

# Inferred Filters

When someone visits your website, [Munchkin](#) cookies them and puts them into the system. We look up their IP in a special database and infer all kinds of good info. Check it out.

▶ 4 - Inferred Company 🔍 ✕

Inferred Company:   + ▼

▶ 1 - Inferred City 🔍 ✕

Inferred City:   + ▼

▶ 2 - Inferred State Region 🔍 ✕

Inferred State Region:   + ▼

▶ 3 - Inferred Metropolitan Area 🔍 ✕

Inferred Metropolitan Area:   + ▼


▶ 5 - Inferred Country 🔍 ✕

Inferred Country:   + ▼

▶ 6 - Anonymous IP 🔍 ✕

Anonymous IP:   + ▼

When you use any of these filters in a smart list, the results will yield people with this inferred information.

**Tip** 

Use these filters in a web activity report. Use the territories of the sales reps and subscribe them to a custom daily report with website visitors in the last 24 hours. They will love it!

- Visited Web Page - Last 24 hours
- Inferred State is [select their territory]

These anonymous visitors are automatically converted into people when they click on an email link or fill out a form. However, they keep all of the inferred information.

## Deep Dive

Learn more about [anonymous activity and leads](#).

