

# Visitor ID

## Advanced website visitor identification

Nurture anonymous site visitors into known prospects, and send intelligent direct mail campaigns to reach your best prospects.

**Lob**  
*audience*

**More than 96% of your site visitors are anonymous without engagement, making your digital trail run cold... until now. You will benefit from greater visibility to unmask high-intent visitors and find more precision in targeting prospects in your retargeting campaigns. That's why we built Lob Audience.**

Say goodbye to not knowing the buyer beyond their IP address, and making generic inferences based on webpages they happened to visit.

**Visitor ID** is Lob's data solution to solve for audience visibility. Identify your website visitors so you can reach them with an effective direct mail touch, with actually relevant personalization, and drive higher conversion rates and ROI.

- "Retarget" via direct mail, email, or digitally
- Add demographics or segmentation model data to further personalize and prioritize
- Direct prospects to your closest location

**Visitor ID** is a B2C first-party pixel-based website solution that overcomes many of the limitations of 1st-generation IP Address-based offerings that often do not provide PII, require the use of specific printers in their network, or do not offer demographics.

Minimize unreachable buyers without personally identifiable information (PII); get in touch with them via email, direct mail, or phone.

### Visitor ID Advantages

- Accurate match to the individual
- Get the visitor's name, email address and home postal address
- Integrates with Lob's Print & Mail API to automatically trigger mail to website visitors
- Options to suppress or flag specific visitors using lists you provide

Cut through the noise and multiply the benefits of your search, social, email and other digital channels by adding direct mail touches to your high-priority inbound leads.

**For additional information about Visitor ID, email [sales@lob.com](mailto:sales@lob.com)**

Get a demo

*Connecting the world,  
one mailbox at a time.*