

# sitePilot Website Registration Manager

## Convert website visitors into qualified business prospects

Streamlines your online enrollment processes, saving you time and effort

Track and score registered users so you can turn website traffic into prospects and leads

Create access-controlled website areas to manage access to privileged content

Integrates with popular CRM systems such as SalesForce.com and SalesLogix

Seamlessly connects with secure payment systems, enabling you to charge customers a fee to access privileged content

### What is sitePilot Website Registration Manager?

The sitePilot Website Registration Manager is an online data capture, enrollment and user activity scoring system. It enables you to create a registered, private or members-only area on your website, where visitors can gain access to privileged content in exchange for providing personal information. Once visitors are registered, sitePilot allows you to track and score the relative activity of users so you can better manage your pipeline of prospects and loyal customers.

### Who uses sitePilot?

sitePilot is used to manage content by companies across a range of sectors.

sitePilot is being used by over 60 companies in North America, Europe, Asia and Australia today, including investment firms, manufacturers and distributors and not-for profit organizations.



### Why choose sitePilot Website Registration Manager?

sitePilot Website Registration Manager streamlines online enrollment processes, helping you convert website visitors into qualified business prospects.

#### **Better Prospecting and CRM**

sitePilot Website Registration Manager captures customer data with ease, generating sales leads and prospects for your organization.

#### **Enhanced Reporting**

Use the comprehensive Activity Reports to track user activity and behavior, allowing you to make a direct connection between individual website visits and sales conversions.

#### **Efficient Workflow**

The automated customer validation and sales rep notification emails increase the efficiency and effectiveness of your sales reps.

#### **Automated Payment Processing**

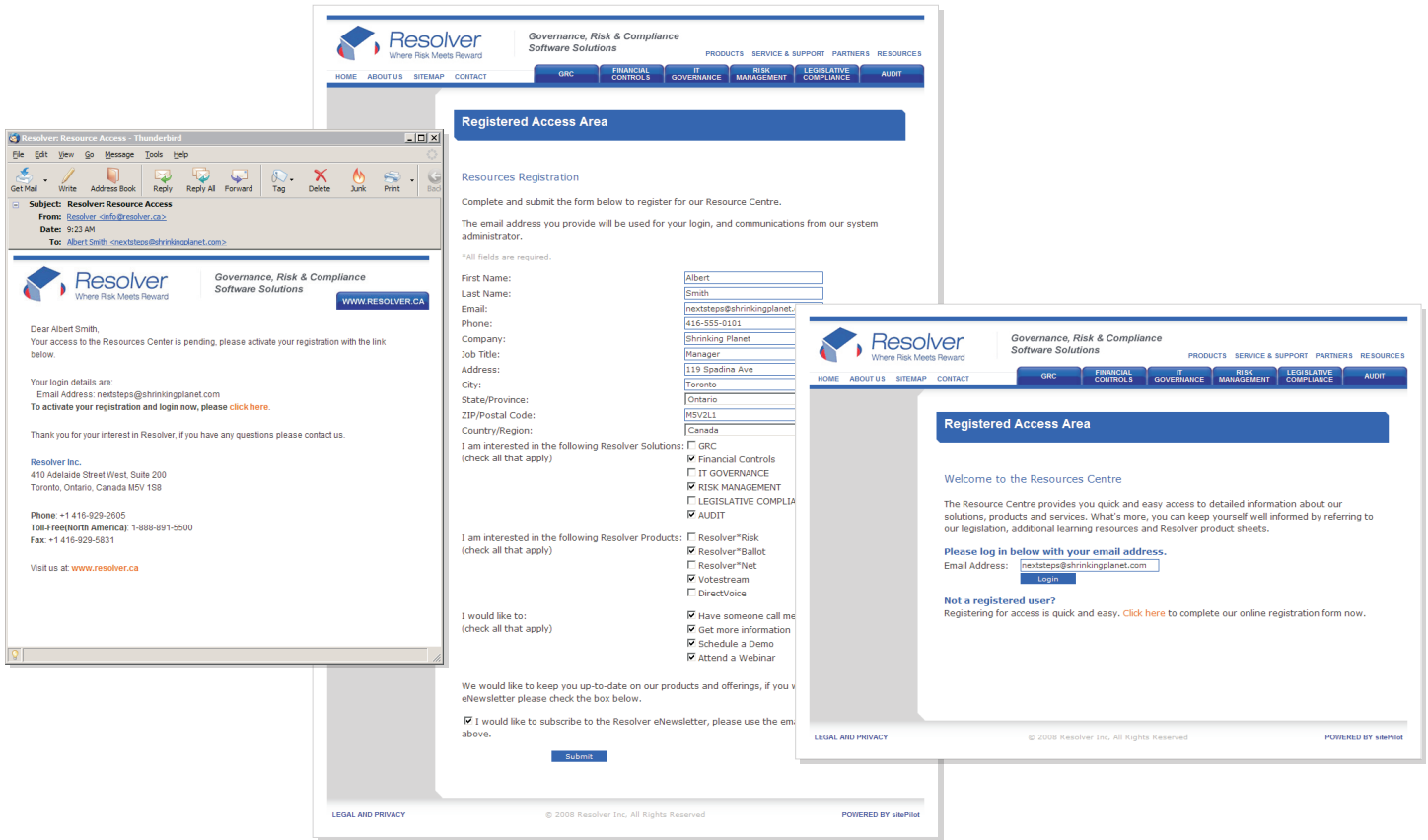
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## How does sitePilot Website Registration Manager Work?

sitePilot Website Registration Manager is provided as an ASP solution, which means that it is software delivered online, on demand and without any infrastructure costs to you.

It can be integrated into your existing website or as a component of a website designed by Shrinking Planet.

sitePilot Admin Access is provided online through a secure login and can be managed from any workstation with access to the web.

sitePilot Website Registration Manager lets you create secure areas on your websites, where you can provide website visitors with access to privileged content.

When website visitors fill out an online form to gain access to these areas on your website, Website Registration Manager automatically records their enrollment and tracks their activity, such as login/logouts, pages visited and files downloaded.

## Product Features

### Flexible enrollment methods

Visitors can enroll in a number of ways, including automatic-access, click-through access, manually administered access, and paid access.

### CRM integration

Integrates with popular industry-standard CRM systems, such as Salesforce.com.

### Comprehensive reports

Generate reports in PDF and MS-Excel based on registered user activity, including logins, page views and materials downloaded.

### Automatic and ad-hoc reporting

Automatic reports can be emailed to you at predetermined times or generated on-demand.

### Expandability

Integrates seamlessly with your existing websites and e-commerce solutions, as well as Shrinking Planet's suite of sitePilot products.



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**Are you ready to take the next step?**

Contact us by calling 416-597-6849  
or email [nextsteps@shrinkingplanet.com](mailto:nextsteps@shrinkingplanet.com)