






Every Connection Counts. Every Opportunity Matters.

Consider this...

-  98% of Your Website Visitors Leave Without a Trace.
-  Up to 40% of form submissions contain inaccurate or fake data
-  Businesses lose up to \$3 billion annually because they can't identify their website visitors

Those anonymous visitors are real people, ready to engage. Clear Blue identifies them, providing verified contact details and insights into their activity.

Clear Blue helps you meet the people behind those clicks.



Enrich
Visitor Data



ID New &
Returning
Visitors



Audience
Segmentation



Automated
Outreach



5x Email
Engagement



Know Your
Hot Leads



Browsing
Patterns



Retargeting
Audiences

Turn Your Website Traffic into Sales!

Clear Blue by Blue Water Lab, is a powerful digital marketing solution that transforms your website traffic into a steady stream of qualified leads. Using advanced visitor identification and demand generation, Clear Blue delivers real results by identifying and qualifying your site visitors in real-time, driving conversions and boosting sales.

How We Drive Results

- **Demand Generation:** Multi-channel outreach campaigns, content marketing, social media engagement, and email newsletters drive traffic and re-engage existing users to turn interest into action.
- **Website Visitor Identification:** Track and identify site visitors, gaining detailed insights, including contact details and behavioral data, all while complying with privacy laws.
- **Lead Qualification:** Apply custom criteria to filter website visitors, focusing only on high-value opportunities.
- **Opportunity Delivery:** Qualified leads are sent directly to sales and marketing teams for quick follow-up and conversion.
- **Reporting and Analytics:** Get in-depth reports on visitor engagement, lead quality, and conversions to refine strategies and improve results.

Quick & Easy Setup – No IT Required

- 1 **Simple Installation:** Add a small code snippet to your website.
- 2 **Instant Data Collection:** Clear Blue starts identifying visitors immediately.
- 3 **Your Data, at Your Fingertips:** Real time access to manage all your visitor data.
- 4 **Automate Your Follow-Up:** Personalized automated outreach to convert leads fast.
- 5 **Always Getting Better:** Use Clear Blue's insights to improve your results over time.



Personal Profile

- First and last name
- Personal email
- Mobile phone number
- Address

Employee Profile

- LinkedIn profile
- Job title
- Department
- Seniority

Company Info

- Company name
- Address
- Website
- LinkedIn
- Annual revenue
- Company size

Visitor Engagement Insights

- Page visited
- Number of visits
- Referral source
- Time on page
- Email and SMS opens
- Email clicks

How Clear Blue Works

