

# ABM Connected Website

Time: < 15 minutes

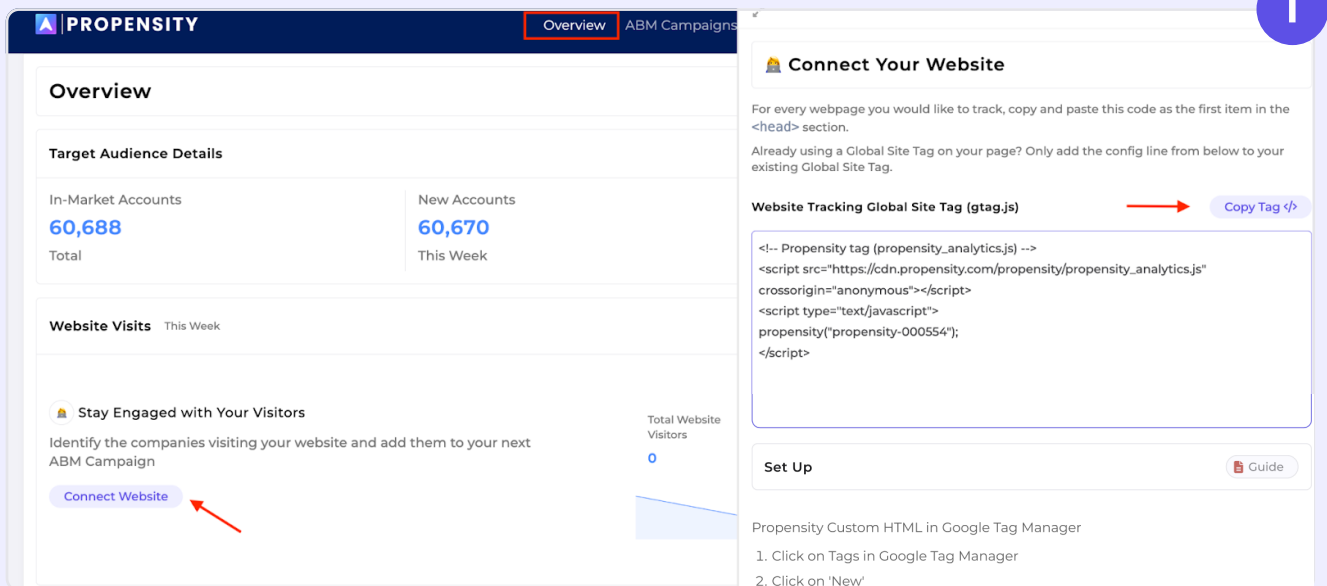
## Set Up Guide

### Connect Your Website to Propensity

Connecting your website gives you immediate insight into actionable data, providing visibility into web traffic, target accounts visiting your site, leads, and their intent signals. There are two ways to go about connecting your website.

1. Overview > Connect Website

#### Connect Website



**1**

**Overview**

**Target Audience Details**

In-Market Accounts <b>60,688</b> Total	New Accounts <b>60,670</b> This Week
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**Website Visits** This Week

**Stay Engaged with Your Visitors**

Identify the companies visiting your website and add them to your next ABM Campaign

[Connect Website](#)

**Connect Your Website**

For every webpage you would like to track, copy and paste this code as the first item in the <head> section.

Already using a Global Site Tag on your page? Only add the config line from below to your existing Global Site Tag.

**Website Tracking Global Site Tag (gtag.js)** [Copy Tag </>](#)

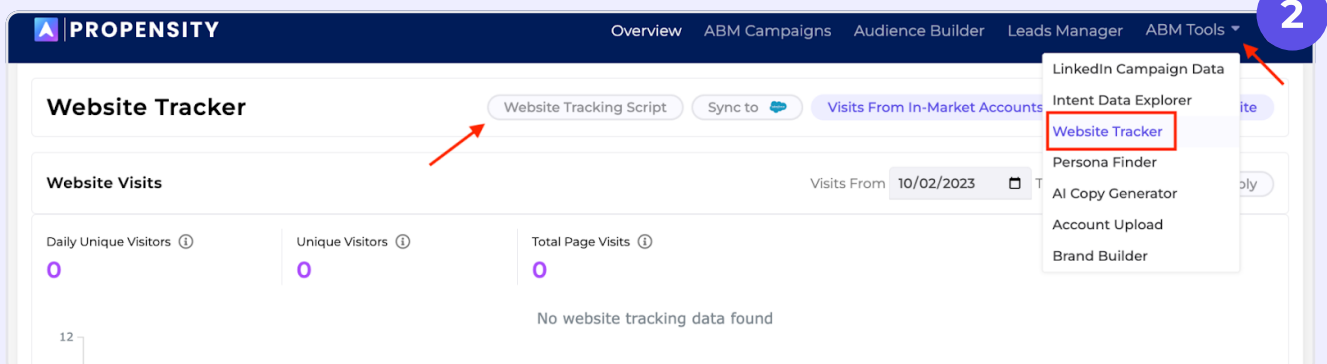
```
<!-- Propensity tag (propensity_analytics.js) -->
<script src="https://cdn.propensity.com/propensity/propensity_analytics.js"
crossorigin="anonymous"></script>
<script type="text/javascript">
propensity("propensity-000554");
</script>
```

**Set Up** [Guide](#)

Propensity Custom HTML in Google Tag Manager

1. Click on Tags in Google Tag Manager
2. Click on 'New'

2. ABM Tools > Website Tracker > Website Tracking Script



**2**

**Website Tracker**

[Website Tracking Script](#) [Sync to](#) [Visits From In-Market Accounts](#)

**Website Visits** Visits From 10/02/2023

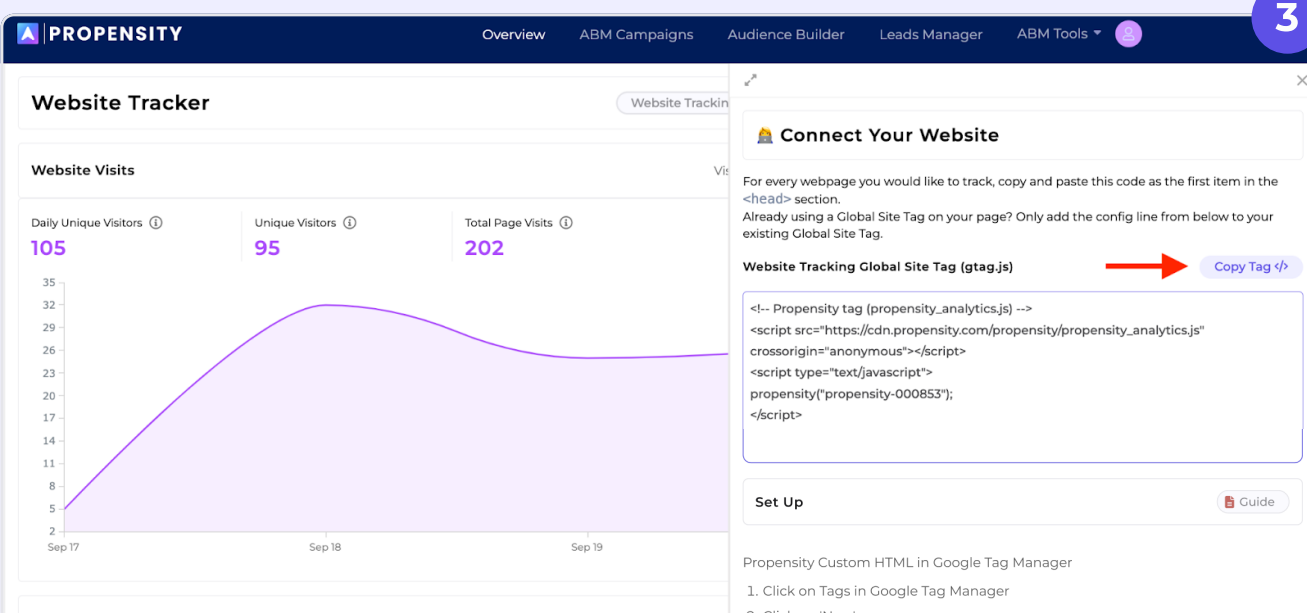
Daily Unique Visitors ① <b>0</b>	Unique Visitors ① <b>0</b>	Total Page Visits ① <b>0</b>
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No website tracking data found

**Website Tracker**

- LinkedIn Campaign Data
- Intent Data Explorer
- Website Tracker**
- Persona Finder
- AI Copy Generator
- Account Upload
- Brand Builder

3



**Website Tracker**

**Website Visits**

Daily Unique Visitors ① **105**    Unique Visitors ① **95**    Total Page Visits ① **202**

Visits from Sep 17 to Sep 19: A line graph showing a peak in visits around Sep 18.

**Connect Your Website**

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Already using a Global Site Tag on your page? Only add the config line from below to your existing Global Site Tag.

**Website Tracking Global Site Tag (gtag.js)** → [Copy Tag </>](#)

```
<!-- Propensity tag (propensity_analytics.js) -->
<script src="https://cdn.propensity.com/propensity/propensity_analytics.js"
crossorigin="anonymous"></script>
<script type="text/javascript">
propensity("propensity-000853");
</script>
```

**Set Up** [Guide](#)

Propensity Custom HTML in Google Tag Manager

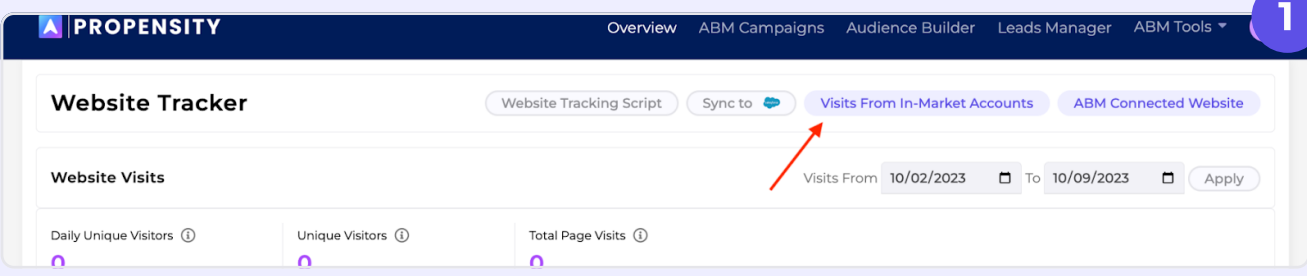
1. Click on Tags in Google Tag Manager
2. Click on 'New'

- For every webpage you would like to track, copy and paste the code as the first item in the <head> section
- Already using a Global Site Tag on your page? Only add the config line from below to your existing Global Site Tag

## Visits from In-Market Accounts

Insight into companies visiting your website who are part of an active Propensity ABM campaign.

1



**Website Tracker**

Website Tracking Script    Sync to    **Visits From In-Market Accounts**    ABM Connected Website

**Website Visits**

Visits From  To  [Apply](#)

Daily Unique Visitors ①    Unique Visitors ①    Total Page Visits ①

## Account Visits

2

Website Tracker

### Website Visits from In-Market Accounts

Visits from In-Market Accounts  
**494**

In-Market Accounts with Visits  
**101**

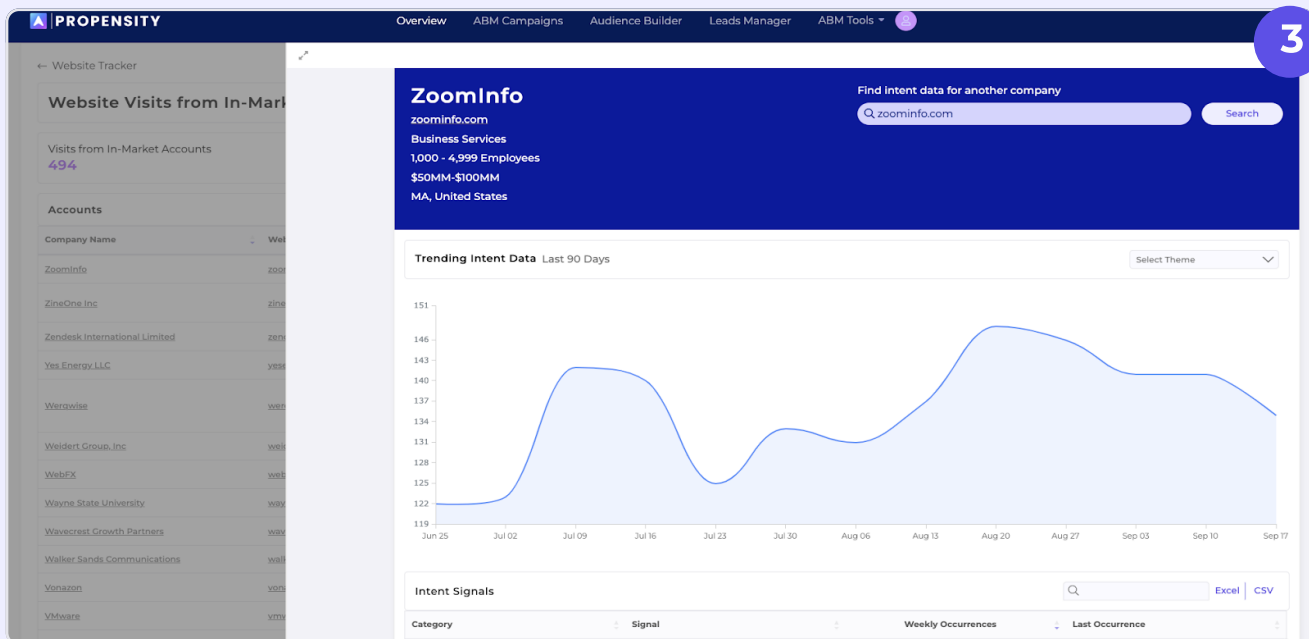
Active Leads  
**486**

Accounts
All Campaigns
All Weeks
Excel
CSV

Company Name	Website	Visits	Active Leads	ABM Campaign
ZoomInfo	zoominfo.com	2	34	Inbound 2023
ZineOne Inc	zineone.com	1	0	Software - July 2023, Software ABM V2 2023, Software ABM V3-08-09-2023

## Account Intent Details

3



## Visits from Active Leads

4

### Active Leads (34)

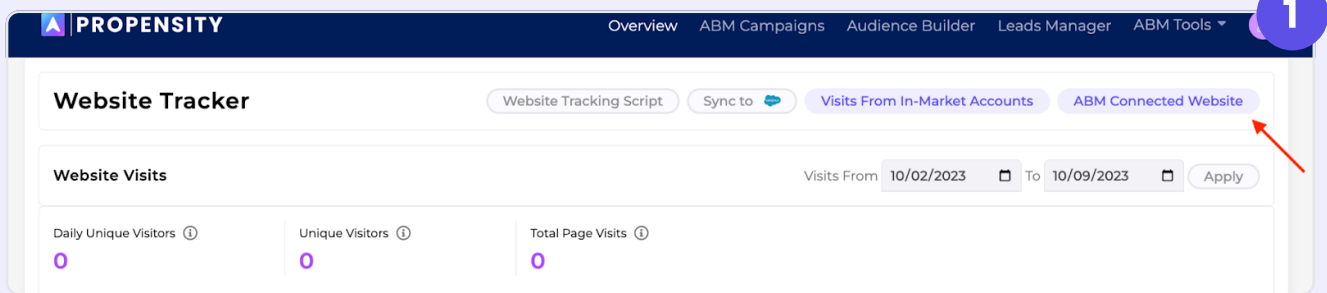
Name	Job Title	Socials	Campaign	Owner	View in Leads Manager
Sally Ford	Marketing Manager		Campaign A	Lynn Wells	View Leads →
James Blunt	CEO		Campaign A	Lynn Wells	View Leads →
Jillian Schmidt	Sales Manager		Campaign A	Lynn Wells	View Leads →

From the Website Visits from In-Market Accounts, you can view an account's intent details by clicking on their name and view visits from active leads in your workspace by clicking on the active leads column.

## ABM Connected Website

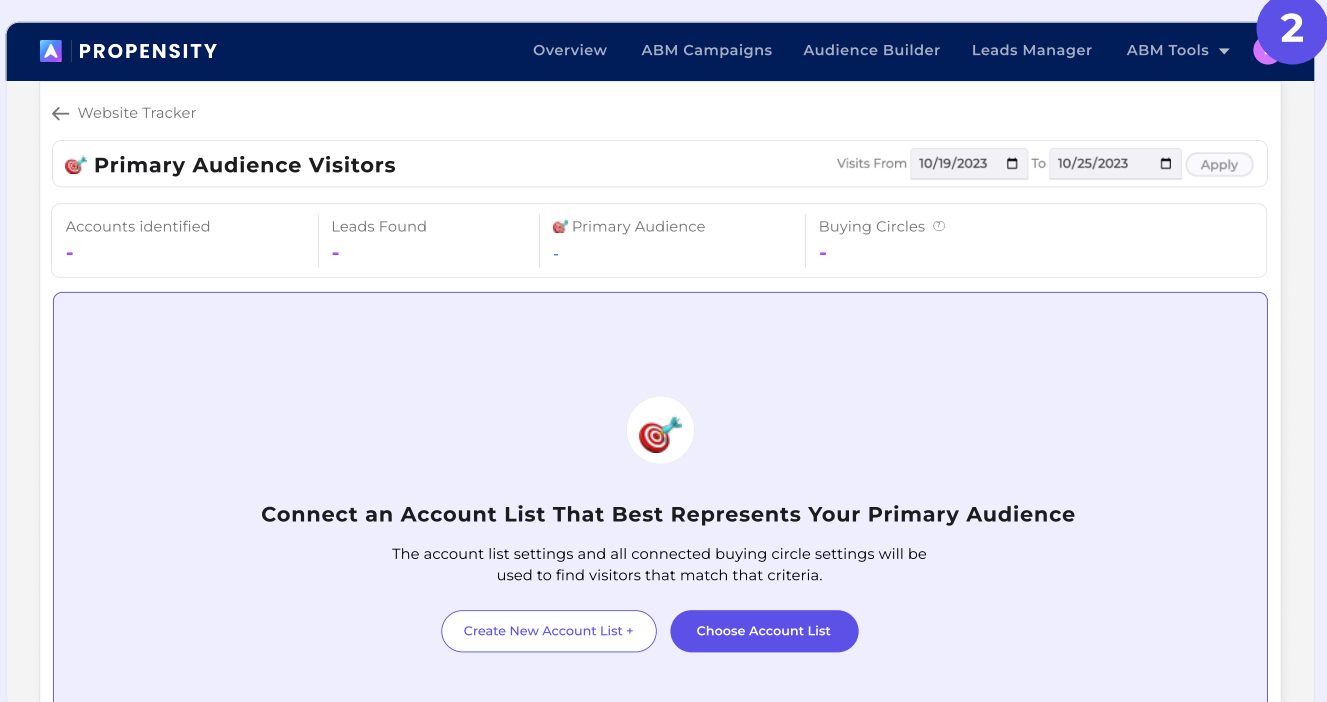
A game changer for prioritizing outbound sales to the companies and the leads that are visiting your website, the Propensity ABM Connected Website helps you identify which companies are visiting your website by combining third-party intent data with first-party data.

### ABM Connected Website



- ABM Tools > Website Tracker > ABM Connected Website
- Choose the primary audience for your ABM Connected Website. This audience will be used to match against your website visitors to provide you with a daily lead list. \*We recommend building your Primary Audience as your total addressable market.

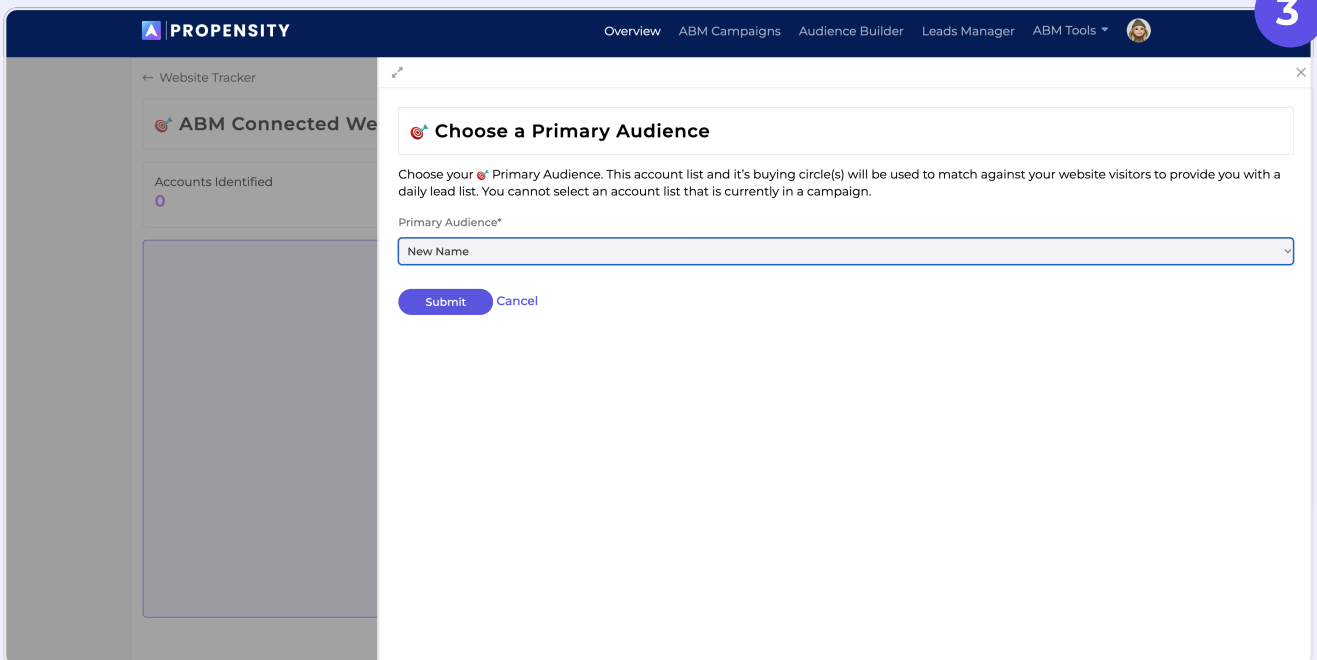
### Choosing a Primary Audience



The ABM Connected website showcases a comprehensive list of accounts that have visited your website, along with detailed information:

- Company website
- Leads
- Industry
- Company size
- Location
- Propensity score
- Propensity first-party score
- Propensity third-party score
- Referral source
- UTM source
- UTM campaigns
- Existing customer status
- Open opportunity status
- Pipeline amount
- Most recent task
- Competitive signals they are trending on
- Intent signals
- Active ABM campaign

## Selecting an Account List




The screenshot shows the Propensity ABM Connected Website interface. On the left, there is a sidebar with a 'Website Tracker' section and an 'ABM Connected Website' section. The 'ABM Connected Website' section shows 'Accounts Identified' with a count of 0. The main content area displays a dialog box titled 'Choose a Primary Audience'. The dialog box contains the following text: 'Choose your Primary Audience. This account list and its buying circle(s) will be used to match against your website visitors to provide you with a daily lead list. You cannot select an account list that is currently in a campaign.' Below this text, there is a dropdown menu labeled 'Primary Audience\*' with the option 'New Name' selected. At the bottom of the dialog box, there are two buttons: 'Submit' and 'Cancel'.

\*\*Use filters to review visitors by week, quarter, custom dates, and export files as needed.


## Primary Audience Visitors

4


**PROPENSITY**


[Overview](#)
[ABM Campaigns](#)
[Audience Builder](#)
[Leads Manager](#)
[ABM Tools](#)


[Website Tracker](#)


**Primary Audience Visitors**
Visits From  To  [Apply](#)

Accounts identified  
**104**




Leads Found  
**440**


**Primary Audience**  
[List A](#)

Buying Circles   
**2**


**Website Visits**

[CSV](#) | [Excel](#)

Account	Website	Leads	Propensity Score 	1st Party Score 	3rd Party Score 	Existing Customer	Open Opp	Industry
Addapptation	<a href="#">addapptation.com</a>	10	98	40	40		-	Hospitality, Insurance
Starlight Co.	<a href="#">startlight.io</a>	5	95	100	100	-		Hospitality, Insurance, T...
Openlane	<a href="#">openlane.com</a>	3	69	62	62		-	Hospitality
Ecstaticorps	<a href="#">ecstaticorps.com</a>	2	94	100	100		-	
Visionnetworks	<a href="#">visionnetworks.com</a>	0	81	35	35	-	-	Insurance


## Leads in Your Primary Audience

5


**PROPENSITY**

[Overview](#)
[ABM Campaigns](#)
[Audience Builder](#)
[Leads Manager](#)
[ABM Tools](#)

[Website Tracker](#)


**Primary Audience V**

Accounts identified  
**104**

**Website Visits**

Account	Website
Addapptation	<a href="#">addapptation.com</a>
Starlight Co.	<a href="#">startlight.io</a>
Openlane	<a href="#">openlane.com</a>

**Openlane Leads** (3)
 
[CSV](#) | [Excel](#)



Name	Job Title	Email	Phone	Socials
Sally Ford	Marketing Manager	sally.ford@gmail.com	(812) 746-7492	
James Blunt	CEO	j.blunt@gmail.com	(812) 480-4820	
Jillian Schmidt	Sales Manager	jillianschmidt@gmail.com	(949) 355-3910	

View the leads from your primary accounts by clicking the leads column.

## Daily ABM Report

[Click here](#) to watch Sumner, CEO of Propensity, take a few minutes and walk you through our ABM Connected Website and Daily ABM Report. \*Contact your ABM Expert or [success@propensity.com](mailto:success@propensity.com) to start receiving leads straight to your inbox.


### Daly ABM Report

 Propensity - Daily ABM Summary - 72 Leads  External Inbox x

 Reply all  Reply  Forward



**Propensity** no-reply@propensity.com via sendgrid.net  
to Matt, bcc: me

Fri, Oct 6, 8:12 AM (3 days ago)   

## Daily ABM Report



**Workspace:** Propensity Marketing

ABM Connected Website Summary

10/05/2023

New Accounts

28

New Leads

72

**Top Accounts Yesterday**

**Leads Found**

[Aptive Systems Inc.](#)

20

[LightPath Technologies](#)

6

[B.V. Industries Inc.](#)

6