

ELITE WEALTH NETWORK™

WebTrafficCAM™

Turn Your Anonymous Website Traffic Into Named, Verified Prospects

LEVEL TWO OF THE EWN GROWTH ECOSYSTEM



FIND
Level One
Audience Accelerator™



REVEAL
Level Two
WebTrafficCAM™



WIN
Level Three
TrafficPrint™

97% of the people who visit your site leave without a trace. WebTrafficCAM™ tells you who they are.

AN ELITE WEALTH NETWORK™ FIELD GUIDE & STRATEGY REPORT

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Executive summary

Your website is already working. You spend real money to bring qualified people to it — and then you watch the overwhelming majority leave without a name, a number, or a way back. For most businesses that is the single largest source of waste in the entire marketing budget, and it is almost completely invisible.

WebTrafficCAM™ is **Level Two of the EWN Growth Ecosystem — the reveal layer**. It identifies the anonymous visitors already on your own site, turns them into named, verified people, and hands you a ranked list every Monday. This is not a bought list shared with your competitors; it is the demand **you already created**, finally made visible.

- **Identify 40–75%** of your anonymous U.S. visitors as real people — with up to 40 attributes each.
- **Act every Monday** from a ranked Recognition Report™ — no dashboards, no data science.
- **Own the data** — it's first-party, yours the moment we deliver it, never shared.

The bottom line

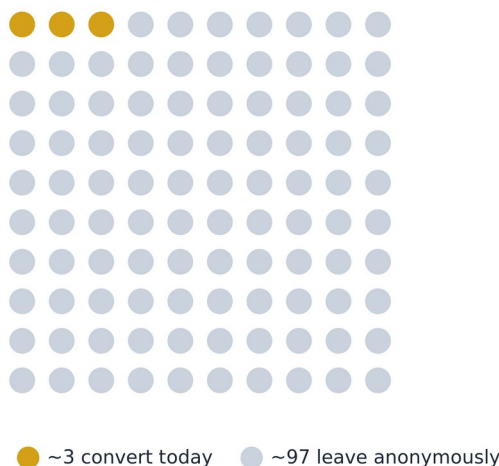
If one closed deal at your average value would justify the spend, WebTrafficCAM™ pays for itself — and the 50-in-30 guarantee removes the risk of finding out.

PART I

The invisible visitor

Roughly 97% of the people who visit your website leave without a trace — and for most businesses, they are disproportionately the future customers.

Out of every 100 visitors to your site...



Run the math on a typical week: a hundred qualified visitors arrive, the best sites convert two to four, and the rest vanish. **You paid for all one hundred clicks. You can follow up with three.** For decades this was accepted as a law of nature. It no longer is.

PART II

Why visitors stay anonymous

The people who leave without filling out a form are **not** the uninterested ones. They are the people who weren't ready in that exact moment — the same reason your best current clients didn't call on their first visit either.

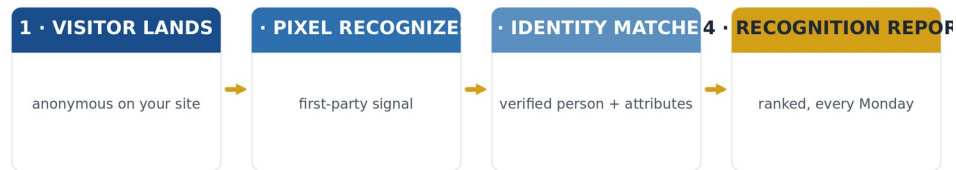
Anonymity is rarely a verdict of disinterest. It is a function of timing, trust, and comfort.

Which means the silent majority leaving your site every day is, disproportionately, your future pipeline — and until now you had no way to know who they were or to start a conversation. WebTrafficCAM™ closes exactly that gap.

PART III

How WebTrafficCAM™ works

A lightweight first-party pixel sits on your own site. When a visitor engages, WebTrafficCAM™ recognizes the first-party signal, matches it against a nationwide database of verified contact records, and delivers a ranked report — all without you lifting a finger after setup.



There is nothing to monitor day to day. The work happens quietly in the background, and the output arrives as a clean, prioritized list.

PART IV

The Monday Recognition Report™

Every Monday, the new people identified on your site — ranked by priority, so your team knows exactly where to start.

Monday Recognition Report™			
RANK	PROSPECT	INTENT	TOP SIGNAL
1	J..... M.....	94	viewed pricing 3x
2	S..... R.....	88	ran the calculator
3	D..... K.....	81	4 listing views
4	A..... P.....	76	returned twice
5	L..... C.....	70	seminar page

Names redacted for illustration · ranked so you know exactly where to start.

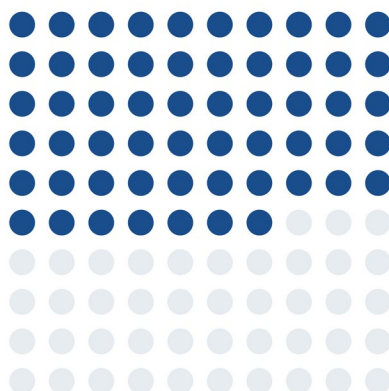
Each record can carry up to **40 attributes** — name, email, mailing address, household income, and more — alongside the behavior that flagged them. No dashboards to babysit, no data science required: just a ranked list of real prospects who showed real interest and then slipped away anonymously.

PART V

How many you'll see: the identification rate

WebTrafficCAM™ typically identifies **40–75% of your anonymous U.S. visitors** as real, verified people. Every record is matched against verified contact data before delivery — these are humans, not raw visits or bots.

Of every 100 anonymous visitors...



● 40-75 identified as real, verified people
● the rest, still anonymous

The exact rate varies by traffic source and audience, but even at the low end it transforms a site that produced a handful of form-fills into one that surfaces dozens — or hundreds — of named prospects a month.

PART VI

First-party data — yours, and only yours

The pixel sits on **your** website and identifies **your** visitors. The data is first-party: your visitors, your relationship, your data the moment we deliver it. We never resell, syndicate, or share one customer's identified prospects with another.

This is the opposite of a shared lead

Bought leads are sold to three to five competitors at once. WebTrafficCAM™ surfaces the people who already chose to visit **you** — different conversion math entirely.

PART VII

25 ways it pays off beyond lead generation

Identifying your visitors is far more than a lead engine. The same intelligence powers retention, growth, and sharper decisions across the business — at least 25 distinct uses, grouped into five themes:



- **Retention & risk** — spot a long-time client quietly revisiting (a churn early-warning), catch competitive-shopping, and reactivate dormant relationships.
- **Cross-sell & upsell** — service-interest and life-event signals reveal needs a client hasn't voiced yet.
- **Marketing intelligence** — see which campaigns and pages actually draw the right people, and cut wasted spend.
- **Relationships & referrals** — surface centers of influence, validate referrals, and personalize outreach.
- **Operations & BI** — recruiting interest, competitor/recruiter awareness, geographic and seasonal demand trends.

PART VIII

Plans that scale: tiers & cadence

You choose the plan by how many identifications you want each month. Four tiers scale with your traffic; three delivery cadences match how fast your market moves.

Tier	Identifications	Best for
Insider	100 / month	Entry — single-site practices and lower-traffic sites
Advantage	250 / month	★ The tier most customers pick — active sites
Edge	500 / month	Mid-sized firms and teams with steady volume
Apex	1,500 / month	High-volume sites and seasonal surges; Enterprise beyond

Delivery cadence — Monday, Frequent, or Rapid — is configurable to your pace. Current Founders pricing lives on your vertical's offer page.

PART IX

The guarantee & the Founders rate-lock

The 50-in-30 guarantee

If we don't deliver at least 50 verified prospects in your first 30 days, your second month is on us — and you keep every contact already captured. The “50” means 50 verified humans, not 50 raw visits.

The Founders rate-lock

Early members lock a permanent discount on their chosen tier — portable across any future upgrade, for as long as they remain a customer. It is capped at a limited number of seats per vertical, with a live counter that closes for good at zero.

PART X

White-Glove Activation

Getting started is hands-on and low-effort for you. During **White-Glove Activation** we provide platform-specific placement instructions and a live walkthrough — and we never ask for your CMS admin credentials. Your own web person performs the placement; we confirm it's firing correctly.

- A ~10-minute, one-time pixel placement on your site.
- No admin credentials requested — ever.
- First reports begin flowing within your first cycle.

PART XI

The economics

High-value services should evaluate **cost per closed deal, not cost per lead**. Because a single client, project, or transaction is worth thousands to tens of thousands, the math is decisive:

One closed deal pays for the subscription.



Your monthly subscription

The value of a single closed deal

Plus the 50-in-30 guarantee: 50 verified prospects in 30 days — or month two is on us.

When one closed deal dwarfs the cost of the subscription, the question shifts from “what does this cost?” to “**what is it costing me not to do this?**” — the steady, invisible loss of prospects who slip away and buy from someone who followed up.

PART XII

Industry applications

- **Financial advisors** — surface seminar and retirement-content visitors who never registered; protect at-risk client relationships.

- **Mortgage** — catch rate-shoppers the moment they research, before they fill out a form on a portal.
- **Real estate** — identify buyers who viewed multiple listings and left without calling.
- **Roofing & home services** — reach storm-impacted homeowners who clicked an insurance-claim page and bounced.
- **Builders & remodelers** — re-engage portfolio and financing-page visitors researching a major project.
- **Any business** — if you pay to put traffic on a website, WebTrafficCAM™ reveals who came.

PART XIII

Compliance & data stewardship

- **First-party by design** — the pixel sits on your own site and identifies your own visitors; we never syndicate or resell identified data.
- **Built for lawful B2B outreach** — members agree to follow applicable marketing, privacy, and anti-spam laws.
- **Privacy-respectful** — we honor recognized privacy signals and process removal requests promptly.
- **No credentials required** — White-Glove Activation never asks for CMS admin access.

PART XIV

The Elite Wealth Network™ ecosystem

WebTrafficCAM™ is **Level Two** of the EWN Growth Ecosystem — a three-level system that finds the right people, reveals the ones already raising a hand, and wins the few who matter most: **Find** → **Reveal** → **Win**.



- **Level One · Find** — **Audience Accelerator™** — builds and monthly-refreshes your best-fit audience.
- **Level Two · Reveal** — **WebTrafficCAM™** — identifies the anonymous visitors already on your site. **(This report.)**

- **Level Three · Win — TrafficPrint™** — hand-crafts ready-to-send outreach content for your top prospects.

Designed to ladder

Each level stands on its own; together they form a recurring demand engine. This report is the Level Two companion to the EWN Growth Ecosystem master guide.

PART XV

Implementation — getting started

1. **Activate** — place the pixel during White-Glove Activation (about 10 minutes, no credentials needed).
2. **Receive** — get your first Monday Recognition Report™, ranked and ready to work.
3. **Act** — follow up with the top names; reply, call, or route to your CRM.
4. **Add Level Three** — hand your highest-value prospects to TrafficPrint™ for ready-to-send outreach content.
5. **Scale** — step your tier up or down as traffic and results dictate.

Final thought

The traffic is already yours. The interest is already there. **WebTrafficCAM™ simply makes it visible** — and turns the 97% you were losing into a pipeline you can actually work.

See who's on your site — and act on it.

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About Elite Wealth Network™ — a marketing-data company delivering intent-based audience acquisition through its three-level Growth Ecosystem: Audience Accelerator™ (Find), WebTrafficCAM™ (Reveal), and TrafficPrint™ (Win) — supported by Human-Built Outreach™, the hands-on workup between EWN specialists and each member.

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