US website visitor-to-sales activation

Service offer brief | Proposed quick-win sprint | Updated 30 October 2026

Positioning: Turn identifiable, high-fit US visits without a recorded conversion into reviewed sales handoffs, with identity evidence, exclusions and a named owner.

Headline: Give Sales useful context from high-fit website visits.

Entry CTA: Review your US traffic and sales-handoff readiness with Hamid.

First workflow

The entry sprint covers one identity route, evidence-backed qualification, conversion checks and reviewed handoffs. A company match can support an account brief and separately researched employees; it does not establish that those employees visited. A second route, additional providers and broader traffic are separately scoped.

Proposed quick-win package

Included	Proposed boundary
Delivery	A 10-working-day build sprint after the readiness check. Confirm the completion date and review points before kickoff.
Population	One domain and one agreed commercial-page set; up to 250 resolved records for enrichment and review across replay and the initial live test.
Connections	One identity route and provider connection, one CRM and one handoff route. Choose company-level or matched US person-level resolution for the sprint.
Review	One agreed sample, one consolidated refinement round and one documented release or keep-the-baseline decision.
Observation	A separate 30-calendar-day observation window after release. The client operates observation unless ongoing support is contracted.

These are proposed package limits confirmed after reviewing access, data quality and the receiving owner's capacity. Missing access or changed requirements require a revised scope and date. Additional records, integrations, variants and review rounds are scoped separately.

The resolved-record limit does not cap upstream tracking charges. Agree eligible traffic, provider-spend caps and stop conditions before enabling tracking.

Buyer and qualification

The buyer is a Head of Demand Generation, Growth leader or RevOps owner at a US B2B business. A good prospect has meaningful US traffic to commercial pages, a defined customer profile, reliable conversion events, a CRM and sellers who can act on a qualified signal. Potential triggers include increased paid spend, stronger organic traffic, an enterprise product launch, or an existing visitor-alert feed that sellers ignore.

Validate the traffic and economics before proposing a deployment. Low relevant traffic, no conversion-event access, weak account fit or no responsible seller can make this a poor entry offer. Company headquarters alone does not establish visitor geography.

This can fit US B2B SaaS and recruitment client-acquisition websites with relevant US traffic, reliable conversion events and sellers who can act. Candidate traffic needs separate handling. Visitor location, not company headquarters alone, determines eligibility.

Before kickoff, provide eligible US traffic and page definitions, provider output and permissions, conversion events, lookback and waiting-period rules, CRM ownership and suppression data. Confirm traffic and provider-spend caps with the website, analytics and receiving sales owners.

How we work together and fees

Hamid leads design, build and testing in Clay and your existing stack. Your Marketing, Sales and RevOps subject experts supply business context, review examples and validate results; system owners provide access and support connections. Agree participation for each stage before kickoff. The CRM remains authoritative for its assigned commercial fields.

Quote a fixed service fee after the readiness check and before kickoff. The client provides and pays for all required software, licenses, workspaces and usage, including Clay and connected tools. Software costs and any media spend are separate from service fees.

The client owns the workspace, connected accounts, relevant code, configuration, evidence mappings and operating records. Include practical operator instructions. Optional Clay or practical training, ongoing operation, campaign sending, media buying and additional plays require an agreed scope.

The build includes the relevant slice of GTM Ontology: the client's structured business knowledge base of ICP, playbooks, messaging, relevant competitor context and win/loss lessons. This sprint captures visitor eligibility, identity limits, conversion rules and reviewed corrections. GTM Ontology is Traffic Architect's delivery approach, not a native Clay feature.

Acceptance checks

The receiving seller approves the reviewed queue and exception process. Every proposed handoff has an identity level, evidence, fit rationale, conversion check and owner. Test uncertain identity, missing conversion events, a later signup, suppressed contact, repeat visit and destination failure. Unknowns remain held for review. Check traffic and cost stop conditions and the ability to pause or roll back. Insufficient traffic is reported as insufficient evidence; no minimum match or handoff count is promised.

Agree quality thresholds from the baseline before release. Judge the delivered workflow and review results separately from later commercial outcomes.

Proposed pilot

Use the package limits above for historical replay and the initial live test. Deliver the workflow within the agreed build sprint, then observe the released cohort for 30 calendar days. The client operates that period unless support is contracted; commercial progression may take longer.

1. Establish the eligible US visitor cohort and tracking permissions. Set the conversion lookback and waiting period with the client.
2. Resolve identities where possible. Keep unmatched visits and ambiguous identities visible in the audit rather than silently counting them as leads.
3. Match available signup and form events. A non-converter means no recorded conversion within the agreed window after an adequate identity/event join. Missing events or an uncertain join produce an unknown status. Recheck just before handoff; suppress later converters from this play.
4. Exclude employees, bots, duplicate records, opted-out contacts, existing customers and open opportunities as appropriate to the agreed net-new acquisition scope. Route account-owner context separately when useful.
5. Evaluate account fit, role relevance and behavior. Produce a reviewed queue with evidence, identity level and a recommended action.
6. Assign the seller and record acceptance or rejection. Lead with a relevant business issue; do not assert that a researched employee personally viewed a page.
7. Report the measured stages and outcomes. Change thresholds only with a recorded reason so the pilot remains interpretable.

Tracking configuration and downstream activation must implement the client's applicable permissions, notice and opt-out requirements. US-only scope is a product boundary, not a blanket legal clearance. This offer does not authorize installing trackers or sending outreach before a client deployment is agreed.

Deliverables

The client receives an identity and event mapping, a reviewed prospect queue, conversion and suppression rules, an ownership map and a pilot report. Include the feedback queue, evaluation scorecard, approved change history and operator review guide.

Discovery questions

- How much eligible US traffic reaches relevant commercial pages?
- Can visits be joined to signup and form events with an agreed waiting window?
- Which person or account identities can the chosen provider actually support?
- Who reviews uncertain matches and owns the next sales action?
- Which rejection reasons can sellers capture consistently?

What success means

Measure	Definition
Identity coverage	Person matches and company matches divided by their corresponding eligible traffic units; never sum overlapping identity levels.
Qualified non-converter precision	Reviewed records satisfying identity, ICP, behavior and non-conversion criteria divided by reviewed proposed prospects.
Exclusion accuracy	Converter, customer, open-opportunity and suppression errors among proposed handoffs.
Sales acceptance	Accepted handoffs divided by routed prospects, with rejection reasons.
Operational performance	Time from an eligible signal to an assigned owner; provider, enrichment and operating cost per accepted prospect.
Commercial outcome	Opportunities and later revenue associated with the cohort. Use a suitable holdout when feasible; association alone is not incremental lift.

Targets should follow a baseline and depend on traffic quality, provider coverage and sales capacity. Do not borrow a vendor match-rate claim or another company's win-rate uplift as the client's forecast.

Decision to expand

Expand when identities and non-conversion status are adequately supported, sellers accept the handoff and follow-up capacity exists. Resolve unreliable event joins and exclusion errors before increasing traffic coverage. Measure person and company variants separately.

Published evidence and its limits

Clay's Hex case study describes commercial-page monitoring, account research and contextual alerts to account owners. It supports account-level activation; it does not establish that researched employees personally visited or that every visit lacked a conversion.

Clay's Web intent documentation describes account-level identification. RB2B's coverage documentation limits person-level identification to US-based visitors. Confirm current plan access, output fields, coverage, permissions and delivery behavior before commitment. Neither route promises to identify every visitor.

These vendor sources describe capabilities and another company's implementation. They are not Traffic Architect results, legal clearance, match-rate forecasts or a promise of opportunities.

Proof to show

Show accepted, excluded, uncertain and unselected records with the conversion check and seller decision. Report company and person routes separately. Keep sales acceptance, opportunity creation and later revenue as distinct outcomes.

Self-learning with a human in the loop

Reviewed corrections and measured outcomes inform proposed improvements to this workflow. Test and approve a change before releasing it.

Learning updates rules, scoring, prompts and approved examples; it does not promise automatic model retraining or guaranteed uplift. Keep client feedback within its agreed data boundary.

What this offer learns

Decision area	Feedback captured	Approved refinement
Visitor qualification	Sellers review account fit, role relevance and page context.	Refine behavior and fit thresholds separately for person and account matches.
Identity and conversion	Reviewers flag wrong matches, later conversions and missing events.	Improve joins, waiting windows and suppression; never upgrade a company match into a proven person visit.
Sales readiness	Sellers distinguish good fit, bad timing, duplicates and lack of follow-up.	Adjust handoff priority without treating a page view or silence as buying intent.

Review and release

1. Name a RevOps owner and the receiving sales lead. Log record ID, source/version, decision, correction, reason, reviewer and time. Separate later outcomes from review labels.
2. Review the agreed sample during the build, covering accepted, rejected, unresolved and unselected records. Agree the client's observation cadence at handover. No response means unknown, not rejection.
3. Test a versioned change against baseline on examples withheld from tuning. Refresh evaluation samples; inspect errors, coverage and acceptance. Sparse feedback can justify no change.
4. The named owner approves a limited release. Monitor regressions and retain rollback. Preserve permissions, exclusions and human-controlled fields.

Delivery and evidence of improvement

Include a feedback queue, labelled examples, review guide, evaluation scorecard, change log and rollback procedure. Measure qualified non-converter precision, missed qualified records in a reviewed sample, converter leakage and review cost, reported separately by identity level. Record cohort size and version; association does not prove incremental revenue.

Example learning cycle: Sellers flag alerts from visitors who signed up before handoff. Test the corrected event join and final conversion check on unseen records; preserve US scope, permissions and identity labels.

The build includes one consolidated refinement round and one documented release or keep-the-baseline decision. After handover, the client runs the agreed observation and feedback reviews. Further engineering changes or managed operation require separately agreed support and capacity.

Related offers

When a visitor converts, signup to sales or the client's inbound process takes over. Paid audience quality needs separate activation rules. Discovery call to CRM action begins after a sales call. See the five-offer portfolio.