FIVE BY FIVE.

# Turn Anonymous Traffic Into Revenue:
## The Executive's Guide to Website Visitor Resolution

For B2B Founders and
Product Leaders

# What's Inside

# At a Glance

## Short on time? Here's what you need to know:

⬠ **Resolution Rates Vary Based on Traffic Composition**
You could resolve 5% of website traffic or you might resolve 70% —
avoid creating unrealistic expectations with your customers.

⬠ **Form Conversion and Resolution Rates Are Not the Same**
Forms capture the 3% who are ready to engage. Visitor resolution
identifies the other 97% who visited but didn't convert. Apples and
oranges.

⬠ **It's About ROI, Not Percentages**
In the end, customers care about pipeline and revenue. Lead with
"Generate 5-10x more prospects from existing traffic," not resolution
or accuracy rates.

⬠ **Quality Implementation and Optimization Are Critical**
You need proper bot filtering, privacy compliance, and ongoing
refinement. Rushed implementation = disappointing results.

⬠ **Upfront Transparency is Key**
Customers who know that visitor resolution isn't perfect — and
understand why — are more realistic about outcomes and become
your most successful implementations.

**Visitor resolution identifies
the other 97% who visited but
didn't convert.**

**FIVE** BY **FIVE**

# Why Website Visitor Resolution Matters

Right now, 97-98% of your customers' website visitors leave without a trace. Website visitor resolution fixes this by identifying anonymous visitors and connecting them to real people and companies, unlocking a treasure trove of sales and marketing opportunities.

### The Challenge:

Only 2-3% of visitors convert through lead forms. The rest? Gone forever. Your customers are sitting on a goldmine of interested prospects but have no way to identify them.

### The Solution:

Turn your customers' anonymous traffic into known prospects. No need to drive more traffic — just identify who's already showing up.

## Key Benefits

Your customers can increase their conversion rates by 15-50% from implementing website deanonymization. It's an additional revenue stream for you. It's a win-win.

### What This Means For Your Business

⬠ **You'll Make Money:** Revenue from identified leads should easily cover your customers' costs. This isn't an expense — it's an investment that pays for itself. Simply a no brainer.

⬠ **You'll Stand Out:** Most competitors can't turn anonymous visitors into actionable leads. You can. That's differentiation.

⬠ **Customers Will Stick Around:** When you're continuously generating more leads for customers, your solution becomes stickier. Happy customers = lower churn.

### What Your Customers Get

⬠ **5-10x More Leads:** Customers can surface a greater pool of leads with existing website traffic

⬠ **Stronger Pipeline:** Previously anonymous visitors can be converted into qualified opportunities with real dollar values

⬠ **Enhanced Attribution:** Better understand which touchpoints across the customer journey actually move the needle

## Customers can unlock 5-10x more leads.

# Understanding the Data

This isn't magic — it's smart identity resolution. Website visitor resolution relies on multiple ways to identify visitors, starting with the most reliable and falling back to less certain methods. We call this the "resolution waterfall." If the first method doesn't work, try the second, then the third.

One crucial thing: this process is inherently probabilistic — meaning it provides likely matches rather than guaranteed identifications.

Data Management Platforms (DMPs) — like 5×5 — aggregate anonymized data across vast networks of websites, enabling broader identification capabilities through shared cookie footprints and cross-site behavioral patterns.

## Primary Data Sources:

- **First-Party Cookies** → Your most reliable identifiers. Tracks and links visitors on your customer's own website across sessions.

- **Third-Party Cookies** → Cross-site identifiers that expand identification capabilities but face increasing browser restrictions

- **IP Addresses** → Network-level information that can indicate company location, especially valuable for B2B identification

- **Email Hashes** → Privacy-compliant versions of emails and other personal data that enable cross-platform matching

- **Behavioral Data** → Email clicks, form fills, website behavior that helps confirm identity matches.

## Pro Tip:

The objective is to build products where data integration creates genuine, differentiated value that users can't find elsewhere.

# How We Identify Visitors (The Resolution Waterfall)

The identification process follows a sophisticated three-tier approach designed to maximize accuracy while respecting privacy:

## Tier 1: Cookie-Based Resolution (Primary Method)

**What It Does:** Starts with first-party cookies for the most direct and accurate visitor identification — linking browser activity to identity signals through various touchpoints like email engagement and form submissions. Then expands to our network of partner sites when direct matches aren't available.

**Limitations:** About one-third of web traffic may not accept cookies due to browser settings, requiring fallback methods. No cookies = no identification from this method.

## Tier 2: IP-Based Resolution (Fallback Method)

**What It Does:** Maps IP addresses to company databases — works great for office networks. Often the primary method for business visitor identification.

**Limitations:** Multiple people and devices often share the same IP address, introducing potential inaccuracies.

## Tier 3: Contextual Inference and Smart Prioritization

**What It Does:** Uses your customer's ideal customer profile (ICP) data to prioritize likely matches when there are multiple possibilities. Leverages industry context and behavioral patterns to improve match accuracy.

**Limitations:** The accuracy and reliability at this tier is decreasing.

**Example:** Visitor could work at a hospital or real estate company. Your customer sells to real estate companies. We prioritize the real estate match.

## Reality Check:

Accuracy drops with each tier. First-party cookies provide the highest confidence, while IP-based resolution introduces more uncertainty but extends reach to cookieless environments.

# Setting Realistic Expectations

## What 5×5 Controls

- Advanced matching algorithms and sophisticated resolution waterfall

- Extensive data cooperative network spanning thousands of websites

- Privacy-compliant data handling and hashed identifier management

- Contextual prioritization based on ICP matching

## What 5×5 Doesn't Control

- Your customer's website traffic volume or composition

- Browser privacy settings and cookie acceptance rates (Roughly 1/3 of traffic blocks cookies)

- The inherent probabilistic nature of cross-platform identity resolution

- Third-party platform policy changes and privacy-regulation evolution

- Factors that introduce "noise" like bot traffic, shared devices, and email forwarding

## Why Results Will Vary

Factors that impact accuracy and reliability that should be communicated to customers:

- **Bot traffic and fraudulent activity** can create false positive matches.

- **Shared devices and networks** (households, offices, mobile carriers) can lead to incorrect associations.

- **Email forwarding and account sharing** can misattribute engagement to the wrong individual.

- **Device fragmentation** means one person can look like different visitors across multiple devices (phone, laptop, tablet, work computer) and browsers.

## Important:

Resolution rates vary widely based on traffic type and quality. Domestic B2B traffic may achieve 30-70% resolution rates, while international consumer traffic might only reach 5-15%. **Never promise specific resolution percentages** — focus on business value delivered.

# Metrics That Matter

## Focus on Business Outcomes, Not Technical Metrics

- **New Leads** → How many contacts you added to their database

- **Pipeline Value** → Dollar value of opportunities from resolved, qualified visitors

- **ROI** → Revenue attributed to visitor resolution vs. technology costs

- **Better Attribution** → Improved understanding of which tactics actually work

## Common Pitfalls to Avoid

✖ **Leading with resolution percentages** → "Resolve 70% of visitors."

   **Why it fails:** Results vary widely based on traffic composition. You'll create unrealistic expectations.

✖ **Comparing to form conversions** → "Better results than form fills."

   **Why it fails:** Completely different purposes. Forms capture high-intent visitors. Resolution identifies visitors that don't convert.

✖ **Promising accuracy** → "We have 95% accuracy rates."

   **Why it fails:** It's probabilistic by nature, especially beyond first-party cookie matches.

✖ **Ignoring data quality factors** → Bot traffic, shared devices, and privacy settings all impact results

   **Why it fails:** Customers will discover the limitations anyway.

## What to Say Instead

✔ **"Expand your audience"** → Go beyond the 2-3% who fill out forms

✔ **"Multiply your pipeline"** → Identify more prospects from existing traffic

✔ **"Gain directional insights"** → Surface useful insights, not individual-level accuracy

✔ **"Unlock hidden opportunities"** → Turn anonymous interest into actionable leads

# Understanding 5×5's Technology

## Core Products Overview

- ⬟ **5×5 Visitor Resolution Tag:** A lightweight JavaScript tag that captures visitor behavior and initiates the identification process without impacting website performance.

- ⬟ **Universal Person (UP) Database:** Our proprietary database that unifies identity signals across devices, platforms, and touchpoints to create comprehensive visitor profiles.

- ⬟ **Market Pulse:** B2B intent data with company and persona-level attribution, providing a complete view of buyer interest — allowing customers to prioritize high-intent prospects.

## Key Capabilities

- ⬟ **Cookie Unification:** Links visitor behavior across multiple sessions and devices for a complete view of engagement.

- ⬟ **Cross-Device Tracking:** Connects mobile, desktop, and tablet interactions to the same individual when possible.

- ⬟ **Behavioral Attribution:** Associates historical website activity with newly identified visitors.

- ⬟ **Privacy Compliance:** All processing follows GDPR, CCPA, and other privacy regulations through hashed identifiers and consent management.

## How They Work Together

- ⬟ **Data Collection:** The Visitor Resolution Tag captures anonymous visitor behavior and browser fingerprints.

- ⬟ **Identity Matching:** Data is processed through our resolution waterfall using UP database lookups.

- ⬟ **Enrichment:** Matched profiles are enhanced with additional firmographic and demographic data.

- ⬟ **Delivery:** Enriched visitor data is delivered to your customer's platform in real-time or batch.

## Key Takeaway:

Great technology is only as good as how you implement it. Focus on integration with your customer's existing sales and marketing processes.

# Additional Data & Tools Required

## What Your Customers Need

### Website Setup:

- Visitor resolution tag/pixel properly implemented across all pages

- Tag management system integration (Google Tag Manager, Adobe Launch, etc.)

- Quality assurance testing to ensure proper data collection

### Identity Data Sources:

- **Account identifiers:** Company databases, CRM systems, marketing automation platforms

- **Device identifiers:** Mobile app data, cross-device tracking pixels

- **Persona identifiers:** Buyer persona definitions, ideal customer profiles

### Data Quality Tools:

- **Mobile phone validation:** Especially critical for premium B2B offerings where phone outreach is important

- **ICP resolution workflow:** Automated systems to prioritize high-value matches based on ideal customer profiles

## Recommended Third-Party Integrations

- **Email Validation APIs:** Services like ZeroBounce, Hunter, or Clearout to ensure email deliverability for identified contacts

- **Organizational Affiliation Services:** Real-time job lookup tools (like People Data Labs or Apollo) to verify employment and contact information accuracy

## Implementation Note:

The quality of these supporting data sources directly impacts the value your customers will receive. Invest in high-quality, frequently updated datasets.

# Testing and Optimization

Customers should establish comprehensive testing, validation and optimization processes to ensure optimal performance and data quality. These practices help maintain system reliability, identify issues before they happen, and improve business results.

## Testing & QA Methodology

- **Ping testing** → Automate scripts to verify tags fire on different pages and implement cross-device testing

- **Load testing** → Confirm the tag doesn't slow down websites

- **Data quality audits** → Regularly check match accuracy with known visitor samples and enact data freshness monitoring and alerts

- **Duplicate management** → Detect and merge duplicate records

## Optimization Opportunities

### Continuous Improvement Areas:

- **Optimize match rates** → Adjust algorithms based on each customer's specific traffic

- **Refine ICP profiles** → Update based on which leads actually convert

- **Expand data sources** → Add new cooperative partners or third-party data sources

- **Speed up processing** →  Improve tag performance and data processing speed

## Troubleshooting Common Issues

### Low Resolution Rates:

- Check traffic composition (international vs. domestic, B2B vs. B2C)

- Verify tag implementation across all website pages

- Review privacy settings and cookie acceptance rates

### Poor Match Quality:

- Audit ICP definitions and update based on actual customer data

- Review data source quality and consider upgrades

- Implement additional validation steps for high-value prospects

**Key Takeaway:**

Set up automated monitoring and alerting for key metrics so issues can be identified and resolved quickly.

# Common Pitfalls and Solutions

## Implementation Mistakes

✖ Tags placed only on landing or conversion pages

**Fix:** Implement tags site-wide for maximum visitor capture

**Best Practice:** Use tag management systems for easier deployment and updates

✖ Promising specific resolution rates

**Fix:** Focus on business outcomes and provide realistic ranges based on traffic type

**Best Practice:** Use pilot programs to establish baseline performance before full rollout

## Data Quality Challenges

### Bot Traffic:

- **Problem:** Creates false identity associations and fake form fills — leading to inflated numbers with contacts that will never convert

- **Solution:** Implement robust bot detection and filtering

- **Best Practice:** Monitor engagement patterns and validate contact quality through multiple touchpoints

### Shared Networks:

- **Optimize match rates** → Adjust algorithms based on each customer's specific traffic

- **Refine ICP profiles** → Update based on which leads actually convert

- **Expand data sources** → Add new cooperative partners or third-party data sources

- **Speed up processing** → Improve tag performance and data processing speed

## Data Quality Challenges

### Privacy Settings:

- **Problem:** 1/3 of web traffic doesn't accept cookies due to increasing browser privacy controls and cookie blocking, reducing identification capability
- **Solution:** Build robust fallback mechanisms
- **Best Practice:** Don't rely only on cookie-based identification

### Cross-Device Fragmentation:

- **Problem:** Same person looks like multiple visitors across devices and browsers, resulting in inaccurate and incomplete engagement insights
- **Solution:** Cross-device linking is probabilistic in nature but data cooperative networks and behavioral pattern matching can boost accuracy

**Critical Point:**

Set up automated monitoring and alerting for key metrics so issues can be identified and resolved quickly.

## Integration Issues

### CRM/MAP Syncing:

- **Problem:** Resolved visitors not properly syncing with existing customer systems
- **Solution:** Develop robust API integrations with proper error handling
- **Best Practice:** Test integration thoroughly during implementation phase

**Important:**

These problems happen with ALL visitor resolution tech, not just 5×5. Be transparent about limitations and focus on business value despite imperfect data.

## Privacy Compliance:

- **Problem:** GDPR, CCPA, or other privacy regulation violations
- **Solution:** Implement comprehensive consent management and data governance
- **Best Practice:** Regular privacy audits and policy updates

**Critical Warning:**

Privacy violations can result in significant fines and damage to your customer's reputation. Always err on the side of caution and consult legal counsel when in doubt.

# Implementation Timeline and Additional Resources

## Step-by-Step Deployment

### Phase 1: Planning (Week 1-2)

- Conduct technical requirements assessment
- Define success metrics and KPIs
- Establish data governance and privacy policies
- Create implementation timeline

### Phase 2: Implementation (Week 3-4)

- Deploy visitor resolution tags
- Configure data integrations
- Set up monitoring and alerting
- Conduct initial testing

### Phase 3: Validation (Week 5-6)

- Validate data quality and accuracy
- Test end-to-end workflows
- Train customer teams on new capabilities
- Establish ongoing optimization processes

## Additional Resources & Documentation:

- Best Practices in Resolving Website Visitors to Personally Identifiable Information (PII)
- 5×5 Tag Overview for Website Resolutions
- Product Requirements Document: IP Address Suitability for Identity

# Summing It Up

## The Big Picture

- **It's pipeline intelligence, not perfect identification.**
  Website visitor resolution significantly expands lead generation, but provides directional insights, not guaranteed accuracy. Its value increases through data aggregation and pattern recognition.

- **Business outcomes matter more than technical accuracy.**
  Focus on leads generated, pipeline created, and ROI achieved — not resolution percentages.

- **First-party data integration is essential.**
  The technology enhances, but does not replace traditional lead capture methods. The most successful implementations combine visitor resolution with strong first-party data collection strategies.

- **Transparency prevents churn.**
  Customers who understand the probabilistic nature of visitor resolution, the impact of privacy settings, and the difficulty of cross-device tracking are much more likely to be satisfied with the results.

## Implementation Wisdom

- **Quality beats speed.**
  Customers who take the time to properly implement tags, integrate quality data sources, establish bot filtering, and create robust ICP matching will see far better long-term results. Rushed deployments with a basic setup create noisy, low-quality results.

- **Don't set it and forget it.**
  Website visitor resolution improves over time as algorithms learn from your customer's traffic patterns, business outcomes, and data quality feedback loops. Customers need to plan for ongoing optimization.

- **Privacy and compliance is foundational.**
  In today's regulatory environment, proper privacy controls and transparent data handling aren't optional features — they're critical requirements. Customers need confidence that the technology respects user privacy and complies with evolving regulations.

## Setting Customer Expectations

### What Website Visitor Resolution Unlocks:

- 5-10x more identifiable prospects from existing traffic
- Behavioral intelligence about anonymous visitors
- Targeted outreach to prospects who didn't fill out forms
- Better attribution across the buyer's journey
- Enhanced ABM insights about in-market companies

### What It Cannot Do:

- **Guarantee specific resolution rates**
  (varies based on traffic, privacy settings, etc.)

- **Provide perfect identification**
  (it's probabilistic, not deterministic)

- **Overcome external factors**
  (bots, shared devices, email forwarding, privacy settings, and cooking blocking all impact results)

- **Replace good content and design**
  (compelling value props and effective UX)

- **Work equally well everywhere**
  (domestic resolution > international resolution)

- **Eliminate the need for first-party data collection**

  (forms, registrations, and direct interactions remain the gold standard for accuracy)

## Positioning Framework for Success:

- Focus on **aggregate insights and trends** rather than individual-level certainty
- Emphasize **pipeline expansion** rather than technical performance metrics
- Position as **intelligence augmentation** for existing marketing and sales processes
- Frame as **opportunity identification** rather than perfect visitor identification
- Highlight **incremental value** on top of existing lead generation, not replacement

## The Right Positioning

✔ **"Significantly expand your identifiable audience"**       ✖ "97% resolution accuracy"

✔ **"Unlock hidden pipeline opportunities"**       ✖ "Perfect visitor identification"

✔ **"Pipeline intelligence for smarter outreach"**       ✖ "Better than form conversions"

## Essential Message:

"This technology helps you identify significantly more prospects from your existing website traffic, providing directional intelligence that becomes valuable through smart application and business process integration, not through perfect individual identification."

## Final Advice:

The most successful implementations combine sophisticated tech with realistic expectations, quality data, and continuous optimization. Follow these best practices when bringing your solution to market and you'll help customers achieve significant lead generation improvements while building a profitable offering.

## Success Formula:

**Great Technology** + **Realistic Expectations** + **Quality Implementation** + **Ongoing Optimization**

= **Happy Customers and Growing Revenue**

This guide represents best practices developed through extensive experience with B2B website visitor resolution implementations. For specific technical questions or implementation support, please contact your 5×5 representative.

## Transform Your Data Strategy

**Learn More**

FIVE BY FIVE