

## Data Solutions International® Case Study

### How KickFire Solved Wix.com's Tracking Limitations with Innovative Code and Gave Data Solutions International The Ability to Track Their Website

*Since we found KickFire, our main marketing strategy has been to drive prospects to our website, then use the information regarding the visitor and what they researched to feed our inside sales operation.*

*We use other marketing tools in the process, but KickFire was the catalyst, and is now the engine of the operation.*

Alina Ruggieri, Marketing Manager

#### Customer Profile

Data Solutions International is a full-service information management and employee survey software company helping to enhance organizational performance through quality solutions.

[datasolutionsinc.com](http://datasolutionsinc.com)



#### CHALLENGE

Data Solutions International had difficulty finding a solution that would track and identify visitors on their WIX.com website, due to the platform's reporting restrictions which prevented users from using traditional website tracking products. After trying several web analytics tools, Data Solutions International was still unable to track and identify who was coming to their website and monetize their web traffic.

#### SOLUTION

KickFire was able to work with the platform's website tracking restrictions to solve the issues Digital Solutions International was experiencing. Within an hour, the KickFire Support team was able to create an innovative, custom code specifically for the Wix.com platform to help WIX users gain insight into their website. Digital Solutions International found the KickFire platform easy to navigate and is now able to easily see who is visiting their website, what their interests are, and if they return.

Digital Solutions International uses LIVE Leads™ in conjunction with conversion tracking to track which marketing campaigns are driving traffic to their website, identify new leads, connect with potential clients that they previously would have not known were on their site, and monetize their web traffic. With KickFire's great insight, Digital Solutions International is now able to watch their visitors with excitement on a daily basis.

