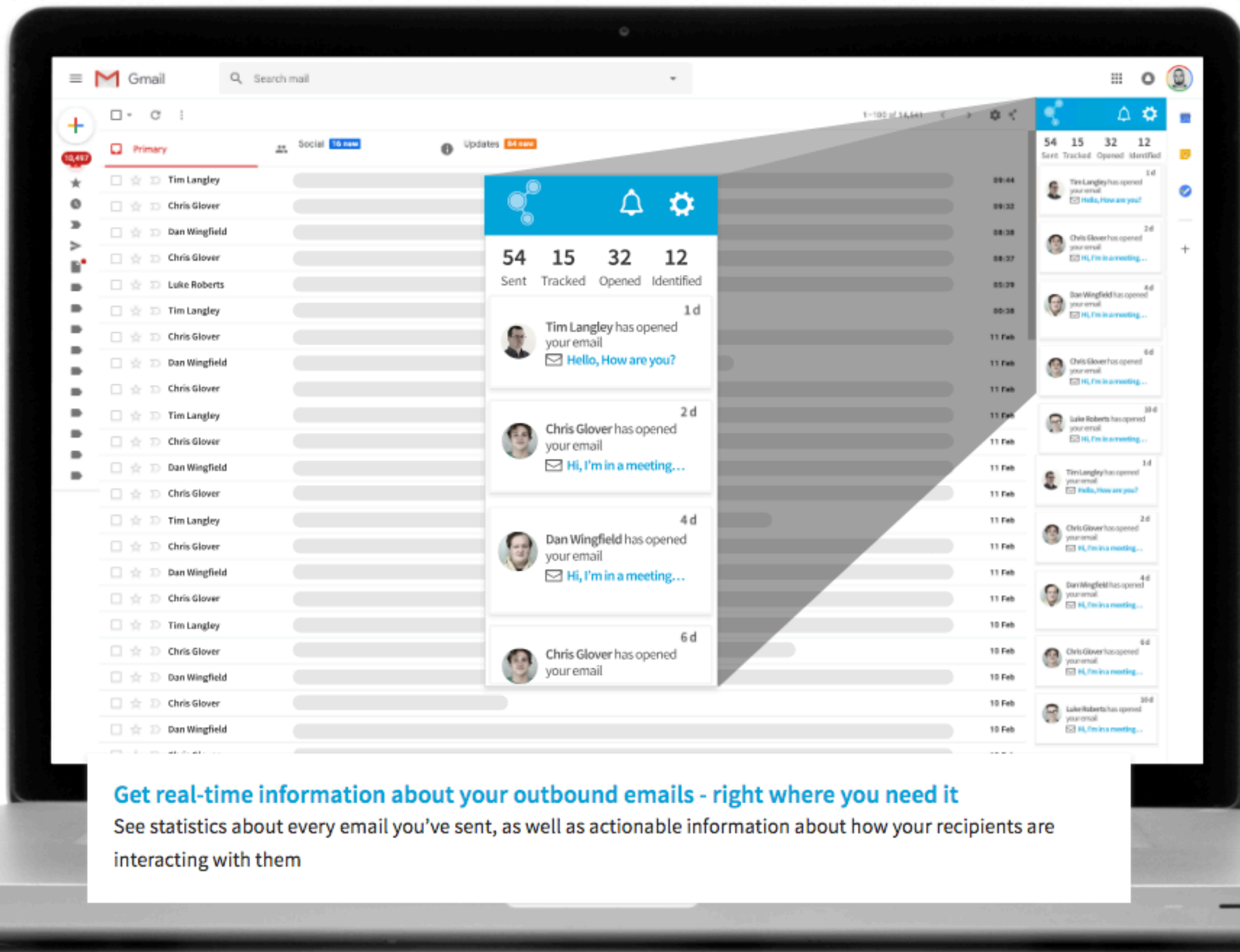
CONVERTED Grade D Score 7



**Logan White**  
CANDDi  
Manchester, UK

# How does CANDDi identify:

## B) Outlook and Gmail integration

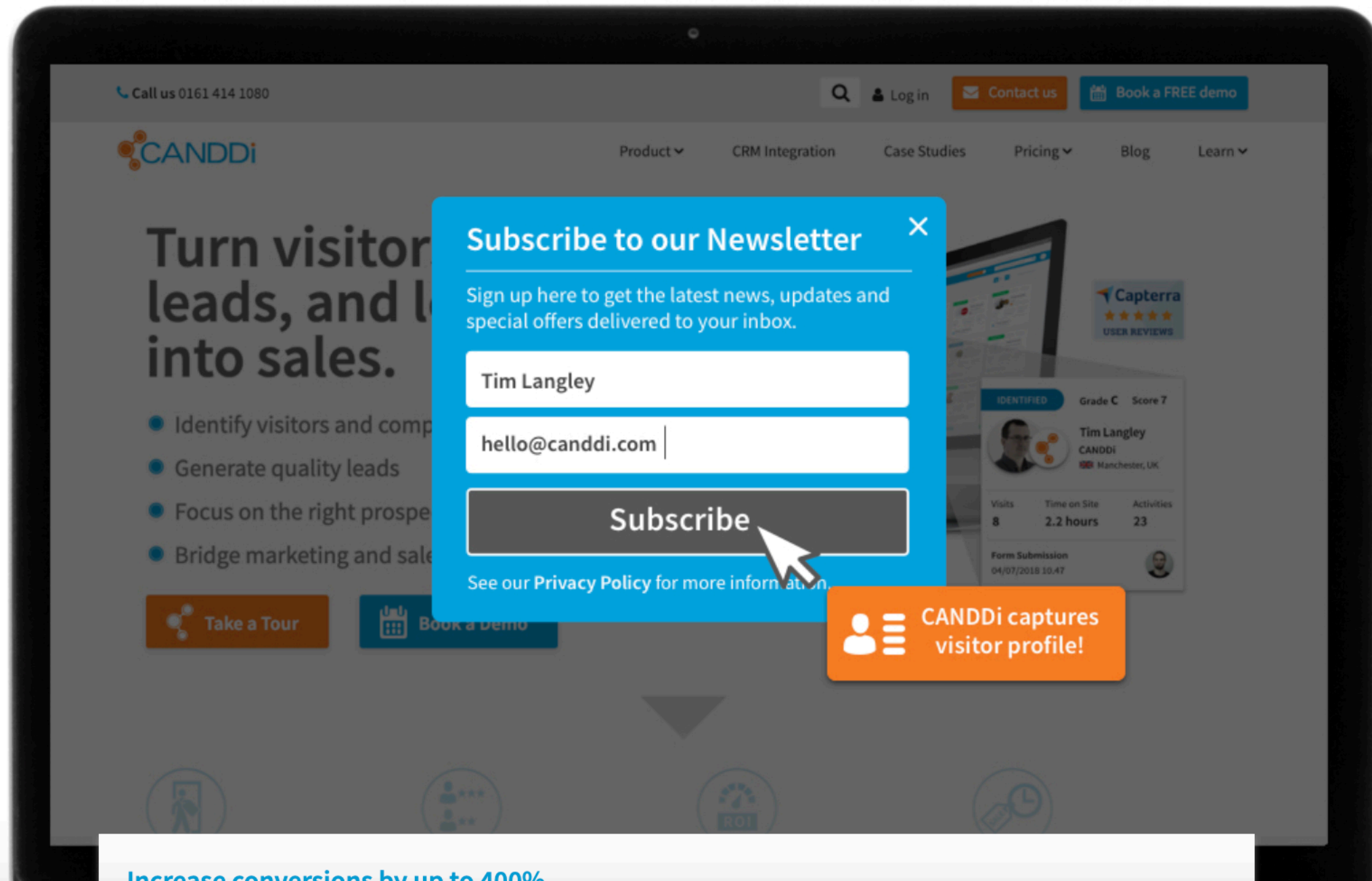


**Get real-time information about your outbound emails - right where you need it**

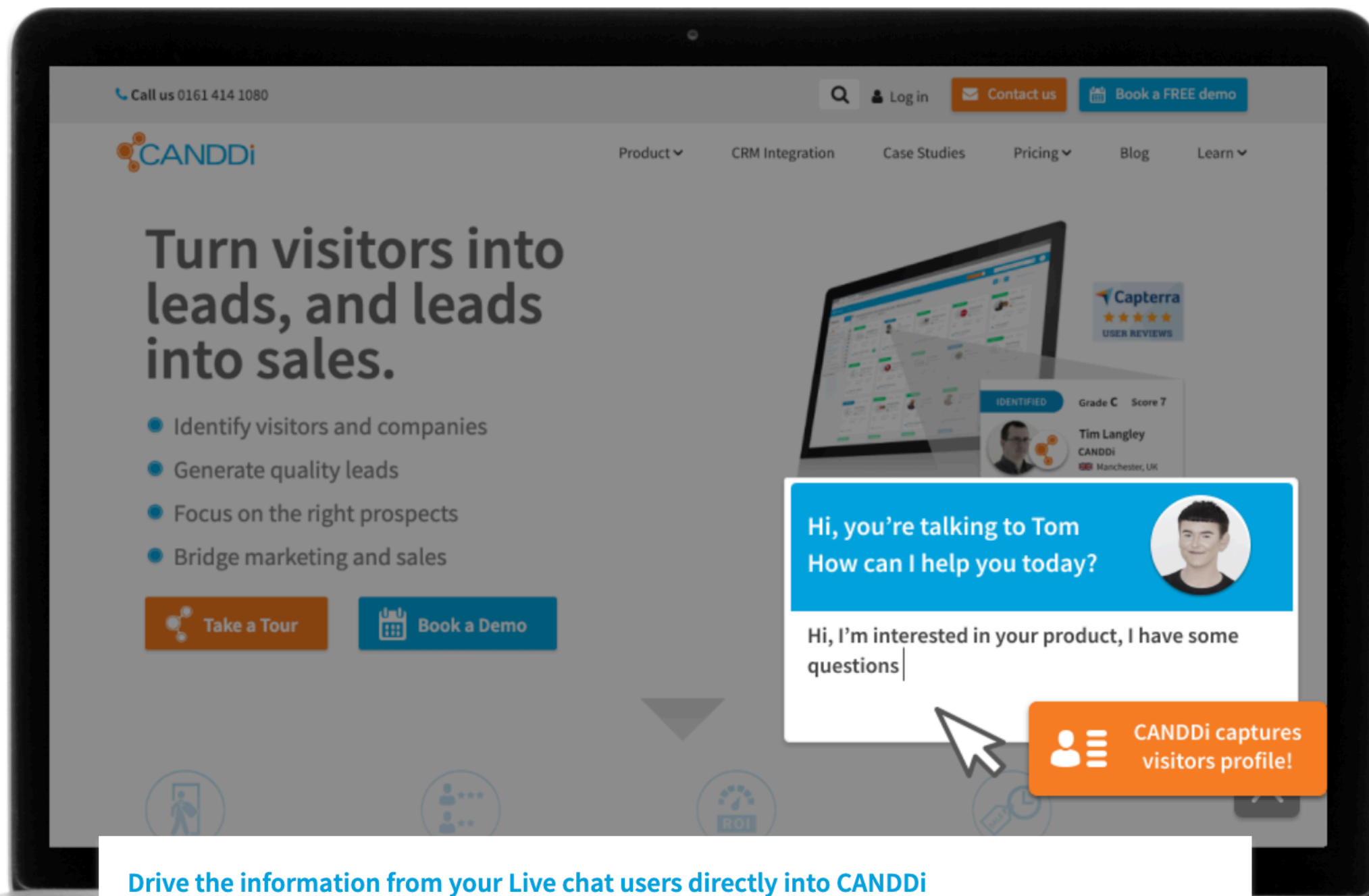
See statistics about every email you've sent, as well as actionable information about how your recipients are interacting with them

# How does CANDDi identify:

## C) Capture produces 3-4x more enquiries



# How does CANDDi identify: D) (and much more Live Chat, Forms etc



## Drive the information from your Live chat users directly into CANDDi

Data fields like a prospect's name, company, email, and phone number are fed directly into their CANDDi profile and your integrated CRM.



# Step 4) CANDDi drives all of this rich information directly into existing systems



**Lead Detail**

Edit

Delete

Convert

Clone

Find Duplicates

AW Duplicate Check

Search CANDDi

Lead Owner	<a href="#">Tim Langley</a> <a href="#">[Change]</a>	CANDDi Profile	
Name	Tim Langley	Phone	0161 414 1080
Title	CTO	Mobile	
		Email	<a href="mailto:tim@canddi.com">tim@canddi.com</a> <a href="#">[M]</a> <a href="#">Gmail</a>
Revisit date	25/07/2018	RevisitThisPM	<input type="checkbox"/>
Lead notes	7/18 JC What a cool guy	Lead Status	2. Lead needs Demo booking
Engaged prospect (opt-in)	<input type="checkbox"/>		
LinkedIn URL			

Profile

Web Activity

Company News

View Contact in CANDDi

Person Profile

f

in

t

Name

Tim Langley

Email

[tim@canddi.com](mailto:tim@canddi.com)

Company Profile

f

in

t

Name

Canddi

Website

<http://canddi.com>

Phone

+44 161 414 1080

Address

47 Newton Street  
Manchester  
Manchester  
M1 1FT

Industry

Internet Software & Services

Description

See the people and businesses visiting your website with Website Visitor Tracking Software CANDDi. Web User ID Analytics for marketing and lead generation.

Email Prospect

Step 4) CANDDi drives all of this rich information directly into existing systems



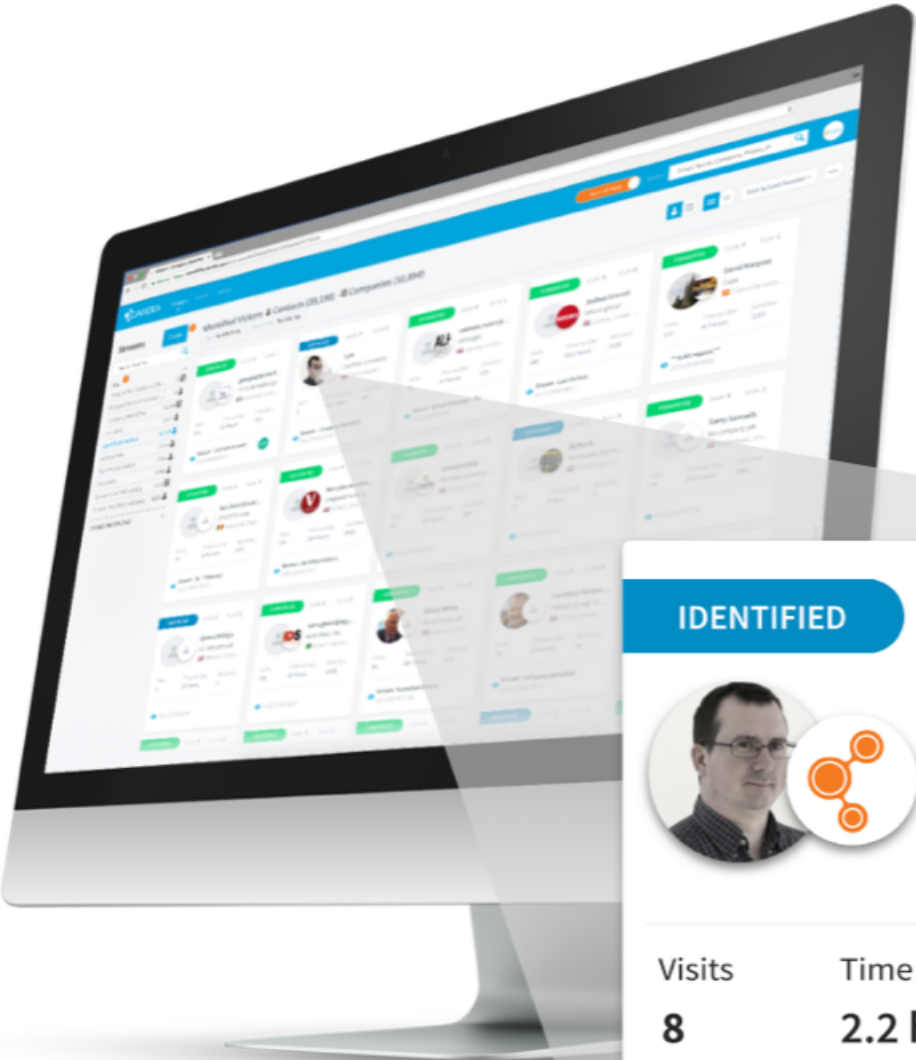
pipedrive



Can't see your  
CRM? We'll  
build it





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**Capterra**  
★★★★★  
USER REVIEWS

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**Form Submission**  
04/07/2018 10.47 

**Questions?**

# Getting started



- **Sign up online or over the phone**
- **Add CANDDi tracking code**
- **Customer Care Manager will be in touch**