bmetric

Intelligent Engagement

How Not To Interrupt The User Journey

The Customer Journey, Segmentation & Input of Data Into A Feedback Loop
An iterative approach to optimising online engagement

"Online engagement is an effective and proven way to generate leads, collect email permissions and nudge visitors towards a sale. It is no wonder that companies are trying to engage visitors on their website more than ever before.

However, many face challenges on implementation. Rather than adding value, pop-ups, slide-ins and engagements are too often detrimental to the user experience. They end up unnecessarily disrupting the user journey and alienate or put off a visitors.

In this white paper, we home in on how to solve this problem. We do so by answering three core questions. These help identify whether or not to engage a visitor, which channel will secure a conversion and what message will motivate action.

This insight is based on our work with statistics, machine learning and forms part of the foundation on which we have built bmetric."

Mads-Emil H. Gellert Larsen, Commercial Director at bmetric

1) Should I engage a visitor?

Depending on the desired outcome of the engagement there are three primary reasons to engage a visitor. The first, to secure a conversion that otherwise would have been lost. A second, when an upsell is possible. The third, to steer the customer journey.
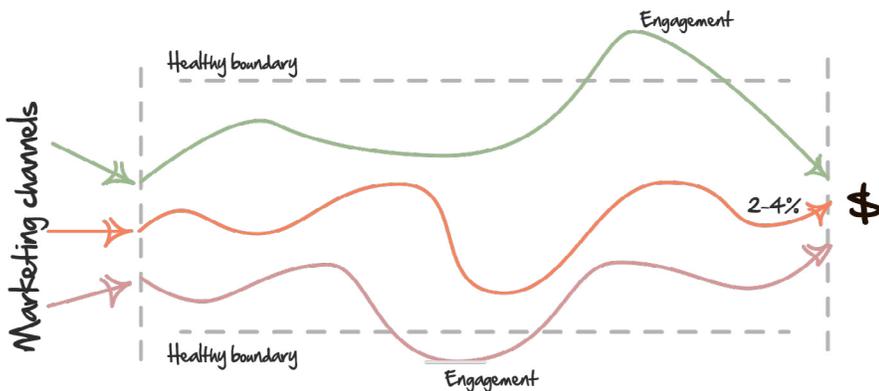
Traffic typically comes into a website from many different marketing channels. Visitors may have been directed to a page by a newsletter link, Facebook advertisement, or some other paid or organic traffic source.

Once a visitor arrives at a website a healthy boundary can be drawn, outside of which a visitor is often lost and little value achieved. An analysis shows that a typical cross-industry user journey normally operates within a healthy boundary that results in a sales conversion of 2-4%.

Creating an effective engagement tactic to nudge is demonstrated to have a dramatic effect on the ability to keep more visitors within a healthy boundary. And in doing so increasing conversion and driving sales. (We've seen results ranging from 7-20% increase in conversion).

2) Which channel will secure a conversion?

Many commercial websites are designed solely with an online purchase preference in mind and this is impacting sales potential. The reality is that there is still a large segment of visitors who have an offline purchase preference.

If a visitor is identified with an online purchase preference it may not be appropriate to interfere. Customers within the healthy boundary often don't appreciate the distraction. However, if the visitor begins to wander out of the boundary, but still shows purchase intent, it may be valuable to present an engagement nudge such as a: chat support, call centre contact or coupon code.
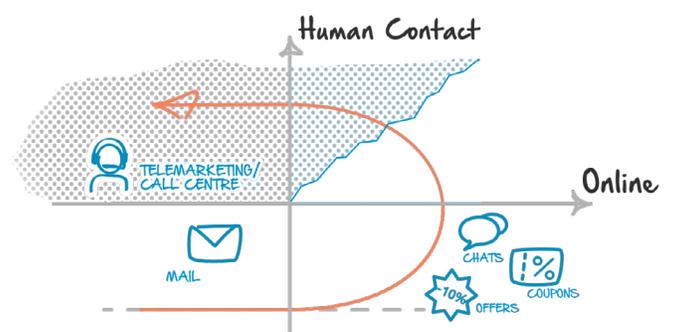
One segment of website visitors may not yet be ready to purchase a product, ie. little online and offline purchase intent. For visitors with this preference, it may be valuable to present an email capture. This enables the company to gather their details and start to commence a personalised engagement while shaping their customer journey and experience.

3) What message motivates action?

It is proven that directing targeted messages to specific visitors can deliver far greater results. Generic messages can often do more harm than good. Most companies are familiar with using split tests in order to ensure an: appealing message, effective marketing campaign or performant website. There's no question, split tests are valuable.
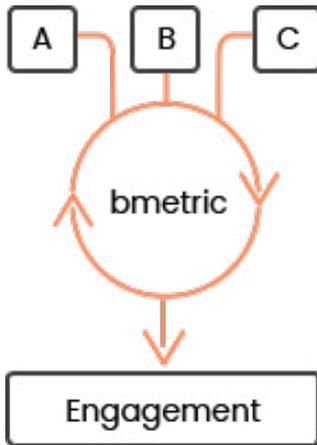
When it comes to visitor engagement, it is a very powerful tool that can be used to compare the effectiveness and evolve messages, however, it is far too often used generically and needs to be taken to the next level. Messages should be tested and tailored in a constant feedback loop towards a specific user journey with a specific purchase preference.

Testing could support A, B, and C style message types being presented to visitors based on these constant iterations. When all aspects can be measured this ensures the continual ability to deliver better results and provide visitors with what they need to become customers.

Constant iteration that brings value - Feedback loop
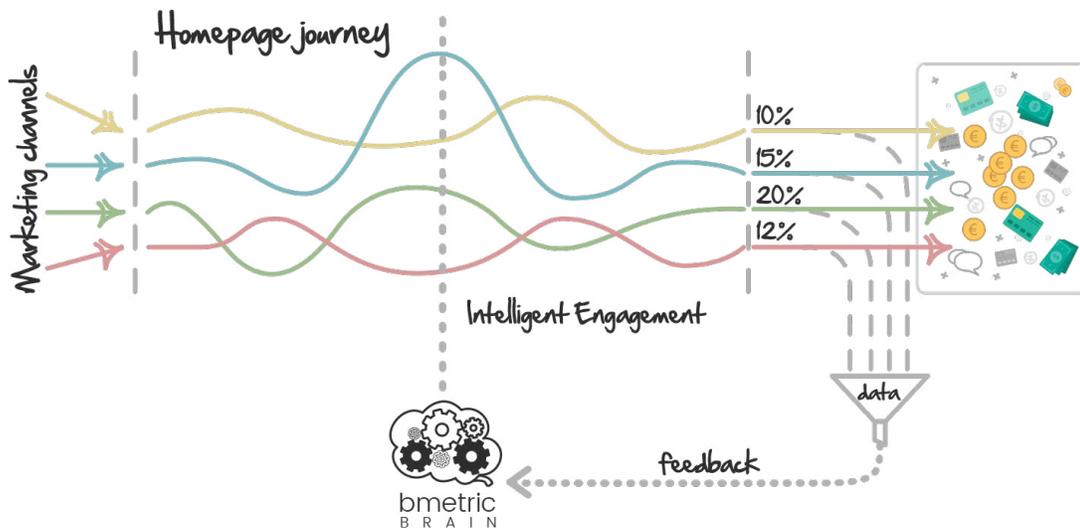
We recommend taking what you have learned from answering these three questions and putting it into a feedback loop. This way you can constantly iterate in order to find the most effective user journeys, channels and messages that resolve in an actual conversion, not just a lead. The importance is not to accept the lead creation as the success criterium - it's all about actual sales conversion, whether online or by phone.

By applying this knowledge, you will be able to: engage the right visitor, with the right message, at the right time.

Did you know

bmetric engagements work well towards first time visitors (or otherwise unprofiled visitors), because we can operate based on data impulses and signals.

Our team boosts the impact of your DMP & Marketing cloud by implementing their data in our engine. Thereby taking action on your data.