

View Your Website Visitors

This article applies to:

[Max Classic](#)

The Visitors area gives you a view of all anonymous visitors to your sites where you have a Max Classic webform or tracking link, providing detailed information on that visitor before they opt into your marketing. It's a good way to gauge activity on your sites for return on investment tracking.


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A visitor is an unidentified person who visits a website, landing page, online store, or other web page that includes the Max Classic web tracking code. The web tracking code captures visitor activity and stores it in Max Classic. A visitor record is created for each unique visitor (based on cookies and IP address.) Aggregated visitor data is available through the Web Analytics and Lead Source ROI reports.

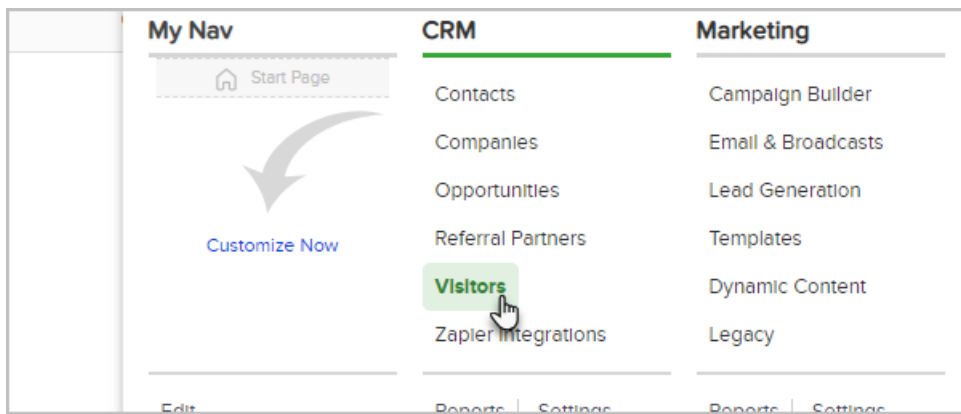
Individual visitor records are created, and data is tracked as long as a visitor is actively engaging with your web content. Visitors are considered inactive if they have not visited one of your web properties within the last 90 days. Inactive visitor data is archived. It is included in reports, but you can no longer access the individual visitor statistics.

The visitor data generates a web profile within a contact record as soon as the visitor signs up for something or makes a purchase. Visitor data is also merged with existing contacts as soon as they confirm their identity through an online interaction (form submission, purchase, or email link click.) If a visitor views your web properties from more than one location, the system generates multiple visitor records. The duplicates are resolved as online interactions align a visitor identity with an existing contact.

The web demographic data for individual visitors helps you identify browsing trends, such as device, operating system, browser, plug-ins, and more. This visibility helps you optimize your web properties to ensure a quality experience for most visitors.

	Id 975	Lead Source
	Os Linux	Flash Installed
	Screen Resolution 1024x1024	Java Installed
	Last Visit Date 3/7/2020	Shockwave Installed
	Browser Name Chrome	Quicktime Installed
	Browser Version 78.0.3904.70	Realplayer Installed
	Adobe Reader Installed false	Wmp Installed
	Date Created 3/7/2020	Silverlight Installed

1. Go to CRM > Visitors



2. Click **New Search** to filter the list by date created, system or browser information, or lead source information, then click **Search**.

3. Under each visitor, click on **Page Views** in the interactive panel to view URL and time on page for the last 10 visits.

