

Start-up Process for Company Identification

Collective ABM

Below are the steps forward for starting with company identification and advertising.

1. Determine Tracking Scope

✓ Email us to confirm whether your website is **fully B2B-oriented** or if you also receive B2C visitors. The tracking script should be **implemented only on B2B-relevant pages**.

✓ Let us know who wants login to the platform, and we send logins.

2. Implement the Tracking Script

✓ **Update your consent platform** to inform users that **IP-address tracking** (not cookies) is being used, relying on **legitimate interest**. Click [here](#) to view a recommended text.

✓ Coordinate with the person responsible for your website to **add the script**, so they are prepared to implement, since we got 14 days from the day we generate the script - not from when its live on your website.

✓ Alternatively, you can **provide us with access to your Tag Manager**, and we will implement the script for you.

3. Verification & Onboarding

✓ We will **verify** that the implementation is working correctly.

✓ Once confirmed, we will schedule a **15-minute web call** to walk you through:

- How to use the platform
- How to apply **filters** to segment **high-intent**, low-intent, and existing customer visiting your site, this help your sales monitor and gain insights from day 1.

