

VBOT includes a powerful contact tracking and monitoring where you can manage all your contacts from one central view.

In this video, I'm going to show you how you can navigate your way around the contact section, how you can find filter, and even how to read your contact activity from their profile Now on this view, I clicked on contacts,.

all contacts from the top, and I see my total database size is 12 contacts and 11 active This means I have one inactive or.

bounce lead that I am not able to email them in the future, and this is the one right there You'll see the table is displaying some.

data, for instance, the email, phone, first, last, what kind of lists I signed up to.

And this is important because in VBOT, people can opt in to multiple lists, different forms, and we handle all the duplications for you, so you're not sending emails five, six times to the same contact.

I also have lead scoring, which I've activated from this toggle option.

This lets you customize the view directly Okay, for instance, I can add.

work phone or website All that data can be displayed right on this view.

I can also filter by names if I want to just kind of sort it out alphabetically or by phone number, even by lead status or lead score, I can do that.

If I want to search for a contact, I can click, type in in the search, the information, and now I can see them right there I can also update the data on.

the lead For instance, right now, Richard VBOT is part of two lists If I click on.

edit from the right side, this asks me to update the details Let's fill out the.

first name So this is Richard I can skip some of the information perhaps if I.

don't need it This is Fala And these fields will be configured from the list.

I will be covering a session just on that Okay, right here, I just updated that.

information Now, as I was doing the editing, you will notice I can switch up.

between the lists because each one of them included their own dedicated fields, which could be shared or also can be isolated to that one particular list So.

as you can see, it's very, very flexible Now, from the left, I have all the.

different lists that I've created The moment I click filter, and I want you to.

notice how that column here doesn't have a check mark option But the moment I.

click on expo, I'll be able to do bulk operation That means I can do bulk move,.

delete, edit, updating status, assigning to and many more If I want to create an.

audience, audiences are segments, very powerful segments, where I can say, give me a list of everybody that opened an email in the past This is a popular.

segment that everybody uses By adding new, you're going to see all the filters.

that I have, and I'll be diving deeper into this However, you can see it's.

structured by contact data, like field values that you've added, or you've imported from your Excel, things that Vibar tracks natively like the lead score, sign update, any tags on the profile What that contact have done on your site.

from destination URL visits, time spent, and this is why our tracker installation is really important Landing page activity, if you're using our.

landing page engine Email activity, and even the lack of activity, like who.

did not open or did not click SMS link clicked because we can track that.

Browser push, automation, webinar attendance with zoom or go to webinar.

UTMs, this is really powerful for UTM tracking It's the nightmare of every.

marketer not knowing where leads are coming from, and we're solving this from its root in Vibout Because you unlocked, or we've unlocked in a previous session,.

the e-commerce activity or layer on Vibout, now I have probably around 27 additional filters that I can tap into Give me lists of all the people that.

have a total lifetime value of over 1000, for example This really brings it.

home in terms of how powerful the engine is, how much we track, and most of the stuff is done natively for you You don't have to do anything I think the bulk of.

the work is you kind of adding the fields that you want and adding them to the system Now for this segment, I'm just doing email opened, so I can see who.

opened emails in the past, any campaigns I sent, and that's it Now that filter is.

available to me on the left There is an option to create contact from here, so I.

can add to any list directly from this view And of course, like everything else,.

we can import or export the leads Now, a quick option here for export, whatever.

you choose is what you're going to see on the export So that's really important.

to note So this is how you can manage your contacts directly from VBOT.