

**THE MARKETER'S GUIDE**

**TO ON-SITE**

**PERSONALIZATION**



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## Introduction

According to [Forrester](#), 72% of businesses say improving customer experience is their top priority.

Personalizing the customer journey leads to better customer experience. Not to mention that customers expect fully personalized content and offer from brands.

Using on-site messages is a great way to put personalized offers in front of the right people every time.

You might be thinking: „*On-site messages? Isn't that displaying popup to get more email subscribers?*”

Yes and no.

You can use on-site message to grow your email and Messenger list, but the real power of on-site messages is that you can show the right message at the right time to the right person.

Using this strategy, you can personalize customer journey and take customer experience to the next level.

In this guide, we're going to show you exactly how you can leverage on-site messages to personalize the customer journey, and much more. Let's dive in!

# Chapter 1

## WHAT ARE ON-SITE MESSAGES?

The average [conversion rate](#) of eCommerce stores is only 3%.

It means that 97% of visitors leave your website without taking the next step (buying, signing up to newsletter, etc).

On-site messages give you the power to reach your audience with personalized messages while they're on your website.

Using on-site messages, you can communicate highly-customized offers to your visitors, personalize the customer experience and guide them to take the desired action.

It works by monitoring the behavior of your visitors, and when their behavior indicates they are ready for some additional message, it will be displayed to them, usually in a popup overlay or a sticky notification bar.

Exit-intent technology is one of the most common uses of on-site messaging.

On-site messaging detects exit-intent by monitoring the movement of the mouse. When the system detects the mouse moving towards the closing of "X" button, or the bookmarks and address bar of the browser window, this indicates the visitor is about to leave and your secondary message is displayed. All of this happens in an instant, and importantly, before your visitor leaves your site.

The following message is a great example of exit-intent. By starting with "Before you go...", it calls the abandoning visitor's attention to new products, and ultimately tries to redirect them to a better-converting page.



Ok, that's exit-intent. Now, let's take a look at some of the other visitor behaviors you can monitor:

- 1. Timed-display:** You can time your message to display after X seconds of browsing your site or a specific page.
- 2. Scroll-based:** You can display your message after a visitor has scrolled down on your page at least X percent.
- 3. Onclick triggering:** You can trigger your offer when a visitors clicks on a specific part of your page – a button, boks, link, or banner.
- 4. Monitoring inactivity:** You can show your message when a user has stopped all activity, including clicking and scrolling.
- 5. After a JavaScript event:** You can display your message when a visitor has completed any predefined action that is not handled by standard methods.

Here's an example from DigitalMarketer.com that appears to visitors interested in Facebook-related topics and can only be seen after scrolling down at least 25%.

These behaviors show that these visitors aren't simply "hanging out on their site", but are really interested in Facebook-related content. As a result, the following highly-customized message is displayed with on-site messaging.



Now let's take a quick look at why on-site messages are highly effective:

1. **Segmentation:** you can differentiate your visitors, and then display highly customized messages based on: traffic source, new or returning visitors, pages viewed on the your site, cart abandoners, subscribers and more.
2. **Targeting:** on-site messaging enables laser-precise targeting allowing you to exclude certain visitors from the target group, such as those who have already signed up for the offer.
3. **Perfect timing:** on-site messages are displayed at just the right moment: when your visitors have finished reading an article or product description, when they are about to leave your site, before cart abandonment occurs, and when it's clear that your primary message isn't engaging them.

## Chapter 2

# THE PSYCHOLOGY OF ON-SITE MESSAGING

According to the [Nielsen Norman Group](#), most visitors stick around on websites for less than a minute – only 59 seconds. In a matter of moments, a visitor will decide whether they will stay and browse, or leave your site.



To keep visitors on your site, it helps to understand why they leave in the first place. There are very specific reasons people leave websites and there are larger psychological factors which impact how people make decisions online and offline. Let's take a look at both and see why on-site messaging is effective at helping people move forward in the decision-making process.

### 2.1. WHY VISITORS LEAVE A WEBSITE

[HubSpot](#) has published a comprehensive article on why visitors leave a website. Here are some of the most common reasons that visitors leave a site without buying:

1. Design is outdated
2. Content is difficult to read
3. Relies on outdated plugins
4. Too many ads
5. Videos on the site are auto-play
6. Navigation structure is unclear
7. Registration requirements are obtrusive
8. Slow to load
9. Gated offers aren't relevant or appealing
10. Product benefits are unclear



11. No call-to-action
12. Content or products don't live up to promises on landing pages or ads
13. Not responsive or mobile-friendly
14. Site is not secure or has been hacked
15. Payment methods not clear

While this list poses many challenges to site owners, it also offers huge opportunities to re-engage your visitors with on-site messages. Numerous case studies and ecommerce data have proven that on-site messages are highly effective at capturing abandoning visitors.

There are also some important psychological reasons why on-site messaging works to re-engage visitors. In the simplest terms, it eliminates distractions and limits choices, encouraging people to move forward in the buying process. Let's take a look at the psychology of the decision-making process and how on-site messaging can encourage visitors to stay on your website and make a purchase.

## **2.2. THE PARADOX OF CHOICE**

Anxiety is one of the most important psychological factors that can inhibit your online store's performance. Most website visitors, especially those who are not familiar with your business, will have some level of uncertainty or doubt which can prevent them from making a purchase decision.

In his book titled, "[The Paradox of Choice](#)", Barry Schwartz argues that eliminating consumer choices can greatly reduce anxiety for shoppers.

The problem of too many choices happens offline too! The huge selection customers face in a supermarket can prevent or delay them from making a purchase.



Websites suffer from this problem when they overwhelm their visitors with too many links, CTAs, animations, and loud graphics and text that aggressively endeavor to raise visitors' attention.

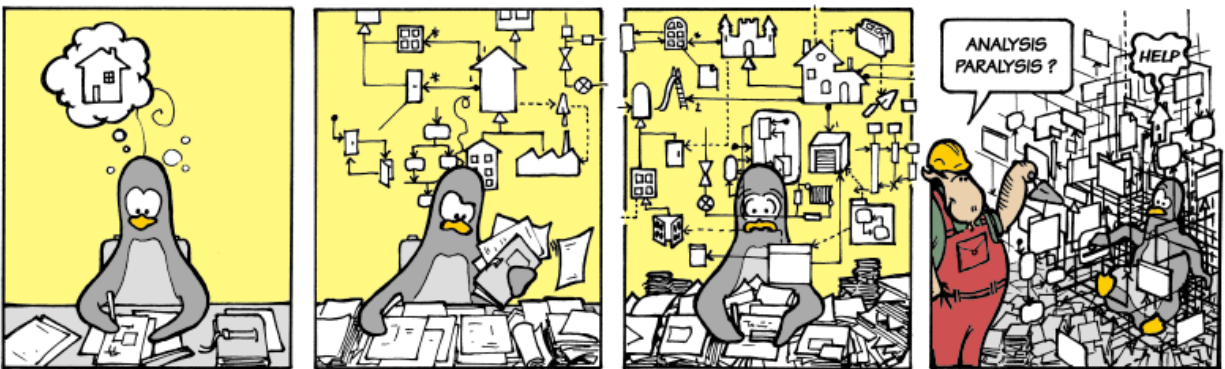
Here's everyone's favorite, the perfect counterexample that shows how important it is to minimize the abundance of choices. To simplify the decision-making process, and reduce anxiety for your visitors, avoid too many distractions like this website.



## 2.3. ANALYSIS PARALYSIS

Closely related to the paradox of choice is “analysis paralysis” – when no action is taken due to over-thinking a situation.

Analysis paralysis stalls the decision-making process, and consequently delays or even prevents visitors from making a purchase. Here’s a cartoon that sums up the dilemma.



Sheena Iyengar, a professor of business at Columbia University, conducted a famous **jam study** in a California gourmet market which clearly shows analysis paralysis at work. After setting up a booth of samples of jams, Professor Iyengar and her colleagues switched from offering a selection of 24 jams to a smaller group of six jams every few hours.

The results of the “jam” study show that too many choices can hold buyers back from making a purchase decision.



### The results of the famous “jam” study:

60% of customers were drawn to the large assortment of jams, while only 40% stopped to checkout the smaller selection. However, 30% of the people who sampled from the small assortment decided to buy jam, while only 3% of those confronted with the two dozen jams purchased a jar.

## 2.4. PATTERN INTERRUPT

“Pattern interrupt” is a way of changing someone’s repeated behavior. People quickly become accustomed to routines. However, when an unexpected event occurs, it interrupts the routine and causes a change in behavior or mode of thinking.



Many people click through websites quickly without a second thought. Using on-site messages, you can interrupt the typical routine of click-hopping from one site to the next.

## **2.5. ON-SITE MESSAGES AND THE DECISION-MAKING**

### **PROCESS**

A well-timed on-site message eliminates distractions, limits choices, and causes visitors to pause and consider your offer again – addressing many of the psychological factors that can impact the decision-making process.

Here are some further ways that on-site messaging encourages visitors to stay on your site and complete their purchase:

- Setting limits – deadline, time, cart value, price, etc.
- Clarifying objectives and priorities – one CTA per landing page, one USP per exit overlay
- Taking small iterative steps – using a reminder nanobar after signing up, sending a follow-up email after opting in
- Decreasing the number of options – using a YES-NO option, providing one irresistible offer
- Mixing rational, intuitive and emotional thinking – providing different advantages, using rational and emotional arguments
- Talking with someone to get another viewpoint – providing customer reviews, using expert evidence
- Reducing decision fatigue – the quality of decisions deteriorates after a long session of decision making, help your visitors make their best decision by clearing away the background noise

# Chapter 3

## HOW TO USE ON-SITE MESSAGES?

To use on-site messages effectively, you should avoid a “one-size-fits-all” approach and target your audience based on the goals of your website. Let’s take a look at six of the most common uses of on-site messaging to improve website performance.

### 3.1. GROW YOUR LIST

Experience and ecommerce data show that not all visitors are ready to make a purchase immediately. It doesn’t matter how many discounts or special offers you provide, some visitors are simply not ready to buy.

The “3/47/50” rule is meant to show that no matter how many discounts or special offers you provide, some visitors are simply not ready to buy. The rule states that:

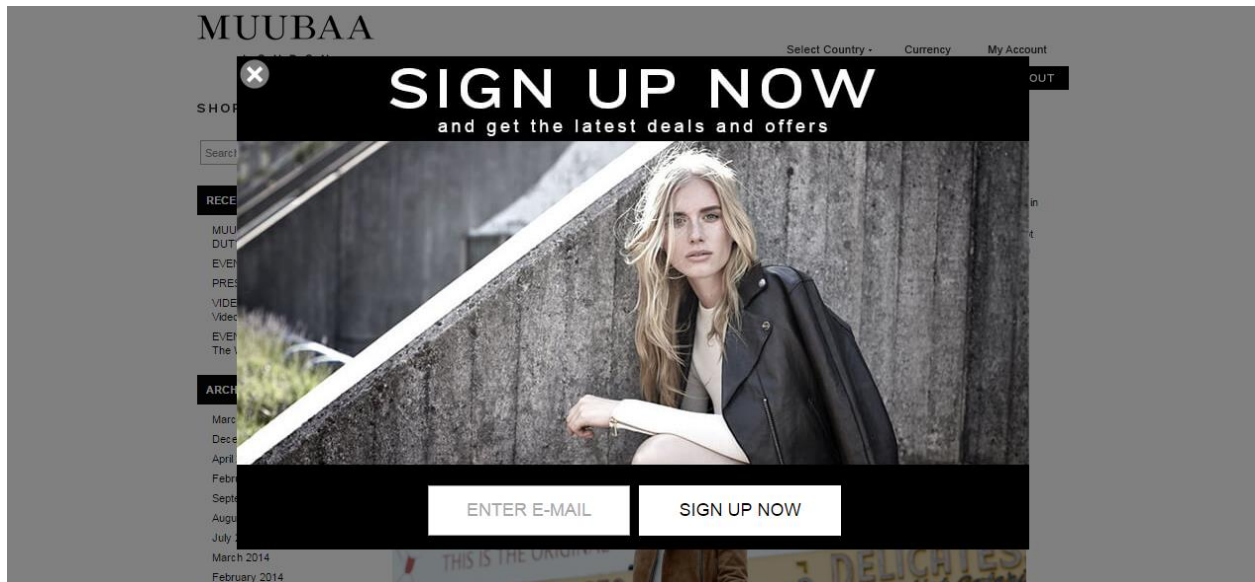
- 3% of an average ecommerce site’s visitors will buy;
- 47% of them aren’t ready to buy immediately but intend to make a purchase sometime in the future;
- 50% of visitors will never buy.

It’s important to capture the 3% of visitors who will buy immediately, but you shouldn’t stop there. You should also target the 47% of visitors who aren’t ready to buy immediately.

Email marketing remains one of the most effective ways to monetize these moderately interested visitors by communicating personalized messages to encourage them to make a purchase later on.

[CampaignMonitor](#) provides several reasons why email marketing is still effective:





## TARGETING SUGGESTIONS:

*A basic newsletter signup message can be displayed to new and returning visitors – but should be directed primarily at cold leads – visitors who haven't subscribed or made a purchase. The message can appear on your homepage, blog, product page or practically any page on your site, including even the "About us" and "Contact" pages.*

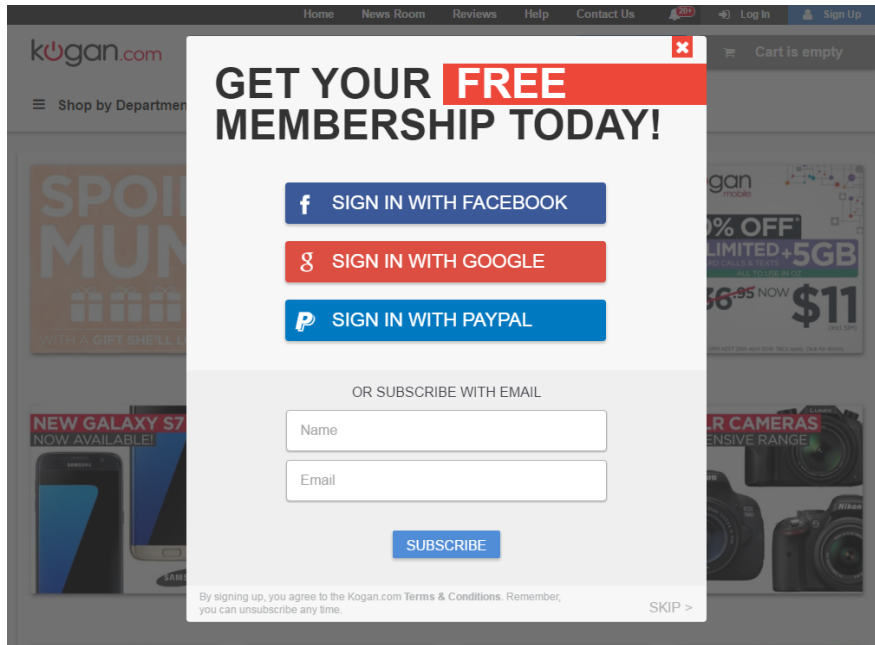
### 3.1.2. Promote VIP membership .....

Everyone likes to be "treated like a VIP". Creating or promoting a VIP membership or perks program is a great way to persuade visitors to sign up for your email list.

You can make your offer even more persuasive by including a reward for "joining the club". This can be free shipping for members, content such as customized tips and suggestions, or even free entry to corporate events and webinars.

Kogan.com, the Australian online retailer, uses an on-site message to encourage visitors to sign up and join the Kogan.com community. To make subscription easy, Kogan provides social signup in addition to the traditional manual email opt-in.





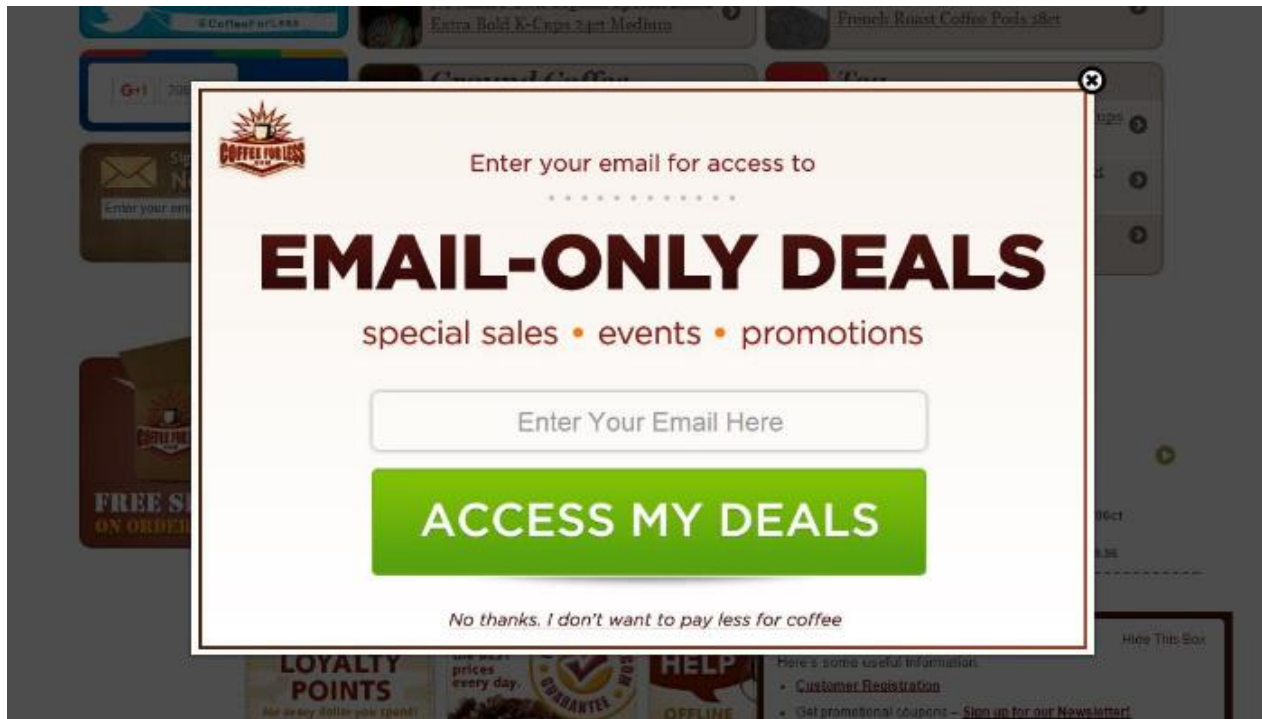
## TARGETING SUGGESTIONS:

*You can display a VIP membership signup to new and returning visitors. Like a basic newsletter signup, you should focus on cold leads - visitors who haven't subscribed or purchased a product. This message can also appear anywhere on your site including your home page, blog, "About" and "Contact" pages.*

### 3.1.3. Offer email-only-deals

In addition to a VIP membership, "email-only" deals can be a powerful incentive for subscription. This way, your visitors will get the feeling of "belonging to a club" and will also be motivated to subscribe by the deals which are only available through email.

CoffeeForLess.com uses email-only-deals to capture their visitors' email addresses. They put particular emphasis on the benefits subscribers receive when they signup: special discounts, events and other exclusive promotions.



## TARGETING SUGGESTIONS:

*Like VIP membership and a basic newsletter signup, you can display this message to new and returning visitors, with a focus on cold leads. You can also use this message throughout your site.*

### 3.1.4. Provide discounts and incentives .....

Providing an immediate discount or incentive can be even more effective to gather the email addresses of your hottest leads – visitors who have clearly expressed interest in your products or added an item to their cart.

While discounts target price-sensitive users, everyone likes to get something for less. Offering a discount or incentive in exchange for an email address helps drive more immediate sales and allows you to market to your hottest leads later on and convince them to buy – even if they’ve abandoned their cart and left your site!

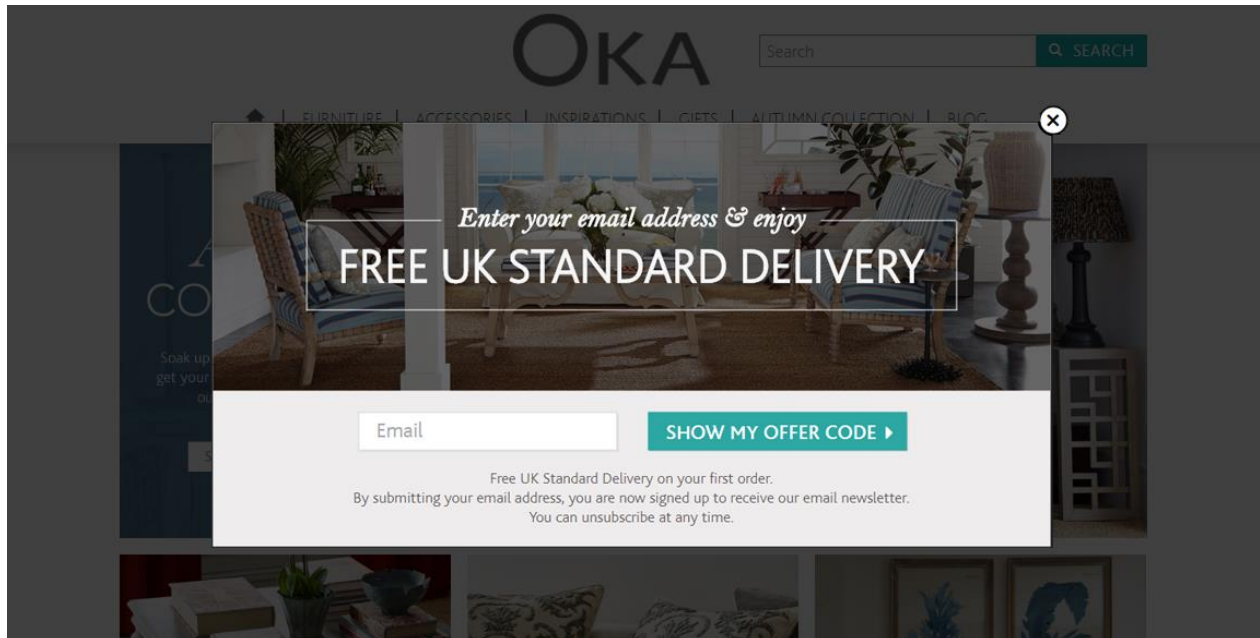
Here’s an example from Bulldogology where they provide a 10% discount in return for signing up to their email list.

BULLDOGOLOGY CLUB OFFER:  
**SIGN UP NOW & RECEIVE...**



**GET MY 10% OFF!**

Free shipping is another great incentive to encourage visitors to sign up to your email list. In the example below, OKA gathers email addresses by promoting free UK standard delivery using an on-site message.



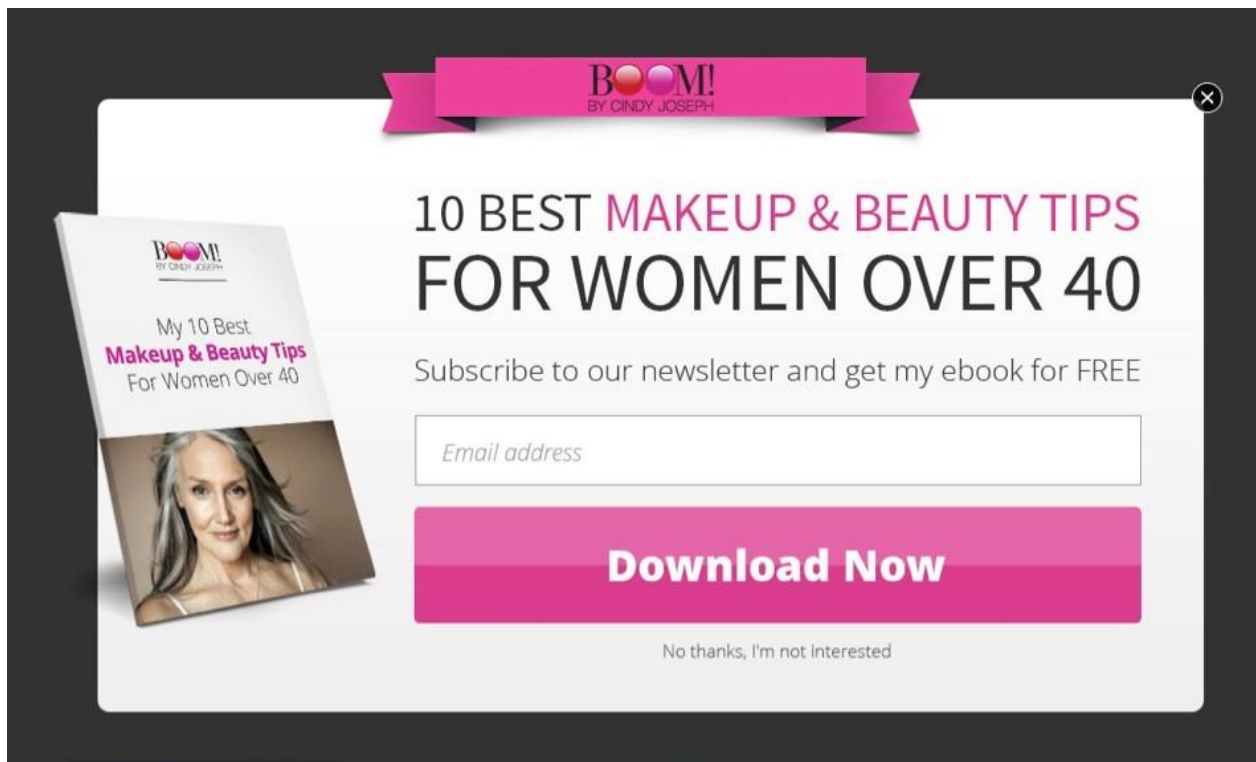
## TARGETING SUGGESTIONS:

*You can display this message to new and returning visitors. Like a typical newsletter signup, it can be displayed throughout your site. You can also expand your targeting to include warm leads from high-converting AdWords and other traffic sources because the message includes a discount that encourages immediate purchase.*

### 3.1.5. Whitepapers and eBooks .....

Free eBooks, case studies and whitepapers are some of the most effective giveaways for list building purposes. When the information is valuable and the content is relevant, your visitors will happily provide their email address in exchange for the download.

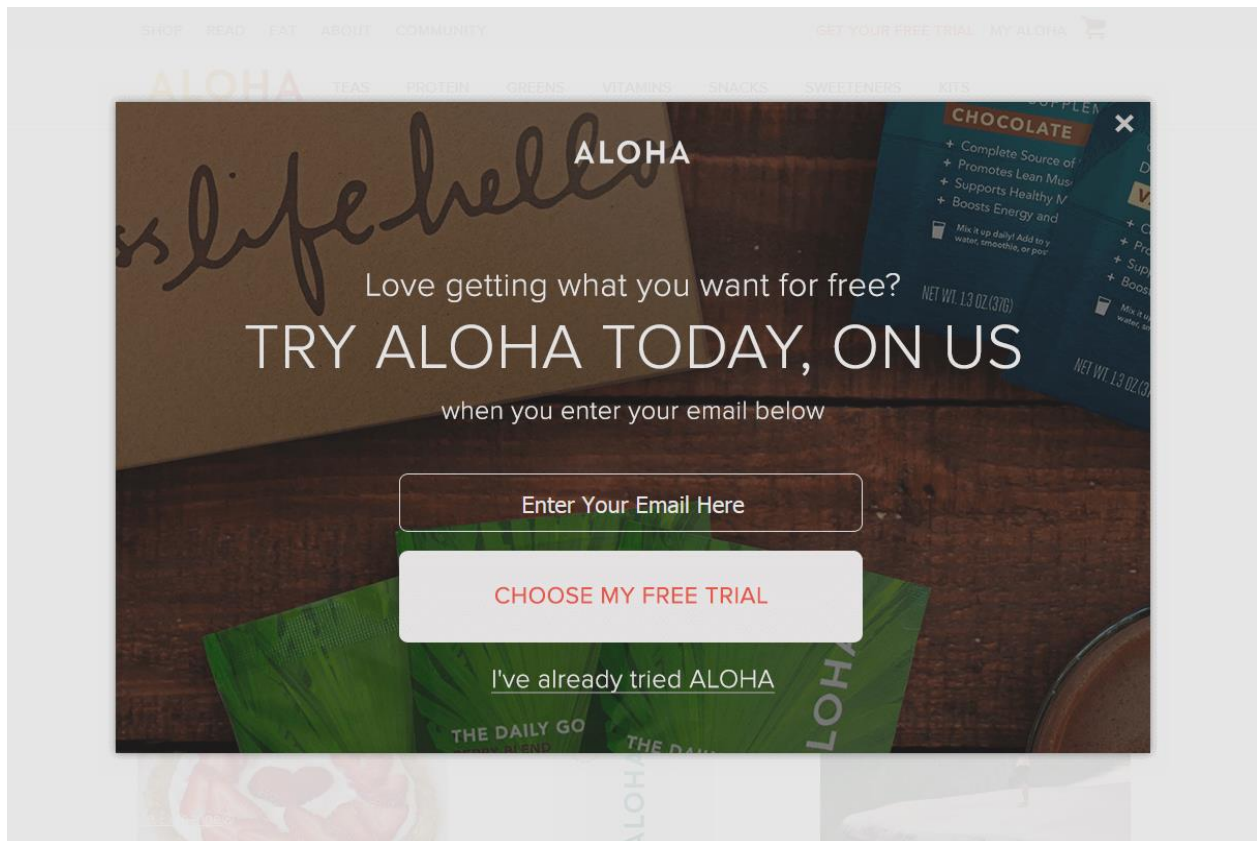
Here is a good example from BOOM!ByCindyJoseph.com, the cosmetics retailer. They promote a free eBook as an incentive.



## TARGETING SUGGESTIONS:





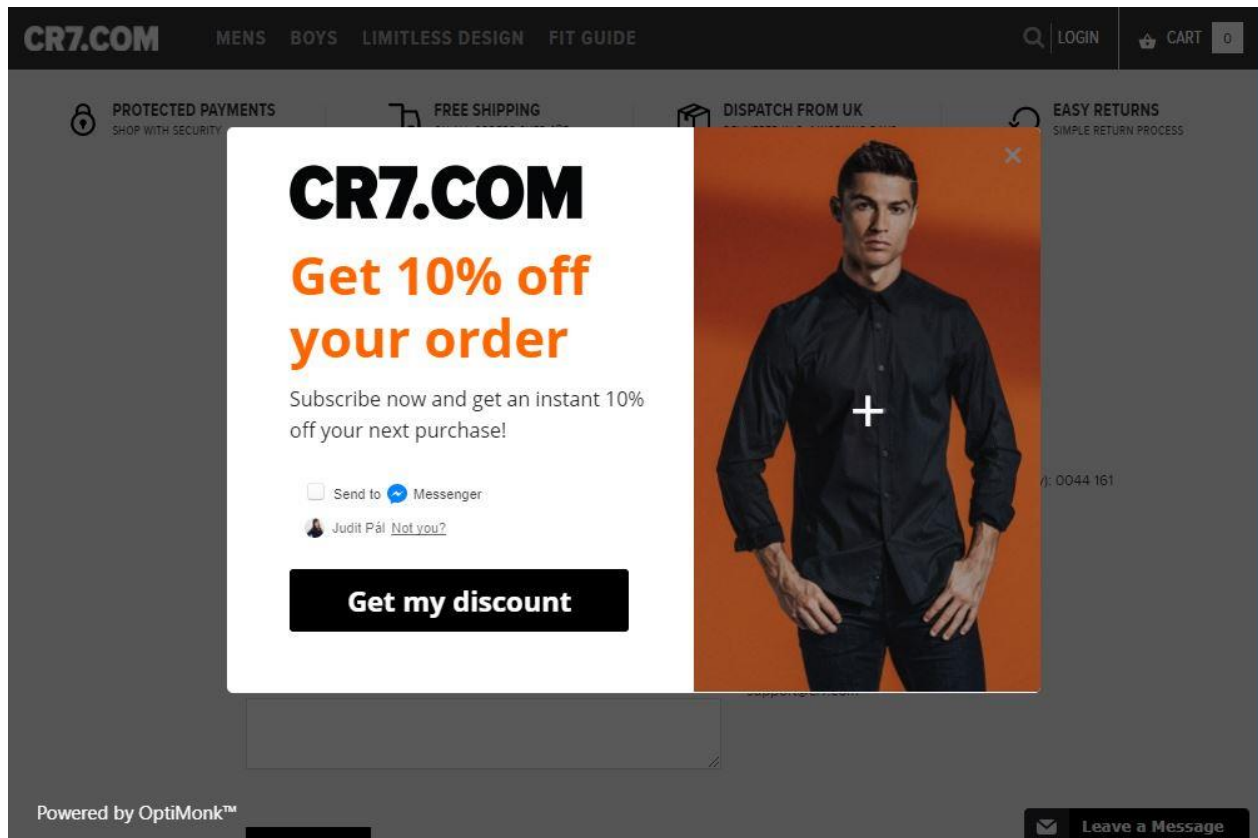


## TARGETING SUGGESTIONS:

*Display your free giveaways to your hottest leads who are at the end of the buying process and people who are abandoning their cart. This message can be displayed on any page of the checkout process, as well as specific landing pages and product pages.*

### 3.1.8 BUILD YOUR MESSENGER LIST

Facebook Messenger for Business and other messenger apps are increasingly being used for customer service provision, during the course of this conversation your visitors/users can be added to your subscriber list. In the case of Facebook, this same list can then be used later on for Facebook Messenger marketing. For this growing use case we have created several on-site message templates for Messenger subscription.



The benefits of using messenger subscription are many, the end effect is much higher engagement (85% average open rate), far in excess of email (20%), allowing you to generate and convert more leads.

Messenger subscription is particularly useful for mobile campaigns, since no writing is involved, instead sending your Facebook credentials with just one or two taps of the screen. Checkout our new [Facebook Messenger templates](#).





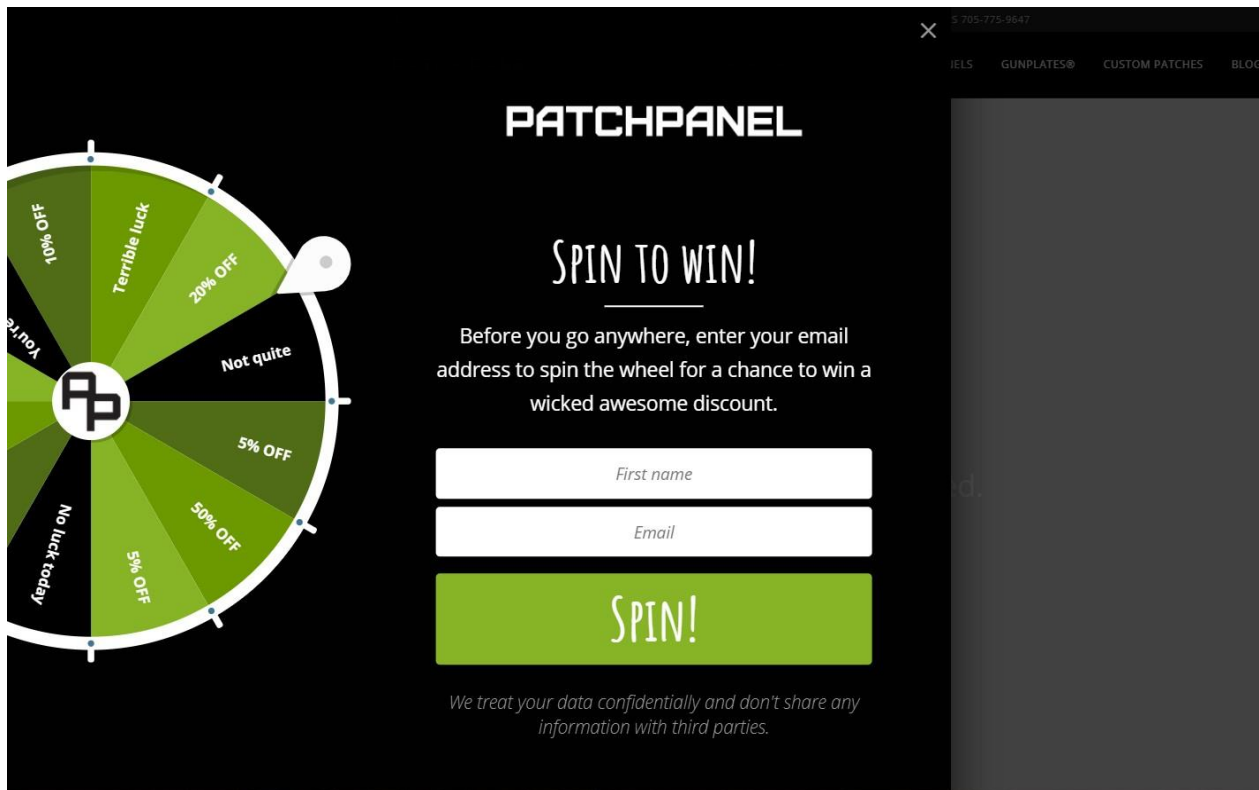
## TARGETING SUGGESTIONS:

*A Facebook page subscription message is great for converting visitors on smart phones since it is tedious to type email and name via touch screen. With a single tap of the screen they are added to your subscriber list. Incentivize visitors to subscribe with a limited time discount, free shipping or discount off first purchase for best effect.*

### 3.1.9. GAMIFY YOUR OFFER WITH LUCKY WHEELS      ■■■■■■■■■■

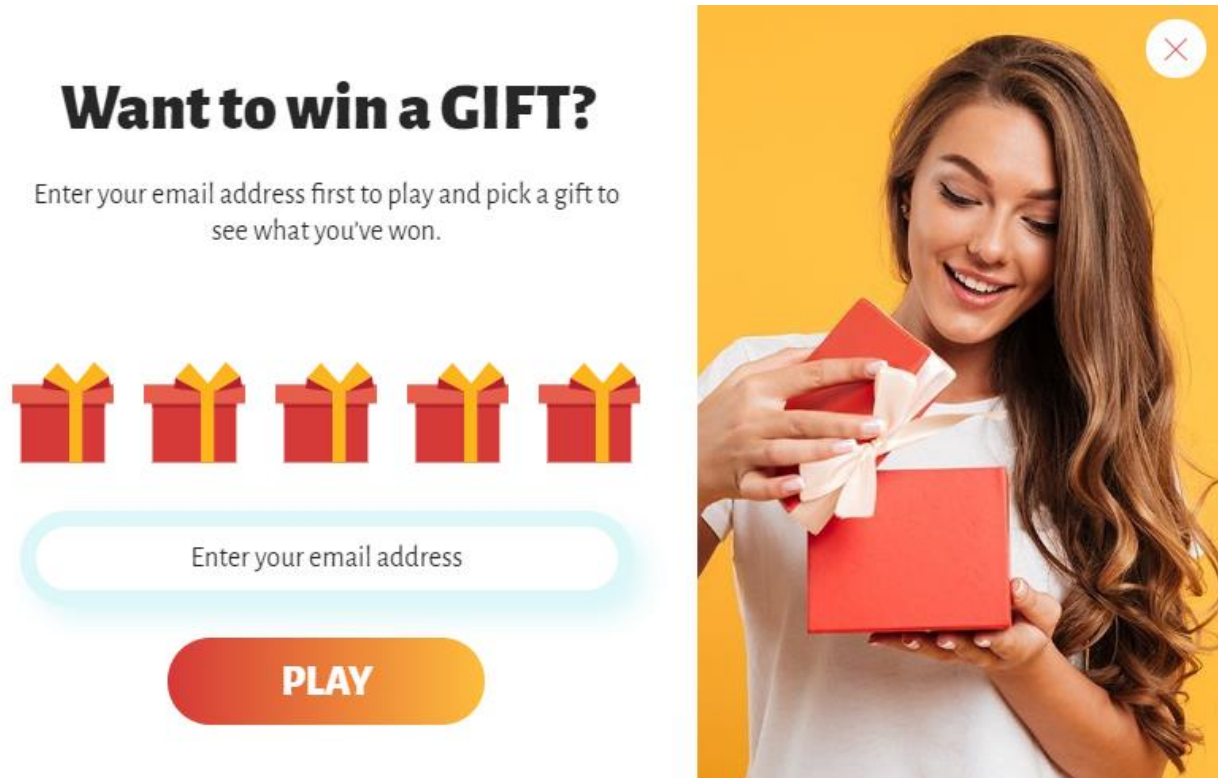
Everyone likes to have a flutter, the chance to win something of value, and with OptiMonk's Vegas template you can now offer this to your visitors.

Increase engagement by customizing the look and feel of the template to match your website, just as [Patchpanel](#) has done in the example below. Add prizes or offers that you think will appeal to your visitors.



This would include product or service discounts, these can be applied through coupon codes obtained through your preferred provider. The image below shows

that the lucky wheel is not the only one option if you want to gamify your popups – a Pick a Gift can be another great choice:



### TARGETING SUGGESTIONS:

*Gamification should be used to build your email list. It should be triggered and displayed to people who are new visitors to your website rather than those returning. Just enter your coupon codes and their relevant award value as shown in the image directly above. The chance to win something of value is a powerful motivator to get those email addresses.*

## 3.2. REDUCE CART ABANDONMENT

In addition to capturing the email address of visitors who are interested, but leave your site without buying immediately, on-site messaging can also help you increase sales by reducing cart abandonment.

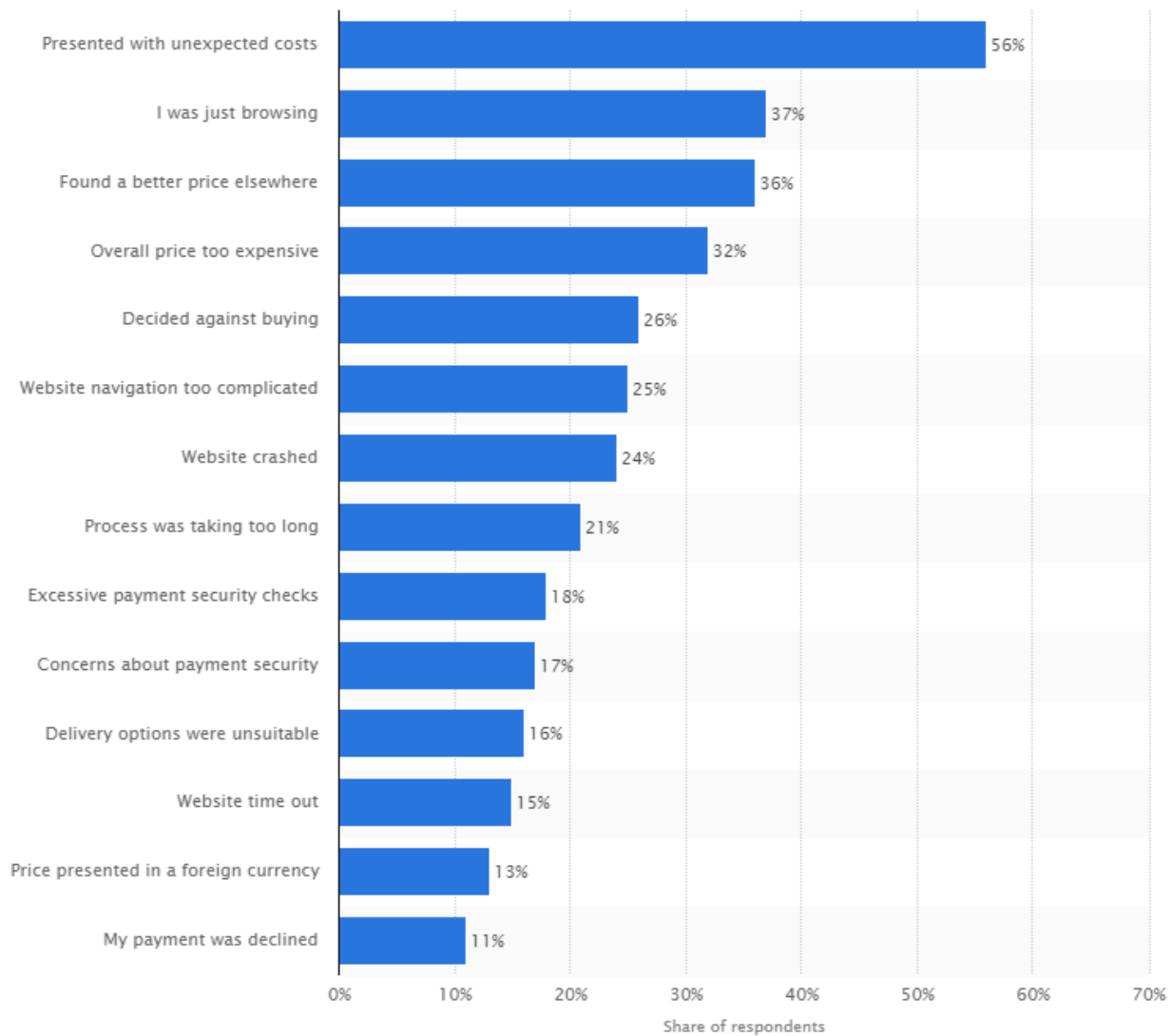
The cart abandonment rate, or the percentage of buyers who put an item in their cart without completing their purchase is an important indicator of website performance.

According to statistics from the [Baymard Institute](#), the average ecommerce cart abandonment rate is nearly 70%. In other words, 7 out of 10 visitors who add an item to their cart will leave the store without buying. [ConversionUP](#) says cart abandonment isn't hurting just one sector, it's a universal problem for retailers.



[Statista](#)'s analysis of cart abandonment shows that 56% of consumers dropped out of the checkout process when they were presented with unexpected costs.

In fact, many of reasons people abandon their cart are similar to the reasons why they leave a website in general. When information or costs are not clear, and when there are usability or security issues, people will leave the checkout process.



© Statista 2016

Like all visitors leaving your website, on-site messaging is highly effective at capturing visitors who are leaving their cart behind too. Let’s take a look at some of the most effective ways you can use on-site messages to people abandoning their cart and convince them to complete their purchase.

### 3.2.1. Simple cart notification



As people click-hop through sites, they can easily forget that they signed up for an offer, and they can also forget that they put an item in their cart. One of the

easiest ways to reduce cart abandonment with on-site messages is to simply notify visitors when they have something in their cart and are trying to leave your site.

Here's a good example from BabyAge. Their message grabs the attention of people abandoning their cart with an eye-catching CTA, and reminds visitors to complete their purchase or continue shopping.



### TARGETING SUGGESTIONS:

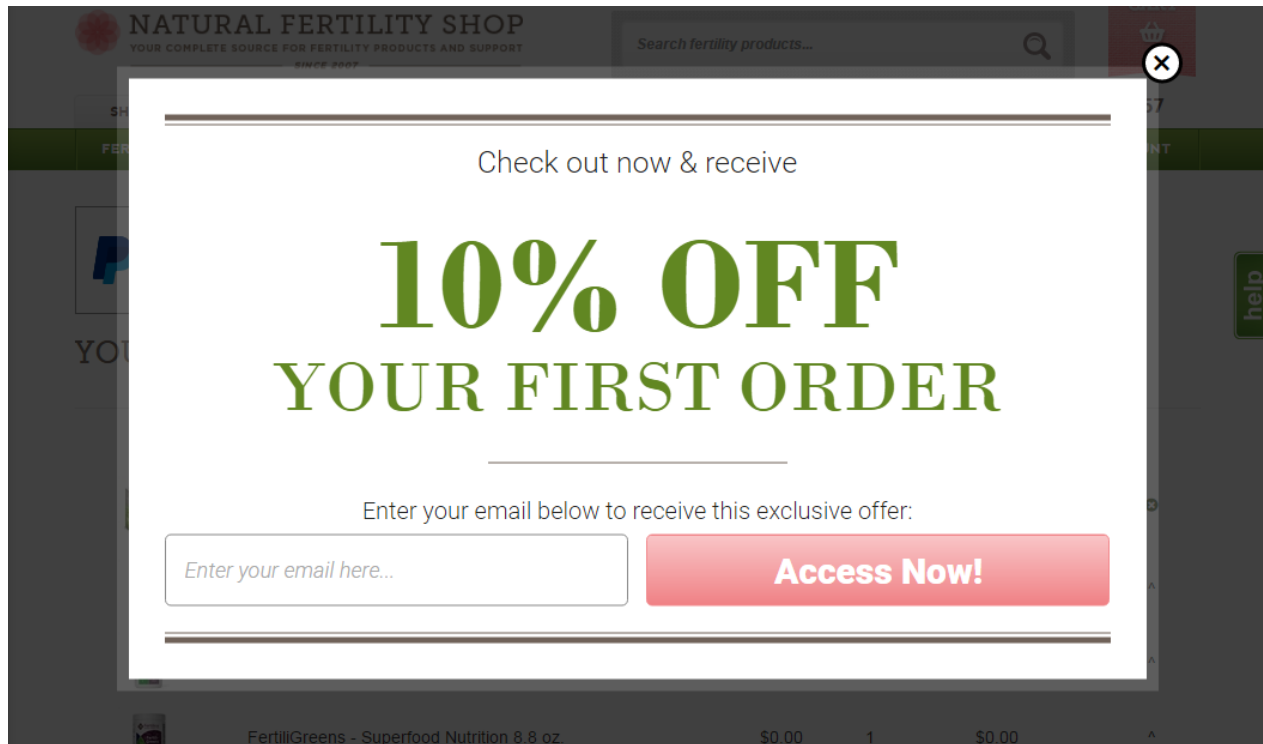
*This message should be displayed to people abandoning their cart. You can display it on any page in the checkout process, and throughout your site – as long as it is displayed only to visitors who have an item in their cart.*

### 3.2.2. Offer an incentive to complete checkout



You can improve your efforts to reduce cart abandonment by providing an extra incentive in addition to the notification.

The first on-site message we showed is a good example of how to reduce cart abandonment and it's worth looking at it more closely now. It notifies visitors that they have something in their cart, and goes a step further by providing a 10% discount to complete the checkout process immediately.



### TARGETING SUGGESTIONS:

*This message should be displayed to people abandoning their cart and can be triggered on any page of the checkout process, as well as landing pages and product pages. If you are concerned about how the discount may impact your profits, you can put a limit on the offer. For instance, you can offer the discount only to visitors who put at least 3 products in their cart, or when the total cart value exceeds \$50.*

### 3.2.3. Increase the sense of urgency

According to renowned psychologist, **Dan Ariely**, fostering a sense of urgency is a very effective way to overcome procrastination. There are many ways to make

your visitors feel like there is a “ticking clock” urging them to complete their purchase immediately.

One of the best solutions is a special offer that is only available for a limited time. The expiration date of the offer creates a sense of urgency in your customers. You can use this method with discounts and coupons for all types of products.

1BodyBrand.com uses an on-site message which is a perfect example of increasing the sense of urgency in buyers. They provide free shipping if the person abandoning their cart finishes the checkout process within 15 minutes.



#### TARGETING SUGGESTIONS:

*This message can be displayed on any page of the checkout process, landing pages, and product pages. It should only be shown to people who are abandoning their cart. The expiration date helps prevent overuse of the*





### 3.2.5. Cart notification with nanobars



In addition to typical popup overlays, nanobars are a great way to remind your visitors that they put an item in their cart. This is a popular solution for cart notifications because nanobars don't cover the content on your site. Visitors can continue shopping without interruption, and they are constantly reminded by the nanobar to complete the checkout process.

Here's a great example from CoffeeForLess.com. This nanobar appears on the top of their website when an item is added to the cart. In addition, CoffeeForLess.com increases the sense of urgency by displaying a countdown timer which "reserves" the cart for a limited period of time – encouraging buyers to checkout immediately.



#### TARGETING SUGGESTIONS:

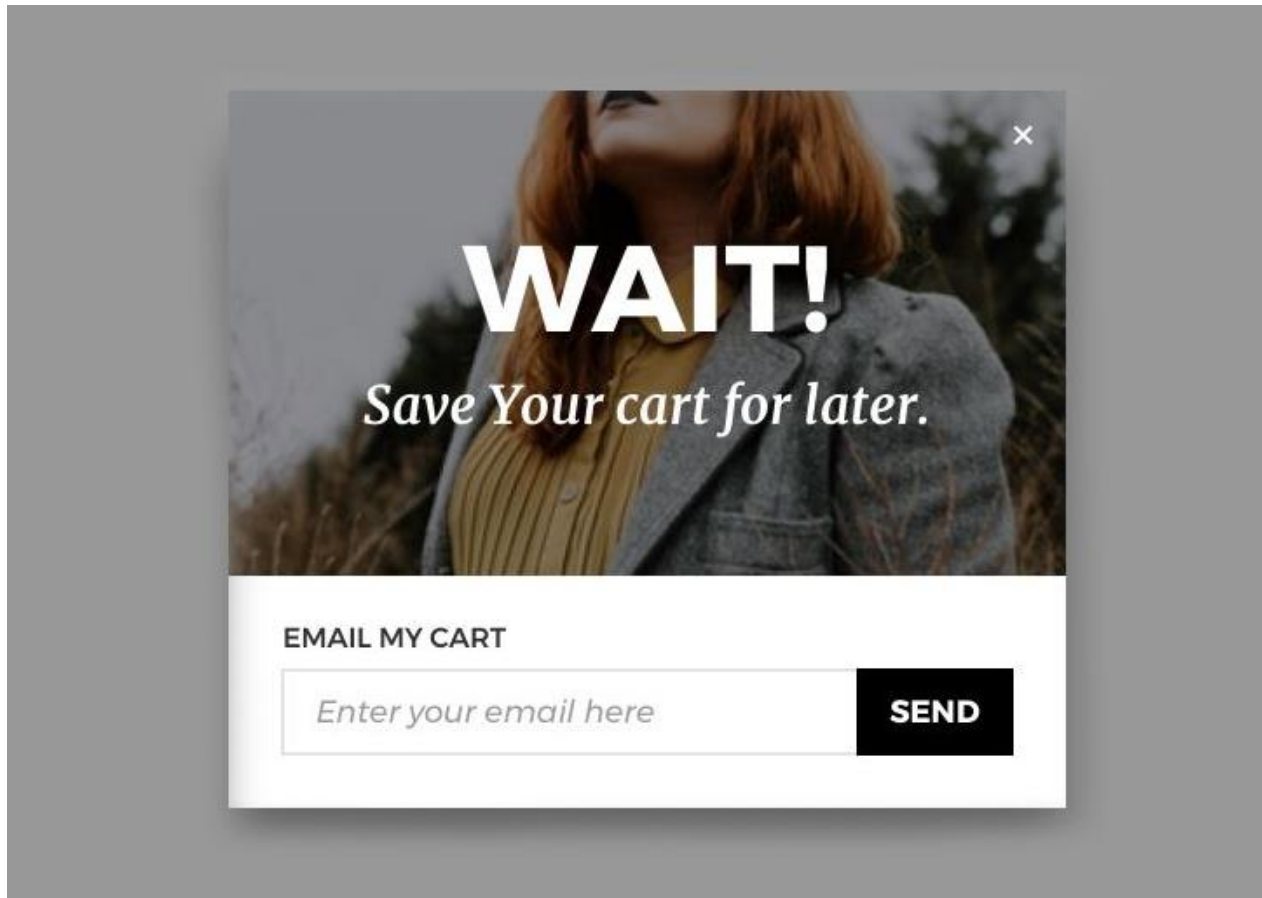
*Like a typical popup cart notification, this should be displayed to visitors who have an item in their cart. However, you don't need to wait for exit-intent or another behavior, you can display the nanobar immediately after a visitor adds an item to their cart. You can display the nanobar all throughout your site, including checkout pages, the home page, and even "About" and "Contact" pages because it doesn't cover the content.*

### 3.2.6. Include a „save cart” option



In some cases, visitors leave for a reason that's unrelated to your website, simply because something comes up. For example, the phone is ringing, somebody rings the doorbell, or they need to attend an ad-hoc meeting at work. Another possibility is the person needs to check some information or measurements before making a purchase, for example, checking that the color will match an existing item, or that the size will fit.

This is especially the case for gifts where visitors may need to ask someone else to get the information. Offering a “save cart” option (see below) allows visitors to complete their purchase after they’ve finished their surprise phone call or meeting, or after they’ve confirmed the size or color of product they need.



#### **TARGETING SUGGESTIONS:**

*The “save cart” option should only appear to visitors who actually have an item in their cart. However, you can display this message on pages outside of the checkout process – as long as the visitor has an item in their cart– it can be triggered anywhere.*

### 3.3. INCREASE CART VALUE

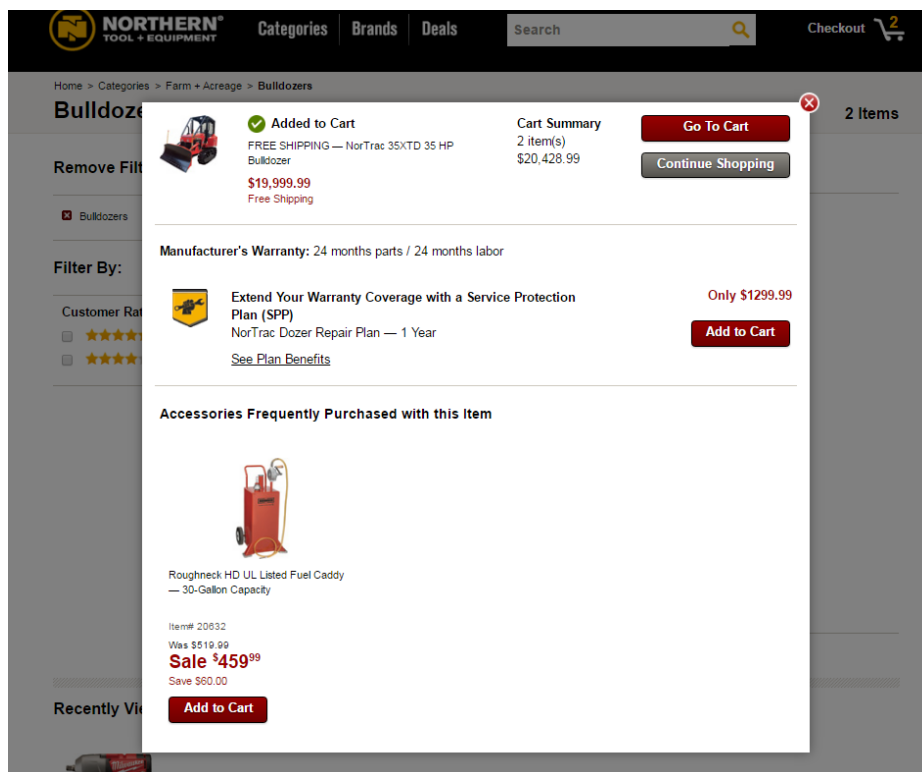
Another important performance measure for ecommerce stores is the average cart value. Increasing the total amount that each visitor purchases can improve profitability, reduce shipping costs and handling time for your store.

Now that we've seen how on-site messaging can help you recover lost carts, let's take a look at how you can use on-site messages to increase your average cart value.

#### 3.3.1. Upselling features and services

Selling additional features and services is a great way to increase cart value. For example, a computer retailer might offer more memory, or storage space. Another common example of upselling is the "extended warranty".

Northern Tool + Equipment shows a great example of upselling on their site. After a customer adds an item to their cart, an offer for an extended warranty appears. They also go a step further and recommend another product.





## TARGETING SUGGESTIONS:

*On-site messages that are used for upselling should be displayed to visitors who have shown some level of interest in your products. You can display them to visitors who are coming from paid traffic channels, or those who have been on your site for some time. The most effective time to display this message is immediately after a visitor adds something to the cart.*

### 3.3.2. Upselling and cross-selling products

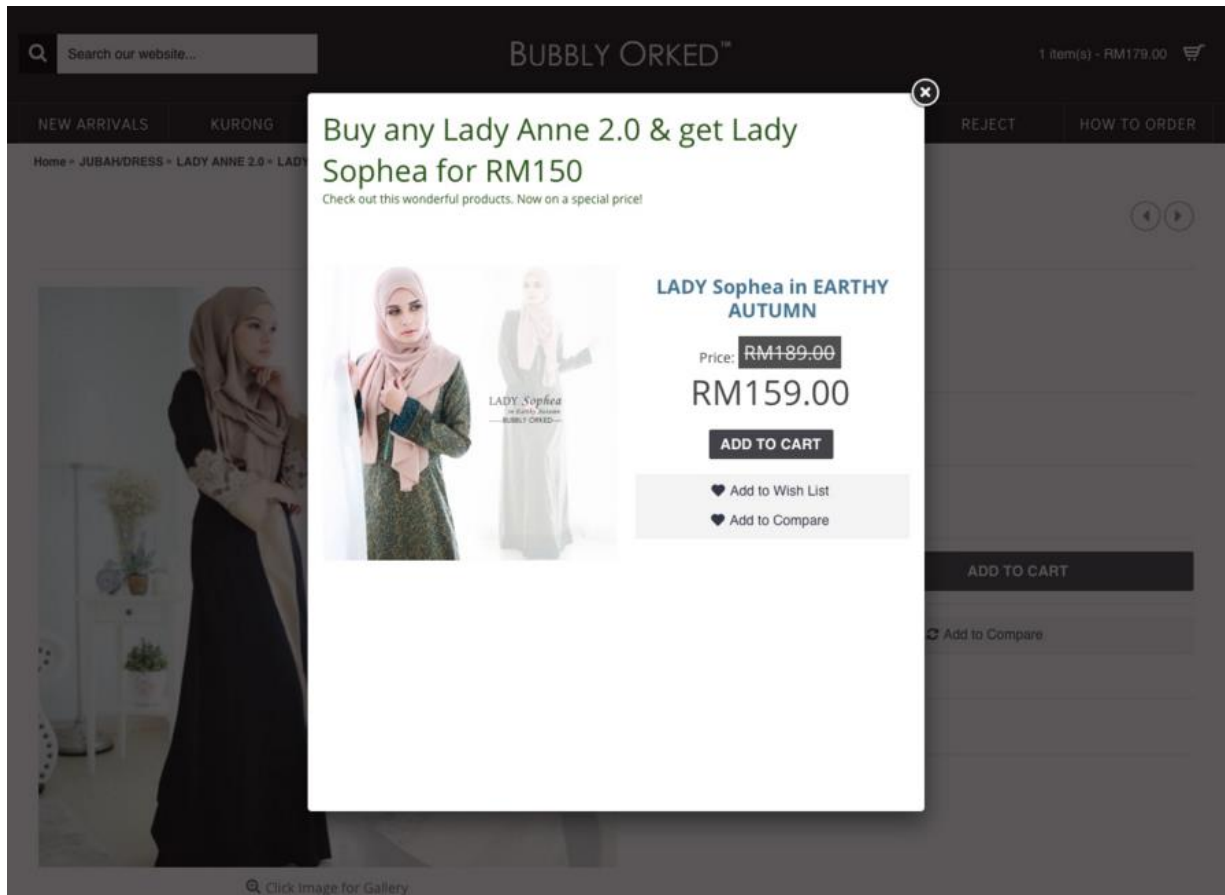


“Buy one, get one free” is a common promotional offer which is used to sell products. Customers love it because they get the products at a reduced cost, and it’s good for store because they sell more total products.

A similar variation that provides greater profitability is “buy one, get one 50% off”.

Another approach to upselling is to recommend complementary products at a reduced price, “buy X and get Y at a 50% off”. This is what’s known as cross-selling.

Bubbly Orked's main product range consists of shawls, but they also sell other fashion items like skirts and dresses and actively use cross-selling to promote them. In addition to promoting their “buy X and get Y for less” offers on their home page, they also use an on-site message on product pages to persuade visitors to buy more items at a discounted price.



### TARGETING SUGGESTIONS:

*Like messages that are used for upselling, cross-selling messages should be displayed to visitors who have shown some level of interest in your products. You can show them to visitors who are coming from paid AdWords and Facebook Ads, as well as returning visitors and visitors who have been on your site for some time. The most effective time to display a cross-selling message is immediately after a visitor adds something to the cart.*

### 3.3.3. Cross-selling products dynamically



When you're cross-selling products, it's important that the additional items you recommend to your customers enhance the overall value they get from their purchase.

One way to ensure the products you recommend are a benefit for your customers is to use dynamic product recommendations. This customizes your message with the most relevant item based on the content of your customer's cart.

Here's a great example to demonstrate how to use cross-selling perfectly with on-site messaging. In this example, after adding a paper selection sold on Photopaperdirect to the cart, the below message is triggered. This is an example of **intelligent product recommendation**, personalizing the experience of the visitor. This is particularly useful for ecommerce websites with lots of similar products.

The screenshot shows a website interface with a dark red header. At the top, there are navigation links: "Mon - Fri (518) 618-4690", "My Account", "Sign in or Create an account", and a shopping cart icon. Below the header, there are three promotional banners: "REGULAR AND BULK PACKS", "100% MONEY BACK GUARANTEE", and "SAME DAY DISPATCH". A large white pop-up window is centered on the screen, titled "WAIT! CHECK OUT THESE PHOTO PAPER DIRECT ITEMS RECOMMENDED FOR YOU!". The pop-up contains three product cards, each with a product image, a title, a price, and a "See details" button. The products are:

- INKJET VINYL SELF-ADHESIVE GLOSSY 4.7MIL 8.5 X 11"** priced at ~~\$22.04~~ **\$11.95**
- INKJET VINYL SELF-ADHESIVE MATTE 4.7MIL 8.5 X 11"** priced at ~~\$26.21~~ **\$9.90**
- INKJET VINYL SELF-ADHESIVE CLEAR 4.7MIL A4 8.27 X 11.69"** priced at ~~\$20.00~~ **\$12.47**

At the bottom of the pop-up, there is a section titled "Please Select Pack Size:" with two radio button options: "10 Sheets" (selected) and "20 Sheets".



## TARGETING SUGGESTIONS:

*Dynamic cross-selling messages should be shown to visitors who have shown interest in your products. Paid traffic and engaged visitors can be*

*shown this message. This is an example of an intelligent product recommendation, personalizing the experience of the visitor. This is particularly useful for ecommerce websites with lots of similar products, reducing the selection to just three relevant items.*

### **3.4. PROMOTE SPECIAL OFFERS**

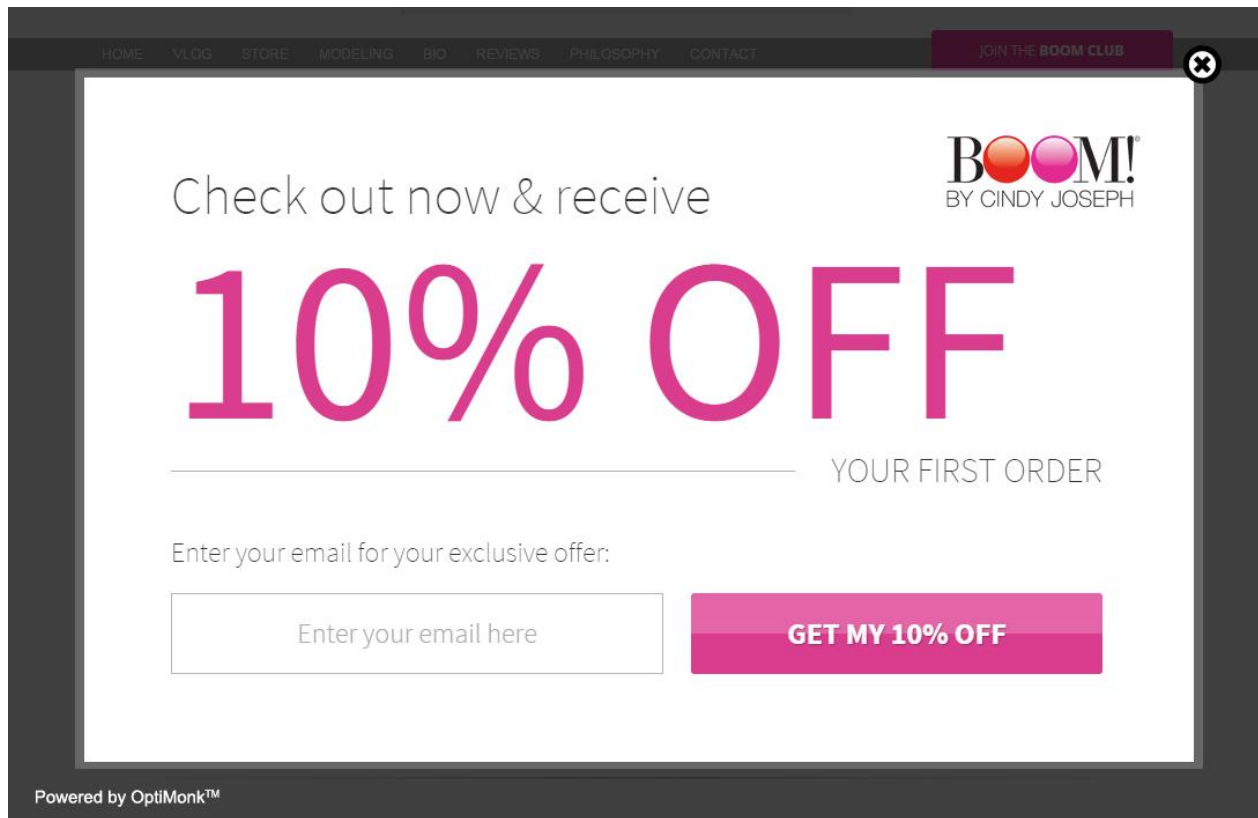
Generating more first-time and repeat buyers is the primary goal of all online stores. According to research, **75% of abandoning visitors intend to return to buy**, but only 10 – 30% actually come back and complete their purchase due to recovery efforts.

Promoting irresistible offers and incentives can be extremely effective to re-engage your visitors and convince them to buy immediately!

#### **3.4.1. Offer discounts, coupons and other incentives ■■■■■■■■■■**

There are many different types of incentives you can use to encourage your buyers to complete checkout: coupons, discounts, free shipping, buy-one-get-one-free, first-time purchase deals, free trial offers, launch offers, Holiday offers, free giveaways, and more.

Coupons and discounts are great at convincing price-sensitive customers to make a purchase. BOOM! By Cindy Joseph, is a pro-age cosmetics company that uses an on-site message to provide their most engaged visitors with a 10% discount. This message only appears to visitors who have expressed interest in BOOM!'s content or are about to abandon their cart.

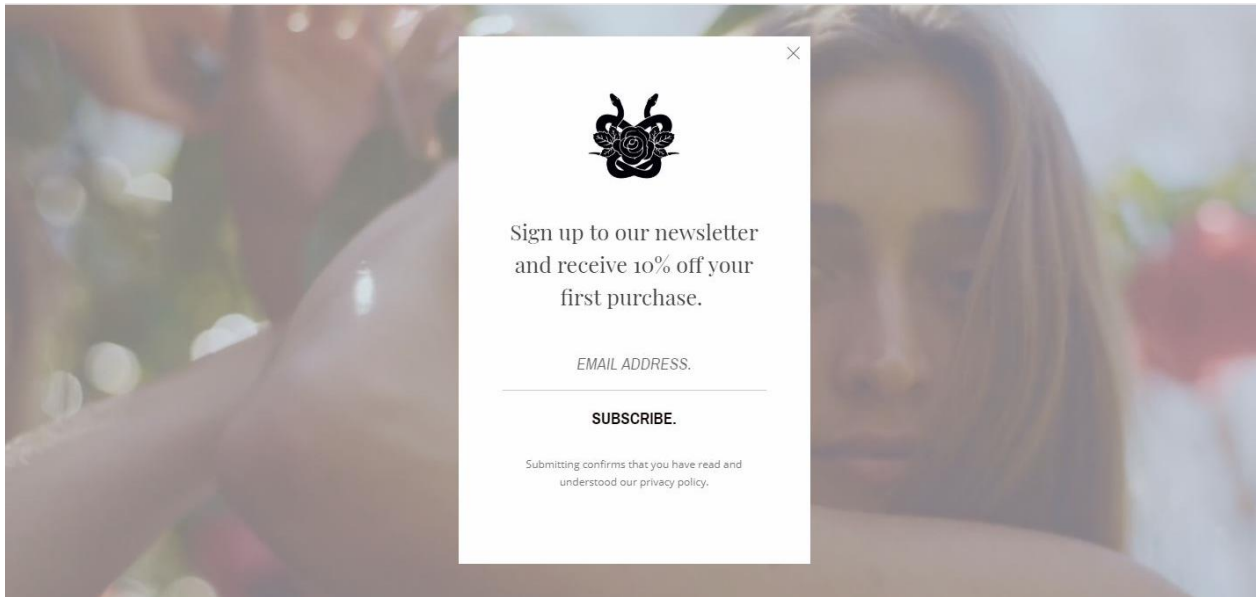


In addition to recovering visitors who are about to leave empty-handed, you can also use onsite messages to simply raise your visitors' attention to any VIP membership or perks programs you offer, remind them about free shipping above a certain cart value, and more.

This is another effective way to grab the attention of price-sensitive visitors, and you can also take advantage of the fact that everyone likes exclusivity and to be "treated like a VIP".

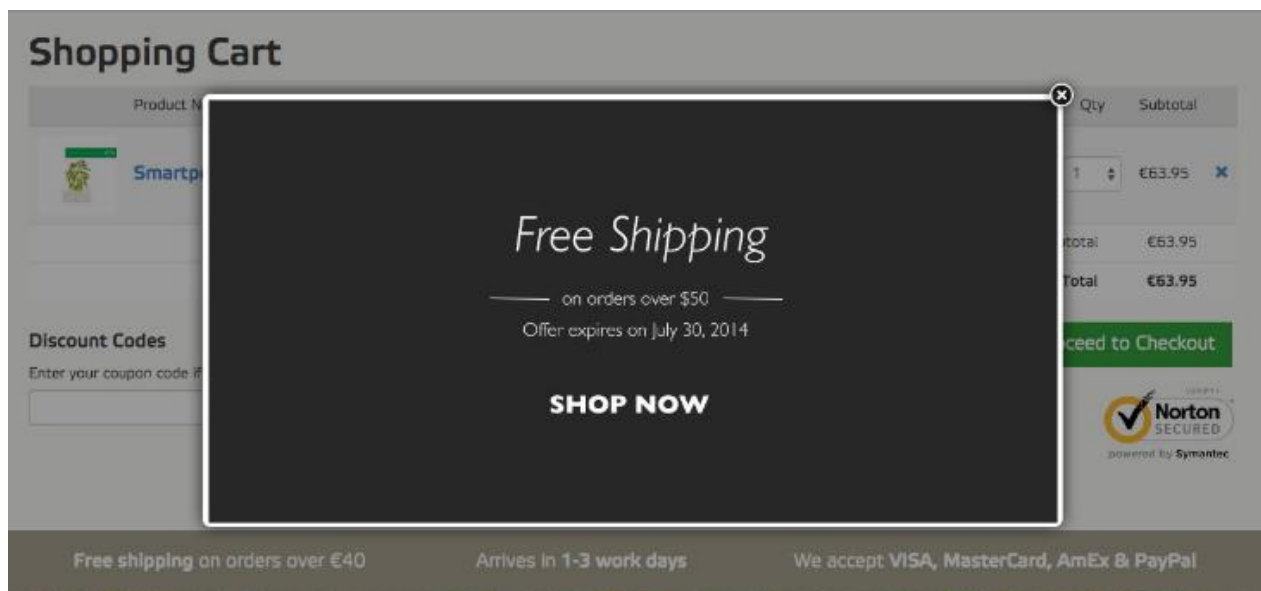
Here's a popup from [Loverthelabel.com](http://Loverthelabel.com) that persuades visitors to buy immediately by presenting a special offer. When the visitor joins their mailing list, they receive 10% off their first purchase:





High shipping costs are one of the most common reasons for cart abandonment. No matter how good the product price is, some people will abandon a cart because of unclear or unreasonable shipping costs.

ClickandGrow recognizes this and uses onsite messages to promote a special free shipping offer, including an expiration that encourages buyers to complete their purchase immediately.





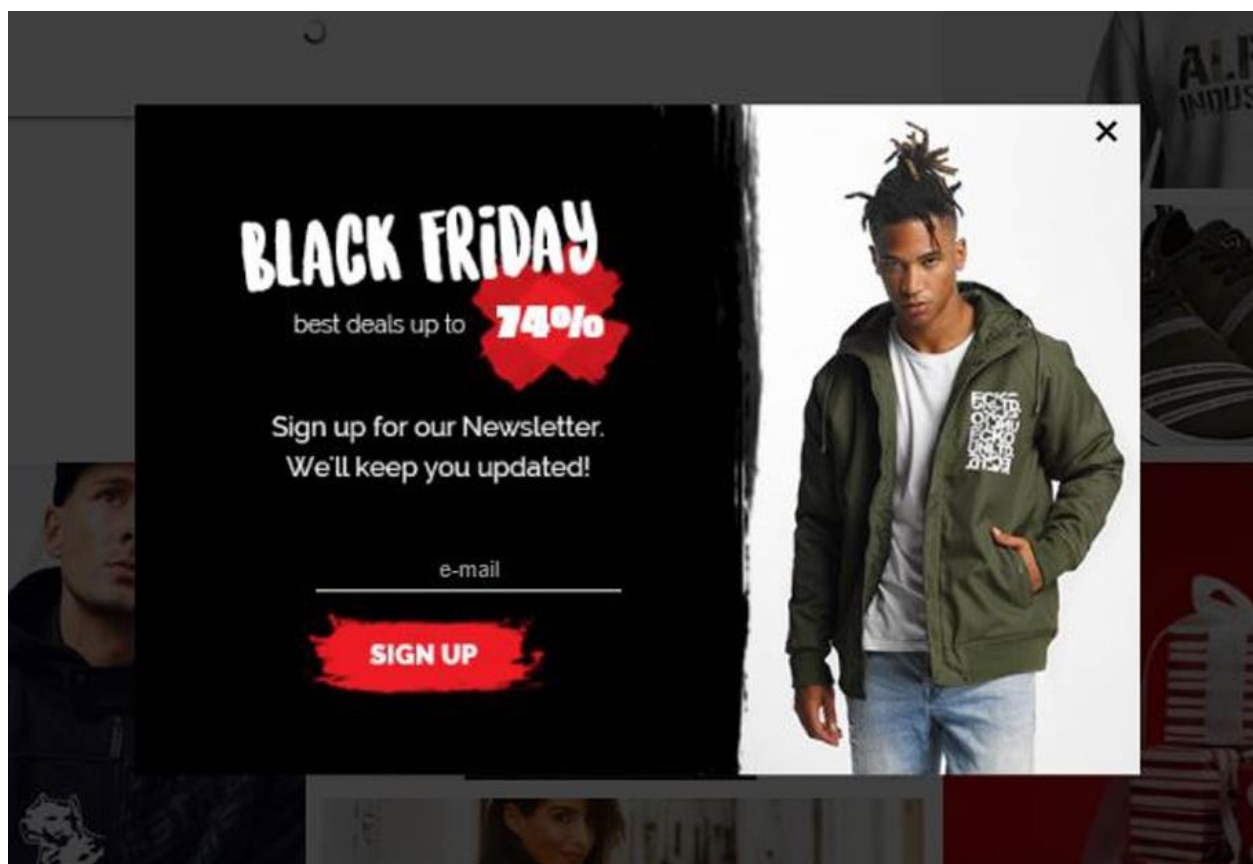
## TARGETING SUGGESTIONS:

*Display incentives like discounts, coupons to your hottest leads who are at the end of the buying process or people who are abandoning their cart. This message can be triggered on any page of the checkout process, and even used on landing pages or product pages.*

### 3.4.2. Promote seasonal offers

Another way to convince your buyers to make a purchase is to remind them of any seasonal offers and Holiday deals you have. Running relevant campaigns for a short period of time can be highly effective.

Here's an on-site message from Gangstagroup.com, the clothing store, that promotes their Black Friday deals. This example shows exactly how you can create a Holiday-themed on-site message:





## TARGETING SUGGESTIONS:

*Highlight your existing specials, seasonal offers and Holiday deals for visitors who are still considering their purchase – even first time and returning visitors. For instance, you can target visitors coming from paid traffic channels, or visitors who are on your site for a long time, showing some level of interest in your products. The message can be displayed on product pages, category pages, landing pages and even during the checkout process.*

### 3.4.3. Redirect to your best products and offers ■■■■■■■■■■

More than raising awareness of your best deals, you can also use on-site messaging to redirect visitors to your best products and offers. It's another way to grab price-sensitive buyers attention and also makes sure that everyone who visits your site has a chance to see your best deals.

The message below, from BOB Shop, is a great example that ensures every visitor sees their discount products. After clicking on the "Go to SALE!" button, visitors are redirected to the sale page where all the products are 50% off.





## TARGETING SUGGESTIONS:

*Like displaying your best offers, on-site messages that redirect your visitors to your best deals can be shown to first time and returning visitors– visitors who show some level of interest in your products and are still considering their purchase. You can display this message on product pages, category pages, landing pages and during the checkout process.*

### 3.4.4. Remind visitors who opted into an offer



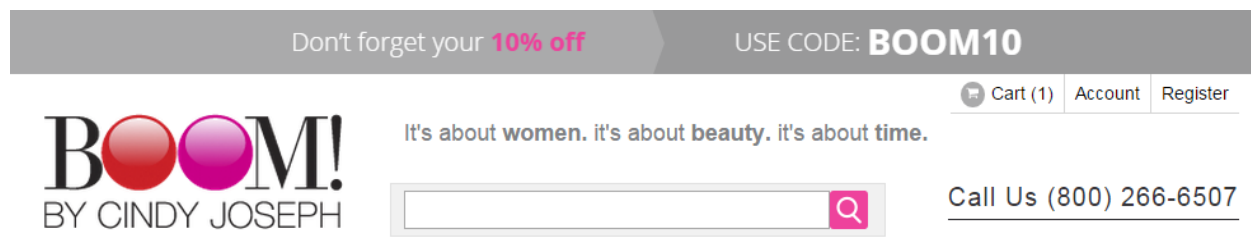
In the habit of clicking from site to site, visitors sometimes forget that they've signed up for a discount or special offer. Reminding your visitors of their discount or special deal can encourage them to complete the checkout process.

For this purpose, you can use a different type of on-site message. A nanobar, also known as sticky notification bar, is a bar which appears and then "sticks" to the top or bottom of your website, continuously displaying as visitors browse your site. It's a great way to provide a message to your visitors without interrupting their browsing because all the content on your site is still visible. Nanobars are also great for site owners who feel their visitors will be annoyed by typical popup overlays.

You can use nanobars as a stand-alone feature on or as part of a multi-page on-site messaging campaign. As part of a connected campaign, nanobars can function as "reminder bars", reminding your visitors that they opted into a special offer. Having a persistent reminder like this can double your conversion rate.

BOOM!ByCindyJoseph uses a nanobar in connection with their 10% discount campaign described above. After visitors signup for the 10% discount, the nanobar appears – reminding them to use their discount and make a purchase as soon as possible. BOOM! clearly displays the discount code because visitors will

leave a website when they are “unable to find discounts” – another good reason to use nanobars on your site.



### TARGETING SUGGESTIONS:

*Nanobars with reminders should only be appear to the most engaged visitors and are best used as part of a multi-step campaign – displayed to visitors immediately after they opt into an offer or discount.*

## 3.5. COLLECT FEEDBACK AND IMPROVE USER EXPERIENCE

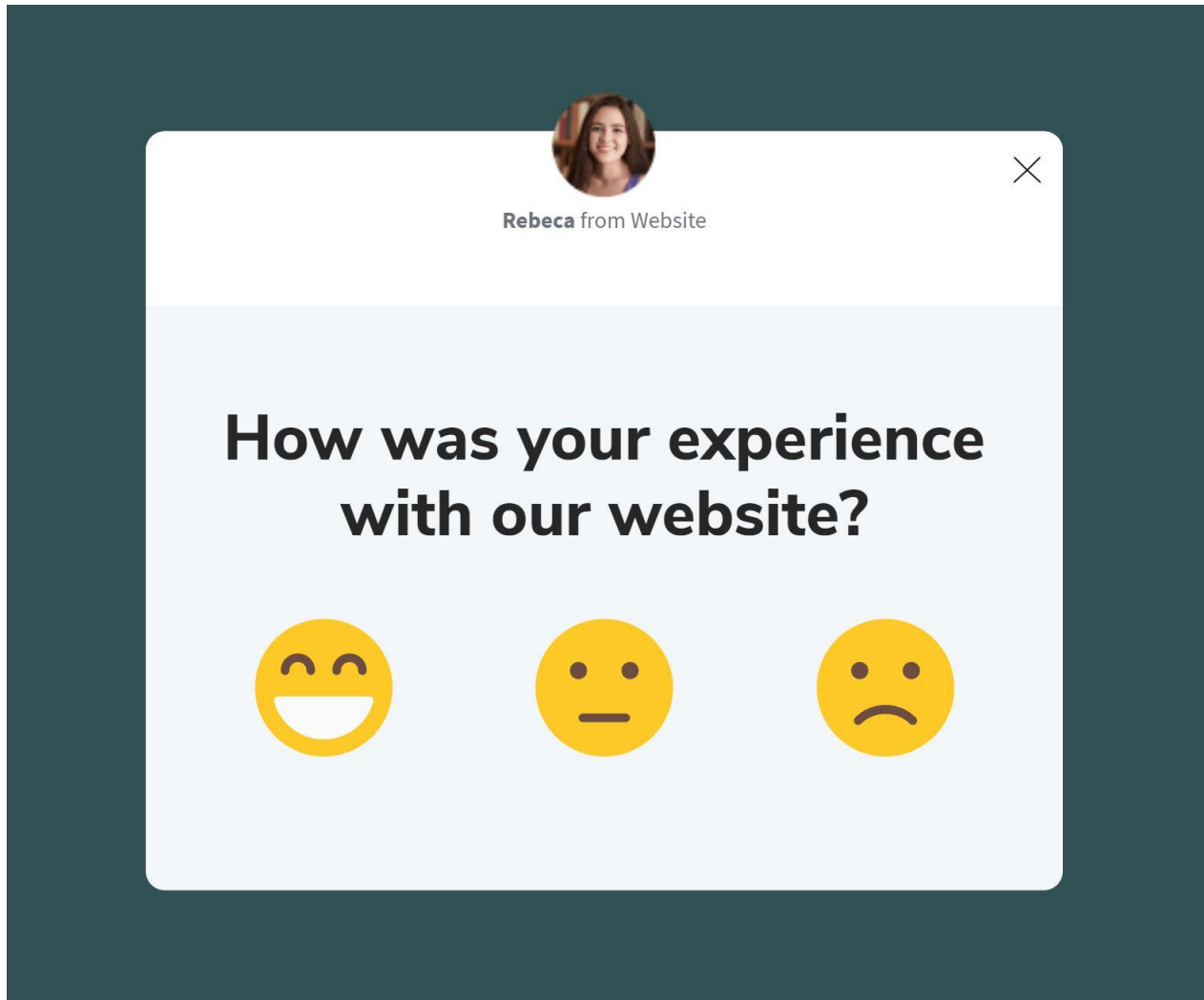
Beyond driving sales and building your email list, on-site messages can also help you collect feedback and improve the customer experience on your site. Unlike traditional popups which can be an annoyance to your visitors, a well-timed on-site message can help your visitors find the products or information they need, and give them an opportunity to voice their opinion.

First, let’s see how you can collect feedback on your site with on-site messaging!

### 3.5.1. Gain valuable customer insights

OptiMonk’s Feedback element helps you gain valuable customer insights on any part of your website. Quickly design five stars, emojis, or Yes-No feedback elements and let your visitors leave their opinions in a blink of an eye.

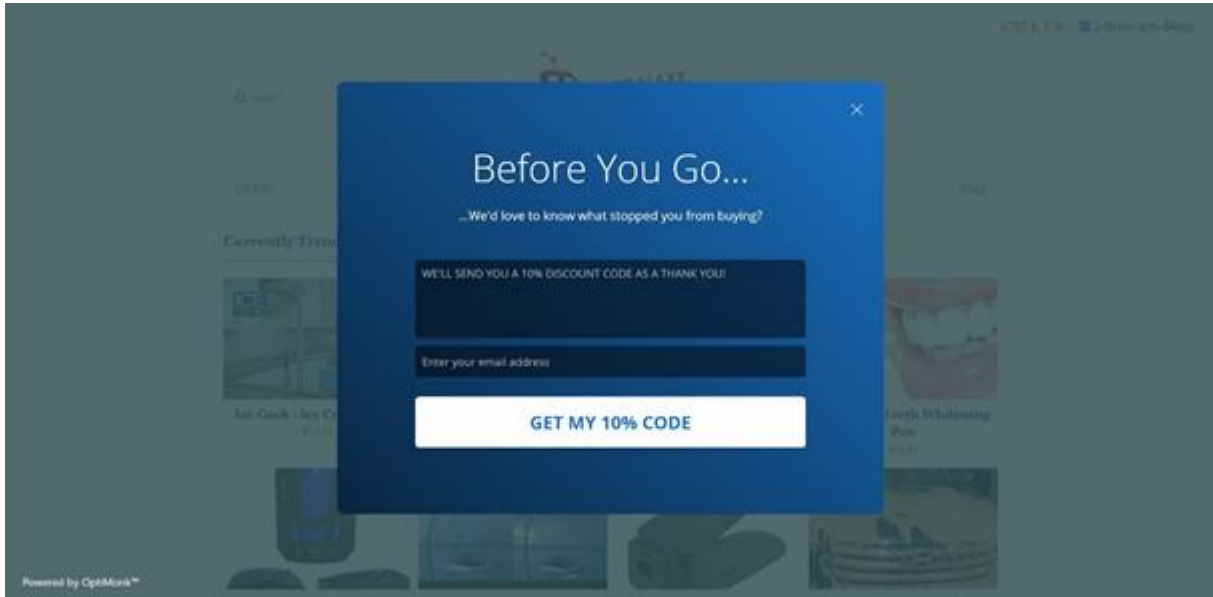
Here’s an excellent example of using OptiMonk’s emoji feedback elements:



### 3.5.2. Ask for long text feedback .....

Asking for feedback gives your customers the opportunity to tell you how to improve your site. Companies that listen to their customers and make changes accordingly are constantly learning how to increase their sales.

You can use a simple text field to gather customer feedback, such as the example below.



## TARGETING SUGGESTIONS:

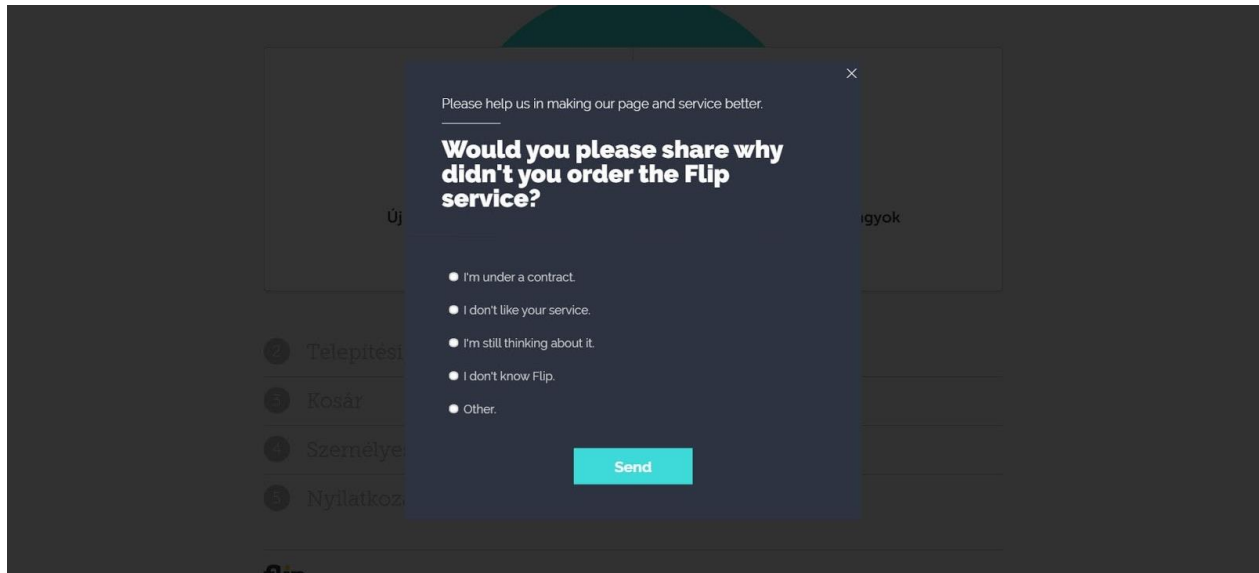
*On-site messages requesting feedback should not be shown to first-time visitors. Only the most engaged visitors, such as returning visitors and repeat customers should be shown the feedback messages. These are the visitors who have experience buying something, or browsing several pages on your site. They can provide more valuable feedback and are more likely to provide a comment. You can also target people who are abandoning their cart to learn the reason for cart abandonment.*

### 3.5.3. Build surveys

If you want to engage your audience and collect deeper insights from them, you can also use surveys. Creating an online survey can seem hard but using on-site messaging it's actually not hard at all.

You can add multiple questions and it will be displayed on different pages, fully responsive.

Simply by asking your customers and listening to their needs can take you and your business a long, long way!



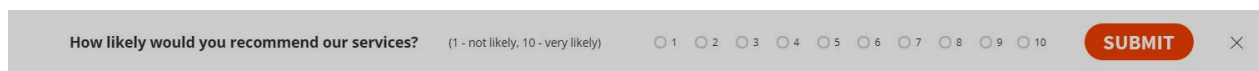
### TARGETING SUGGESTIONS:

*Just like feedback messages, surveys should be displayed only to the most engaged visitors, such as returning visitors and repeat customers. They are more likely to answer survey questions with more valuable feedback.*

#### 3.5.4. Measure NPS

Net Promoter Score (NPS) is a customer satisfaction benchmark that every website should measure. It shows you how likely your customers are to recommend you to a friend.

Using an NPS nanobar your customers can easily rate you on a scale from 0 to 10 and you can find out how satisfied your customers are.



#### 3.5.5. Show that you're GDPR-compliant

Customers want to know that their privacy is priority for you. GDPR exists to protect their data and visitors are actually care about it. Using on-site messages,



you can show your visitors that you're GDPR-compliant and they can accept your Privacy Policy on a nanobar.



Now let's see some further tips on how you can improve the shopping experience on your site with on-site messages.

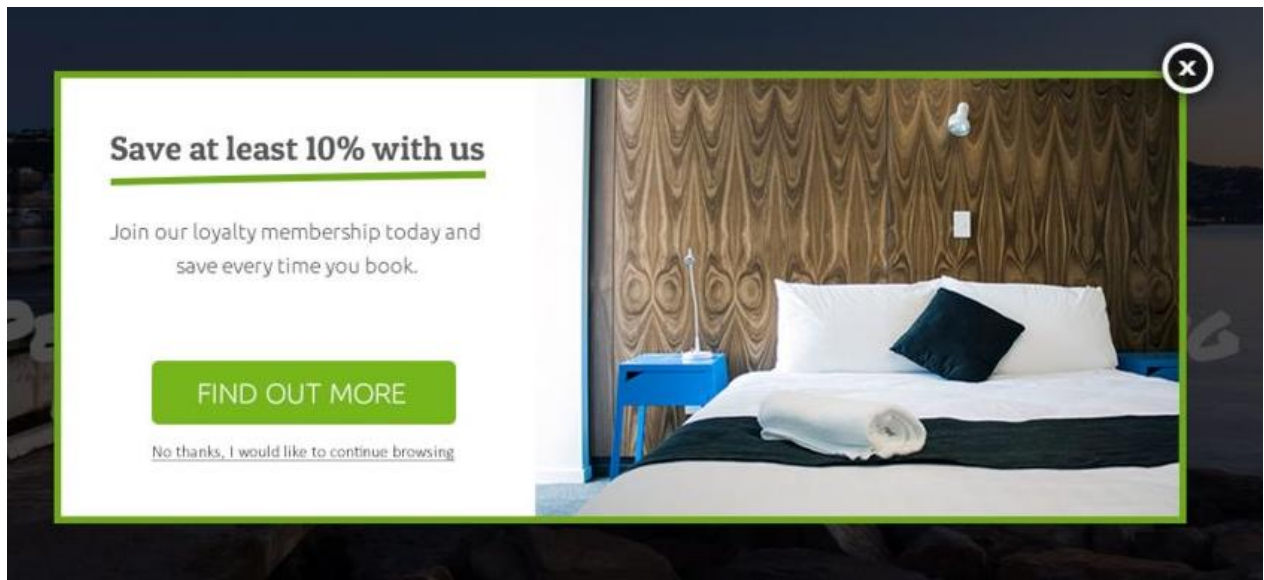
### **3.5.6. Redirect to landing pages**



We've already seen how on-site messaging can redirect visitors to your best-selling products or your latest deals, multiplying your chances for conversion and drive sales.

Redirecting visitors also helps improve the customer experience on your site. No matter what page a visitor lands on, you can redirect them to a landing page which has proven to be relevant for your other customers.

The Setup on Manners uses a traffic redirection on-site message to raise their abandoning visitors' attention to their best offers.









### TARGETING SUGGESTIONS:

*Popups that are used for segmenting visitors can be shown all throughout your site. You can show them to new and returning visitors. With onsite retargeting, a well-timed popup that helps visitors find what they need can be used as a navigation aid for visitors who appear to be “stuck” on a page, as well as on exit-intent if the visitor didn’t find what they were looking for. Although it helps with navigation, this popup shouldn’t be shown on entry. In fact, entry popups should be avoided, they are always more annoying than helpful, and will hurt the customer experience on your site.*

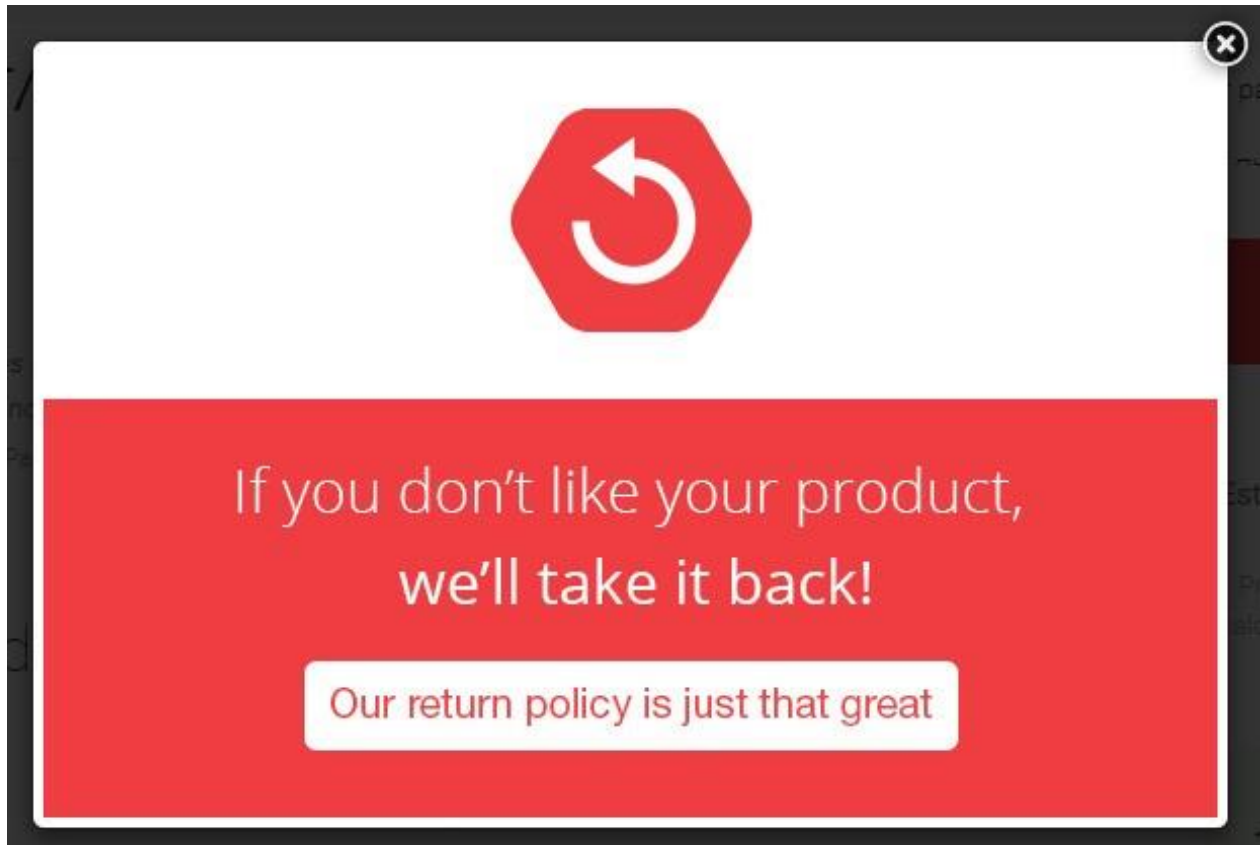
### 3.5.9. Highlight your warranty and return policy      ■■■■■■■■■■

Warranties and guarantees facilitate trust in customers – and trust plays a major role in driving sales and improving customer loyalty.

A money-back guarantee is more than a simple offer to refund money to dissatisfied customers, it’s a promise that your customers will be satisfied.

If you offer a great guarantee, don't hesitate to promote it in your on-site messaging campaign to encourage your visitors to make a purchase.

Here's a great example that shows you can also highlight an "easy" return policy to let customers know they won't have to go through a lengthy process in case something isn't right.



#### **TARGETING SUGGESTIONS:**

*It's best to use on-site messages about your warranty and return policy on your product pages and the cart page – those pages where visitors are the closest to buying and simply need some additional some confirmation.*

## **3.6. BOOST SOCIAL ENGAGEMENT**

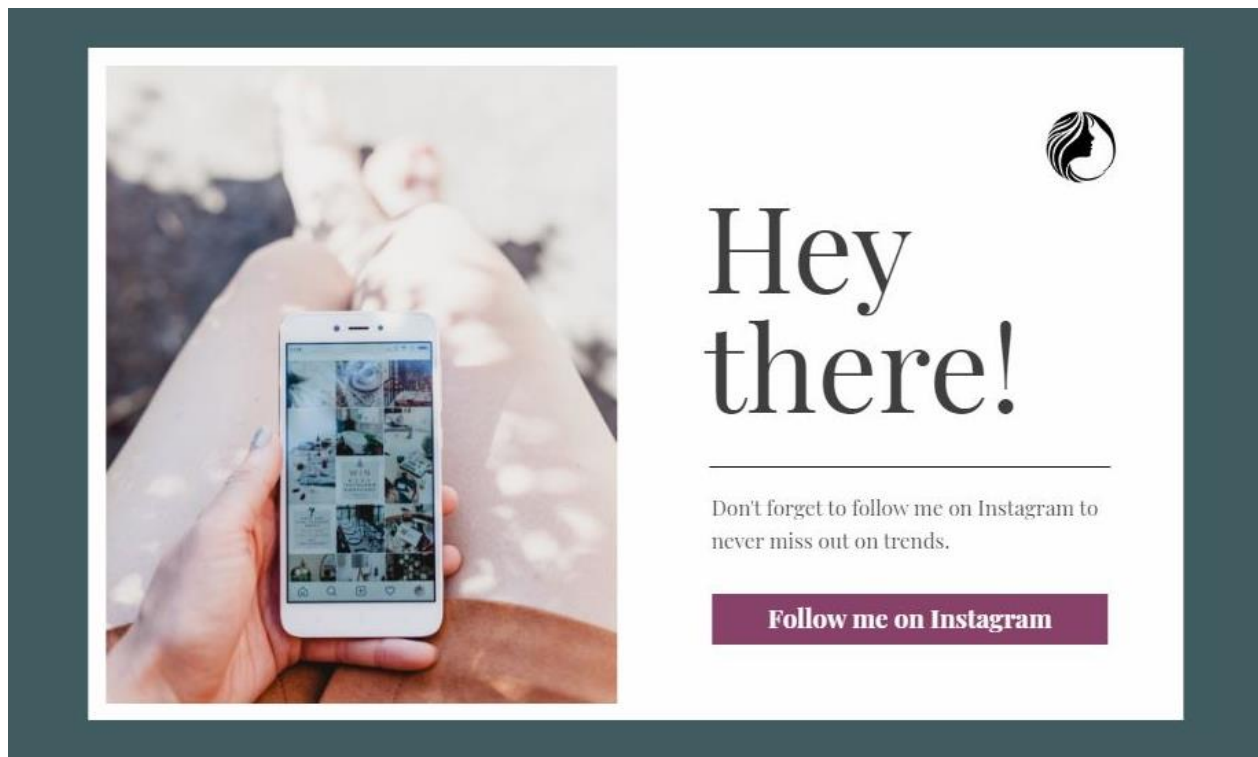
On-site messages can also help you to boost your social presence, for example get more Instagram followers, increase the number of views for your product videos or encourage social sharing. Let's see how you can boost social sharing using on-site messages.


### **3.6.1. Get more social followers**



Using on-site messages you can also grow your social media, such as gathering more Facebook likes or Instagram followers or boosting your following on Twitter. Having a larger social media presence can increase buyer confidence, and it provides you an opportunity to learn more about your customers and deliver products that meet their needs.

With one or two eye-catching headlines, an appealing button and beautiful image, you can easily multiply your number of social media followers. Here's an example from the fashion industry:

A promotional graphic for Instagram. On the left, a hand holds a smartphone displaying an Instagram feed. On the right, the text reads "Hey there!" in a large serif font, followed by a smaller line "Don't forget to follow me on Instagram to never miss out on trends." and a purple button that says "Follow me on Instagram". A small circular logo is in the top right corner.



# Hey there!

Don't forget to follow me on Instagram to never miss out on trends.

[Follow me on Instagram](#)



## TARGETING SUGGESTIONS:

*On-site messages for social media can be displayed to first-time visitors and returning visitors. In addition to learning more about your customers, they get a chance to learn more about your business. Because this message is not targeting a direct sale, you can use it throughout your site, even on "About" and "Contact" pages.*

### 3.6.2. Encourage sharing

Have you ever thought about encouraging your buyers to share your products, content, blog through on-site messages?

Well, you should because they work really great if you use the right triggers. It means you shouldn't display a social sharing on-site message for visitors who barely had time to get what your website is about, but you can display it after a purchase, or after reading a blog post such as the example below.

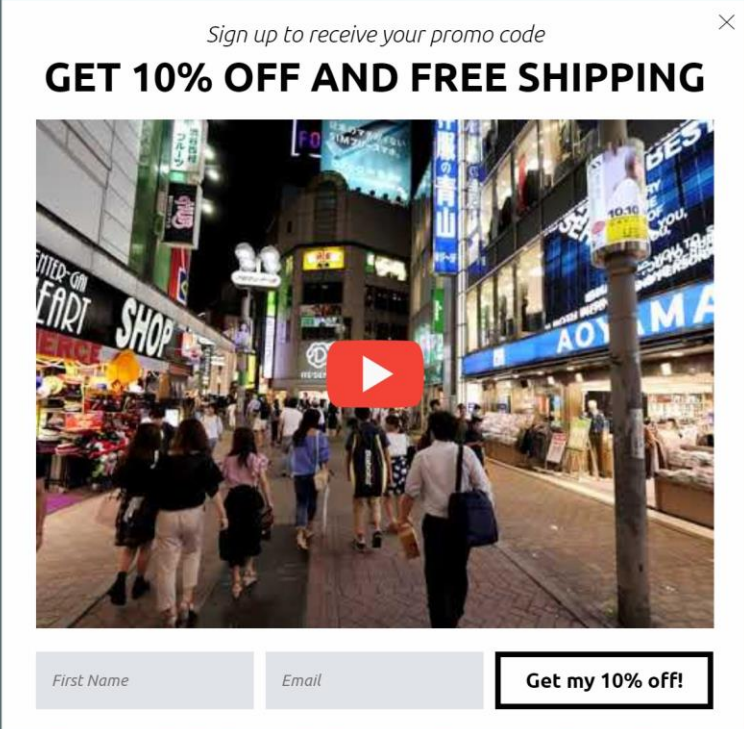


### 3.6.3. Increase the number of video views

Have you spent months to create a new video, but no one has seen it yet? You want it to go viral and has millions of views?

You shouldn't expect your visitors to find your videos on YouTube, instead of it just pull in any video asset from YouTube and increase the number of views immediately.

Not to mention that most people – in fact, four times as many consumers – would rather watch a video about a product than read about it. If you're looking to drive more sales, videos can help you with that.



Sign up to receive your promo code

### GET 10% OFF AND FREE SHIPPING

First Name

Email

Get my 10% off!

Powered by OptiMonk

The banner features a central video player with a red play button icon, set against a background image of a busy city street at night with various storefronts and signs. The text is centered and uses a mix of bold and regular fonts. The sign-up form consists of two input fields and a prominent call-to-action button.



# Chapter 4

## HOW TO SEGMENT YOUR VISITORS

You should now have a good idea of the different ways you can use on-site messaging to drive sales, gather email addresses and improve the customer experience on your site to improve your store's performance.

As we've seen, segmenting your visitors and showing them the most relevant message is an important factor that will determine the success of your first campaign. Before jumping into launching your first on-site messaging campaign, let's take a closer look at how to segment your visitors.

### 4.1. HOT PROSPECTS AND COLD PROSPECTS

At the most basic level of segmenting, you should differentiate between hot and cold prospects on your site.



Hot prospects are visitors who are ready to buy immediately. They are ready mentally, they are ready emotionally, and they are ready financially. If you have the right content and if you are convincing enough, and if you have the right prices, then you can make them buy.

On the other hand, cold prospects are not quite ready in some way. They might not have the funds needed, they simply might not be interested enough or don't have enough confidence in your store. This doesn't mean that they are bad customers, it simply means that they are not ready to buy right away.

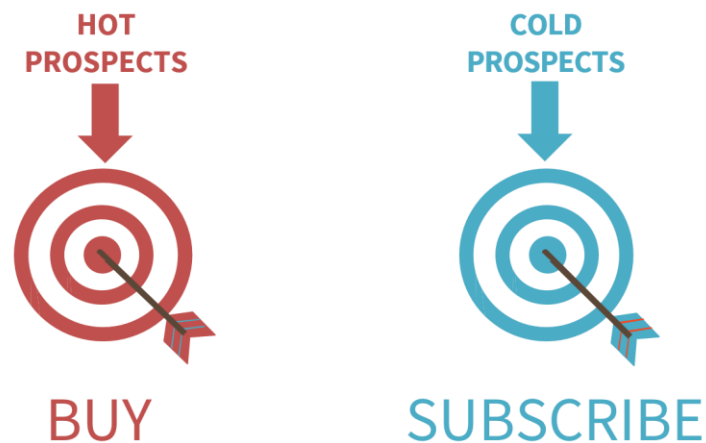
Ecommerce data routinely shows that more than 90% of all visitors are cold prospects.

The number one mistake ecommerce sites make is that they try to handle all visitors like they are hot prospects, ready to buy right away. The mistake is to push for a sale with each and every visitor.

Instead of using this approach, you should create different conversion goals for hot and cold prospects.

For hot visitors the conversion goal is simple: you should encourage them to make a purchase. You want to sell these visitors – and that’s OK.

However, for cold prospects you need a different conversion goal, which is usually to encourage them to subscribe.



Under “subscribe” we mean not only the classic “Sign up for my newsletter” – although that’s still one of the best – it can be also “Join our Facebook Group”, “Become a VIP Member”, or “Register”.

The goal is to gather the contact information of your cold prospects, so you can market to them later on and nurture your relationship with them until the time when they are ready to buy.

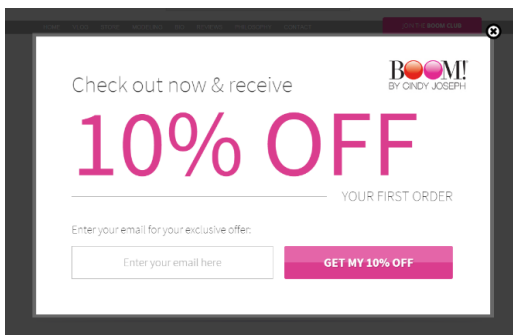
There are several ways you can differentiate between hot and cold prospects. Here are the 4 most effective methods of differentiation:

- Traffic source
- Search keywords
- On-site behavior
- New or returning visitor

Hot Prospects	Cold Prospects
Come from hot traffic sources (search engines, newsletters, etc.)	Come from cold traffic sources (display ads, FB posts, cold emails, etc.)
Searches for specific, product-related keywords	Searches for generic keywords
Browses buying-related content (product pages, shipping info, FAQ)	Browses generic content (blog, articles, introductory material)
Returning visitor or customer (or logged in, visits return info)	New visitor

Let's take a quick look at what the different content for hot and cold prospects looks like.

### HOT PROSPECTS



### COLD PROSPECTS

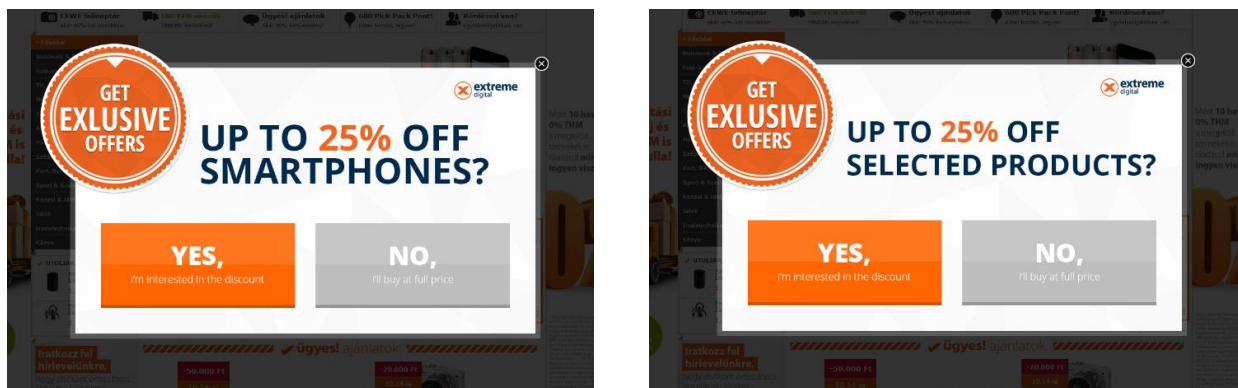


It's worth targeting both segments. You can achieve better results by simply creating one message for each group.

## 4.2. VISITOR GROUPS

Once you've separated your visitors into hot and cold prospects, you can look at ways to segment your visitors even further to show them the most relevant content. You can segment your visitors into groups based on their interests, demographic or geographic variables, and even their stage of the buying process.

For instance, if you sell electronics and a visitor is interested in smartphones, "25% OFF Smartphones" is much more effective than "25% OFF Selected Products".



There are four basic levels of segmentation:

1. **Everyone gets the same message** – in other words, you broadcast a general offer towards all of your website visitors. This is not recommended.
2. **There is an offer for hot prospects and cold prospects** – that is, you divide your audience into two major segments based on their engagement. Even this simple segmentation can make a difference.
3. **There are several offers for each of the main visitor groups** – in this case, you divide your visitors into several different groups based on relevant variables and re-engage them with customized messages for each group.

#### 4. **Everyone gets a customized message using Dynamic Text Replacement**

- this is the highest level of relevancy which makes 1:1 customization possible, ensuring a completely tailored user experience.

We've seen how you can display different messages to hot and cold prospects, now let's take a closer look at how you can segment your visitors further and display different offers to visitor groups.

Dynamic Text Replacement allows you to display different messages to visitor groups based on the criteria you set. With Dynamic Text Replacement, the text in your on-site messages will update automatically based on the variables you choose.

Dynamically altering text allows you to gather leads more effectively, because it enables you to display highly targeted messages to different visitors groups – using only one message. You can create one template and then alter the content to meet the needs of your audience. Using this approach reduces the amount of effort and ensures each of your visitor segments will see the most relevant content.

Geo-targeting, when you want to display unique content to visitors from different cities or countries, is a great example of segmenting visitors. Targeting based on traffic source is also a great way to segment visitors.

You can show different ads to visitors from Facebook and visitors from keyword searches. What's more, as illustrated below, you can dynamically alter the text based on a visitor's behavior on your site, what categories or pages they browse.

Looking at our example from above, the electronics store promotes "25% OFF Smartphones" when a visitor tries to leave their site from a smartphone category page or product page.



However, when a visitor is browsing for laptop accessories and tries to leave the site, the word “smartphone” changes automatically to “laptop accessories” in the header – speaking directly to the customer’s needs.



# Chapter 5

## DESIGNING YOUR CAMPAIGNS

Now let's look at some of the best approaches to designing your campaigns.

On-site messages should be engaging, fit with the style of your site, and visitors should feel that the popups are "speaking to them".

Once you've decided on your offer, the way you craft your message is one of the most important factors that will determine the success of your campaign.

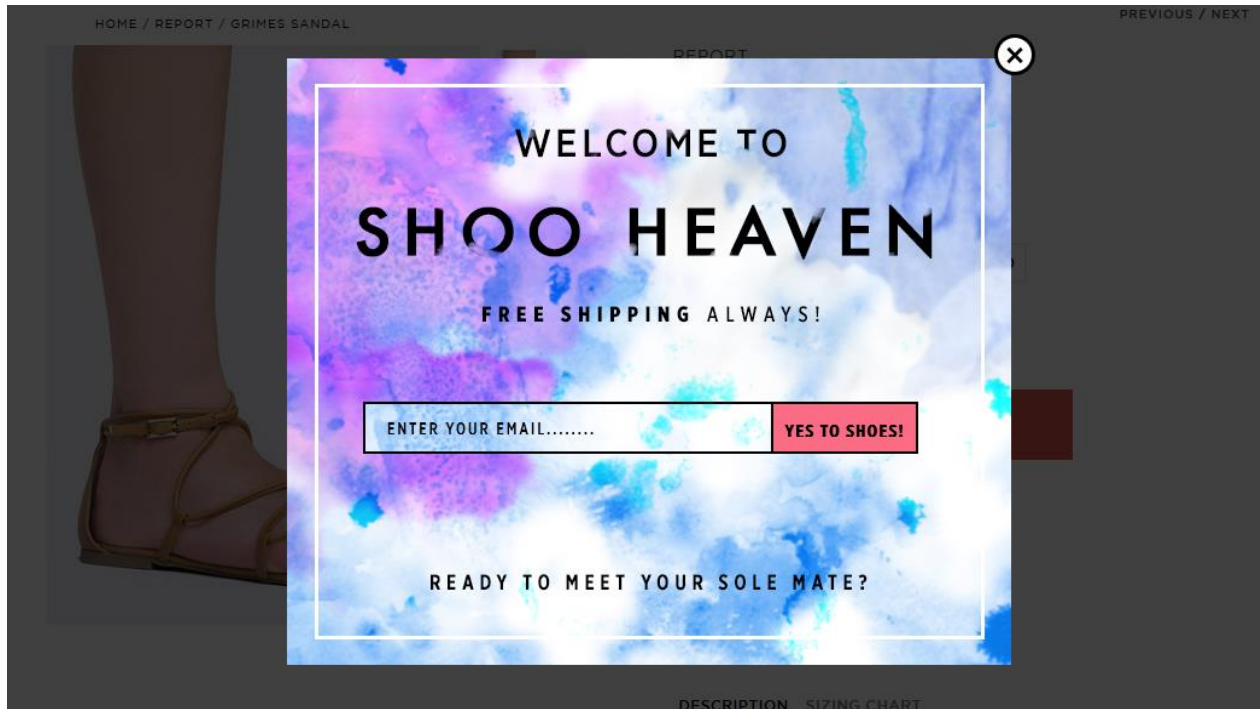
Let's take a look at the most important things you should consider when designing your on-site messages.

### 5.1. SHORT AND SWEET

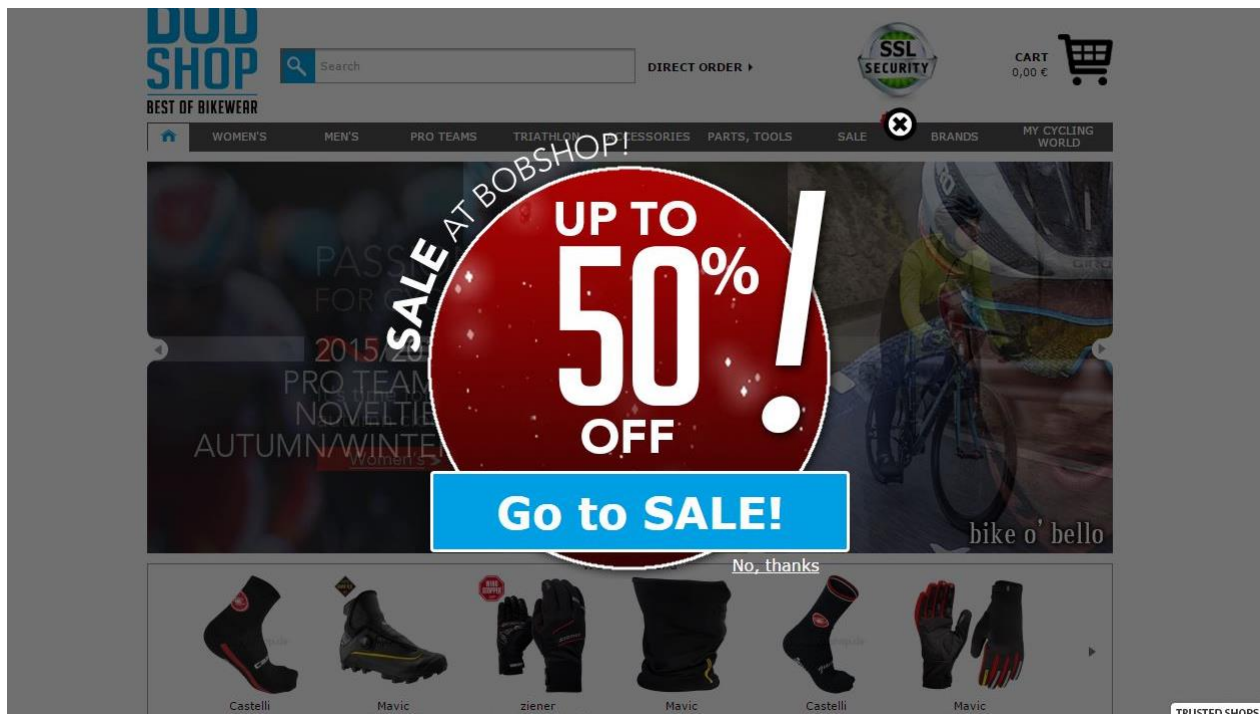
When you are using on-site messages, especially when it's based on exit-intent, you have very little time to get your message across. Visitors who are trying to leave your website don't want to read a huge amount of text.

Keep your on-site messages short and sweet. Use simple sentences with powerful words to create an offer that converts instantly.

ZooShoo, a shoe retailer, uses very clear and simple text to get the message across in their campaigns. The design is also beautiful, with a stylized background and clean, legible fonts.



Let's take a look at the example from Bobshop again. On their on-site message, used to redirect visitors to their sale items, you don't see any complex sentences. They use short phrases and it takes less than a second to realize that they are offering "UP TO 50% OFF".





Beyond writing simple offers, it also helps to know how to phrase an offer so it's the most compelling. To learn more about writing effective promotional messages, check out these great articles:

- [How to Write Compelling Copy: 7 Tips for Writing Content That Converts](#)
- [8 Keys to Effective Promotional Messaging](#)
- [The 30 Magic Marketing Words You Should Be Using](#)

## **5.2. CLEAR HEADLINE AND VALUE PROPOSITION**

A value proposition is a way to convince your customers that they will benefit from your product. To maximize your conversions with on-site messaging you should limit yourself to one value proposition per popup.

Let's say your goal is to get more subscribers by promoting an eBook. You should talk about the benefits of the eBook that your visitor will receive. Don't try to list the advantages of your product or service at the same time – even if your ultimate goal is boosting your sales.

The best way to convey your value proposition is with a clear headline. This is what your visitors will see first when your popup appears. Your headline should immediately tell your visitors what benefit they will receive.

Imagine that you're a potential customer. Which of the following two headlines would persuade you to take action?

"GET 25% OFF"

or

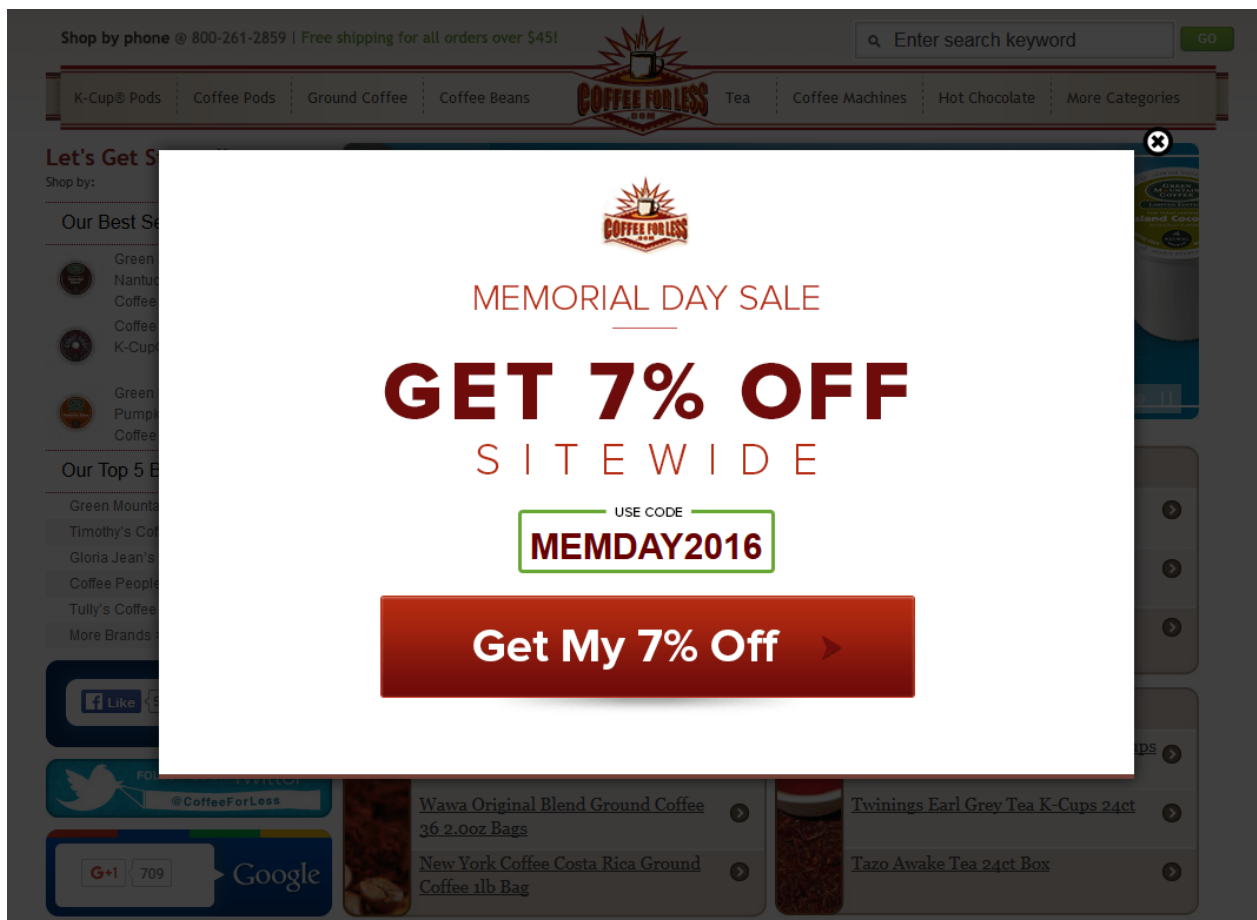
"Unlock your memorial day discount for savings"

While both of these headlines may refer to the same offer, the first headline is more straightforward and provides a clear benefit to visitors.

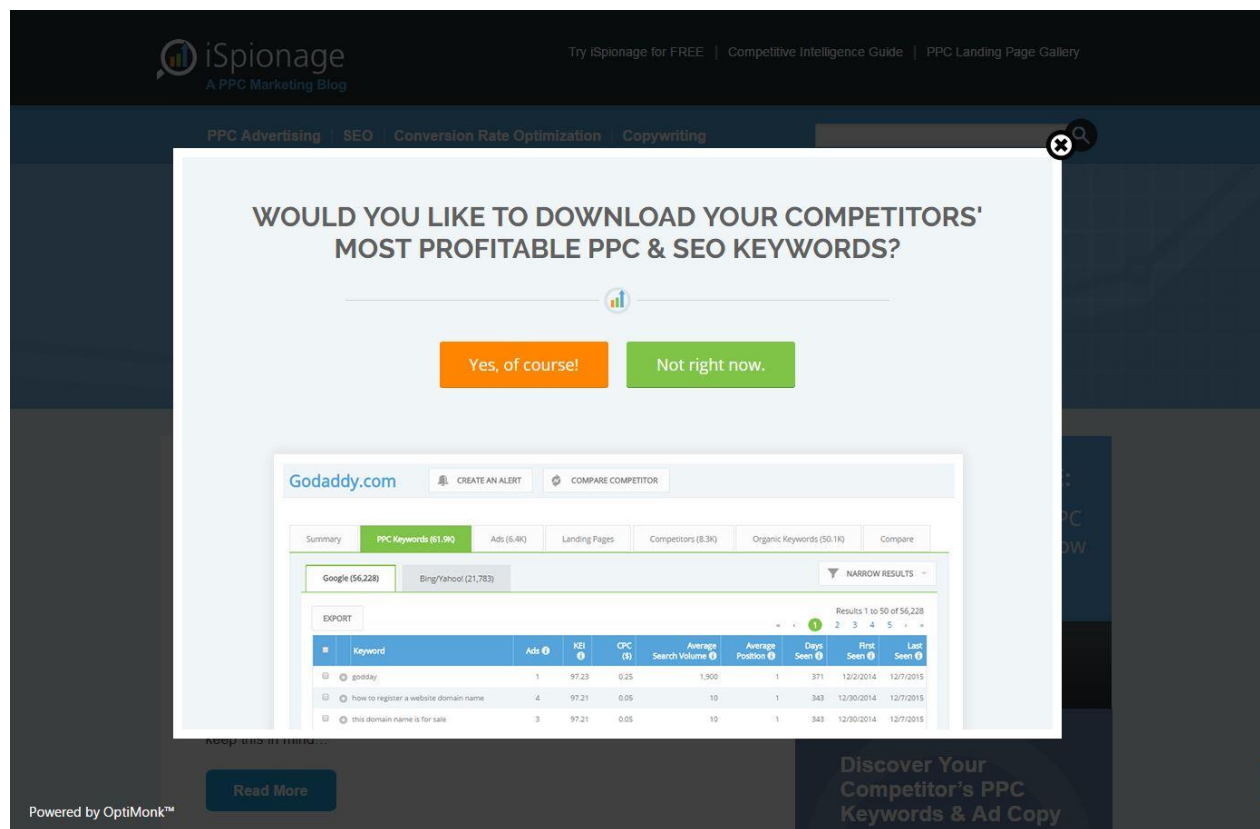
It's worth taking the time to learn more about writing effective headlines. Here are some great articles that will help you write clear and compelling headlines for your on-site messages:

- [Become a Popup Copywriting Rockstar with 70+ Headlines and Magic Words](#)
- [Headline Writing 101: How to write attention grabbing headlines that convert](#)
- [5 Easy Tricks to Help You Write Catchy Headlines](#)
- [How to write Magnetic Headlines](#)

Take a look at how CoffeeForLess.com uses a bold headline in their on-site message to clearly convey value to their visitors.



iSpionage has a great popup that appears on their PPC marketing blog. They have a popular blog that draws readers who are interested in PPC advertising, SEO, conversion rate optimization and copywriting. Based on their visitors' interests, they created a message which asks the following question: "Would you like to download your competitors' most profitable PPC and SEO keywords?" The popup speaks loud and clear to visitors. Those who are interested and click "Yes, of course!" are redirected to their main website.



The screenshot shows a website for iSpionage, a PPC marketing blog. A prominent popup asks, "WOULD YOU LIKE TO DOWNLOAD YOUR COMPETITORS' MOST PROFITABLE PPC & SEO KEYWORDS?". Below the question are two buttons: "Yes, of course!" (orange) and "Not right now." (green). Underneath the popup is a preview of a competitor analysis tool for Godaddy.com. The tool shows a table of keywords with columns for Keyword, Ads, KEI, CPC, Average Search Volume, Average Position, Days Seen, First Seen, and Last Seen. The table lists three keywords: "godaddy", "how to register a website domain name", and "this domain name is for sale".

Keyword	Ads	KEI	CPC	Average Search Volume	Average Position	Days Seen	First Seen	Last Seen
godaddy	1	97.23	0.25	1,900	1	371	12/2/2014	12/7/2015
how to register a website domain name	4	97.21	0.05	10	1	343	12/30/2014	12/7/2015
this domain name is for sale	3	97.21	0.05	10	1	343	12/30/2014	12/7/2015

### 5.3. CLEAR CALL-TO-ACTION

In addition to your headline, your call-to-action (CTA) plays a crucial role in the success of your campaign. This is an instruction to your visitors to take a desired action. For on-site messages, your CTA is usually a button containing an imperative statement such as "Download Now", "Learn More" or "Get My 10% Discount".

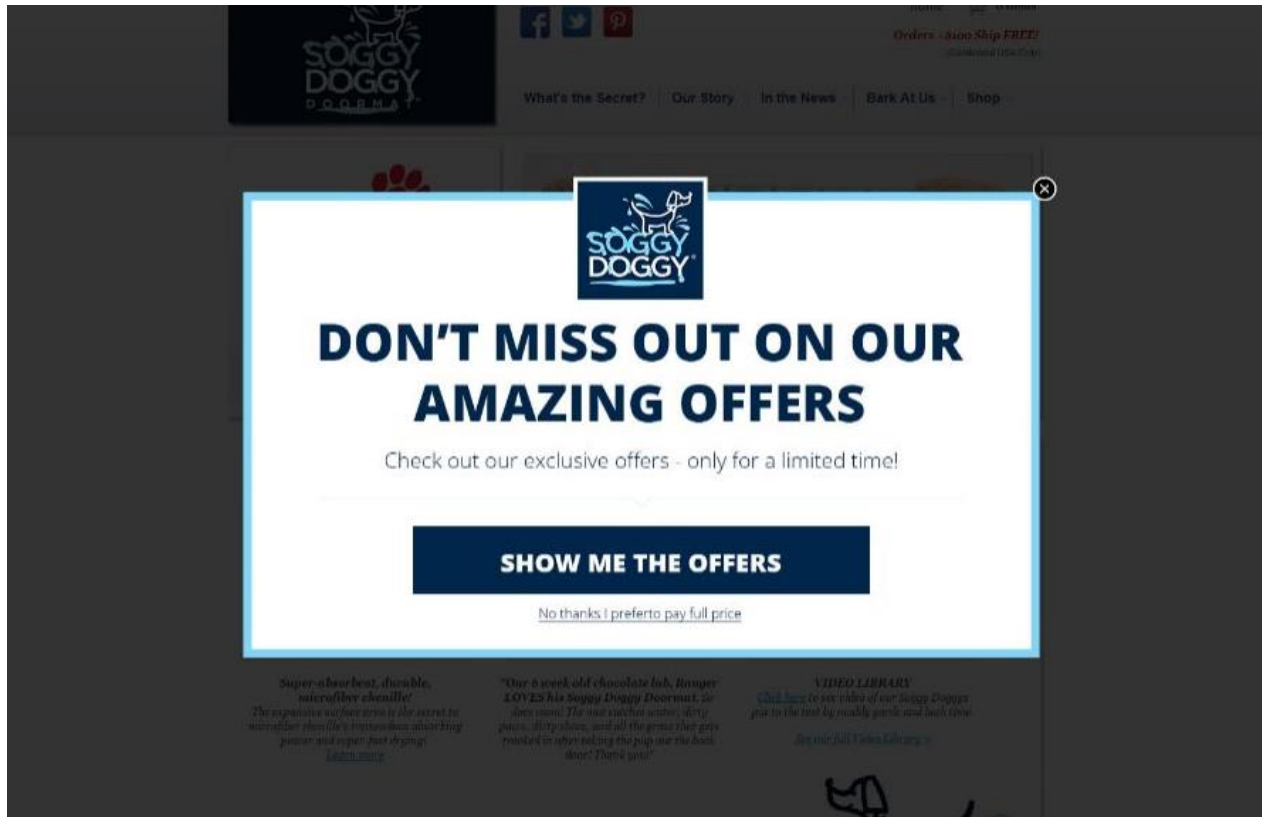
Your CTA should be absolutely clear and straightforward, and it should be highlighted. It should make the reader want to click on it.

Don't use typical expressions such as "Click here". Even one of our examples above could be more specific. Rather than a CTA which simply says "Download Now", it's better to use a phrase such as "Download the eBook Now!".

You should also reinforce the value proposition of your headline, such as "Send Me the Latest PPC Tips!" or, "Get My 25% OFF!". Here are some further actionable examples – feel free to make these more specific for your site:

- Read Now
- Get the Latest Innovations
- Boost Your Results
- Show Me the Way
- Enrich Your Strategy
- Get Insights Now
- Count Me In
- Let Me See
- Show Me the Data
- Show Me How
- Tell Me Everything
- Get My Guide
- Show Me More
- Reveal the Secret
- Unlock My Access
- Teach Me
- Unlock the Secret

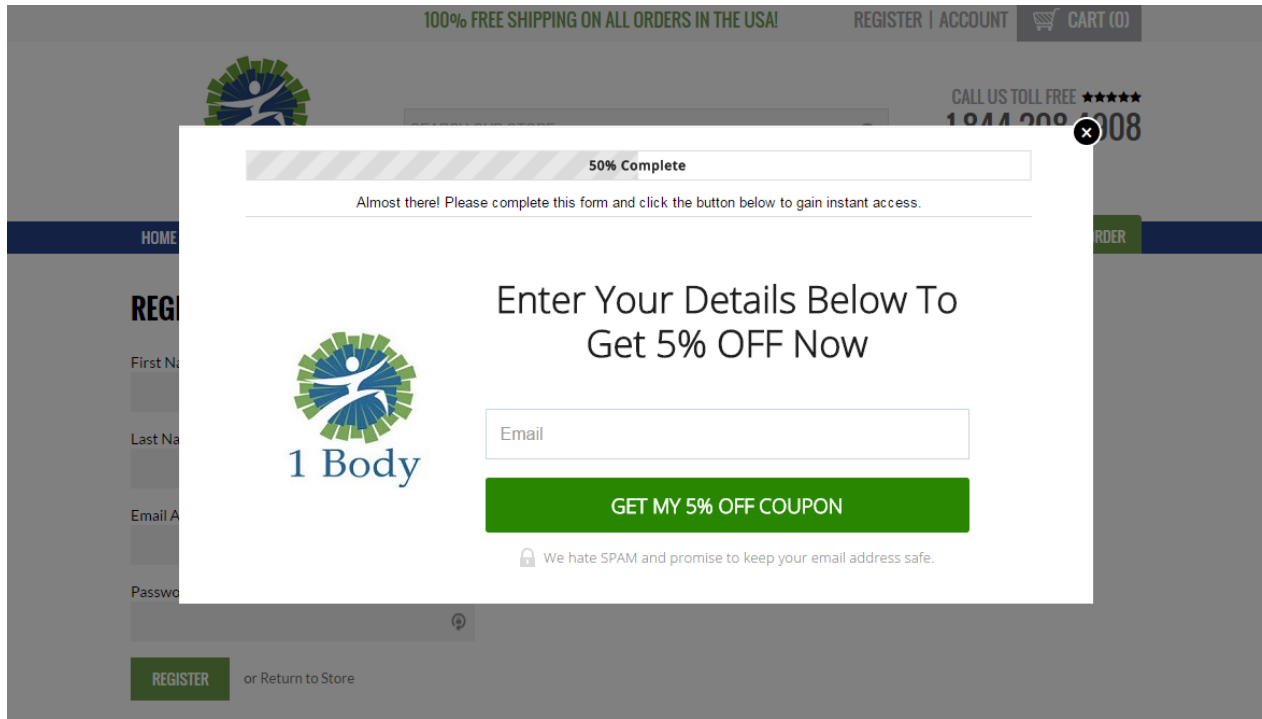
Here's an example from Soggy Doggy that promotes their exclusive offers. After a huge, straightforward headline the value proposition is clear, "by clicking on the button, I will find their best offers". The call-to-action reinforces the headline, and makes it clear that a visitor should click on the button to check out the offers.



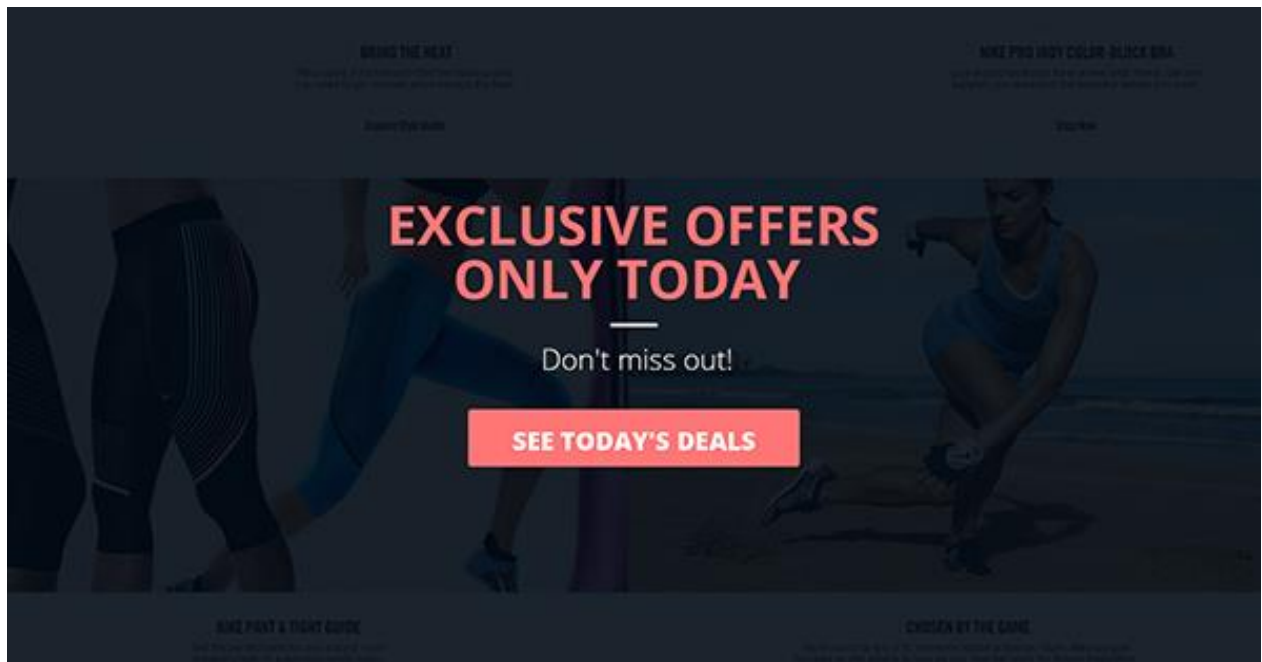
## 5.4. MATCHES YOUR WEBSITE DESIGN

To improve the experience of your popups, you should design them to match the style of your website. Using a different appearance can be disturbing to visitors, and reduce the credibility of your site. Your popups should appear as a natural part of your site to encourage buyers to take action.

Here's a carefully designed on-site message from 1BodyBrand.com. They use all the important elements of their corporate identity – colors, fonts, logo, and the image also fits with their services. The popup appears when a visitor clicks on a particular button as a natural part of their site, encouraging buyers to take action. And all this is possible without any additional custom popup development, by simply using a built-in popup template.

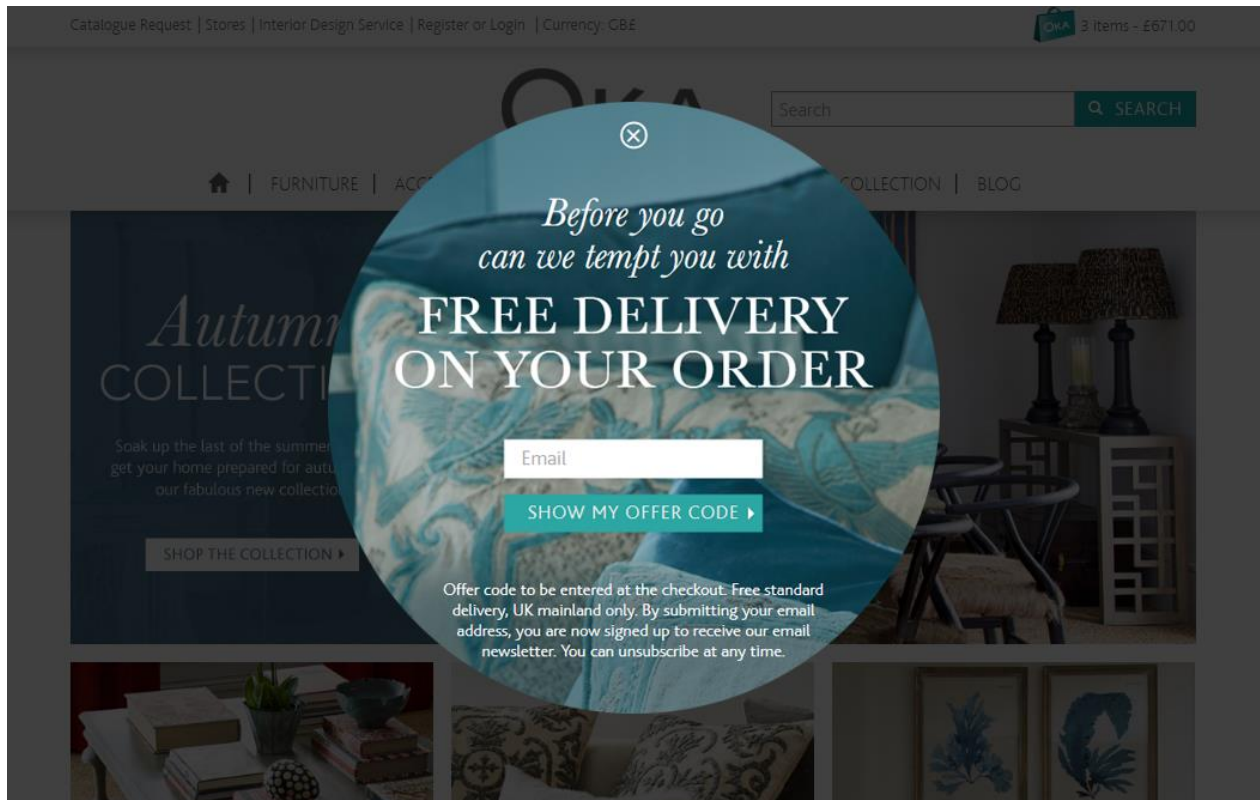


Here's another beautiful interstitial popup design from OptiMonk. Using a dark opacity layer to cover the background, this template matches any website design easily. The minimalist approach also highlights the value proposition and CTA.



When you have a unique concept to express as part of your sales message, creating fully-customized on-site messages is a great idea.

Here's an eye-catching custom design from OKA. This is a pretty abnormal shape but OKA has made a lot of great design decisions. Abnormally shaped on-site messages are more likely to grab the users attention.



## 5.5. SIMPLE FORMS

Following the “less is more” theory, the less data you request, the more conversions you will have. By keeping your forms simple, you’ll get more people to sign up.

In many cases, an email address is enough, such as the example below.



We are giving away **3 CANDLES** each month

Enter to  
**WIN!**



**Will it be you?**  
Enter for a chance to win!

Enter Your Email Here

**Enter Me To Win!**

[No thanks, I don't like free candles](#)

To be able to personalize your messages in the future, requesting the first name and email address is another popular, as shown in this example from Hulala.

INVITE FREINDS & GET RM2 | CART | Connect | LOGIN | REGISTER

hulala

ALL DEAL

Famous

OUR CATEG

Famous (27)  
Designer Prod  
Gadget (58)  
Household (98)  
Him & Her (27)  
Branded (48)  
Kidz Mom (34)  
Beauty Save  
F&B / Travel  
Watches (31)  
More Deals  
Xpress Deal (219)

SPECIAL CATEGORIES

LIMITED TIME OFFER

**GET RM 8.00 OFF ANY OF OUR AMAZING DEALS!**

hulala  
RM 8.00

FIRST NAME

EMAIL

**GET RM 8.00 OFF NOW**

MODATION  
E WORLD  
ations!

Xpress Deal

Tetazik (38 e)

Special Categories

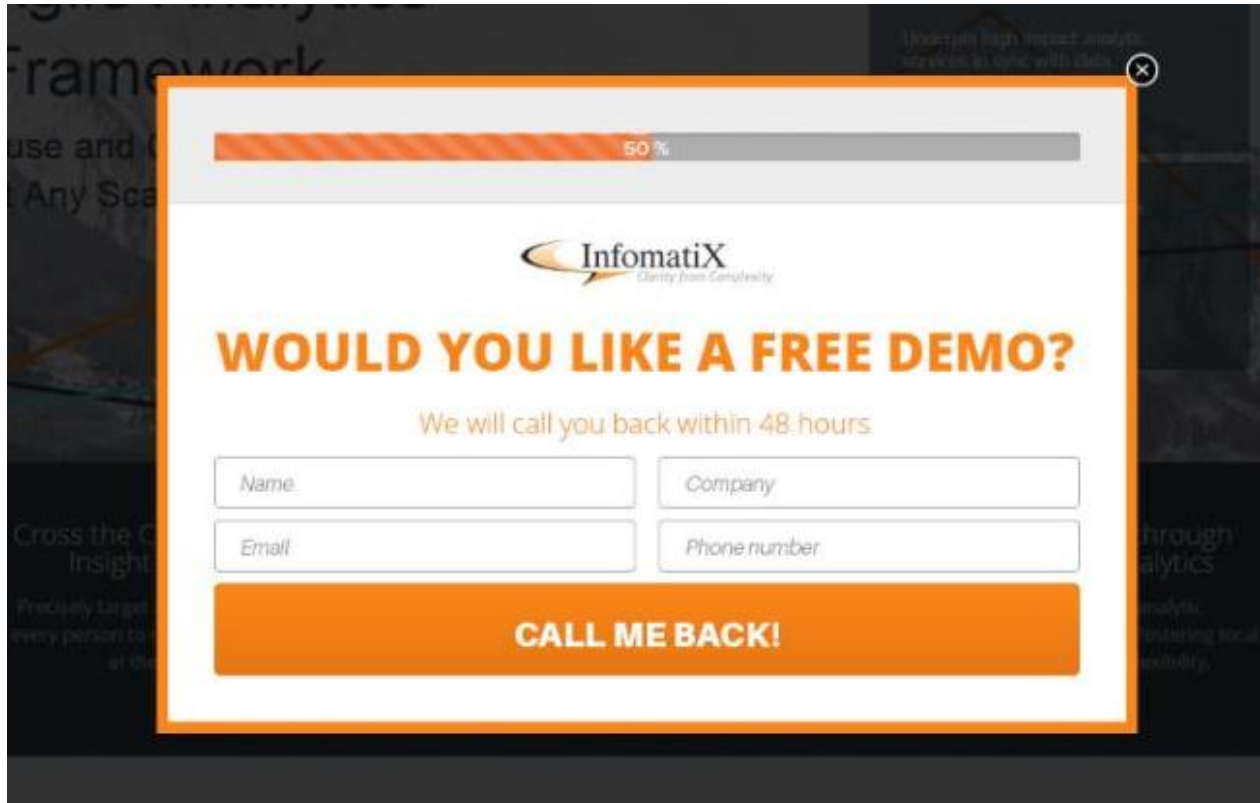
TYLE!

BEAUTY

UNIVERSAL EXTERNAL BATTERY



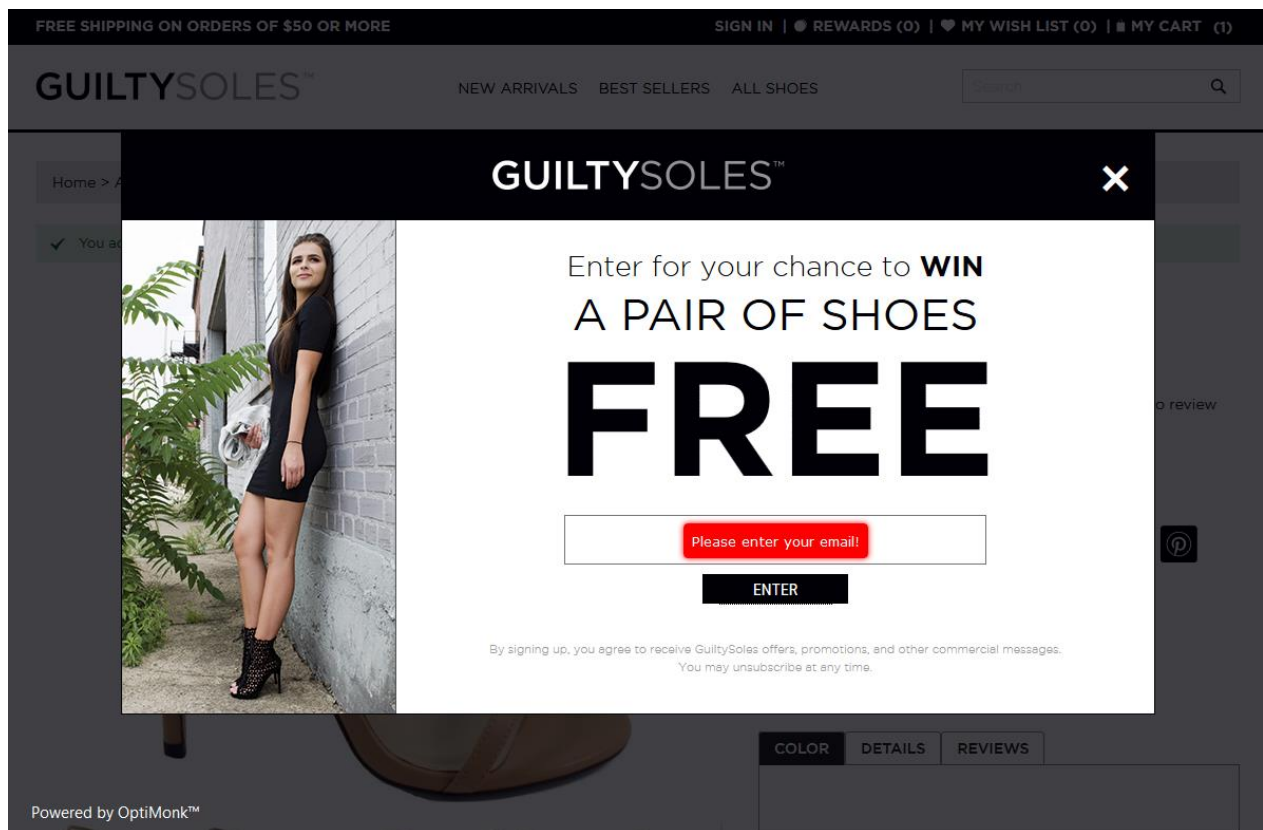
When you do request more information, it's best to make the additional input fields optional such as this example from InfomatiX, the agile analytics thought leader and strategist that ignites innovation in business intelligence.

A screenshot of a web form for InfomatiX. At the top, there is a progress bar showing 50% completion. Below the progress bar is the InfomatiX logo with the tagline "Clarity from Complexity". The main heading is "WOULD YOU LIKE A FREE DEMO?" in large, bold, orange letters. Below the heading is the text "We will call you back within 48 hours". The form contains four input fields: "Name", "Company", "Email", and "Phone number". At the bottom of the form is a large orange button with the text "CALL ME BACK!". The form is set against a dark background with some faint text visible behind it.

Like your headline and call-to-action, any form elements should be easily understandable. You can lose leads by having a form which is difficult to read or use.

Form fields should be clearly labeled and simple. When the information entered is wrong or missing, clear error messages should guide your visitors to complete the form correctly.

Guilty Soles's on-site message clearly displays when information is wrong. When an invalid email address is entered, the system doesn't accept the subscription, and a "Please enter your email!" message is displayed.



## 5.6. RESPONSIVE DESIGN FOR MOBILE

When you create your campaign, you will have the choice to display to desktop or mobile visitors. To give mobile visitors the best experience, you should choose a mobile-friendly on-site message such as the mockups below, which were shown by Google in an announcement about mobile-friendly design.

When you want the same campaign to display to visitors on desktop and mobile, choose a “responsive” campaign. The design of these campaigns “responds” or adjusts automatically, to screen size, so your messages will look good on desktop and mobile devices. Before you design a responsive campaign, be sure to read the targeting options for desktop vs. mobile further below.

# Chapter 6

## **TRIGGERING YOUR MESSAGES**

The beauty of on-site messages is the ability to display messages based on user behavior – what’s known as “triggering”.

While exit-intent is a popular and effective trigger, we’ve seen that on-site messages can be triggered by many other user behaviors, such as when a visitor adds an item to their cart.

Now let’s take a closer look at controlling the appearance of your messages and the different types of triggers you can use with your on-site messaging campaigns.

### **6.1. CONTROLLING HOW OFTEN MESSAGES ARE TRIGGERED**

Before you setup different triggering options for your on-site messages, you should optimize the number of times your messages are triggered to prevent them from disturbing your visitors.

By controlling the frequency of your messages – how often they are triggered by each visitor – you can:

- Show your message only once, or a limited number of times to each visitor
- Control how many hours should be spent between two appearances

×

### Frequency

Set how many times your message can appear per visitor

---

The popup will appear a maximum number of  times per visitor, with at least  hour(s) between two appearances.

---

#### **i** How it works

Use this field when you want to show the popup more than one time to a visitor.

Important:

- After a visitor completes the form in the popup, the popup won't be displayed to them again.
- When a visitor closes the popup, it won't be displayed until the page is refreshed or opened again (loaded again).

## **6.2. EXIT-INTENT**

Let's take a quick look at exit-intent again. It's one of the most common, and still the most powerful uses of on-site messaging. Exit-intent is used to convert abandoning visitors to buyers or subscribers. It allows you to grab the attention of your visitors with a message or special offer right as they are about to leave your site.

Exit-intent is based on mouse gestures which indicate a visitor intends to leave your site, typically when the mouse move towards the closing "X" button, or address bar and bookmark bar. The system uses a tracking algorithm to predict the exact moment a visitor is about to leave your site.

When exit-intent is detected, an on-site message is displayed to your abandoning visitors. All of this happens in the blink of an eye, and most importantly, before your visitor leaves your site.

Exit-intent can also be used to grab the attention of visitors who are abandoning their cart.

Exit-intent messages can be displayed on desktops and mobile devices as well.

○ When would you like the popup to show up?



**On exit-intent** Recommended  
When a visitor is about to leave your site.



### 6.3. AFTER X SECOND(S)

The tracking algorithm used by on-site messaging enables you to detect mouse gestures, but is also allows to recognize resting moments, activities showing higher level of engagement, and other user behaviors that indicate a visitor is ready for some additional message.

By timing your message to be displayed after X seconds of inactivity, you can reactivate inactive users and guide them to sign up or checkout.

You can use this trigger to show an on-site message after X seconds when someone is reading one the pages on your site.

Triggers based on inactivity are great for promoting general offers to new and returning visitors, and time-based messages can be displayed on mobile devices as well.

×

### After x seconds

When a visitor has been on the page for at least X seconds.

---

Device: Desktop Mobile Both devices

The campaign will appear after  second(s).

---

Cancel Save

Please note that you should avoid setting this value to 0 seconds, because this will result in an "entry on-site message". Unlike exit-intent messages, entry messages can be an annoyance and disturb your visitors before they have a chance to view the primary offer on your website.

## 6.4. AFTER SCROLLING DOWN X PERCENT

Another great way to trigger your on-site messages based on engagement is to display them after a visitor has scrolled down on one of your pages at least X percent. This allows you to grab the attention of your active visitors without disturbing them.

Scrolling down indicates that a visitor is interested in your content. For example, if a visitor to your blog has scrolled down to the end of an article, it typically indicates they've read the article. At this point the user is deciding what to do next – should they continue browsing or should they navigate away. This is great timing for an additional message.

×

### After x percent scrolling

After a visitor has scrolled X% down on the current page.

---

Device:  Desktop  Mobile  Both devices

The campaign will appear after scrolling down  percent.

---

### **i** How it works

Use this event when you want to show the popup after a visitor has scrolled down on your page at least X percent. This catches the attention of active visitors.

## **6.5. ONCLICK TRIGGERING**

Onclick triggering allows you to display your message when a visitor clicks on a specific part of your page - a button, box, link, or banner.

CSS classes, IDs, and any type of value from an HTML element can be used for triggering.

On-site messages that are triggered by onclick behavior act like a "mini landing page" – when your visitor clicks on the designated HTML element, you can show them additional information without creating a dedicated page on your website.

This enhances the customer experience because visitors don't need to navigate to another page to take action, for example to download an eBook, to sign up for a newsletter, or to register for an event – they can signup or download directly via your popup.

On-site messages based on click behavior usually contain much more information than other messages. You can describe your offer in greater detail.

Here's a good example that shows an on-site message which contains all the elements of a landing page – eye catching headline, subheading, introduction, listing, long description, illustration, input fields, and a CTA button.



Here's a list of some of the many different HTML elements you can use with onclick triggering:

- a (any link element)
- div.container > a (any link that is a child of the DIV element that has the CSS class container)
- table > a.delete (any link that has a delete CSS class and is a child of a table element)
- #container (an element which has a container ID)
- #container > \* (any element, which is a child of an element possessing container ID)



## ON CLICK TO A SPECIFIC AREA

When a visitor clicks on a specific part of your page.

---

Device	<input type="radio"/> Desktop	<input type="radio"/> Mobile	<input checked="" type="radio"/> Desktop & Mobile
CSS selector	<input type="text" value="class='discounts'"/>		
<a href="#">Add new</a>			

---

## 6.6. BASED ON DATE

For seasonal deals and Holiday specials, you can control the dates when your on-site messages will display.

Most ecommerce stores have a “Christmas Special”, in the example below you can see scheduling for the Holiday season.

### Christmas Sales

sissora.com

Inactive  
or [Schedule](#)

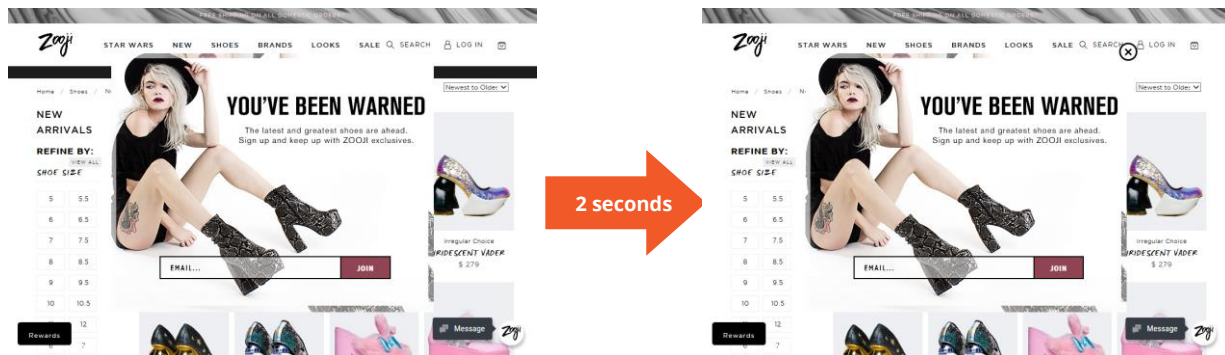
Scheduled: 01 Dec, 2018 01:00 am - 21 Dec, 2018 01:00 am

This also helps when you are coordinating your on-site messages with other marketing events in your calendar.

## 6.7. DELAYING THE CLOSING “X” BUTTON

You can increase your chances for conversion by delaying the closing of your messages. When visitors can't close your message immediately, they'll pause and review your message while they wait for the closing “X” button to appear.

Here's an example from Zooji that displays the closing “X” button after 2 seconds.



# Chapter 7

## TARGETING YOUR CAMPAIGNS

After looking at the different visitor behaviors that you can use to trigger your on-site messages, the next step is to target different visitor segments. Let's look at the most advanced targeting options which allow you to show relevant content to each of your visitor groups.

### 7.1. BASED ON TRAFFIC SOURCE – Visitor Origin

Targeting based on traffic source allows you to display specific messages for visitors coming from different traffic channels.

For instance, you can display a promo code only to visitors who have clicked through from a Facebook remarketing ad. Here's an example that provides an exclusive discount to Pinterest followers:



Targeting based on traffic source, you can display messages to:

- visitors who come from specific source URLs – direct traffic, Google AdWords, organic search, Facebook, etc.
- visitors who come from or any predefined source tagged with UTM parameters
- only new – or, only returning – visitors

## **7.2. BASED ON BROWSING ACTIVITY – Engagement**

Controlling on-site message appearance based on browsing activity lets you target your campaign to visitors at different levels of engagement.

You can display unique message for visitors who have visited a particular product page, an important landing page, or even those who have not visited specific content.

Here’s an example based on engagement where a message is shown after a visitor has viewed a certain number of product pages. It’s clear they are interested in buying so a discount offer that encourages an immediate sale is shown.



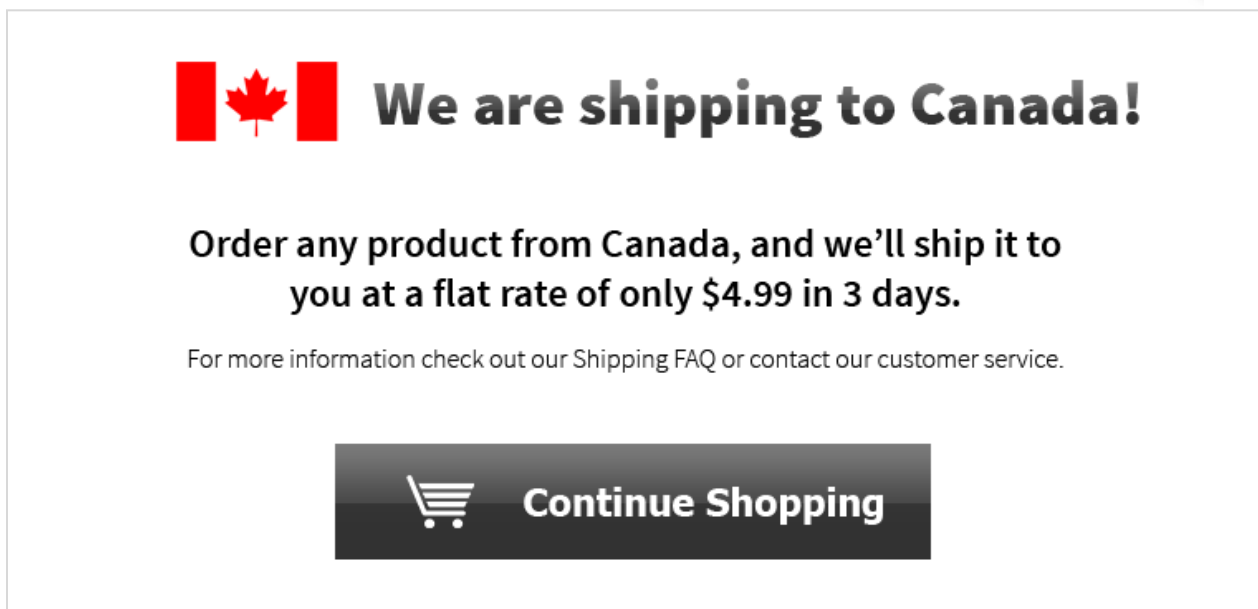
Using browsing activity to target your popups based on engagement – you can display your popups only to visitors who have:


- opened at least X number of page(s) on your site
- browsed your site for at least X seconds
- scrolled down at least X amount on a page
- visited – or not visited - specific page(s) or URL(s) on your site

### **7.3. GEOTARGETING – Where Visitors Live**

If you sell internationally, location-based targeting or geotargeting can be a great way to boost conversions. With geotargeting you can create as many different messages for as many target countries as you'd like.


Here's a rare example where an entry on-site message can be used. It notifies customers that they can receive shipping to their country – a great way to boost buyer confidence and conversions.



 **We are shipping to Canada!**

**Order any product from Canada, and we'll ship it to you at a flat rate of only \$4.99 in 3 days.**

For more information check out our [Shipping FAQ](#) or contact our customer service.

 **Continue Shopping**

Or use it simply to promote a special, "country-specific" offer to your visitors when they are about to leave your site.

## 7.4. BASED ON CART CONTENT - No. ITEMS AND VALUE OF A VISITOR'S CART

Targeting your visitors based on their cart contents, what's known as ecommerce cart segmentation, can really help reduce your site's cart abandonment rate.

You can target visitors based on how many different items they have in their cart, the total number of items, or the overall cart value. Using this information you can create more engaging messages to recover visitors who are abandoning their carts. When used correctly, on-site messages can double your chances for convincing visitors to complete their purchase.

**CART RULES**  
Visitors with specific cart content will see your message

---

Target visitors based on cart contents and value

Cart value:	Greater than or equal to ▼	0
Total number of products in the cart:	Greater than or equal to ▼	2
Number of different products in the cart:	Greater than or equal to ▼	2

Target visitors based on the items in their cart

[Add new](#)

---

**Want to learn more?**

To setup targeting based on cart contents and value, you have to insert a special JavaScript code into the source code of your site. Please find more details about the settings on this [link](#).

## 7.5. CONNECTED CAMPAIGNS

Campaign-based targeting lets you display specific messages to visitors who have already seen, filled in or closed messages from other campaigns on your site.

## LINK OPTIMONK CAMPAIGNS

Visitors who have seen or filled in specific OptiMonk campaigns will see your message

All ▼ campaigns  ▼ by visitors

[Add new](#)

- seen
- not seen
- not closed
- filled
- not filled

### Want to learn more?

Use the following option to display the popup depending on other campaigns. For example, once a popup is filled in, you can display the offer in a progress bar too.

We've seen how BOOM! By Cindy Joseph uses a multi-step campaign. The nanobar example shown earlier is displayed after their multi-step subscription campaign, and to visitors who sign up for a discount on the example below.

HOME VLOG STORE MODELING DO REVIEWS PHILOSOPHY CONTACT JOIN THE BOOM CLUB

BOOM!  
BY CINDY JOSEPH

Check out now & receive

# 10% OFF

YOUR FIRST ORDER

Enter your email for your exclusive offer:

Once they opt into the offer from one of the other campaigns, the nanobar campaign is displayed.

Don't forget your **10% off**

USE CODE: **BOOM10**



It's about **women**. it's about **beauty**. it's about **time**.

[Cart \(1\)](#) [Account](#) [Register](#)

[Call Us \(800\) 266-6507](#)

It's as easy as that.

Campaign-based targeting also helps convert visitors who have not opted into to your primary offer on your website, or a secondary offer in another campaign, but are still browsing and showing interest. You can display another campaign to these visitors, and get a third chance to convince them with a different value proposition and call to action.

## **7.6. EXCLUDING EXISTING SUBSCRIBERS**

In the same way that limiting the frequency of your on-site messages can prevent them from being triggered too many times, you can also prevent them from displaying to existing subscribers and customers.

It helps improve the customer experience on your site, visitors aren't annoyed by seeing an offer that they've opted into, and it helps prevent duplicate entries in your email list.

You can target only those visitors who have not visited the URL of the "thank you" or confirmation page where visitors are taken after subscribing or making a purchase.



## EXCLUDE PAGE VISITORS

Exclude visitors who have already visited a specific page

---

URL of the site	Contains ▼	:	<input type="text" value="/newsletter/thank_you"/>	Blocking time (in seconds)	<input type="text" value="0"/>
-----------------	------------	---	--	----------------------------	--------------------------------

[Add new](#)

---

### Want to learn more?

Use this field when you don't want to show the popup to visitors who have visited a specific part of your site, ie- visitors who have signed up somewhere or purchased from your store.

Example: You don't want to show the popup to visitors who have purchased something, set the fields using these entries:

- URL of the site: 'equals'
- /index.php?route=checkout/success
- Blocking time: 86400 (in seconds) (If you assign 0, the popup will never be shown again)

Important: The URL given is the URL of a typical Thank You page after purchase, please see notes in the 'Show popup' section above, ie- do not include your domain name. The Blocking time is measured in seconds, when you assign '0', the popup will never be shown to these visitors.

One of the big concerns for store owners is overwhelming repeat customers with on-site messages. Targeting this way helps ensure returning visitors and customers are happy to come back to your site.

## 7.7. TARGETING WITH CUSTOM VARIABLES

For the most advanced targeting, you can use any variable that fits the specific needs of your business. To use targeting with custom variables, you need to define the variables and then insert them into the code on your site.

You can use custom variables to promote unique offers to women and men, to singles and families, to younger and older audiences... to anyone you want!

## CUSTOM VARIABLE

Segment your audience based on any variable you want

The value of  variable, which is a  and

[Add new](#)

Cancel

Save

### Want to learn more?

To set up custom variables a special JavaScript code should be inserted into the source code of your site. Please find more details about the settings on this [link](#).

You can also exclude existing subscribers and repeat customer with this feature. To do this, define a custom variable with a value that shows whether the visitor has already signed up or made a purchase.

# Chapter 8

## TESTING YOUR CAMPAIGNS

After you've segmented your visitors, designed your campaigns, and targeted your visitor segments, you'll want to track your performance and make improvements. Like all efforts at conversion rate optimization, the best results occur when you optimize your campaigns based on actual results on your site.

A/B testing, also known as split testing, is a method of comparing two versions of an on-site message campaign against each other to determine which one performs better. Based on the data, you can evaluate new design and copy changes, and improve your conversion rates by choosing what works best.



Before starting you start A/B testing, make sure you've taken the time to research your visitors and segment them into groups. A/B testing is most useful when you know something about the visitors you are trying to communicate with, and the message you want them to receive.

You should only make variations based on one or two elements at a time. With too many changes between variations, it won't be clear which change is effective.

Be sure that there is enough data before making a decision. This includes the total number of times the variations are shown, and that they are shown over an extended period that at least includes weekdays and weekends.

Here are some different elements of your on-site messages that you can test to determine the most effective message for your visitors.

- **Headline:** After brainstorming a dozen headlines, start with 2-3 variations. When creating different headlines, you can test different sentence lengths, or replace certain words and expressions.
- **Call-to-action (CTA):** Like your headline, you can also experiment with a few variations of your call-to-action.
- **CTA button:** In addition to the copy of your CTA, it's also worth testing the color, size, and position of the button.
- **Font style and treatment:** How you present your content matters. You can test the font style, color, size, and other text treatments to see what works best.
- **Pricing:** Test regular price vs. sales price, the size of the price copy, "trial offer" vs. "money back", percentage discounts vs. dollar amounts, and more approaches to pricing.
- **Input fields:** Find a healthy balance between using only a few fields in your forms and gathering enough information to provide customized marketing messages. Test whether email only, email and name, or optional fields will impact conversions.
- **Images:** See which images are the most compelling for your customers by testing different graphics and images.
- **Offer:** Your offer plays an important role in the success of your on-site messaging campaign. You can test percentage discounts vs. dollar amounts, limits on free shipping based on cart value vs. number of items, and more variations. See which offers that are equally profitable for your store, are more compelling to your customers.

BootCuffsSocks.com tested two different offers in their on-site messaging campaign (you can read the full case study [here](#)). The first variant shown below offered \$4.25 in store credit for visitors who spent at least \$17.

**\$4.25 Store Credit**  
*We're giving you a \$4.25 Store Credit when you spend \$17 or more...*

**15 : 00**

Enter the following code at checkout >> **425CREDIT**

**COMPLETE PURCHASE**

[Not interested, I don't want a \\$4.25 store credit](#)

Here's the second variant which provided 10% off all purchases.

**10% OFF**  
*Enter code 'POP10RARE' at checkout for 10% Off*

**15 : 00**

Enter the following code at checkout >> **POP10RARE**

**GO TO MY CART**

[Not interested, I don't want 15% off](#)

After testing each variant for a sufficient amount of time, they found the percentage discount was a more powerful incentive, outperforming the fixed dollar amount by almost 21 percent.

## Chapter 9

### CASE STUDIES

## 9.1. DIGITAL MARKETER CASE STUDY

### The Company

DigitalMarketer.com is a community with more than 450,000 members. Marketers, growth hackers, entrepreneurs and small businesses go there for ideas on driving more traffic, increasing conversion rates, and boosting social engagement.



#### WEBSITE

Digitalmarketer.com

#### INDUSTRY

Online Marketing

#### COUNTRY

USA

#### CAMPAIGN

Conversion Optimization

#### RESULTS

- 30.22% increase in sales
- 2,689 extra leads in 2 weeks

“On-site messaging is a game changer, and OptiMonk just happened to work wonders for us!”



Justin Rondeau  
Digitalmarketer.com



[CLICK HERE & CHECK OUT THE FULL CASE STUDY](#)

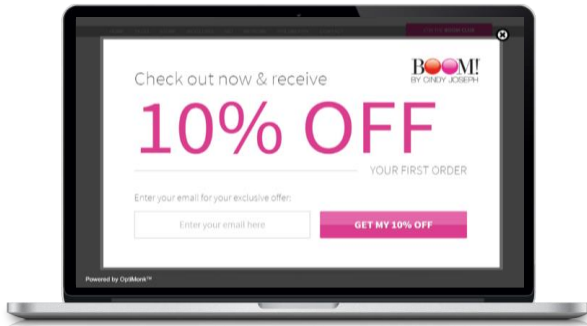
### Solution

Digital Marketer installed OptiMonk on all of their pages, promoting their most popular lead magnets and experimenting with several messages. Just as they do with , they used on-site messages to present visitors with different messages based on interest. They created a separate OptiMonk campaign for those interested in Facebook, Social Media and blogging.

### Results

Digital Marketer gathered 2,689 extra leads in two weeks, increasing their subscription rate by 36%. The number of subscriptions to their main product, DM Lab, also increased by 30.22%. As additional side benefits, they saw their bounce rate decrease by 8.52% and the average time spent on their site increase by 35%.

## 9.2. BOOM!BYCINDYJOSEPH.COM CASE STUDY



### Solution

When visitors of their landing page showed “exit-intent,” BOOM! used OptiMonk to make a secondary offer. They leveraged a 3-step on-site message campaign to provide an irresistible incentive, encouraging visitors to sign up. The third and final popup directed the most engaged visitors to a product page to make them buy.

### Results

By using OptiMonk to capture visitors on an important landing page, BOOM! was able to increase sales, subscriptions and engagement. Using nanobars and cart recovery popups also played an important role in BOOM!’s strategy which allowed them cater to visitors at different stages in the buying process. Their highly targeted approach led to an 18% increase in revenue and 8,997 extra leads in 1 month!

### The Company

BOOM! is a pro-age cosmetic line for women of every generation. The BoomByCindyJoseph.com store sells these products and increases awareness of the Pro-Age Revolution, a movement focused on shifting our anti-age society.

#### WEBSITE

BoomByCindyJoseph.com

#### INDUSTRY

Cosmetics retailer

#### COUNTRY

USA

#### CAMPAIGN

Conversion Optimization

#### RESULTS

- 18% increase in revenue
- 8,997 extra leads in 1 month

“...the incredible success: using OptiMonk led to an 18% increase in revenue and 8,997 additional leads in 1 month!”



Ezra Firestore

Smartmarketer.com & partner in



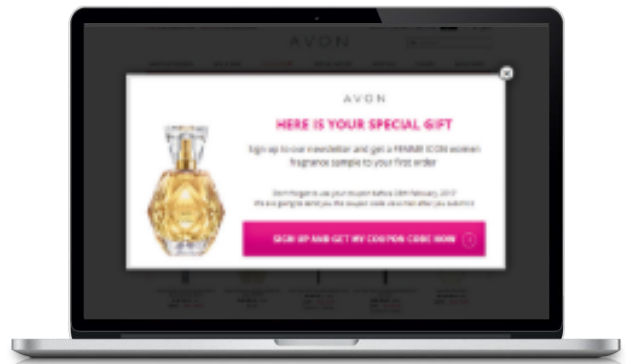
[CLICK HERE & CHECK OUT THE FULL CASE STUDY](#)



## 9.3. AVON CASE STUDY

### The Company

AVON is an international cosmetic giant present on the market for more than 130 years. They offer all kinds of body care products, makeup, perfumes and more. Their Hungarian subsidiary has been using OptiMonk since 2015, with astonishing results.



#### WEBSITE

Avon.hu

#### INDUSTRY

Cosmetics retailer

#### COUNTRY

Hungary

#### CAMPAIGN

Conversion Optimization

#### RESULTS

- 150% increase in sales
- 5,000 extra leads

### Solution

The main aim of AVON was to be able to communicate the right offer at the right time. Since 2015, there were several successful OptiMonk campaigns running on AVON's website that are changed and renewed regularly. These campaigns fall into the following 3 major groups: building newsletters list; offers tied to cart value; and periodic offers.

### Results

AVON's online store gathered over 5000 subscribers via OptiMonk. They were also able to decrease cart abandonment rate by 16.5%. Due to the continuous testing, renewal of campaigns and the versatile, active popup communication, the number of orders coming from traffic redirection campaigns was 150% higher in 2017 than at the same time the previous year.

“ We can show a popup to every visitor that helps the visitor experience or supports the purchase decision. ”



Ildikó Siklósi

Avon.hu

AVON

[CLICK HERE &  
CHECK OUT THE FULL CASE STUDY](#)

## CONCLUSION

Very few buyers make a purchase the first time they visit your site. The average conversion rate on ecommerce sites is around 3%. However, the other 97% of visitors that don't convert should be seen as an opportunity.

On-site messaging is one of the most powerful ways to capture these lost visitors and convert them into sales and leads by displaying personalized content, exclusive offers, and discounts to them as they are browsing, leaving or returning to your store.

In this guide, you've seen how on-site messages can be used to show the right message at the right time and personalize the customer journey. Although the ultimate goal of ecommerce marketing is encouraging buyers to make a purchase, there are several "soft" goals you can set to guide your prospects through the buying process.

The most successful use of on-site messaging goes beyond driving immediate sales, and includes building your email list, decreasing your cart abandonment rate and collecting feedback on your site.

Whatever the goals of your business may be, remember to avoid a "one-size-fits-all" approach. Segmenting your visitors, designing messages that match your site, and using the right triggering and targeting options are all important to create an on-site message that meets the goals of your business.

When you need to get inspired with a few ideas, or take a fresh look at your approach to marketing, use this eBook as your source for creating persuasive on-site message campaigns.



### **ARE YOU NEW TO ON-SITE MESSAGING?**

Don't miss another conversion, [create a free OptiMonk account today.](#)

**START WRITING** YOUR SUCCESS STORY TODAY!

Turn your traffic into sales with  
**ON-SITE MESSAGES**

Create a free OptiMonk account and engage your visitors with a user-friendly on-site message toolkit.

[GET OPTIMONK FOR FREE >>](#)

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Do you have any questions?



Schedule a FREE demo if you'd like to get the most out of your website by leveraging the power of On-site Messaging. Simply Click the button to book session:

[SCHEDULE FREE DEMO](#)