

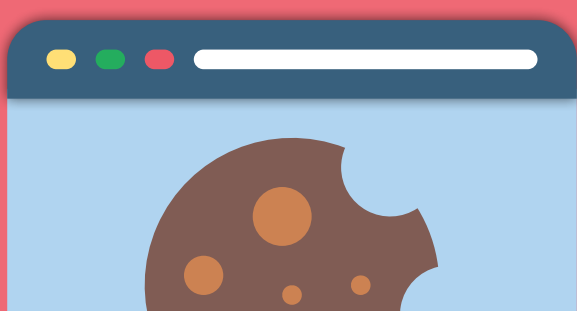
How do web analytics tools work?

For all of us “non-techies”, web analytics tools seem to work like magic! They take a website and draw incredibly insightful metrics and data, helping to boost the performance of B2B marketers everywhere. These tools are much simpler than we think, here’s how they work...

Most use **JavaScript** and though advanced in their results, their process can be split into 5 very simple steps...

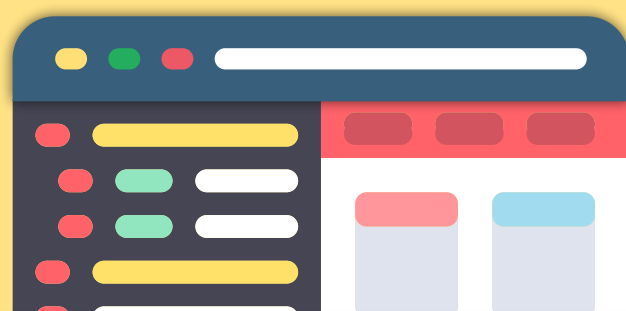
1 JavaScript identifies visitor information

When a new visit occurs, the **script identifies data** surrounding the visit such as pages viewed, device cookies and browser used.



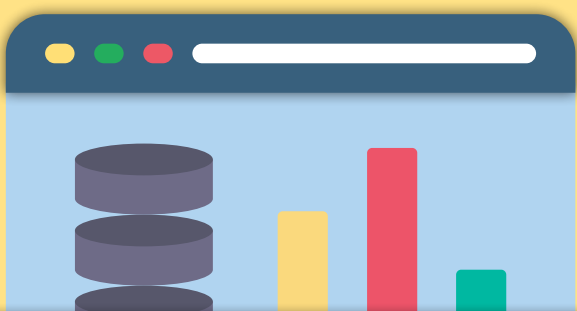
2 JavaScript gathers information into a single string

Now it gets technical! The data gathered in Step 1 is now formed into a **long piece of code**.



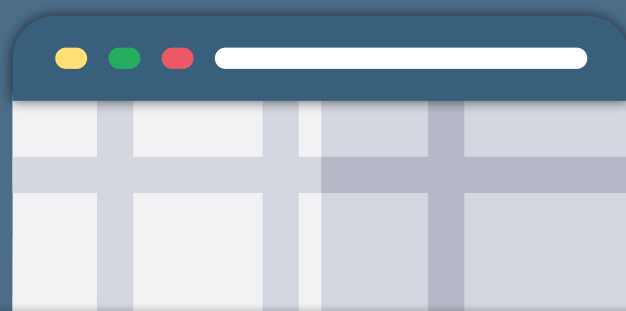
3 JavaScript sends a request to the web analytics server

The information is fed to the **web analytics server** via request.



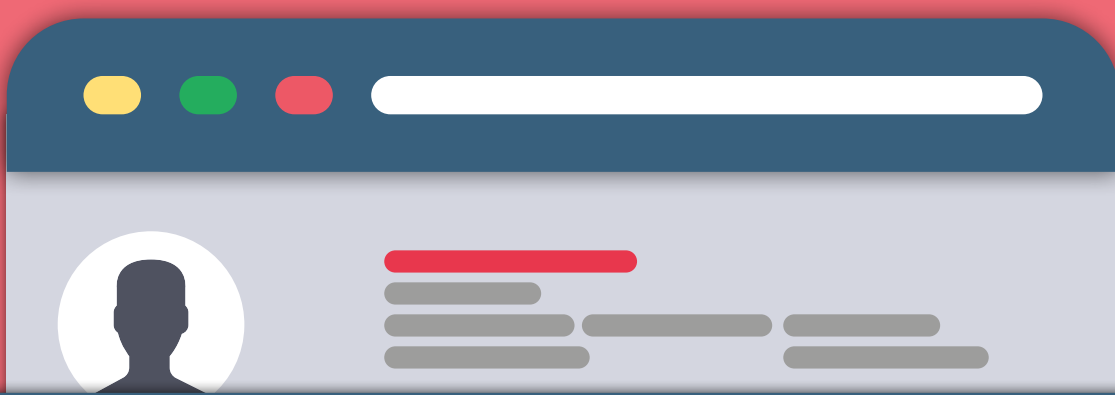
4 The web analytics tool transfers information into a database

The web analytics tool receives these requests and **breaks the code up into the specific sets** of original data, whilst organizing the results on a spreadsheet.



5 The web analytics tool queries the database for results

You can now see your web analytics metrics! The user can recall both **fresh and older data from the spreadsheet** created in step 4.



It's that simple!

This is of course a basic run down of how some of these tools work; there will be other tools using extra steps to fully pad-out their data collection.

Lead Forensics for example can identify anonymous website traffic, so make a few additions to the process...

As part of **Step 1** – Lead Forensics identifies the IP address of the visitor and runs it through our database, producing the business name, location and contact details for key decision makers.

This is then fed into the database in **Step 4**, allowing for advanced web analytics and new business lead generation!



Discover how Lead Forensics can revolutionize your B2B marketing department; 10,000 organizations are already seeing outstanding ROI.

Get started today, and book your **free demo and no obligation trial!**

GET STARTED