

# Educate New Visitors

<b>Category</b>	eCommerce	<b>Vertical</b>	Retail, Travel, Financial
<b>Topic</b>	Segment new visitors so you can educate them about your brand	<b>ID #</b>	181

## Introduction

It may be helpful for first-time visitors to see your awards, shipping policies or other details. However, conveying this and other information takes up valuable page real estate that returning visitors and frequent shoppers likely don't need or want to see. Using Evergage, you can segment new visitors and target them with content and messages to educate them about your brand. The same capability can be used to identify returning customers and notify them of updates since their last visit.

## Example

A visitor lands on your website for the first time. While looking at one of your product pages, promote new deals or features unique to your website.



## Segment

Create a segment of first-time visitors for this play.

A screenshot of the Evergage rule configuration interface. It shows a series of dropdown menus for defining a rule. The first dropdown is set to "Visits", the second to "Time Since First ...", and the third to "Visited". To the right of these dropdowns, the text "for the first time" is visible, and a dropdown menu is set to "for all time". Below the dropdowns, there is a button labeled "NEW RULE".

## Measure

If the message includes a CTA, it can be used as the campaign goal. Otherwise, global goals can be used.

### Process

Here are the high-level process steps you should follow to execute on this play:

- Create a segment of first-time visitors
- Create a campaign with one experience and a popup message
- Add a campaign level rule to show the campaign only to this segment of visitors

### Reference Materials

The following articles from the *Evergage Knowledge Base* will provide additional information about this play:

- [Create or Edit a Campaign](#)
- [Popup Messages](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)
- [Segments](#)