



Webinar Resource Kit

How to Turn Website Visitors into Pipeline — Fast

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Overview: Apollo Inbound

- ☐ [Learn how Apollo Inbound helps you convert more](#) with form enrichment, website visitor data, intelligent routing, and AI-powered follow-up.
- ☐ [Get a behind-the-scenes look](#) at how Apollo used Inbound to improve form conversion by 40% and routing accuracy by 300%.
- ☐ Ready to dive into the product docs? [Start here](#).

How to set up website visitor tracking

Does someone else help you manage your website?

Tell them you need to add a JavaScript snippet to your website, and [send them this doc](#). They'll also need to work with you or have access to your Apollo settings.

Configuring this on your own?

[Here are the full setup instructions](#). You'll find instructions for adding the Apollo JS snippet using Google Tag Manager [here](#).

If you're adding the snippet directly on your site, you'll have to find where to add your custom code.

Here are relevant docs for popular website builders:

- [Webflow](#)
- [Wix](#)
- [Wordpress.com](#)
- [Squarespace](#)

Search for "custom code" in your website builder's help docs to surface the relevant instructions. (NOTE: You may need to check the plan you're on to see if adding custom code is available.)

Tips:

- Remember: If your connection is successful, **it can take up to 24 hours** for data to reflect in Apollo. So don't worry if you don't see anything immediately.
- You can check whether the Apollo code snippet has been installed successfully by [testing the connection](#) and [manually checking the website / page](#) you're tracking.

How to set up form enrichment

- ☐ Learn [how to set up form enrichment](#) in Apollo, including form shortening and auto-fill.
- ☐ [How to integrate web forms](#) from your own website with [inbound routers](#) in Apollo

Form enrichment also involves adding a JavaScript snippet on your site. Refer to the instructions for that [step here](#) or send the doc to your website manager.

Taking the next step

- ☐ [Follow this Sales Play](#) to reveal anonymous website visitors and instantly route high-intent leads to the right reps.
- ☐ Getting the message right: quick tips on how to [reach out to recent visitors without being creepy](#).
- ☐ Refresh your knowledge on all the ways you can [use website visitor data](#).
- ☐ Check out Iru's play to [recover opportunities from partial form-fills](#).
- ☐ Get automating: explore [how to create workflows](#) in Apollo to automatically add contacts who submit forms to lists, sequences, and more.

How to get help & training on Apollo

- ☐ When you're logged into Apollo, just click that circle in the bottom right corner of the screen for help and resources.
- ☐ Find your answers in the [Apollo Knowledge Base](#).
- ☐ Learn from our training library in [Apollo Academy](#).

 Need basic Apollo training? Join one of our [daily live webinars](#). (Must have an Apollo account and log in to access.)