Get more mileage out of your marketing budget
The IQnection Dashboard gives you in-depth business intelligence on visitors to your website

With the information you’ll glean from this tool, you’ll be able to evaluate marketing efforts more closely, getting a higher return on every dollar spent.

The IQnection Dashboard contains several tools designed to help you make smarter decisions and connect with more potential customers.
Encourage and Monitor Reviews

Your customers care about online reviews. You should too.

- More than 90 percent of consumers consult reviews before making a big purchase

- 82 percent of people will bypass positive reviews of your business in favor of negative ones

- Google places businesses with good reviews at the top of its index

The number of online review sources – Facebook, Google, Yelp, etc. – can make new reviews difficult to track, which is where the Dashboard’s Review Monitoring capabilities come in.

You can use it to:

- **Track reviews from many online review sites on one convenient screen** – You can show you are responsive to feedback by responding quickly to complaints. You can thank satisfied customers too.

- **Turn dissatisfied customers back into fans** – If a customer leaves a review that’s three stars or fewer on your website, you’ll get an alert that allows you to respond and address the situation before it turns into a negative review.

- **Encourage your biggest boosters** – Customers who leave a four or five-star review receive a prompt inviting them to leave the same glowing review on places like Facebook or Google.
Visitor ID for your website

What if you could track almost everyone who visited your website? That’s what the dashboard’s Visitor Identification tool allows you to do, providing you with business intelligence that gives you a competitive advantage.

You can use it to:

• **Find out which companies have been on your website**— Use our wide-ranging firmographic database to find information about the company’s size, revenue, year founded, etc.

• **Identify the visitors who most closely match your ideal prospect** – Our leads database shows you contacts at companies who have visited your website and breaks down contacts by industry, company size, annual revenue and location.
How hard is your website working to make your phones ring?

Have you ever wondered how many of your website visitors decided to pick up the phone rather than fill out a form? Now you can track web-driven phone calls with the IQnection Dashboard Call Tracking tool.

With the help of a dedicated phone number on your website, you’ll gain the capability to track all calls that are generated from your website, even if the caller does not leave a message.

• **Track every call generated from your site** – Even if they don’t leave a message, the dedicated number on your website lets you know who called.

• **Get detailed information about your callers** – Call tracking delves into a number of databases to let you know the caller’s location and known associates, along with the date and time of the call.

• **Follow up via text** – Call tracking also lets you know if the caller used a landline or mobile phone, allowing you to carry on the conversation via text messaging if applicable.
Monitor Facebook for Comments Relevant to Your Business

The Dashboard’s Facebook Monitoring tool alerts you to important online conversations!

Your customers use Facebook’s groups to give and receive recommendations for service providers. They have candid conversations about businesses like yours.

With the Dashboard’s Facebook Monitoring tool, you will be alerted to conversations that are relevant to your business.

You can use it to:

- **Track keywords** relevant to your business in groups where you’re a member
- **Get alerts** whenever someone posts something relevant about your business
- Answer questions and respond to requests for recommendations, allowing you to establish yourself as an authority in your field and connect with potential customers.
You work hard. Your website should too.

Contact IQnection to find out which Dashboard features will have the greatest impact on your business.

Contact IQnection To Learn More