VISITOR IDENTIFICATION

See the person. Understand the opportunity.

How Leadpipe turns eligible anonymous website visits into named people and companies, with the pages they read, and delivers that context to your team, your CRM, and your AI before the form fill.

AT A GLANCE

Visitor Identification, in one page.

How Leadpipe turns eligible anonymous website visits into named people and companies, with the pages they read, and delivers that context to your team, your CRM, and your AI before the form fill.

WHAT IT DOES	WHAT YOU GET
Resolves eligible website visits into person and company profiles, in real time	Name, role, emails, phone, LinkedIn, company, and every page viewed
HOW YOU INSTALL IT	**WHERE IT GOES**
One JavaScript pixel, directly or through your tag manager	260+ integrations, CSV, webhooks, the REST API, and MCP

Built for

- Sales and SDR teams who want warm, relevant conversations
- Marketing teams turning paid and organic traffic into pipeline
- RevOps teams who need clean identity in the CRM
- Agencies proving the value of the traffic they drive
- Software teams building identity into their own product or agent

VERIFIED PROFILES	INTENT SIGNALS	WEBSITES MONITORED	INTENT TOPICS
280M+	60B+	5M+	20,810

Leadpipe-published platform figures. Definitions: https://www.leadpipe.com/resources/our-data/

Start free: 7 days or 500 profiles, no card — leadpipe.com/product/identification

CONTENTS

Inside this book

01 **Most of your buyers never fill out the form.**
Buyers research privately. Every visit that leaves without a name is demand you have already paid for and cannot act on.

02 **From anonymous visit to named profile.**
One pixel, a deterministic match against Leadpipe's own identity graph, and a profile delivered where your team works.

03 **What you get: one record per person.**
Person, company, and activity in one record, with canonical field names your systems can rely on.

04 **Ten ways teams put identification to work.**
The same record supports outreach, ads, attribution, scoring, ABM, revival, and your own software — mapped to the way you already sell.

05 **Where the record goes.**
Use the tools you already run: 260+ integrations and CSV on every plan, and the REST API, webhooks, MCP, and warehouse delivery for platforms and enterprise.

06 **Prove it on your own traffic.**
The trial is the proof: 7 days or 500 identified profiles, whichever comes first, with no card. Here is how to run it so the answer is clear.

07 **Coverage, controls, and responsible use.**
Know what to expect by geography, and run identification with the controls that keep every use appropriate.

08 **One platform: identity, intent, and company context.**
How the three Leadpipe products fit together, and the ways to use the data.

09 **Teams building on Leadpipe.**
Customers, G2 recognition, and published customer stories.

10 **Plans and pricing.**
Pro, Agency, Platforms, and Enterprise, with the free trial.

11 **Questions teams ask first.**
Straight answers, and where to go next.

Edition	Updated	Online
Product book No. 01	October 2026	leadpipe.com/product/identification

Most of your buyers never fill out the form.

01

> Buyers research privately. Every visit that leaves without a name is demand you have already paid for and cannot act on.

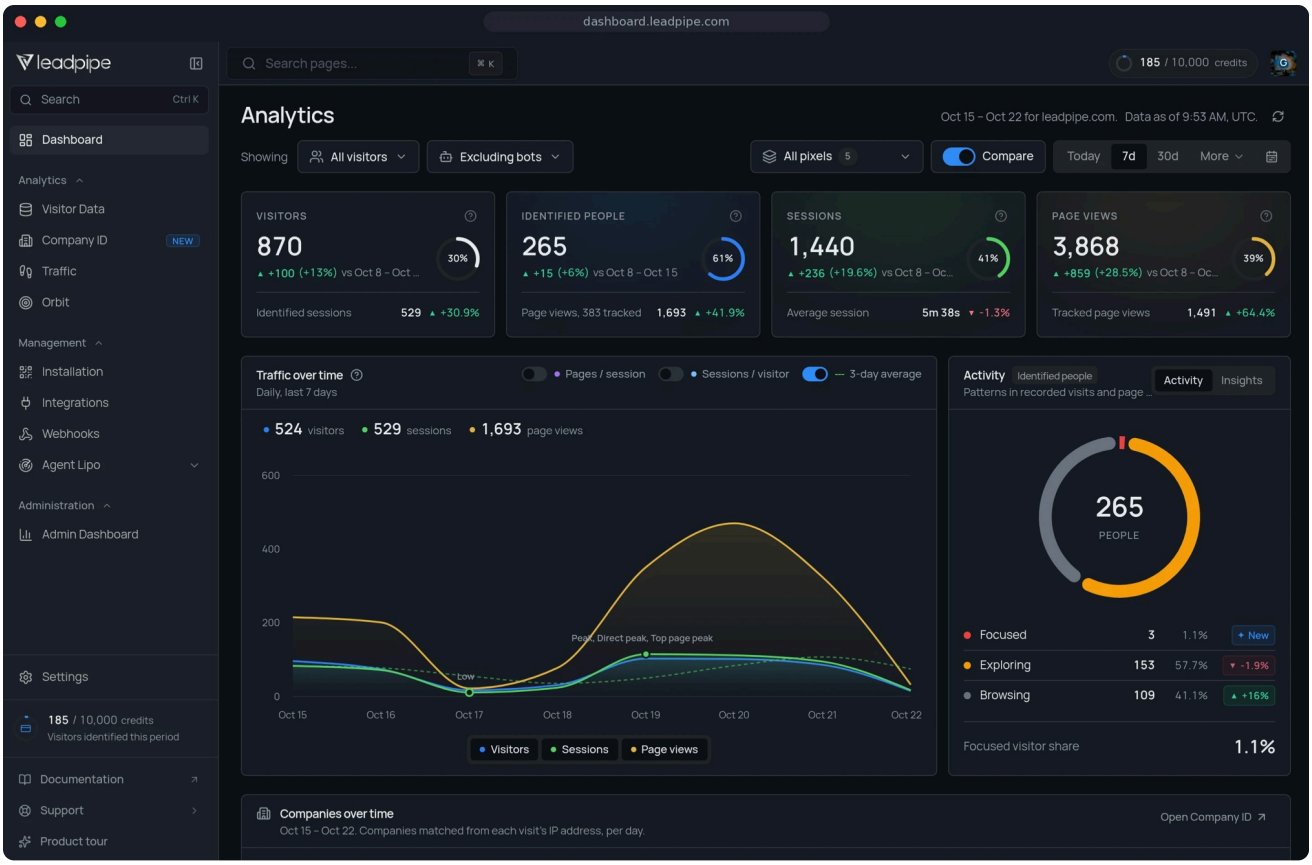
Buyers now do most of their evaluation before they speak to anyone. They read your pricing, compare your integrations, come back a week later with a colleague, and leave again. A form captures the few who raise a hand. Analytics counts the sessions. Neither tells you **who** was reading, so the most valuable signal your website produces disappears.

Leadpipe Identification closes that gap. It resolves eligible visits against Leadpipe's own identity graph into a named person with company context, attaches the pages they viewed, and delivers the record where your team already works, while the interest is still current.

WHAT EACH APPROACH TELLS YOU ABOUT A VISIT

APPROACH	WHAT YOU LEARN	WHAT STAYS HIDDEN
Form fills	Named contacts who chose to raise a hand	Everyone who researched and left
Web analytics	Sessions, sources, and popular pages	Who any of those sessions were
Company reveal	The likely organization behind a visit	Which person was reading, and how to reach them
Leadpipe Identification	**The person, their company, contact fields, and the pages they read — in one record**	Built to close the gap, within eligible traffic and geography

> The visit is the signal. The person makes it actionable.



Analytics: visitors, identified people, sessions, and page views, with traffic over time and how engaged identified people are.

Identification works on the traffic you already have: paid campaigns, organic search, email, partners, and direct visits. It does not ask buyers to do anything new, and it does not require a rebuild of your website.

From anonymous visit to named profile.

02

> One pixel, a deterministic match against Leadpipe's own identity graph, and a profile delivered where your team works.

The identification flow

Runs on every eligible visit, in real time

01 YOUR SYSTEMS	02 LEADPIPE	03 LEADPIPE	04 YOUR SYSTEMS	05 YOUR TEAM
A visitor lands on your site and the Leadpipe pixel records the page view.	Leadpipe matches the visit deterministically against its identity graph.	Person, company, and page activity resolve into one visitor record.	The record reaches your dashboard, CRM, Slack, or webhook.	Your team reviews the context and chooses the next step.

GUARDRAIL An unresolved visit stays unresolved. A missing field is a valid answer, never a guess.

Deterministic, not inferred

A probabilistic guess such as "someone from Acme, probably in marketing" is a hint. Your team still has to work out who it was. Leadpipe resolves the person from a match against its graph rather than inferring them from the company, so the record you receive starts with a fact: this person, at this company, read these pages.

An owned identity graph

Leadpipe builds and maintains its own graph: 280M+ verified person profiles, 60B+ cumulative intent signals, and a pixel network across 5M+ websites (Leadpipe-published figures). Email enrichment runs as a waterfall, checking multiple data sources in order until it finds a verified address, and phone numbers and LinkedIn profiles are added where available.

Real time, and one profile per person

Profiles appear while visitors browse. Each unique identified visitor counts once: return visits attach to the existing profile, so a buyer who comes back five times is one profile with five sessions of history, not five charges. That history is often the strongest signal you have.

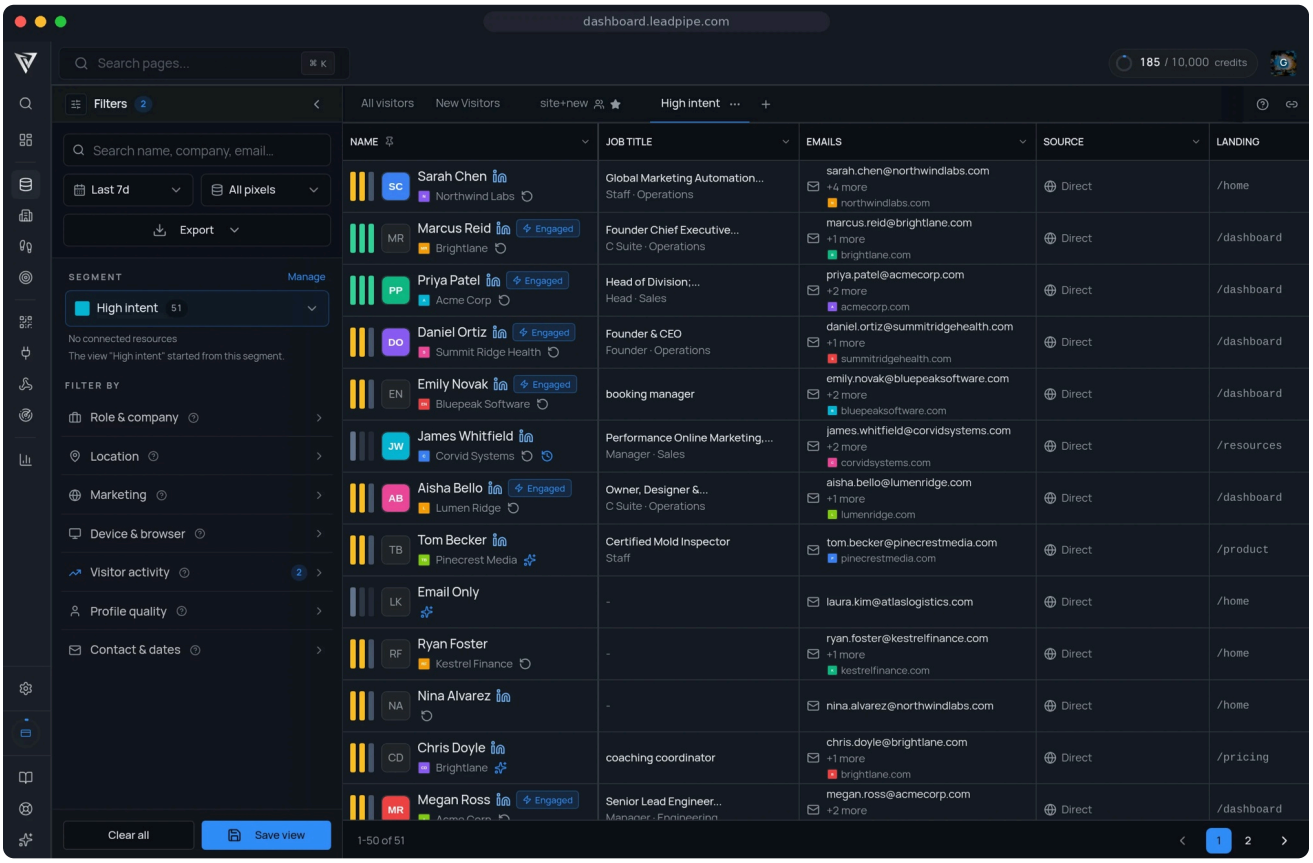
Install in minutes

Create an account, copy your pixel from the workspace, and add it to your site's head or publish it through Google Tag Manager or another tag manager. Page views appear in the workspace as soon as it is live; chapter 06 covers the full rollout.

What you get: one record per person.

03

> Person, company, and activity in one record, with canonical field names your systems can rely on.



Visitor Data: each identified person with role, company, contact fields, source, and landing page, filtered by segment. Sample data.

PERSON AND COMPANY		
DATA	FIELDS	USE IT FOR
Name and role	Name, `jobTitle`, `seniority`, `department`	Relevance and routing to the right owner
Email	`email`, `businessEmails`, `personalEmails`	Follow-up through the channel that fits
Email hashes	`emailHash` (SHA-256), plus SHA-1 and MD5	Joining systems and building ad audiences without sharing addresses
Phone	`phones`, with a `phonesDnc` flag	Calling workflows that respect Do Not Call
Professional profile	LinkedIn profile, where available	Background before the first conversation
Company	`companyName`, `industry`, `companyEmployeeCount`, `companyTotalRevenue`	ICP fit, territory, and account routing

ACTIVITY ON YOUR SITE		
DATA	FIELDS	USE IT FOR
Engagement	`sessions`, `pageviews`	Separating a single bounce from a real evaluation
High-intent pages	`pricingPageViews`, `demoPageViews`	Prioritizing, and opening with the right message
Timing	`firstSeenAt`, `lastSeenAt`	Acting while interest is current
Journey	`landingPage`, `visitedPages`, `referrer`	Knowing what brought them and what they read
Campaigns	`utmSource`, `utmMedium`, `utmCampaign`, `utmTerm`, `utmContent`	Matching follow-up to the message they clicked
Ad clicks	`gclid`, `fbclid`, `bingClickId`, `linkedinClickId`	Closing the loop with ad platforms
Your labels	`customAttribution`	Client, campaign, or tenant IDs from the pixel

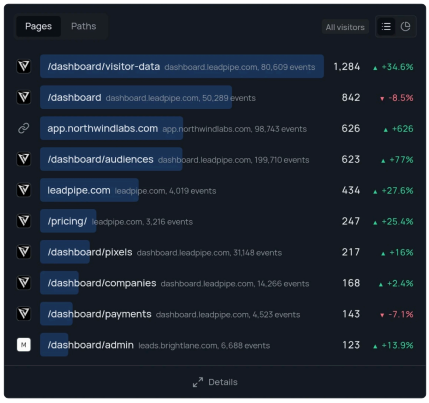
Identity and company fields in a visitor record (illustrative values)

```
{
  "email": "jordan.lee@northwind.example",
  "emailHash": "5f2b…c91e",
  "businessEmails": ["jordan.lee@northwind.example"],
  "phones": ["+1 555 0100"],
  "phonesDnc": false,
  "jobTitle": "Director of Data Engineering",
  "seniority": "Director",
  "department": "Engineering",
  "companyName": "Northwind Analytics",
  "industry": "Software Development",
  "companyEmployeeCount": 420,
  "pricingPageViews": 2,
  "lastSeenAt": "2026-10-21T14:14:00.000Z"
}
```

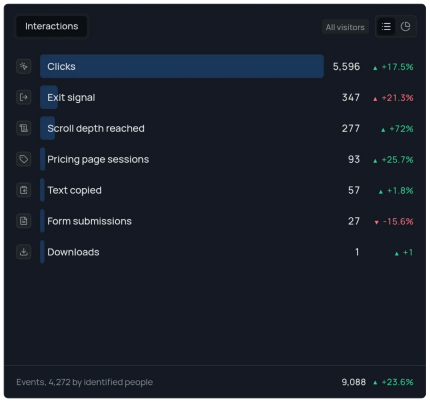
Working with the record in the workspace

CAPABILITY	WHAT IT DOES
ICP scoring	Shows how closely each identified visitor matches your ideal customer profile, so the team starts with the best fits
Segments and filters	Filter by role, company, location, acquisition source, intent, enrichment, and recency; save views for each team
Lipo AI agent	Helps you understand visitor data and research the people and companies engaging with your business
Summariser	Turns visitor and company context into a concise brief to review before reaching out
Finder	Finds relevant people and companies to research and follow up with
Unlimited CSV export	Exports visitor records for reporting, research, and your own workflows

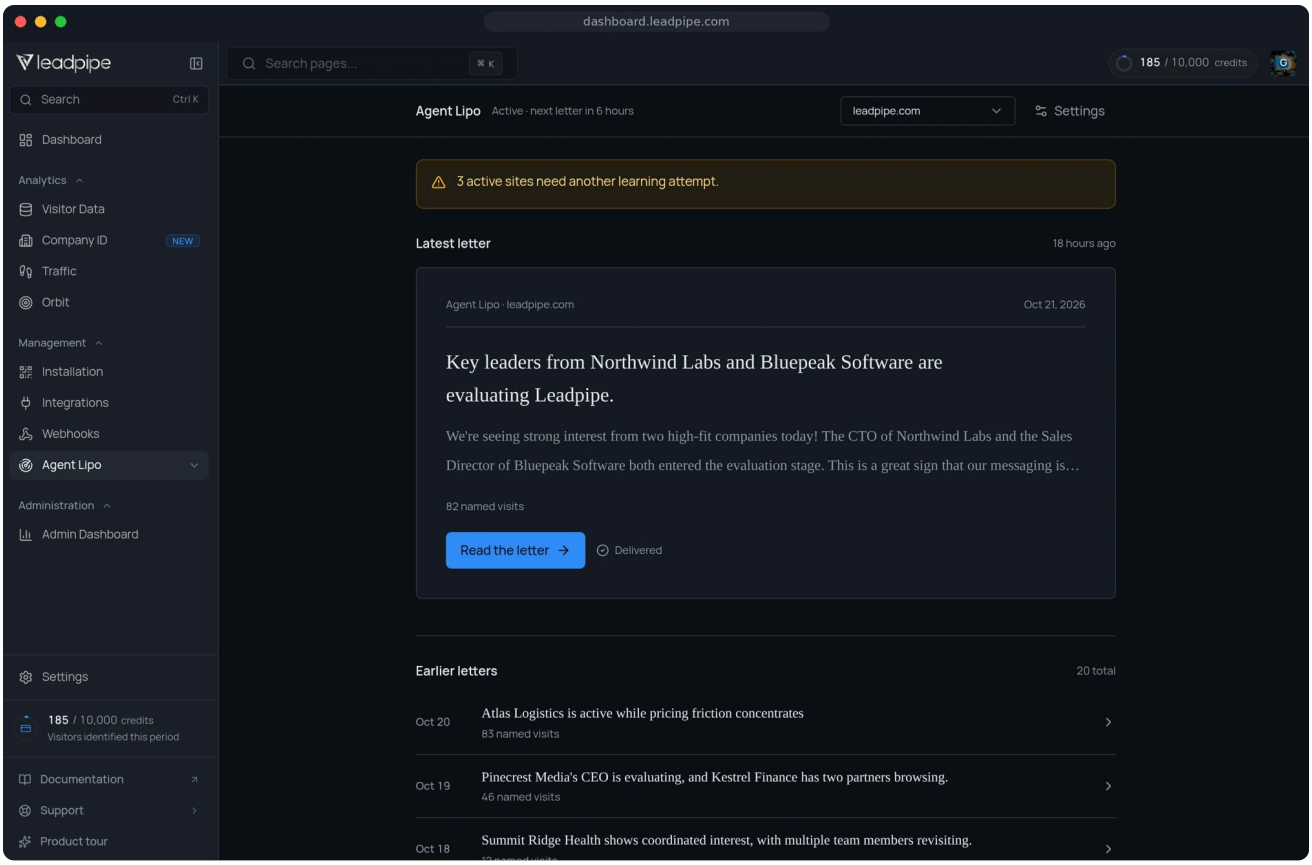
Activity: identified people grouped as focused, exploring, or browsing.



Top pages, with events and change over the period.



Interactions: clicks, scroll depth, pricing sessions, and forms.



Agent Lipo: a regular letter on the companies and leaders evaluating you, written from your visitor data. Sample data.

NOTE

Fields vary by person

Availability depends on the signals and sources behind each profile. The trial shows you the actual fields returned for your own traffic before you choose a plan.

Ten ways teams put identification to work.

04

> The same record supports outreach, ads, attribution, scoring, ABM, revival, and your own software — mapped to the way you already sell.

PLAY	HOW IT WORKS	WHAT CHANGES
Warm outreach	See who visited, then reach out with the context of what they read	Pipeline from traffic you already paid for
Retargeting real people	Sync identified visitors and hashed emails to ad and email audiences	Fresh audiences built from real interest
Attribution by name	Tie UTMs and ad click IDs to the person who arrived	Campaign reporting your sales team believes
Lead prioritization	Pricing page, repeat visits, and time on site outrank a single blog bounce	Reps spend time on ready buyers
Pricing-page alerts	Notify a channel or owner when a target visits pricing or demo pages	Speed to lead while interest is current
ABM	Know when target accounts are on the site, and which people specifically	ABM that reacts to real behavior
Closed-lost revival	Get alerted when a lost deal or quiet lead returns to your site	Re-engagement with a reason, not a "just checking in"
Sales and marketing alignment	Shared visitor records, sources, and journeys in the CRM	One source of truth for who converted and why
Full customer picture	Every visit, source, and page on one profile	Better first conversations
AI agents and products	Feed identity and activity to an AI SDR, assistant, or your own app	Agents that act on real buyers

Pricing-page alert

A target account's buyer reads pricing twice in one week

01 LEADPIPE	02 YOUR SYSTEMS	03 YOUR SYSTEMS	04 YOUR TEAM
Identifies the visitor and attaches the pricing page views.	A segment rule (ICP + pricing page) posts a rich alert to Slack.	The record is created or updated in the CRM with the owner set.	The account owner follows up the same day with relevant context.

GUARDRAIL Suppress current customers and open opportunities so alerts reach the right owner.

Closed-lost revival

A deal that went quiet six months ago comes back

01 LEADPIPE	02 YOUR SYSTEMS	03 AI AGENT	04 YOUR TEAM
Recognizes the returning person and their new page history.	The CRM matches them to the closed-lost opportunity.	An assistant drafts a brief: what changed, what they read.	The original rep re-engages with a reason to talk.

GUARDRAIL Reference the topic, not the observation: “teams revisiting pricing often ask…”.

Who uses it, and for what

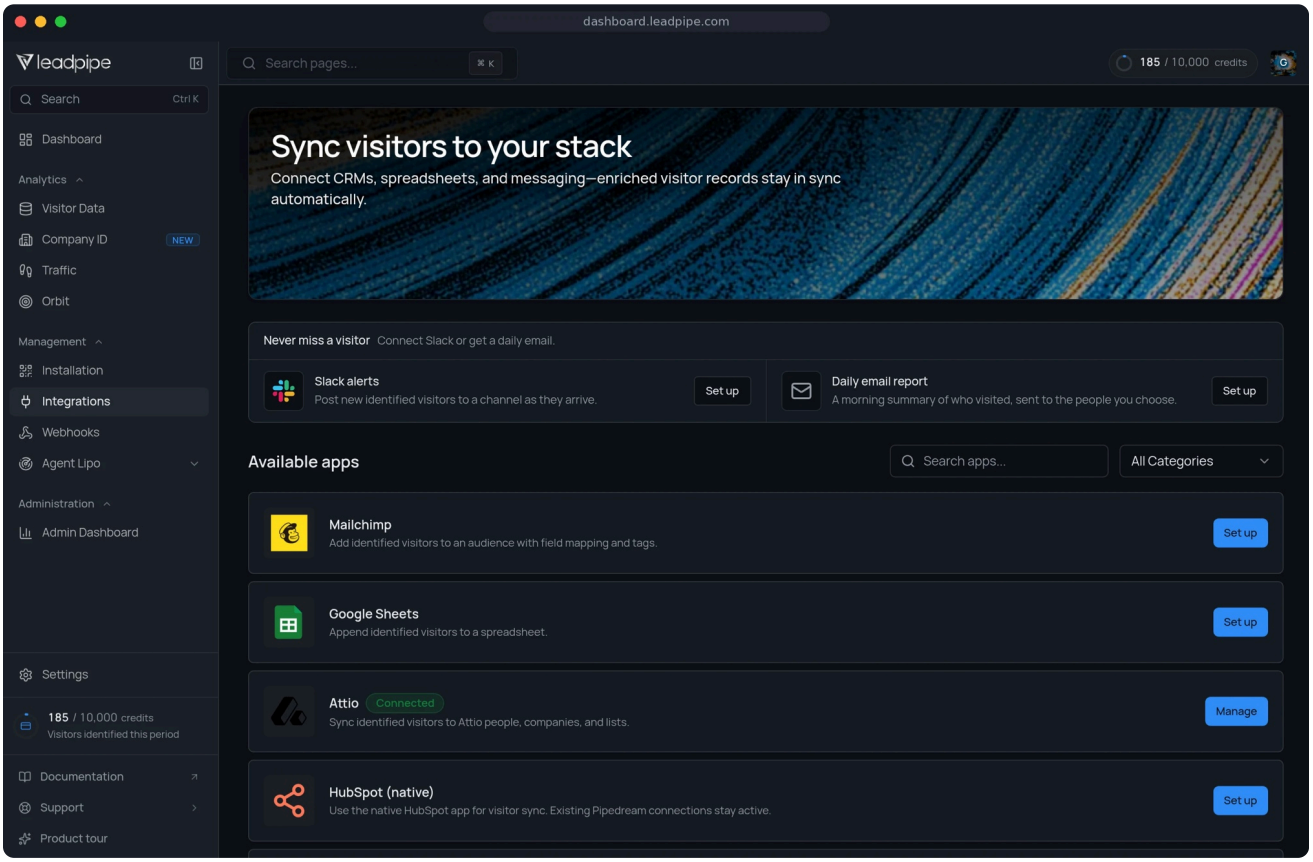
ROLE	WHAT THEY GET
SDR and BDR	A daily list of identified, relevant visitors with the pages they read
Account executive	Alerts when open opportunities and target accounts return
Demand generation	Named outcomes from campaigns, and fresh audiences for retargeting
RevOps	Clean, deduplicated records with sources, mapped into the CRM
Founders	A clear view of who is evaluating the company, without a large team
Agencies	Proof of the demand their campaigns create, under their own brand

Where the record goes.

05

> Use the tools you already run: 260+ integrations and CSV on every plan, and the REST API, webhooks, MCP, and warehouse delivery for platforms and enterprise.

Identification is only useful when it reaches the person or system that will act on it. Leadpipe delivers the same visitor record into the tools your team already uses.

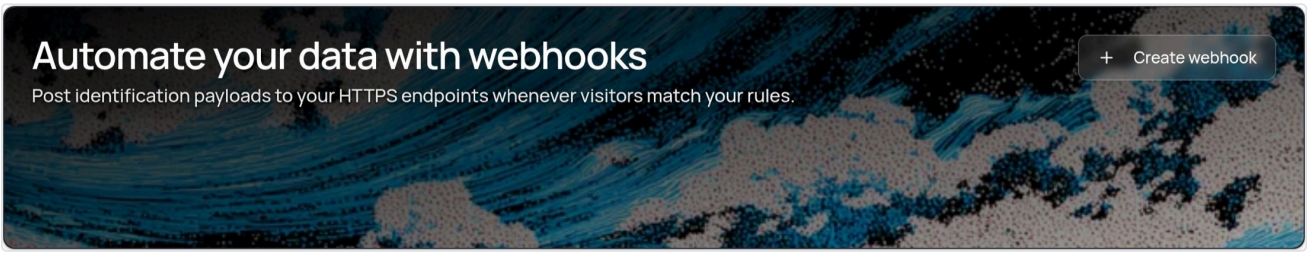


Integrations: Slack alerts and a daily email report, plus apps such as Mailchimp, Google Sheets, Attio, and HubSpot.

NATIVE DESTINATIONS, BY CATEGORY

CATEGORY	DESTINATIONS
CRM	HubSpot, Salesforce, Pipedrive, Zoho CRM, Freshsales, Close, Copper, Insightly, Nutshell, GoHighLevel
Email and lifecycle	Mailchimp, Klaviyo, Omnisend, ActiveCampaign, Customer.io
Sales engagement	Smartlead, SmartReach, Instantly
Alerts	Slack and rich Slack alerts
Workspace	Google Sheets, Airtable, Notion, Monday.com
Automation	Zapier and Make

Webhooks: act the moment someone is identified



Webhooks post identification payloads to your HTTPS endpoints whenever visitors match your rules.

Each webhook has an HTTPS destination, a segment, a pixel, and a trigger. **First Match** delivers once per qualifying visitor; **Every Update** keeps delivering as the record changes. Start with First Match on a narrow segment, make the receiver idempotent by upserting on the email hash, and widen the segment once delivery is healthy.

The REST API

Every API call uses the base URL `https://api.aws53.cloud` and an organization key in the `X-API-Key` header. Keep keys in a backend or secret manager, never in browser code. The OpenAPI specification is published for identification.

OPERATION	USE IT FOR
`GET /v1/data`	Identified visitors, newest activity first
`GET /v1/data?email=…`	One person, with their session journey and summary
`GET /v1/data/visitors/{visitorId}/sessions`	Privacy-bounded session summaries
`POST /v1/data/query`	Visitors matching a saved segment
`GET /v1/data/company?ip=…`	Company context for an IPv4 or IPv6 address

Pull identified visitors from your backend

```
# Newest identified visitors
curl "https://api.aws53.cloud/v1/data?page=1" \
  -H "X-API-Key: $LEADPIPE_API_KEY"

# Only visitors that match a saved segment
curl "https://api.aws53.cloud/v1/data/query" \
  -H "X-API-Key: $LEADPIPE_API_KEY" \
  -H "Content-Type: application/json" \
  -d '{"segmentId": "YOUR_SEGMENT_ID", "page": 1, "limit": 50}'
```

AI assistants and agents

The official MCP server, `@leadpipe/mcp`, gives assistants such as Claude and Cursor tools to read visitor data, plus a guided `investigate-visitor-data` prompt. For agent architectures, read The data foundation for agentic AI.

Under your brand

Agencies can run identification fully white-label: their domain, login, and sign-up, a custom pixel per client, and unlimited client accounts. **Software platforms** can embed it in their own product with branded pixels, APIs, and webhooks, starting with a three-month proof of concept.

The pixel, with optional custom attribution

```
<script
  src="https://leadpipe.aws53.cloud/p/YOUR-PIXEL-ID.js?partnerCustomerId=customer_123&campaign=spring-2026"
  async
></script>
```

IN PRACTICE

Carry your own labels through the pixel

Any query parameters you append to the pixel script — a client ID, a campaign, a region — come back in `customAttribution` on every visitor record and webhook delivery. Agencies and platforms use this to keep each client's visitors labeled from the first page view.

NOTE

Which plans include what

Integrations and CSV export are part of every Pro and Agency plan. Full API access, webhooks and custom pipelines, and warehouse delivery to Snowflake or Amazon S3 come with Platforms and are scoped for Enterprise. See the pricing chapter.

Prove it on your own traffic.

06

> The trial is the proof: 7 days or 500 identified profiles, whichever comes first, with no card. Here is how to run it so the answer is clear.

1. **Install the tracking pixel.** Create your account and add the provided JavaScript pixel to your website, directly or through your tag manager. Use the installation instructions in your workspace.
2. **Observe your own traffic.** Let eligible visits arrive after installation. Review the profiles and activity actually returned for your site rather than assuming a universal match rate.
3. **Configure the destination.** Choose a CRM, team tool, or supported API workflow. Map the fields, set the owner, and apply the suppression or exclusions needed for your use case.
4. **Validate the handoff.** Check a sample in the destination, including available identity fields and page context. Establish how your team handles missing, repeated, or irrelevant profiles.

A seven-day evaluation

Run it on the pages and campaigns that matter most

01 YOUR TEAM	02 YOUR TEAM	03 LEADPIPE	04 YOUR TEAM	05 YOUR TEAM
Day 1. Install the pixel and confirm page views arrive.	**Day 1–2.** Connect the CRM or Slack and set suppression.	**Day 2–5.** Profiles accumulate from your real traffic.	**Day 5–6.** Review relevance and follow up on the best fits.	**Day 7.** Score the trial and choose your plan.

GUARDRAIL Judge on your own traffic. Every site's audience, geography, and mix are different.

TRIAL SCORECARD

QUESTION	HOW TO CHECK IT
Are the right people showing up?	Compare identified profiles with your ICP: roles, seniority, company size, and industry
Is the record complete enough to act on?	Check which contact, company, and activity fields are present on a sample
Does it land correctly?	Confirm records arrive in the CRM or Slack with the right owner and fields
Is it timely?	Measure the time from a pricing-page visit to an alert your team sees
Does it create conversations?	Track replies and meetings from identified visitors versus your usual outreach

IN PRACTICE

Point the trial at real intent

Run your normal campaigns during the trial and watch pricing, demo, and comparison pages. That is where identification shows its value fastest.

Coverage, controls, and responsible use.

07

> Know what to expect by geography, and run identification with the controls that keep every use appropriate.

DEPTH OF RECORD, BY GEOGRAPHY	
TRAFFIC	WHAT LEADPIPE RETURNS
United States	Person-level identification, with the strongest coverage
EU and UK	Company-level by default; person-level with affirmative consent
Worldwide	Company context from IP to company for IPv4 and IPv6 traffic

Because Pro includes real-time IP to company, a visit that does not resolve to a person can still show the business behind it. A visit from London or Singapore can route to the right account even when person-level identification does not apply.

Controls built into the workflow

- **Page targeting.** Limit collection with included or excluded paths, keeping careers, support, or logged-in app pages out entirely.
- **Suppression.** Exclude customers, competitors, and staff. Lists accept up to 25,000 rules per upload and can be replaced nightly from your CRM.
- **Do Not Call.** The `phonesDnc` flag travels with every phone number.
- **Honest unknowns.** Unresolved visits and missing fields are returned as unknown, never filled with a guess.

GUARDRAIL

Identity is not permission

A resolved identity tells you who visited. Review each channel — email, calling, ad audiences — with the team that owns it, and keep your privacy notice and consent practices current for your jurisdictions.

Regulated industries

Healthcare and other regulated organizations can scope identification to business-facing pages and exclude sensitive pages from collection entirely. The agentic data guide covers the pattern in detail.

One platform: identity, intent, and company context.

08

> Visitor Identification is one of three products built on the same identity graph. Each answers a different question; together they give every buyer the deepest context available.

THIS BOOK

Visitor Identification

Who is on our website?

INPUT
Eligible visits to your own site, through one pixel

OUTPUT
Named person, contact fields, company, and page activity

DEPTH
Person-level, strongest on eligible US traffic

ALSO ON LEADPIPE

Orbit

Who is researching what we sell, anywhere?

INPUT
Topics from a catalog of 20,810, plus your ICP filters

OUTPUT
People, the topics they matched, and how strongly; refreshed daily

DEPTH
Person-level research across 5M+ websites

ALSO ON LEADPIPE

IP to Company

Which business is behind this address?

INPUT
A public IPv4 or IPv6 address

OUTPUT
Company, firmographics, and network context, or a clear unknown

DEPTH
Company-level, for traffic worldwide

Ways to use the data

INTERFACE	WHAT IT DOES
Dashboard	Review visitors, build segments and audiences, export CSV, and use Lipo, Summariser, and Finder
260+ integrations	CRM, email, sales engagement, Slack, spreadsheets, and workspace tools
Webhooks	Event-driven delivery with First Match or Every Update triggers
REST API	Visitors, sessions, segments, company lookup, Orbit topics and audiences
TypeScript SDK	`@leadpipe/client` for Orbit topic and audience workflows
MCP server	`@leadpipe/mcp` exposes visitor data and Orbit tools to AI assistants
Warehouse delivery	Snowflake, Amazon S3, and custom pipelines on Platforms and Enterprise

Teams building on Leadpipe.

09

> Startups, agencies, software platforms, and enterprises use Leadpipe to turn anonymous demand into pipeline.

nostra	HACKERNOON	BCG	blackdove	AiSDR
theoris	PouncerAI	7shifts	MAGE	Rev
zip	ZOOMRX		GLEANTAP	Capturify.io
foresite better ROAS for your site	LOYALTY BRANDS	E2Global	GUARDIAN LITIGATION GROUP	intero DIGITAL
	ABARCA	CONDOC	CRMANTRA	dono.
Elayne	ExactEstate	KETOS	Juris Digital	betterweb
ACRO COMMERCE	clearnym	Lead Hero	M8 LABS	BONNOT

> "Accuracy of visitor identification and seamless CRM integration is excellent."
>
> Daniel B. · Managing Director · Verified G2 review

> "Instant notifications when someone visits our pricing page. Game changer."
>
> Oswaldo C. · Small business · Verified G2 review

Customer stories

Results as reported in each published customer story, with the context and measurement window described there.

~60%

more booked meetings from identified accounts

From about 19 to 31 meetings per month

Upsell.com ex ReConvert

COMMERCE SOFTWARE

More relevant outreach. More booked meetings.

Turn anonymous merchant research into account context and timely sales conversations.

~60%	~19 → 31	14–17%
more booked meetings	meetings per month	first-touch reply rate

Read the story · leadpipe.com/resources/success-stories/upsell-com-shopify

~40%

more enterprise accounts with verified on-site activity

Within one quarter

Magic Software

ENTERPRISE SOFTWARE

Enterprise demand. Before the form.

Connect anonymous integration research to named accounts and regional sales teams.

~40%	1 quarter	Salesforce
more accounts with verified activity	reported evaluation window	connected to regional workflows

Read the story · leadpipe.com/resources/success-stories/magic-software-enterprise-gtm

~4.5×

email click-through rate after visitor-led segmentation

From about 1% to 4.5%

JobBoard.io

HIRING SOFTWARE

Known visitors. More engaged campaigns.

Give lifecycle campaigns more identifiable contacts and the behavior to segment them.

~4.5×	$1.50 → $0.45	~35%
email click-through rate	blended cost per net-new email	monthly revenue growth in the reported window

Read the story · leadpipe.com/resources/success-stories/jobboard-io-growth

~23%

quarter-over-quarter attributed revenue growth

Within the same spend envelope

LL Medico

HEALTHCARE COMMERCE

Better customer context. More relevant care.

Connect product research to better segmented email and retargeting campaigns.

~23%	~$640K	~6.8%
attributed revenue growth quarter over quarter	attributed revenue in the reported window	click rate on segmented campaigns

Read the story · leadpipe.com/resources/success-stories/ll-medico-healthcare-ecommerce

12–15%

first-touch reply rate on Leadpipe-sourced outbound

Compared with ~5–6% on cold lists

Confidential AI sales platform

AI SALES AGENTS · UNDER NDA

Real buyer context. Better agent outreach.

Put human reps and AI sales agents on the same facts about buyer activity.

12–15%	~2×	~⅓
first-touch reply rate	weekly identified high-intent accounts	fewer unsubscribes in the same cohort

Read the story · leadpipe.com/resources/success-stories/ai-sales-agent-platform-nda

Plans and pricing.

10

> Every plan is metered on unique identified visitors per month. Return visits attach to the same profile and do not count again. Real-time IP to company, enrichment, integrations, and CSV export are included in every Pro and Agency plan.

FREE TRIAL

7 days or 500 identified profiles, whichever comes first.

No credit card required. Every feature, on your own traffic.

Start free
dashboard.leadpipe.com/auth/signup

Pro · For businesses · one site or brand

Identify your website visitors. Give your business the context to reach them.

PRO PLANS · USD

PLAN	IDENTIFIED VISITORS / MO	MONTHLY	QUARTERLY, BILLED	YEARLY, BILLED	PER ID	ORBIT AUDIENCES
Pro 500	500	**$147**	$366 (17% off)	$1,305 (26% off)	$0.29	–
Pro 1K	1,000	**$248**	$618 (17% off)	$2,202 (26% off)	$0.25	–
Pro 2K	2,000	**$398**	$991 (17% off)	$3,534 (26% off)	$0.20	2
Pro 5K	5,000	**$819**	$2,039 (17% off)	$7,273 (26% off)	$0.16	4
Pro 10K	10,000	**$1,179**	$2,936 (17% off)	$10,470 (26% off)	$0.12	6
Pro 20K	20,000	**$1,879**	$4,679 (17% off)	$16,686 (26% off)	$0.09	8

WHAT'S INCLUDED

Real-time visitor identification
Identify matched US visitors while they browse, with names, available email addresses, and company context.

Real-time IP-to-company
See the company behind a business visit, including when there is no person-level match.

Email waterfall enrichment
We check multiple data sources in order until we find a verified email, so your team has a contact to work with.

Phone enrichment
Add available phone numbers to the identified person's profile alongside their email and company.

LinkedIn profiles
Find the person's available LinkedIn profile in the visitor record to understand their role and background.

Page-level visitor activity
See the pages each identified person viewed and the activity behind their visit.

ICP scoring
See how closely an identified visitor matches your ideal customer profile, so your team can prioritize relevant prospects.

260+ integrations
Send identified visitors and their context to your CRM and connected tools.

Unlimited CSV export
Export visitor records as CSV files for your team's reporting, research, and workflows.

Lipo AI agent
Use Lipo to help understand your visitor data and research the people and companies engaging with your business.

Summariser
Turn visitor and company context into a concise summary your team can review before reaching out.

Finder
Find relevant people and companies to research and follow up with.

Agency · For agencies · unlimited clients

Fully white-label for your clients, from login and sign-up to the pixel.

AGENCY PLANS · USD

PLAN	IDENTIFIED VISITORS / MO	MONTHLY	QUARTERLY, BILLED	YEARLY, BILLED	PER ID	ORBIT AUDIENCES
Agency 100K	100,000	**$3,500**	$8,715 (17% off)	$31,080 (26% off)	$0.04	–
Agency 200K	200,000	**$5,500**	$13,695 (17% off)	$48,840 (26% off)	$0.03	40

EVERYTHING IN PRO, PLUS

Your domain and your brand
Login, sign-up, and the pixel all carry your name.

Unlimited client accounts
Add as many clients as you like. Your IDs are shared across them.

Free trials for your clients' accounts
You set the length and credits for new client trials, up to 14 days and 500 IDs.

Custom pixel per client
Give each client their own tracking pixel.

Dedicated Slack support
A shared Slack channel with our team for onboarding and client questions.

Platforms and Enterprise

FOR SOFTWARE AND AI PRODUCTS

Platforms

$2,499/month · 3-month proof of concept

Build your own product on Leadpipe's identity data, through the API. High limits during the 3-month POC.

- Full API access
- High limits for 3 months
- Snowflake, Amazon S3, and warehouse delivery
- Webhooks and custom data pipelines
- Dedicated Slack support
- Developer documentation

FOR YOUR ORGANIZATION

Enterprise

Custom · volume, workflows, and delivery scoped to you

Identity and intent across the systems your business runs. Volume, workflows, and delivery scoped to you.

- Full API access and connected delivery
- Warehouse and custom pipeline delivery
- Account intelligence and buying-committee context
- Workflows across teams and business units
- Custom volume and commercial terms
- Security, data, and procurement review

Compare plans

CAPABILITY	PRO	AGENCY	PLATFORMS	ENTERPRISE
Real-time visitor identification	Included	Included	Included	Scoped
Real-time waterfall enrichment	Included	Included	Included	Scoped
Phone enrichment	Included	Included	Included	Scoped

CAPABILITY	PRO	AGENCY	PLATFORMS	ENTERPRISE
LinkedIn profile fetch	Included	Included	Included	Scoped
Real-time IP-to-company	Included	Included	Included	Scoped
Page-level behavior and ICP scoring	Included	Included	Included	Scoped
260+ integrations and CSV export	Included	Included	Included	Scoped
White-label and custom domain	–	Included	Included	Scoped
Unlimited client accounts	–	Included	Included	Scoped
Free trials for client accounts	–	Included	Included	Scoped
Lipo AI agent, Summariser, and Finder	Included	Included	Included	Scoped
Orbit intent audiences	Pro 2,000+	Included	Included	Scoped
Full API access	–	–	Included	Scoped
Dedicated Slack support	–	Included	Included	Scoped
High usage limits during the 3-month POC	–	–	Included	Scoped
Webhooks and custom data pipelines	–	–	Included	Scoped
Snowflake, Amazon S3, and warehouse delivery	–	–	Included	Scoped
Custom volume and commercial terms	–	–	–	Scoped
Multi-team workflow scoping	–	–	–	Scoped
Security, data, and procurement review	–	–	–	Scoped
Organization-wide rollout planning	–	–	–	Scoped

Quarterly and yearly prices are the full charge for the period; identification capacity renews monthly. Each unique identified visitor counts once, and repeat visits attach to the same profile. Prices in USD as published at leadpipe.com/pricing in October 2026.

Questions teams ask first.

11

What information can I receive?

Available results can include person and company information, contact fields, professional context, and website activity. Fields vary by the available signals and source. The trial shows the actual output from your own website.

Does every visit become an identified person?

No. Identification depends on eligible traffic, geography, and available signals. Some activity remains unresolved. Do not turn an unknown identity into a confirmed person in a downstream system.

Do I need to rebuild my website?

No application rebuild is required for the normal website workflow. Install the provided pixel directly or through a tag manager, then follow the account's installation and verification instructions.

Do repeat visits consume another identification?

The published plans count unique identified visitors. Return activity from the same identified person attaches to the existing profile rather than creating another unique profile.

How do I evaluate the product before paying?

The trial lasts seven days or up to 500 identified profiles, whichever comes first. No credit card is required. Check the output, relevance, and destination workflow against your own traffic before choosing a plan.

How long does installation take?

Usually minutes. Paste the pixel into your site's head or publish it through your tag manager, then confirm in the workspace that page views are arriving.

Which countries are covered?

Person-level identification is strongest on eligible US traffic. EU and UK traffic defaults to company level, with person-level identification requiring affirmative consent. IP to company returns company context for traffic worldwide.

Keep exploring

Product page
The live overview, with the latest details
leadpipe.com/product/identification

Pricing
Current plans, billing periods, and the trial
leadpipe.com/pricing

Customer stories
How teams use Leadpipe, in detail
leadpipe.com/resources/success-stories

Documentation
Installation, integrations, and the API reference
docs.leadpipe.com

Evaluation kit
Trial scorecard, vendor questionnaire, and buying guides
leadpipe.com/resources/visitor-identification

Product book: Orbit · Intent data
The next opportunity. Already in motion.
leadpipe.com/guides/leadpipe-orbit-intent-data.pdf

Product book: IP to Company
An IP address. A business in context.
leadpipe.com/guides/leadpipe-ip-to-company.pdf

Guide: the data foundation for agentic AI
Building agents on identity, activity, and intent
leadpipe.com/guides/agentic-data-guide.pdf

leadpipe

See the person. Understand the opportunity.

See Visitor Identification on your own traffic. The trial includes every feature for 7 days or 500 identified profiles, whichever comes first.

Start free
No credit card required · dashboard.leadpipe.com/auth/signup

Talk to our team
cal.com/team/leadpipe/discovery

Read the documentation
docs.leadpipe.com

© 2026 LEADPIPE