bmetric
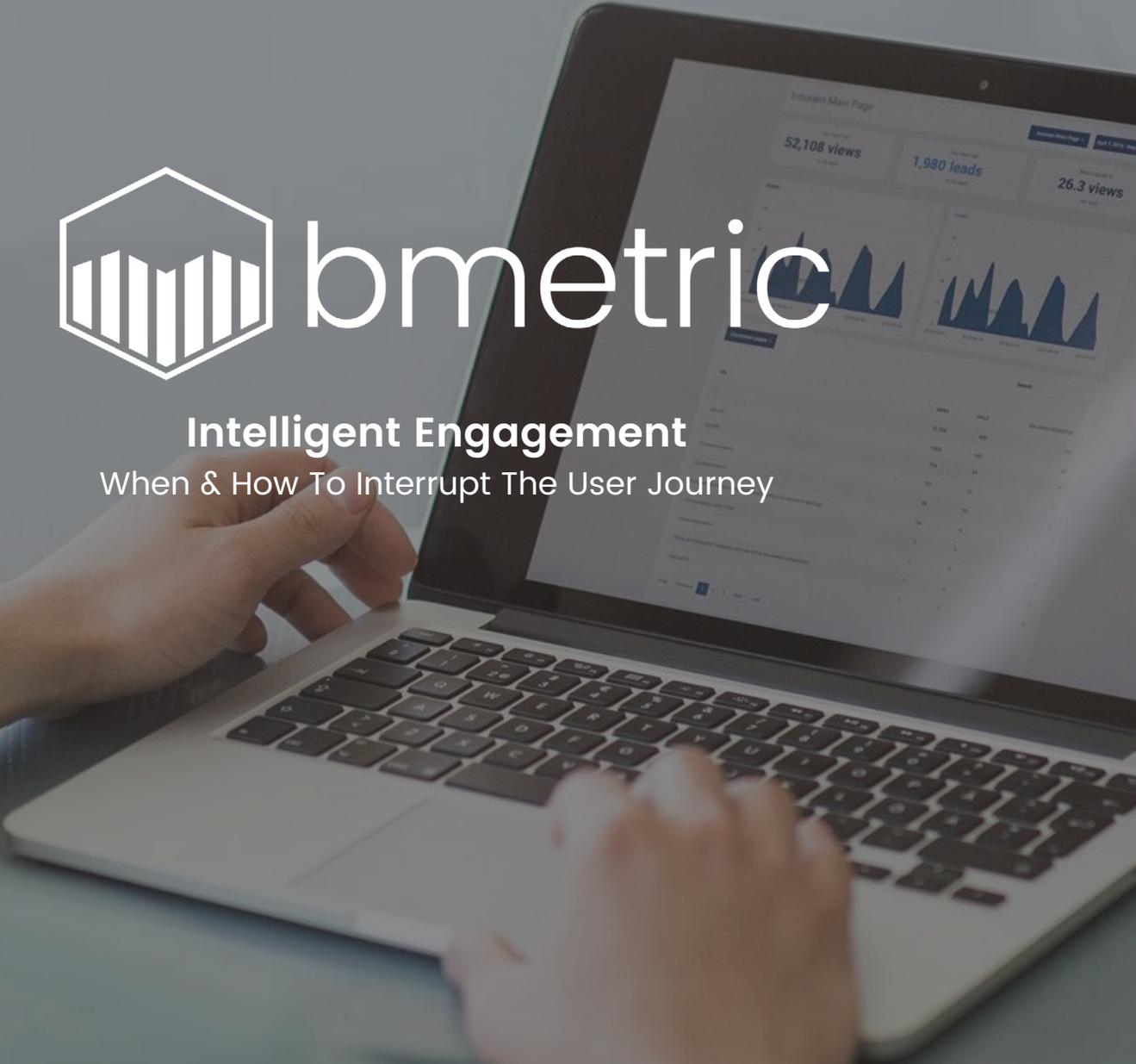
Intelligent Engagement

When & How 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. This is why world leading companies are focusing on online engagement 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. It all comes down to being smart about when to interrupt the user journey and leverage data.

In this white paper, we home in on how to solve this problem with an intelligent engagement method. This insight is based on our work with statistics, machine learning and forms part of the foundation on which we have built bmetric"

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Treat Your Website Like a Real Store
Secure conversions that otherwise would have been lost

Whether an insurance, telecommunication or e-commerce website, you need to treat your website like a real store because that is exactly what it is.
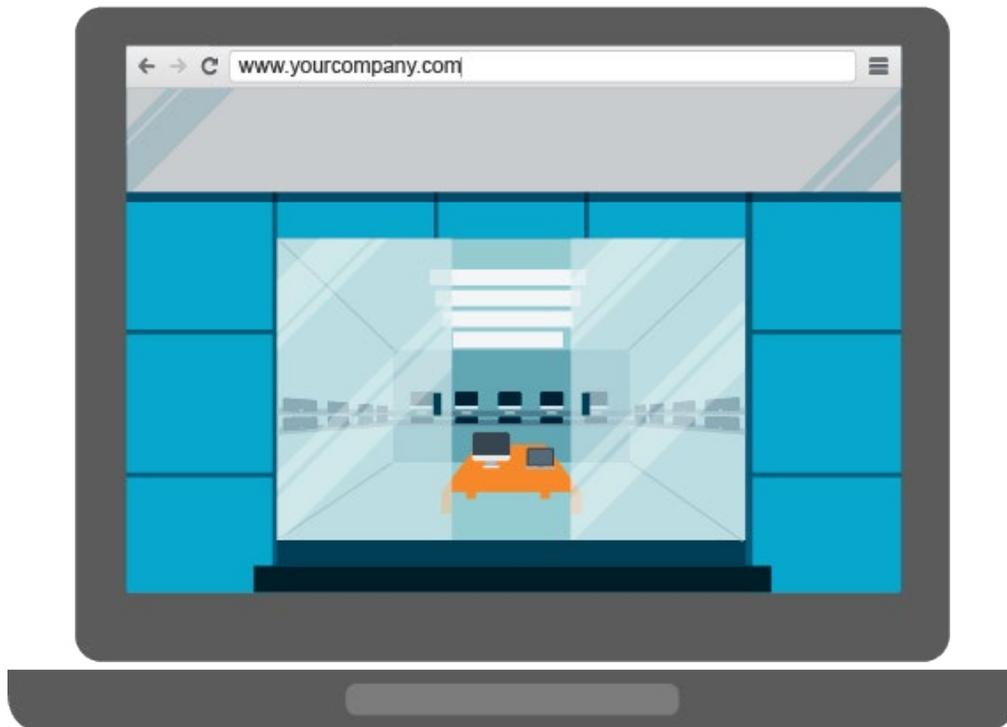
Not every visitor on a website converts to value. Approximately 96-98% of visitors are not ready to purchase yet. That leaves an average of only 2-4% of your website visitors going through a customer journey where they need no interruption.
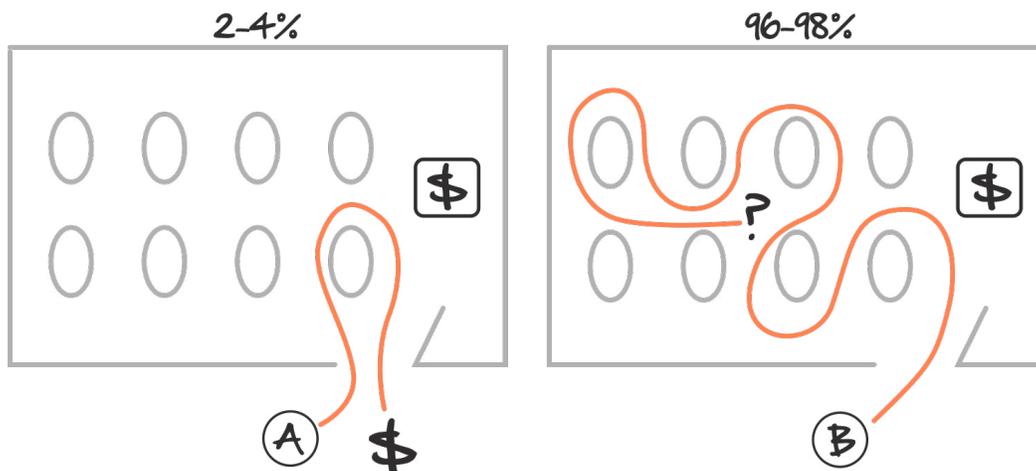

That opens up a large potential where intelligent engagement is needed to secure a purchase that you otherwise will lose. **That is where bmetric comes in.**

Our technology and service identify and intelligently engage website visitors who need a nudge to convert to customers. 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.

By implementing our service and technology we estimate an 11% increase in new sales. However, some of our customers have reached a conversion rate up to 23%

1) Should I engage a visitor?
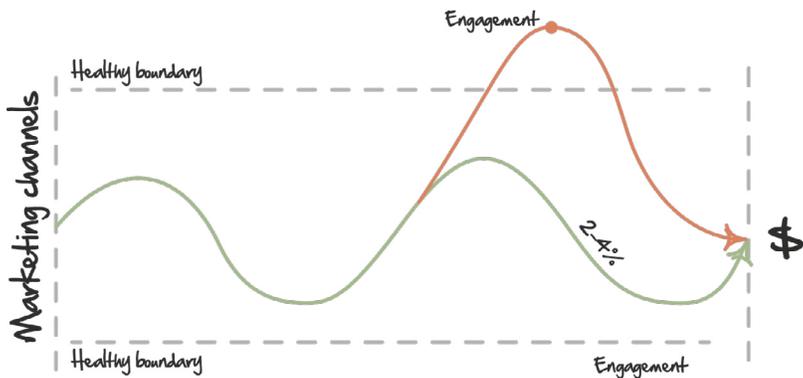
Traffic typically comes into a website from many different marketing channels. Once a visitor arrives at a website a healthy boundary can be drawn, outside of which a visitor is often lost and little value achieved. Creating an effective engagement tactic to nudge is demonstrated to have a dramatic effect on the ability to keep more visitors within a healthy boundary. And in doing so securing conversion that otherwise would have been lost.

2) Which channel will secure a conversion?
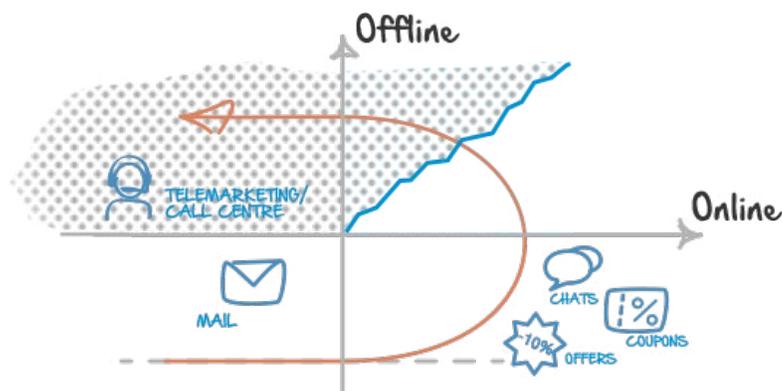
Many commercial websites are designed solely with an online purchase preference in mind and this is impacting sales potential.

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. If the visitor begins to wander out of the boundary, 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?
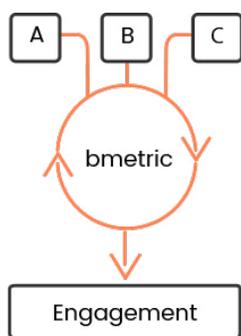
It is proven that directing targeted messages to specific visitors can deliver far greater results. Generic messages can often do more harm than good. Most companies are familiar with using split tests in order to ensure an: appealing message, effective marketing campaign or performant website. There's 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
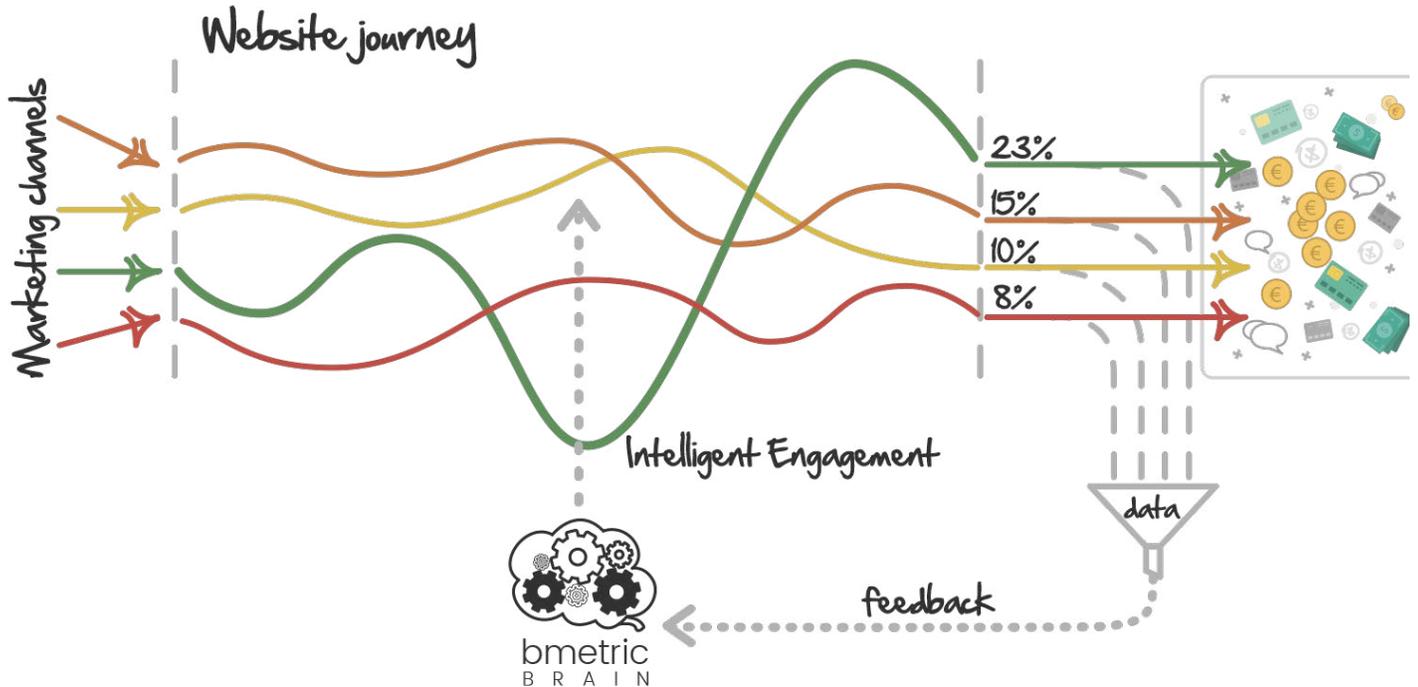
We recommend taking what you have learned from answering these three questions and putting it into a feedback loop. This way you can constantly iterate in order to find the most effective user journeys, channels and messages that resolve in an actual conversion, not just a lead. The importance is not 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.