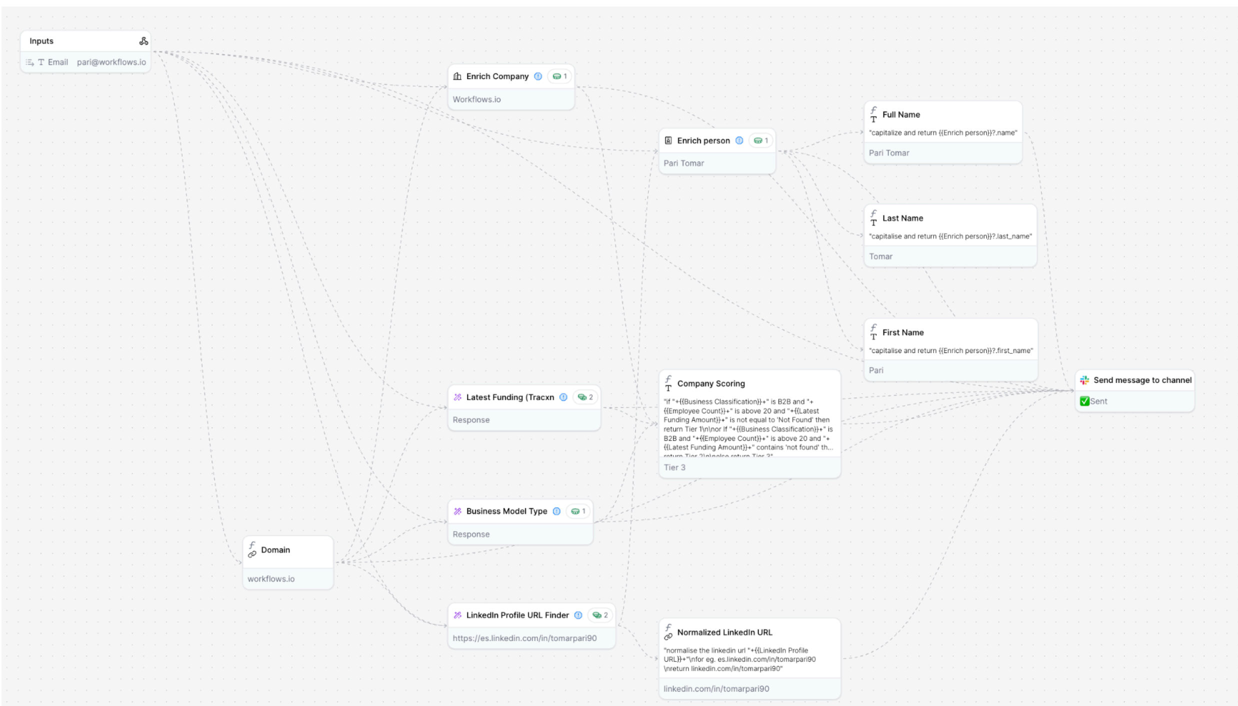
workflows.io

Website Visitor De-Anonymization Template

Template Link: https://app.clay.com/shared-table/share_0t8lep2SjPTyweVwEfx



How it works?

Step 1: Add the website visitor tracking code snippet

- Copy the tracking code snippet provided by your website visitor de-anonymization tool.
- Add the code snippet to your website:
  - Place it in the `<head>` section of your site

- Publish the changes to your website.

Once installed, the tool can start detecting website visitors.

Step 2: Create a Clay table from the template

- Click the template link.
- You will be redirected to Clay with the **Website Visitor De-Anonymization** template open.
- In the top-right corner, click **Create table using template**.
- Select the workspace where you want the table created.

Step 3: Connect your website visitor deanonymization tool

- Open the newly created table in Clay.
- Locate the webhook generated by the template.
- Copy the webhook URL.
- In your website visitor tool (**Warmly**, **RB2B**, or **Albacross**):
    - Open the integration or webhook settings.
    - Paste the Clay webhook URL.
    - Map the required visitor fields.
- Save and activate the integration.

Step 4: Verify incoming visitor records

Confirm that the integration is working correctly.

- Return to the Clay table.
- Verify that new rows are being created as visitors land on the website.
- Check that each row includes:
    - Company domain
    - Contact email
    - Pages visited
    - Visit timestamp
- Confirm that repeated visits create new events or update existing records as defined in the template.

Step 5: Enrich contact data

The template automatically enriches incoming contacts with:

- LinkedIn profile URL
- Role and seniority
- LinkedIn follower count
- Geography

Step 6: Enrich company data

The template then enriches companies with:

- Industry
- Company size
- Geography
- Business model
- Funding status

Step 7: Qualify and score companies

- The template uses **Clay formulas** to score companies.
- Current scoring is based on enriched company data.
- Default logic assigns one of the following tiers:
    - **Tier 1:** Strong fit
    - **Tier 2:** Good fit
    - **Tier 3:** Low fit
- Review the formula columns in the table.
- Customize scoring rules to match your:
    - ICP
    - Market
    - Deal size
    - Sales motion

Scoring updates automatically as enrichment data changes.

Step 8: Trigger Slack alerts

Notify the team when relevant visitors are detected.

- Connect your Slack workspace to Clay.
- Select the channel for notifications.
- The template sends alerts automatically for Tier 1 companies.
- Each alert includes:
    - Company name and tier
    - Contact name and role
    - LinkedIn and company details
    - Funding information

Step 9: Route prospects into outbound workflows

Use the assigned tier to control follow-up.

- **Tier 1**
    - LinkedIn outreach via **HeyReach**
- **Tier 2 and Tier 3**
    - Automated email outreach via **Instantly**
    - Scaled follow-up sequences