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Connecting  
Online & Offline  
User-Journeys



Make your  
website work smarter

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## Hit your sales target

Run the website lead-generation your visitors will love and remove friction for your organisation with personalisation, integration & full service

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## Secure your marketing budget

Improve and document the effect of marketing spend on offline sales through call-tracking and personalised forms

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## Reach your service ambitions

Run a website contact strategy that doesn't frustrate your customers through personalised and data driven contact options

# Connecting Online & Offline User-Journeys

1. Commercial Considerations on
  - a. Visitor Intent
  - b. Channel Preferences
  - c. Performance Measurement
  - d. AI...
2. Technical (Tracking) Setup
  - a. Feedback Loop
  - b. Example Inbound Calls
  - c. Validating Changes

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# Commercial Considerations

# Which channel to offer? What to promote?

Most dream about it something like this...



For ecommerce websites the focus is often on **online promotions, up & cross sells.**



While for companies with sales departments a **safety net of contact options** can be commercially sound.



For service it's often **chats or chatbots.**

# Assessing Visitor Intent



- Understanding what visitors are looking
- Divide visitor intent (jobs to be done)
- Example:
  - Technical Issues
  - Administrative Issues
  - Commercial Intent

What could be considered when assessing online visitor behaviour:

- Data-signals available
- Confidence of the assumed visitor intent

# Maturity in signals for visitor intent

1. Visitor navigation on the website
2. Source information
3. Customer Data Platform or CRM information
4. Calculated metrics

Increasing confidence of visitor intent.

But *some* segmentation is *better* than *no* segmentation.



# Company Priority vs Channel Preference

In order to form the contact strategy you need to

- Examine whether there is harmony or contrast
- Evaluate company priority and customer preference



# Offline Channels & KPI's

## Best practice KPIs:

1. Sales effectiveness (sale per conversation, products per sale, value per sale & profit per sale)
2. Cost per conversation per channel
3. Volume per channel
4. Redirects (or first-touch-solution)
5. Customer satisfaction (CSAT)

Often solid on outbound...

Non existent on chat (customer service)



# Optimisation Bias

**% of transactions happen online, or offline?**

It's not the same demographic

It's not the same media consumption

It's not the same buyer journey

What's the impact on your ad-spend?

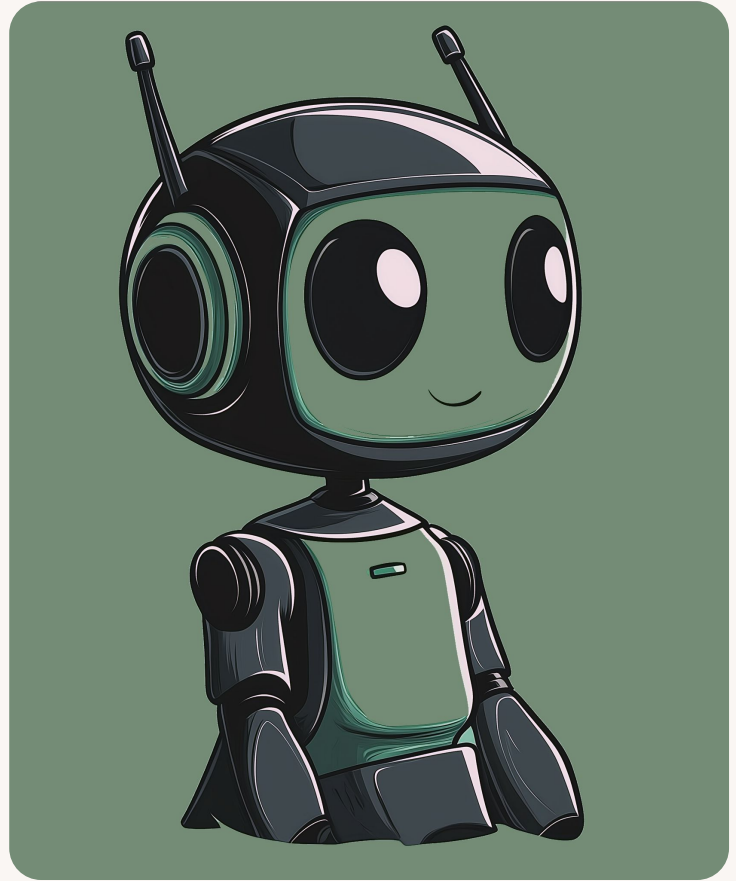
What's the impact on your CRO?



# And using AI?

**With Gen-AI, summarising conversations at scale is possible**

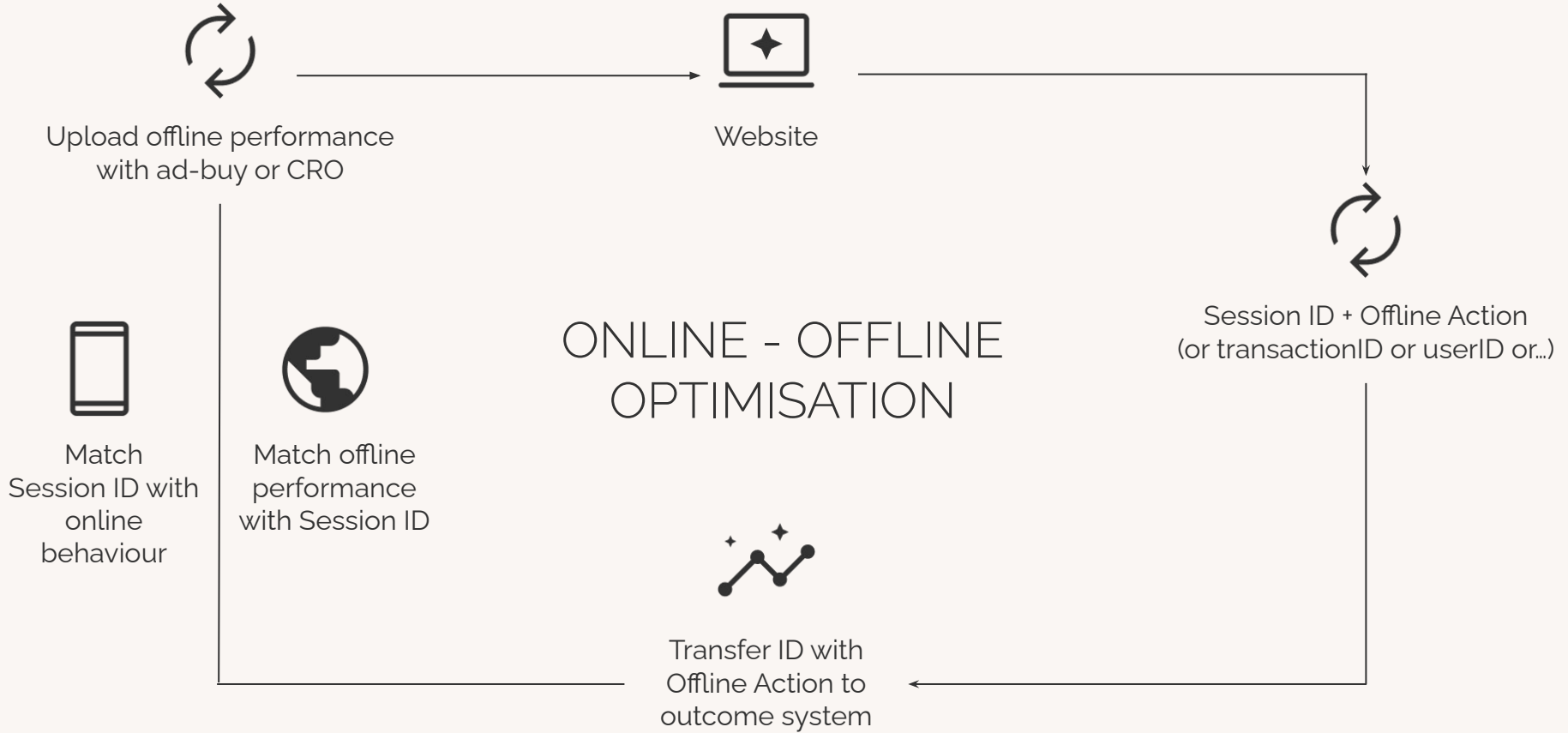
- The method is well-known in “experimentation circles” for “review mining” or “competitor messaging analysis”
- Use Gen-AI model to read, summarise and sort customer conversations across channels and service
- Utilise to optimise user journey across
  - Website messaging
  - Visitor intent
  - Channel options & nudging
- Check with you legal team on model to use!

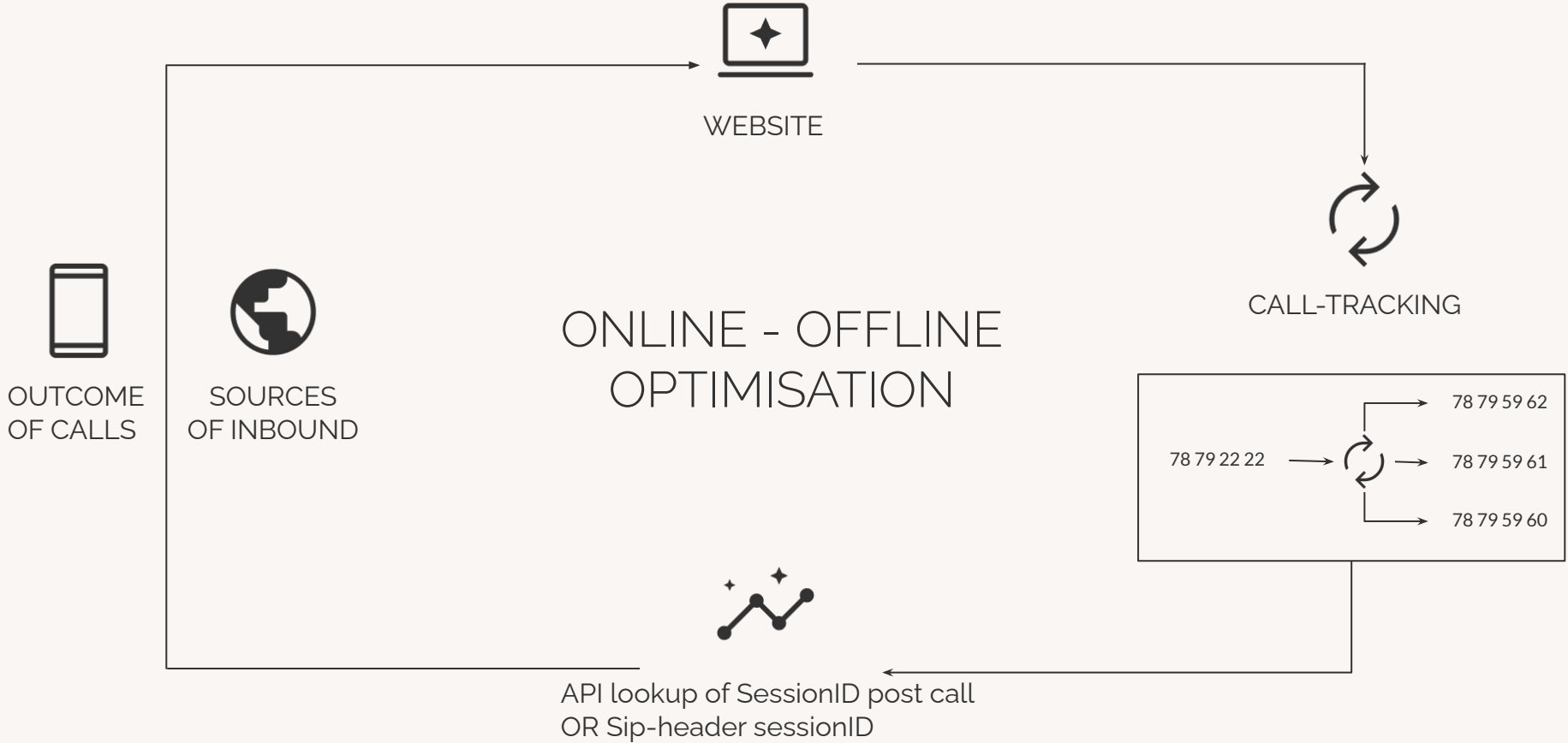


# Technical (Tracking) Considerations



It's all about  
creating  
a feedback loop







# Validating changes

- Use split-testing to validate impact of adjusted customer interactions
  - To verify improvement
  - Prevent changes or tweaks with negative impact
- Measure across essential KPI's such as:
  - Online Sales
  - Offline Sales
  - Leads
  - Clicks/Links
  - Contact Moments (Chat, chatbot etc.)



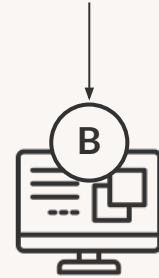
**Impression Group**  
(challenger)  
50%



**RESULTS**



**Control Group**  
(benchmark)  
50%



**RESULTS**



# Consent/Privacy Mode

- If visitors do not allow tracking, it doesn't mean you can't interact with them.
- It means that you cannot use data-points that require tracking to target as precisely.
- If your system allows you to translate your rules or algorithms to operate in a “privacy world”.
- A simple visitor interaction in privacy mode is better than no interaction.



bmetric

Make your website work smarter

Gather Leads

Call-Tracking

Personalise Contact Options

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