View Your Website Visitors 🔗

A visitor is an unidentified person who visits a website, landing page, online store, or other web page that includes the Infusionsoft web tracking code. The web tracking code captures visitor activity and stores it in Infusionsoft. A visitor record is created for each unique visitor (based on cookies and IP address.) Aggregated visitor data is available through the Web Analytics and Lead Source ROI reports.

Individual visitor records are created, and data is tracked as long as a visitor is actively engaging with your web content. Visitors are considered inactive if they have not visited one of your web properties within the last 90 days. Inactive visitor data is archived. It is included in reports, but you can no longer access the individual visitor statistics.

The visitor data generates a web profile within a contact record as soon as the visitor signs up for something or makes a purchase. Visitor data is also merged with existing contacts as soon as they confirm their identity through an online interaction (form submission, purchase, or email link click.) If a visitor views your web properties from more than one location, the system generates multiple visitor records. The duplicates are resolved as online interactions align a visitor identity with an existing contact.

The web demographic data for individual visitors helps you identify browsing trends, such as device, operating system, browser, plug-ins, and more. This visibility helps you optimize your web properties to ensure a quality experience for most visitors.

1. Go to **CRM** > **Visitors**

2. Click **New Search** to filter the list by date created, system or browser information, or lead source information, then click **Search.**

3. Under each visitor, click on **Page Views** in the interactive panel to view URL and time on page for the last 10 visits.