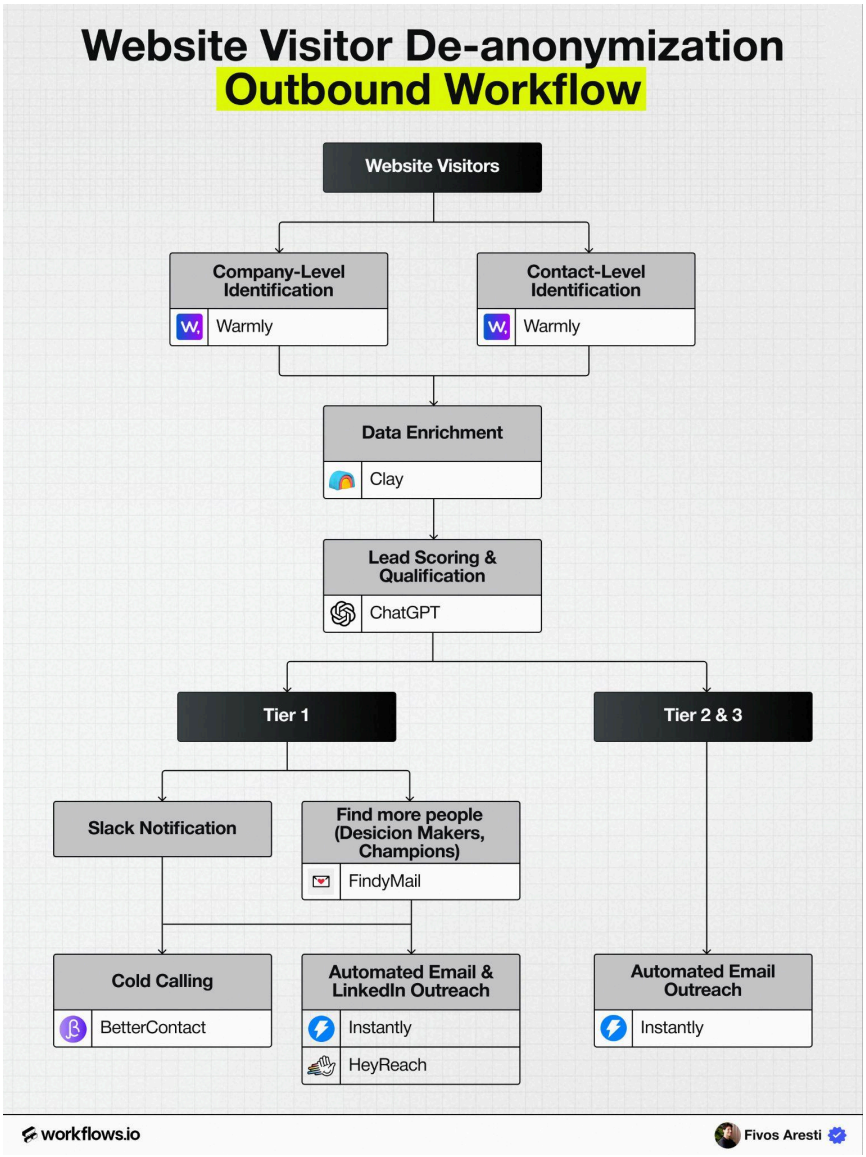
Website Visitor De-Anonymization Outbound Playbook



How it works?

Step 1: Detect website visitors

Identify traffic on your website beyond anonymous page views.

- Track incoming website visitors using **Warmly**.
- Capture both:
    - Company-level visitors
    - Contact-level visitors where available
- Log visit data such as:
    - Pages viewed
    - Visit frequency
    - Time and recency of visits

Step 2: Route visitor data into Clay

Centralize all visitor signals.

- Send company and contact visitor data from Warmly into **Clay**.
- Create a single record per company and per contact.
- Preserve visit context and timestamps.

Step 3: Enrich companies and contacts

- Enrich company data in Clay:
    - Industry
    - Company size
    - Location
    - Website and product details
- Enrich contact data:
    - Role and seniority
    - Verified email addresses using **Findymail**

Step 4: Qualify and score visitors

Determine which visitors are worth immediate action.

- Use '**Use AI**' in Clay and select a ChatGPT model to evaluate:
    - Company fit
    - Role relevance
    - Strength of visit signals
- Assign priority tiers:
    - **Tier 1**: Best-fit
    - **Tier 2**: Good-fit
    - **Tier 3**: Okay-fit
    - Disqualified

Step 5: Trigger Tier 1 alerts and expand accounts

Act immediately on high-intent visitors.

- Send **Slack notifications** for Tier 1 accounts.
- Identify additional stakeholders such as:
    - Decision-makers
    - Champions
- Find emails using **Findymail**.
- Enrich phone numbers using **BetterContact**.

Step 6: Execute Tiered outbound outreach

Route visitors into the appropriate outbound motion.

- **Tier 1**
    - Immediate cold calling using **BetterContact**
    - Automated email and LinkedIn outreach via **Instantly** and **HeyReach**
- **Tier 2 and Tier 3**
    - Automated email outreach via **Instantly**
    - Scaled follow-up based on visit signals