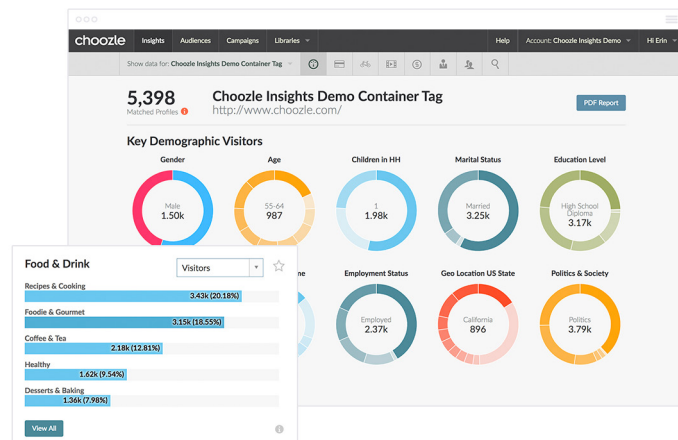


With Web Insights, you can identify your most valuable users, i.e., the ones who are most likely to convert. Unlock hundreds of data points about your website traffic, including information on your consumer's buying behavior, lifestyle, financial, and media consumption.

### What's Web Insights?

An add-on product that visualizes your website traffic and reveals your most valuable users.



## How It Works



### First Party Data

Web Insights contains aggregates of first-party data, which is information collected directly from the data of consumers visiting your website and conversion landing pages.



### Key Data Points

See the top 10 key data points from your website traffic. View data points including the potential reach and data source for each category across demographics, purchase behavior, media consumption, financial, lifestyle, and B2B.



### Segmentation & Optimization

Use Web Insights to segment audiences coming to your website, including product pages or conversion pages. When building custom audiences, these insights will assist you in uncovering the motivated segments of users who are most likely to take the desired action.



### Notes & Best Practices

- For an additional **\$200 a month**, activate a Data Package to unlock Web Insights and CRM Onboarding.
- Place the **Smart Container Tag** before using Web Insights. Wait at least **one week** after placing the tag to view the data gathered in Web Insights.