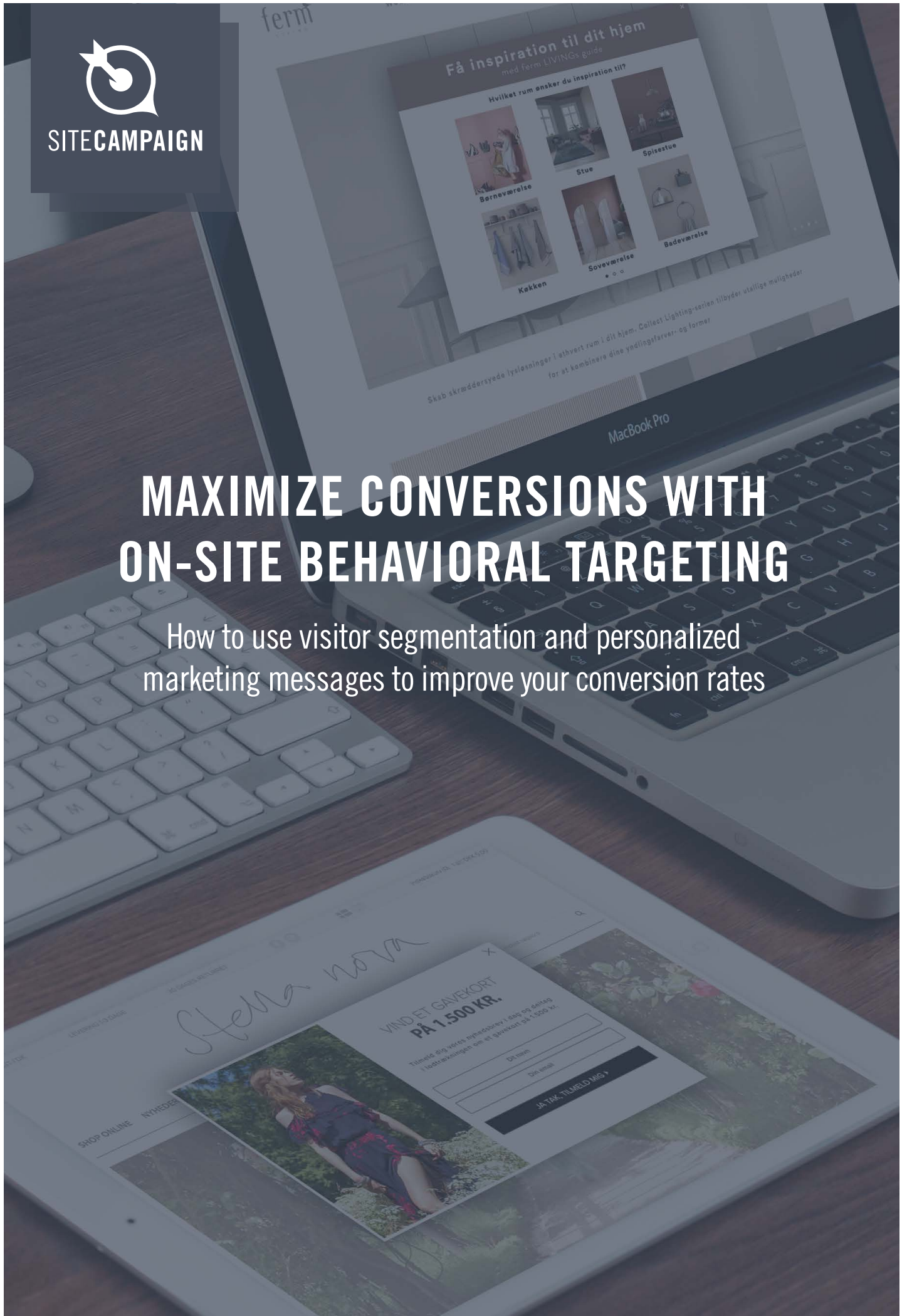




SITECAMPAIGN

MAXIMIZE CONVERSIONS WITH ON-SITE BEHAVIORAL TARGETING

How to use visitor segmentation and personalized marketing messages to improve your conversion rates



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Katrine has 7+ years of experience with marketing automation, lead generation, and conversion optimization. She enjoys helping our clients find new ways to improve the user experience and the performance on their websites with SiteCampaign.

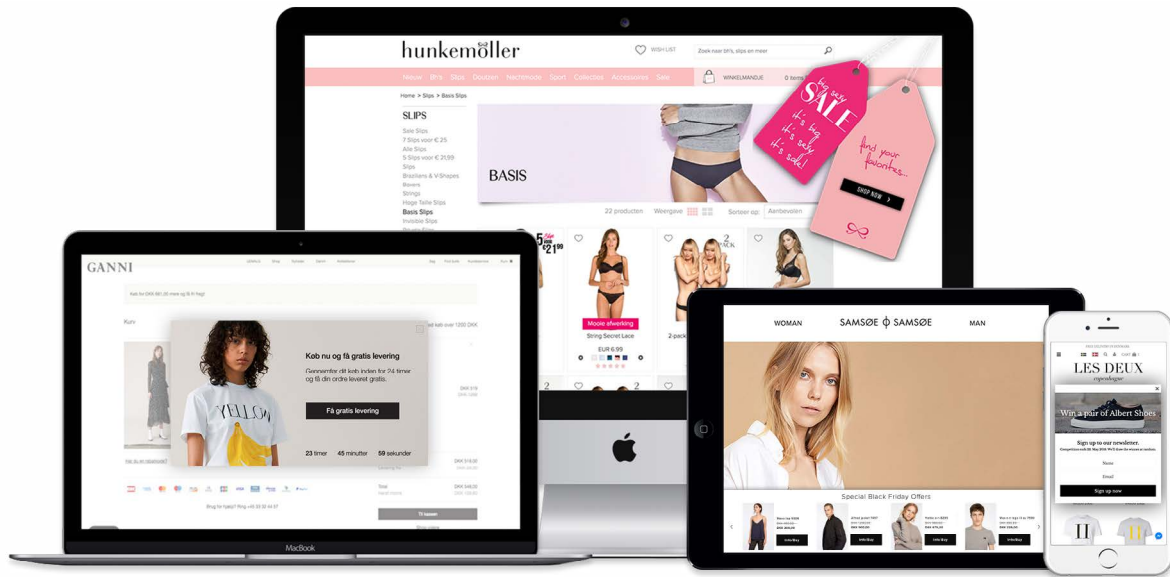
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SHARE THE KNOWLEDGE





WHAT IS ON-SITE BEHAVIORAL MARKETING?

On-site behavioral marketing is an automated technology used for segmenting visitors on the website and targeting them with relevant messages in the form of an overlay. By analyzing visitors based on behavioral data such as browsing history, clicks, recency of their last visit, interaction with the site, and so on, you can provide your visitors with an optimized and personalized experience.

WHAT IS SITECAMPAIGN?

An example of this type of on-site behavioral marketing is **SITECAMPAIGN**. SiteCampaigns are customized on-site campaigns that use a wide variety of data and information to customize and personalize the user experience on your site. Knowing things like what the visitor has been adding to and removing from their cart, which traffic source brought them to your site in the first place, or which category they keep coming back to means that we are able to bring the right message to the right visitor at the right time.

Whether your goal is to increase conversion rates, generate new leads, or guide traffic to specific landing pages, customized overlays can get you the results you're looking for. SiteCampaigns can be used throughout the purchase flow and since they are designed specifically with your brand and target group in focus, they integrate seamlessly into your existing customer journey.

On-site campaigns can take several different forms, allowing you to customize the appearance and functionality to the specific needs of your campaign.



An **OVERLAY** is the most common and universal type of on-site campaign. This lightbox is activated in a user's current browser window, and will, in most cases, fade out the rest of the site.



A vertical or horizontal **PRODUCT SLIDER**, placed on the top, bottom or side of the your website.



A **BANNER**, which targets your audience without obstructing any of your content. This type of campaign will stick to one spot on your page as your visitor keeps scrolling or interacting with the page.



NOTIFICATION BARS - similar to a banner - will typically stick to the top or bottom of your page and not obstruct any content. The message will typically be focused on customer service information or sales messages.



An **INTEGRATED CAMPAIGN** can appear to be a part of existing on-site content, and will generally move with the content on the page.



It is also possible to **CUSTOMIZE** an on-site campaign, which will allow the campaign to take the form of the specific needs of your campaign, message, and website.

HOW CAN YOU USE SITECAMPAIGN?

Overlays are typically used for generating revenue by driving immediate sales, building email subscriber lists, generating sales leads, or guiding traffic. There are, however, many other possibilities depending on a company's specific offering and the needs of the visitors on the site.

Here we will walk you through the most common uses of SiteCampaigns.

FREE SHIPPING REMINDER

Free shipping is one of the most effective incentives when it comes to online shopping. Many brands offer free shipping to all visitors who purchase over a certain amount, but this fact is not always given enough focus on the site.

Using a SiteCampaign to remind users of how much more they need to purchase in order to achieve free shipping is a great way to draw extra attention to this offering. This in turn increases your conversion rates and average order value.

CUSTOMER SERVICE

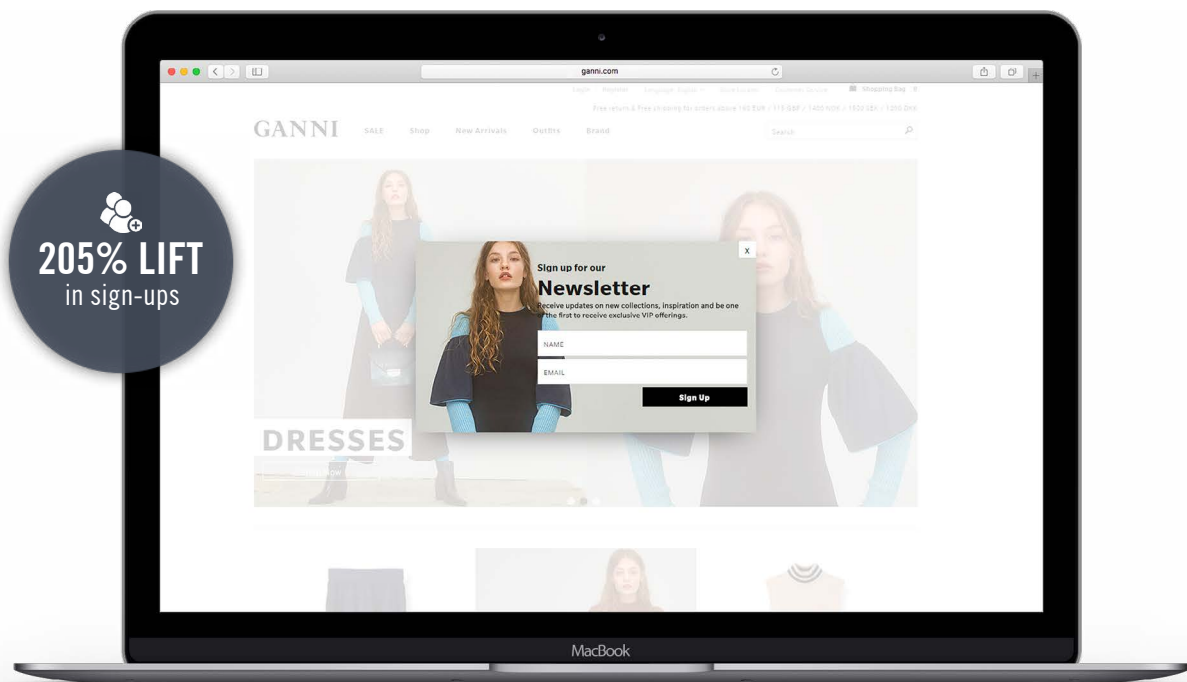
Often times visitors aren't necessarily ready to purchase, but are on your site to find specific information. Anticipating these needs and presenting your visitors with relevant information at relevant times can greatly improve the user experience on your website.

A customer service overlay makes it easy for you to target relevant information at relevant points during the customer journey on your site. Where a visitor is looking for contact information, store locations, or product guides, this type of SiteCampaign addresses those needs.

LEAD GENERATION

One of the most common uses of SiteCampaign is lead generation. This can include collecting newsletter subscribers, but can also be used for other types of leads, such as free trial requests, sales leads, or customer service requests. No matter the lead type, presenting an on-brand overlay with a sign-up or contact request option is a very effective method for increasing the number of leads you receive.

When working with lead generation, it can be very effective to include an incentive in your message. This could be a welcome discount for new subscribers, a gift with purchase, or providing the user with an extended free-trial period. However, a lead generation campaign can also be successful without using an incentive, as we can see in the example below.



CASE

Ganni wanted to grow their email database without using discounts as motivation. To solve this dilemma, SiteCampaign created a custom Lead Generation campaign highlighting the benefits of subscribing to the GANNI newsletter - such as VIP offers and being the first to hear about new collections. This campaign helped GANNI achieve a 205% lift in their sign-up rate.

TRAFFIC SHAPER

Overlays can also be used to shape and optimize the traffic on your website.

Typical uses for Traffic Shaper campaigns include:



DIRECT TRAFFIC TO BETTER PAGES

Redirect visitors from pages with low conversion rates, like the home page, to pages with more relevant information, such as product or contact pages, in order to achieve higher conversion rates.



HIGHLIGHT SPECIFIC CONTENT

Use a campaign to highlight relevant content, such as a sale, new products, or other relevant information.



HELP VISITORS FIND WHAT THEY'RE LOOKING FOR

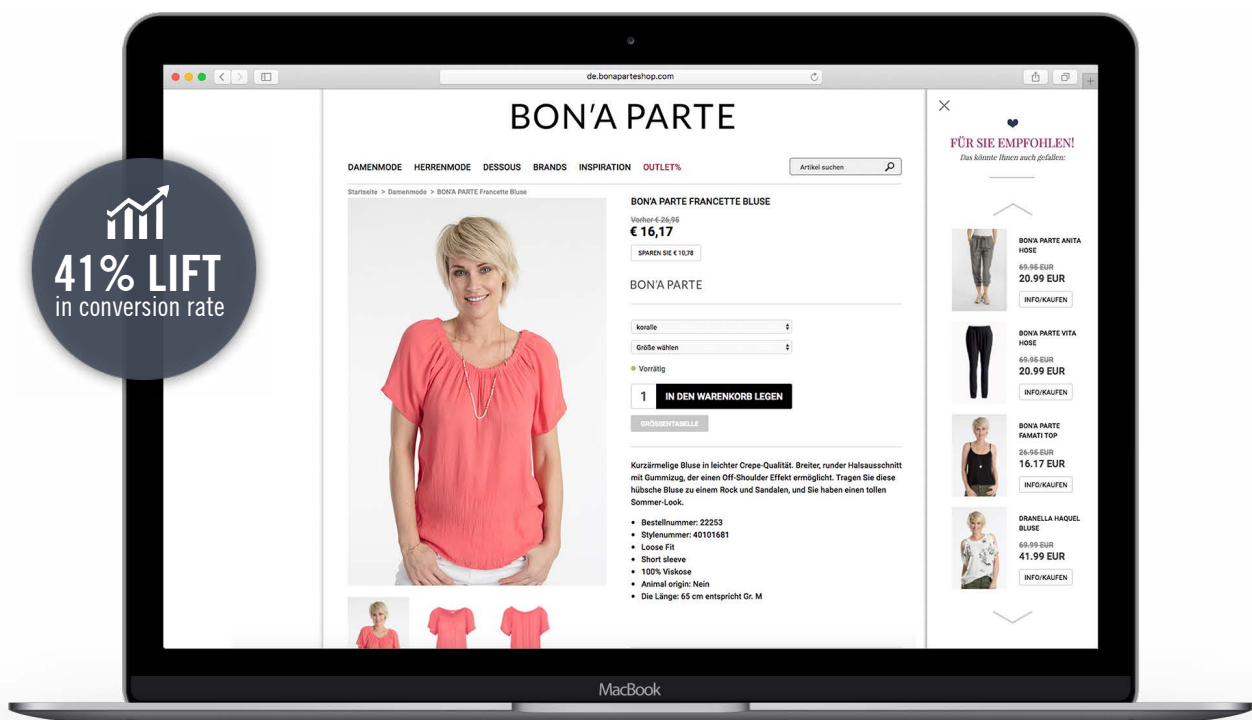
Highlight product guides based on browsing patterns or direct visitors to relevant customer service information.

By redirecting the user directly to relevant and useful content you are improving the user experience, which will in turn help you achieve higher conversion and click through rates.

PRODUCT REMINDER OR RECOMMENDATION

This type of overlay is a highly personalized campaign focused on showing relevant products to visitors at times when they may be looking for inspiration. The products featured in this campaign can be based on previously viewed products - both from current and previous visits - but can also use product feeds to integrate recommendations based on similar products, bestsellers, or other custom rules.

Using this type of overlay will allow your visitors to find the inspiration needed to complete a purchase, and can also help returning visitors quickly and easily transition back into the purchase flow.



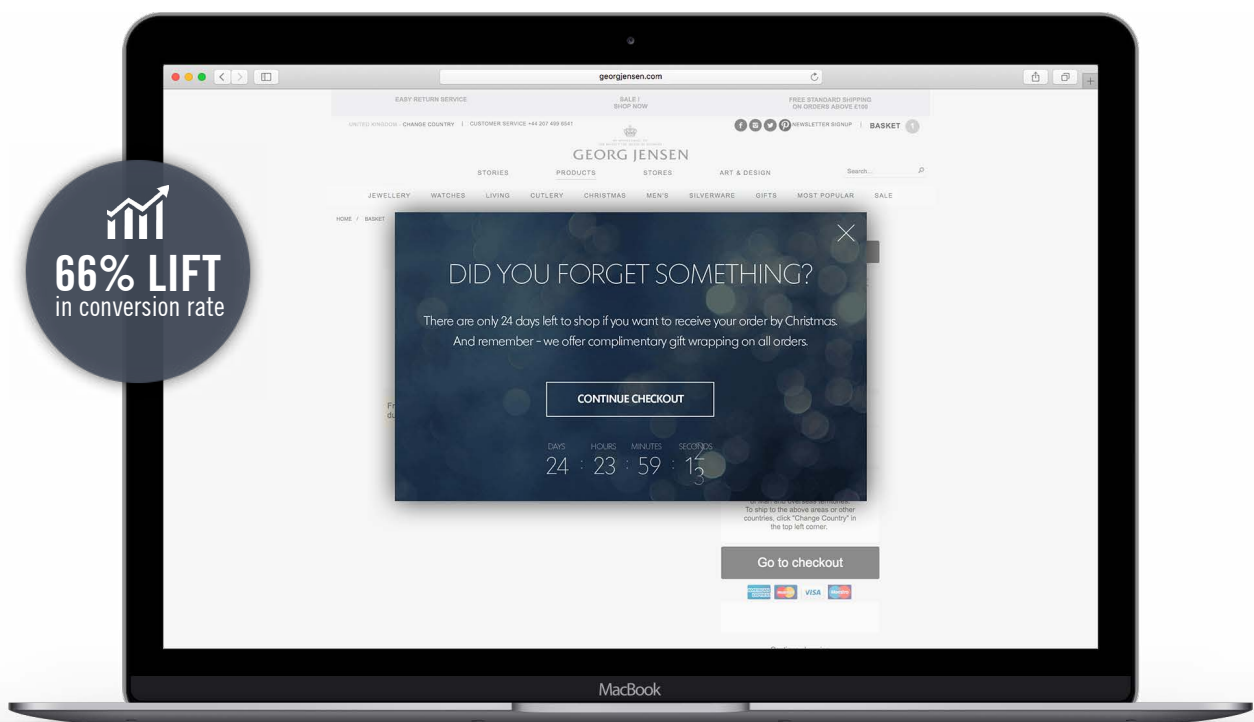
CASE

BON'A PARTE wanted to increase conversion rates and on-site engagement. To solve this, an on-site campaign featuring products based on visitor browsing history was implemented on their site. The Site-Campaign highlighted personalized products for each visitor, making it easy for visitors to progress in the purchase flow.

ABANDONED BASKET

A typical e-commerce site will see about 95% of visitors leaving the site without purchasing. An abandoned basket campaign is an effective and powerful way to stop these visitors in their tracks, before they are able to completely leave your site.

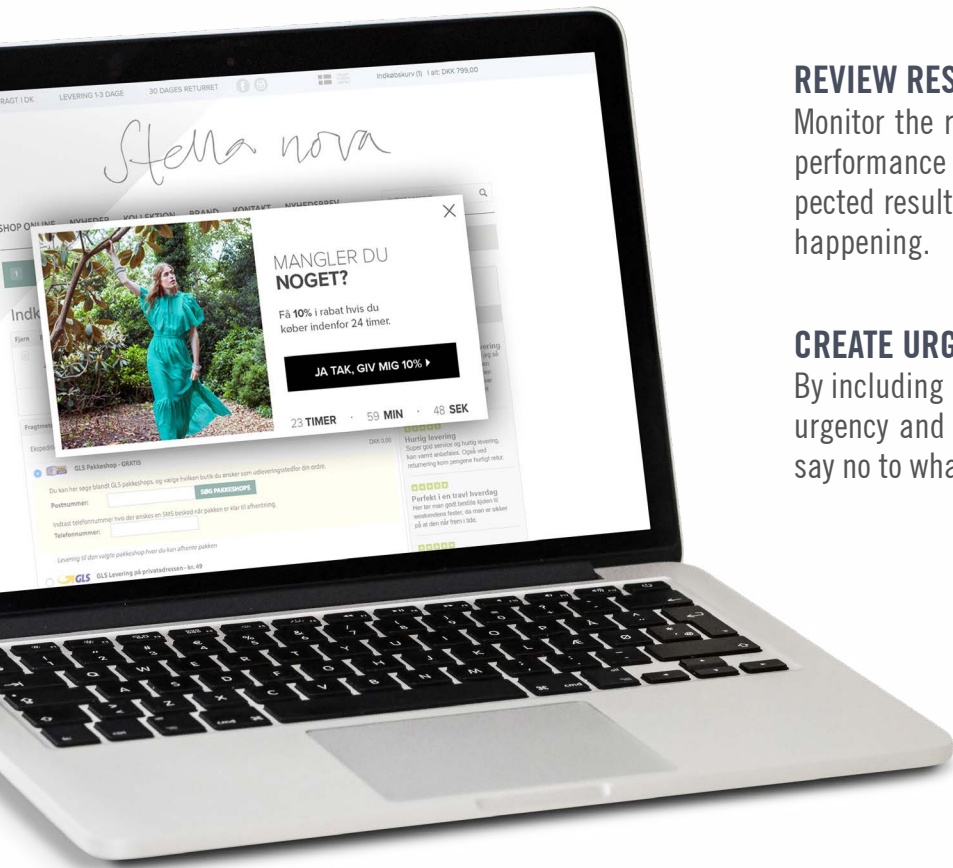
This type of campaign is generally shown to visitors who have added items to their basket (or initiated a booking/contact flow) but fail to convert before attempting to leave the site. In order to get as many of these users as possible to stay on the site and complete their purchase, it is a good idea to use either urgency or an incentive as motivation (or both).



CASE

Georg Jensen wanted to increase conversion rates in the weeks leading up to Christmas without using discounts as incentives. A custom Abandoned Basket SiteCampaign was used to create urgency by featuring the time left to order if a visitor wished to receive their products in time for Christmas.

HOW TO NOT IRRITATE VISITORS



REVIEW RESULTS REGULARY

Monitor the results of your overlays and the overall performance of your site to make sure you get the expected results and that there is nothing unexpected happening.

CREATE URGENCY

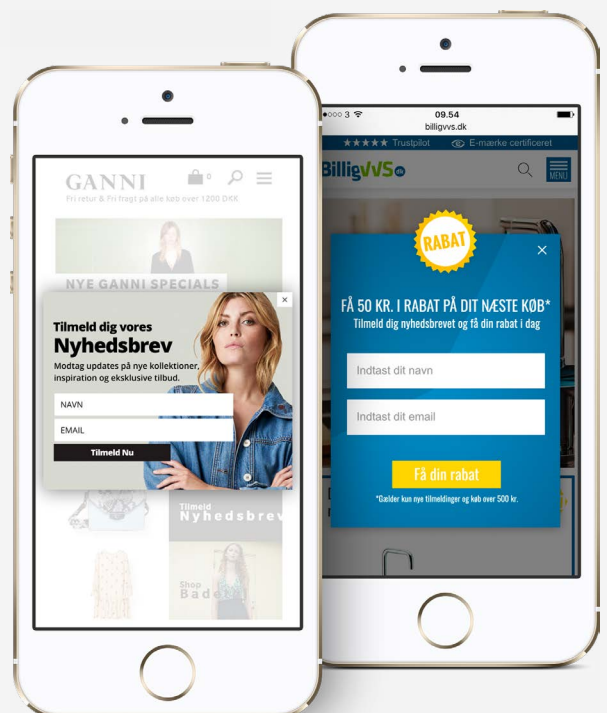
By including a time limit to your offer you will create urgency and make it more difficult for your user to say no to what you're offering.

OFFER SOMETHING

Contrary to popular opinion, “offering something” doesn’t mean that you necessarily have to give a discount. “Something” can also be in the form of exclusive access to content, VIP benefits, or tailored content based on visitor behavior.

MOBILE RULES

Mobile-friendly overlays that never cover the entire screen, allow space to view content and are easy to close will be allowed and will not affect the ranking of your site. Therefore, the best tactic is to design a mobile specific version of the overlay and to make sure it is not intrusive.

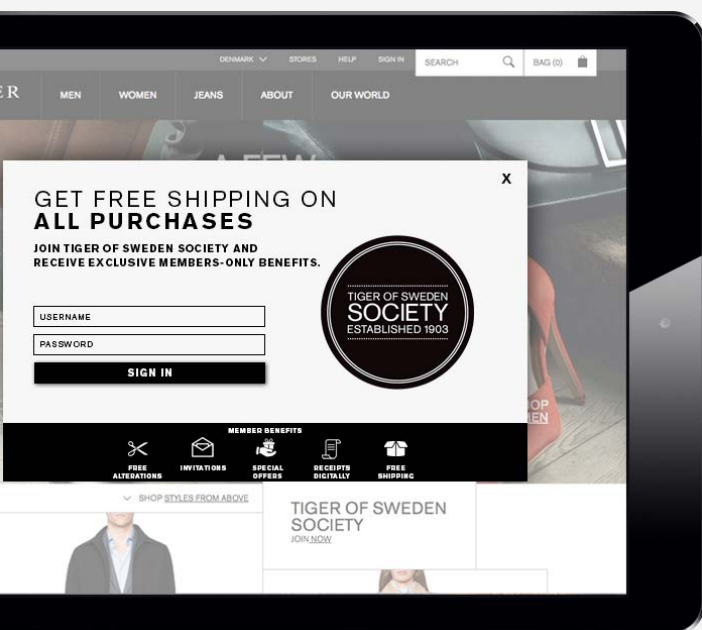
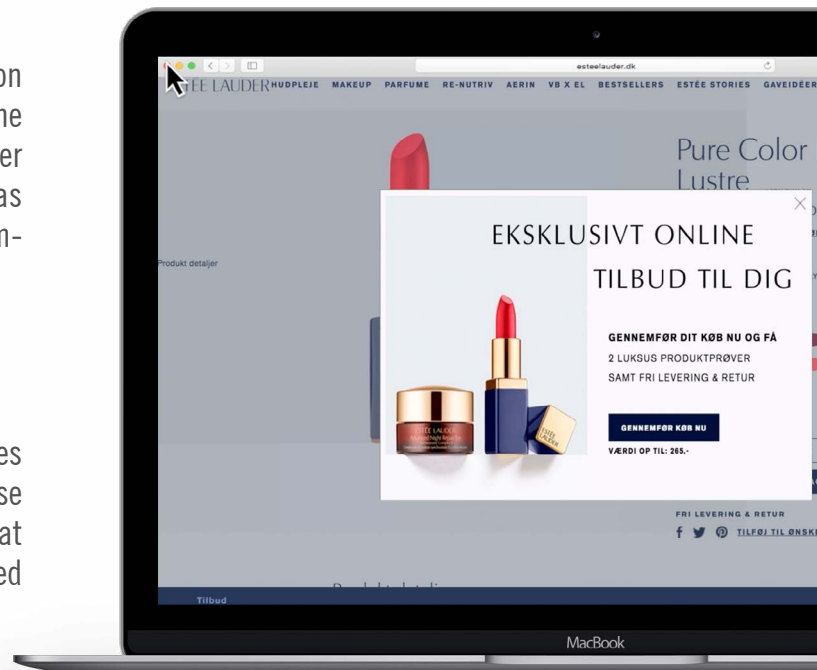


TIMING, FREQUENCY, AND USER BEHAVIOR

Triggering an overlay as soon as a visitor lands on your site or showing the same overlay every time the user visits your site is rarely the best tactic. Consider timing and using user activity on the page - such as mouse movement or scrolling - to present your campaign at the most relevant time.

NEVER DISTURB THE CHECKOUT PROCESS

Most overlays do not belong on the checkout pages as they will present a disturbance to the purchase flow. However, certain campaigns may be relevant at this point in the user journey, such as an abandoned basket campaign.



DON'T ASK TOO MUCH OF YOUR VISITORS

When asking visitors for information about themselves, such as in a lead generation campaign, make sure to limit the number of fields you ask the user to fill out. Typically, the more fields a user is presented with, the higher the drop-off rate.

MAKE IT EASY TO CLOSE THE MESSAGE

Even if you use targeted content and well thought out triggers, some users still might not want to engage with your overlay. By providing these visitors with a clear and easy option to close the campaign, you will be minimizing any potential disturbance. Ignore this advice, and you risk users closing your site all together and not coming back.

CONCLUSION

On-site behavioral targeting is proven to be an effective tool for improving the customer experience and getting more out of your website traffic. However, it is important to remember to consider the user journey and purchase flow on your site to avoid creating frustration or irritation with your visitors. When used correctly, SiteCampaign gives you the opportunity to use segmentation and personalization to get the right message to the right person at the right time.

Learn more about what SiteCampaign can do for your conversion rates on [SiteCampaign.com](https://www.sitecampaign.com)



ABOUT SITECAMPAIGN

WHAT CAN SITECAMPAIGN DO FOR YOU?

SiteCampaigns are customized website overlays that allow you to target messages to your visitors at relevant times during their customer journey. Whether your goal is to increase conversion rates, generate new leads, or guide traffic to specific content – SiteCampaign gets you results.

With SiteCampaign there are no one-size-fits-all solutions. Each campaign is strategically customized to fit your brand's design, target group, and KPIs.

HOW DOES IT WORK?

SiteCampaigns use a variety of data and information to personalize the user journey of the visitors on your site.

Based on information such as where the user is coming from, how many times they've browsed certain products or categories, or when they made their last purchase, SiteCampaign generates relevant algorithms to ensure that we get the right message to the right user at the right time.

A FULLY MANAGED SERVICE

SiteCampaign offers our clients a managed solution. This allows you to save valuable time and resources, while still getting a fast and effective implementation of on-site campaigns.

Our team of experts handles everything from campaign design to the technical implementation on your site.

SITECAMPAIGN was founded in 2017 and currently has office in Copenhagen, Denmark

15+ dedicated people who are ready to help you get the most out of your website

SERVES 35+ CLIENTS across all online industries – about half of which are international e-commerce companies

SHARE THE KNOWLEDGE



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