

# Optify Lead Intelligence Export

## Why Lead Intelligence Export?

No matter what your business, one of the keys to success is understanding your customers. Who are they? What products resonate with them? Which are most likely to convert? You could always survey all your customers to gather the data you need, run various analytics programs to identify demographics and usage and try to track the market shifts on your own, but at Optify, we have an easier way.

## Optify Lead Intelligence Export

Now you can take the rich, unique lead data that Optify provides, export it into Excel as a CSV file and analyze it according to what you need to know. Find out which industries visit most often, areas of the country that are most interested in your product, the job titles of the visitors that would be most open to your value proposition and so much more. The sky's the limit!

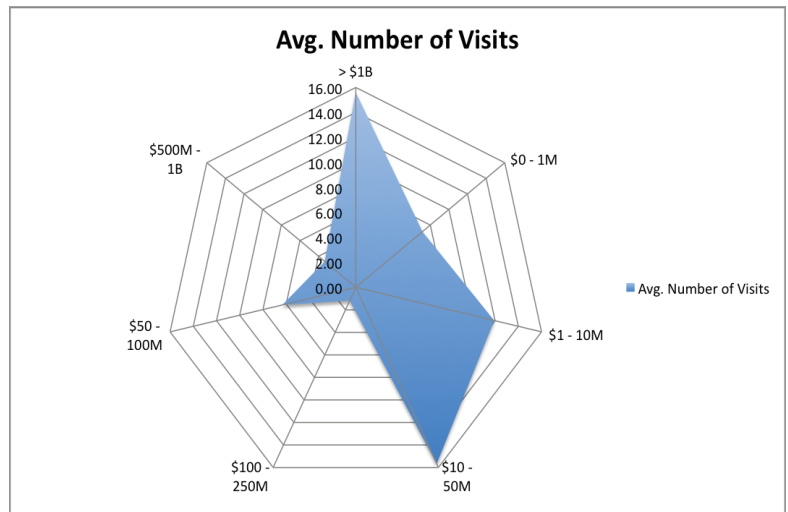
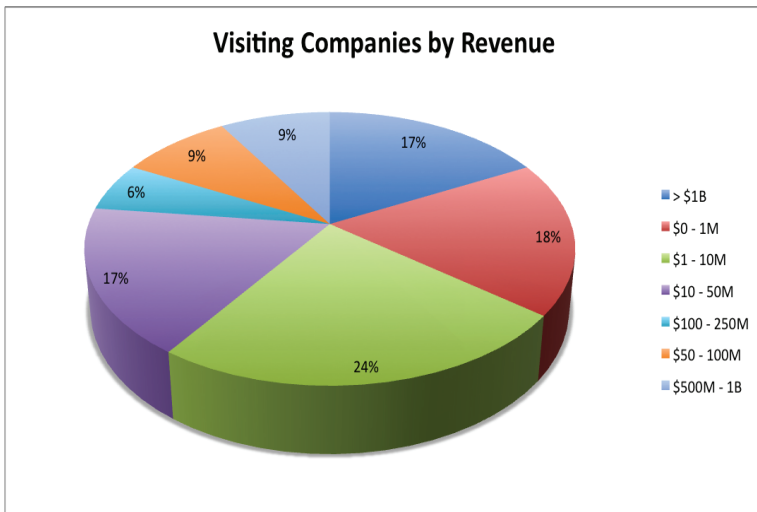
### About Optify

Optify enables business marketers to generate leads and more traffic through organic search & social media with easy-to-use, real time marketing software.

### Contact us

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Visitors							
Last Visit Date	Name	Company	Lead Score	Referral Type	Form Name	Total Visits	Actions
8/2/2010   10:20 AM	<a href="#">Paul Jones</a>	JP Morgan Chase	64	DIRECT	Blog	3	
8/2/2010   9:23 AM	<a href="#">Patty Leung</a>	mcdonalds	79	DIRECT	Search	1	



\* These are examples of the type of analyses you'll be able to perform on your Optify data using the new export function