VBOT's core strength is how much we can track from your entire web ecosystem.

All the things that people do on your website, email campaigns, automations, SMS, web push, even diving deep into your inbox to pull conversations back and push them into the lead profile itself and a lot more.

So we track so much that we can provide a rich profile around every single lead that you load into the system.

I'm going to be sharing with you how you can look at your leads or contacts, how you can read their entire history and focus on the things that really matter.

I'm going to be comparing a couple of different profiles.

Some are going to be quite basic and others are going to have a very rich history of tracking.

With this view under my contacts, I'm just going to choose one of my recent leads, let's say rich at VBOT.

This lead doesn't have a lot yet.

I'm only pulling conversations with this lead from my Gmail account and you can do the same by authenticating your Gmail into VBOT and then we will figure out what conversations to archive back in the system.

Now starting from the top, you can see some high level information on this lead including the lead score which I'll cover in another session, very, very important.

I also have on the left my contact fields.

These are all the data I have on the lead from the primary list that they signed up to.

This is in line so for example I can answer or update some of that data directly from here.

So maybe just put in some information here and I can customize this view.

I have three hidden fields which I can see and I can edit my default view to include these fields.

You see them hidden by default.

Done.

This also summarizes my activity and right on here it gives me when they were first seen, where they came from, IP, conversions in total which is a lifetime value and the e-commerce activity.

In the middle I'm going to see all the different things that they've done across all these channels and you can see it's quite robust.

On the right side I have my tags associated with this profile and also here I have some actions for example I can send them an email whether I'm doing it directly from my Gmail which is what we call the Richard Fala that's my authenticated Gmail account or I can send it from this, the VBOT default SMTP.

There are also options to manage the lists that this person belongs to, how to unsubscribe them from all lists, export their data for GDPR or other compliance reasons and wipe them out from the system if they request so.

Now if I move to a different lead which have a little bit better data, this one for example shows me exactly where this person came from.

They came from an Instagram campaign called comparison offer that we're running.

The medium is Instagram Explorer and the content was one of our video campaigns that we're running.

And if I expand this I can see a lot more details for example the time spent on that first page, what device they're using, the channel and every single activity right here can be also expanded on so you can look up a lot of their details.

This one is an automation activity, step by step what's sent already, what's pending, you can see all of these have been out or sent out.

And the rest are pretty much there so I can dive deeper.

On the right side I have my tagging which is really, really important.

If you are looking to launch automations in the future around, you know, when people have this tag, launch this email or add them to this particular audience or even as simple as lead assignment based on tags.

There's a lot you can do and I have a full section on creating automations around tags.

Here's another profile which includes some e-commerce and SMS activity.

You can see them all automatically tracked by VBOUT.

And as I click on here I can literally see what's going on in terms of the order.

And this one is a really large profile.

Look at the top.

It has a retention stage.

781 is a really high lead score.

That means that the person have done so much.

You can see 6 web push, 28 email activity, 414 web activities and there's a lot more that I'm tracking.

If you ever see an IP like this and it's hyperlinked, that means there are other people within the same organization.

On that same IP they have joined the system and they're actually on the same network.

So this is quite interesting especially if you are targeting B2B and many people within the same company are right there joining, filling out forms and so on.

This filter option comes quite handy.

So if I would like to see what's going on with my SMS history, browser push, any calendar booking, you can use it to filter.

And finally when it comes to any inbox messages, these are pulled from my Gmail.

I can literally just expand them here so I can kind of read the conversation.

I can reply directly from here using my authenticated Gmail account.

It's really important obviously to reply back with the same SMTP.

And if this was cc'd or we've added multiple people on the email, I can add them directly into the system.

A quite easy way to load up contacts and just scroll your email list really.

And this is it.

I would love to get you to a point where all your profiles are enriched like this.

The only thing you need is to get your technical setup in place and let us do the rest of the work for you.