Target FiServ Visitors Based on Industry or Company Name

There's a lot of information collected about visitors without them explicitly telling us. For example. we know their location, how many times they have visited the site, and the pages they have viewed. With the Evergage B2B Detect, we also know the company they are from - if they are at the office - and that company's industry (i.e. SIC). Using this information, we can, in turn, make a visitor's experience on your site even more relevant – presenting them with content that they will be more likely to respond to, and engage with, in real time.

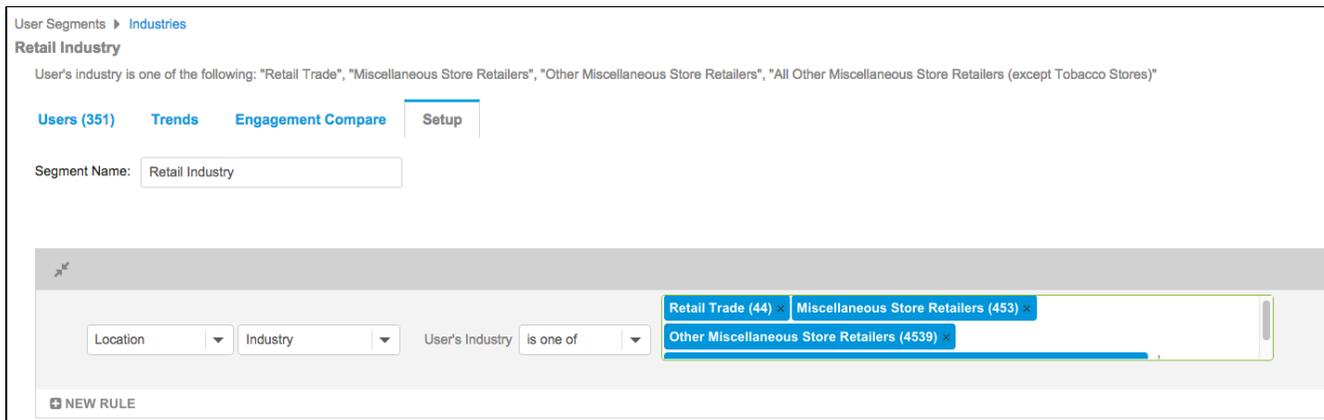| Catego ry	Demand Generation	Vertic al	Financial Services, Technology
Topic	Present content to visitors based on industry or company	ID #	178

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Example

A prospect lands on your homepage after clicking on an organic search result. Upon doing so, they see an infobar message promoting investment research case studies and a hero image with a video about "Real-Time Personalization for Financial Services Optimization." Given that the visitor works in the investment sector and is looking for a personalization solution, she clicks the link to watch the video.

Segment

Segments would be used to track the industry someone has come from based on information gathered using Evergage B2B Detect.

User Segments ▸ Industries
Retail Industry
User's industry is one of the following: "Retail Trade", "Miscellaneous Store Retailers", "Other Miscellaneous Store Retailers", "All Other Miscellaneous Store Retailers (except Tobacco Stores)"

Users (351)   **Trends**   **Engagement Compare**   Setup

Segment Name: Retail Industry

Location ▾   Industry ▾   User's Industry   is one of ▾   Retail Trade (44) ×   Miscellaneous Store Retailers (453) ×
Other Miscellaneous Store Retailers (4539) ×

NEW RULE

Measure

Begin by establishing a number of global goals for this campaign to assess the overall impact of the message. Goals could include: downloaded content, watched a promotional video, signed up for email updates, requested a demo, opened a new accountl.

A control group would also be used to test the impact of presenting more relevant content (using B2B Detect) to the visitor as they land on the site.

Setup

Process

There are two ways to use Evergage to create this play on your own site:

1. In the campaign, under either campaign settings or message settings, select 'location > company > users company contains'
2. Create a segment of people for a specific company or industry, and then at a campaign-level (or message-level) create a rule for 'Target Visitors > Segments > Users in segment'

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- Add Rules for Campaigns, Experiences, and Messages
- Segment Rules
- Use Segments for Campaign Targeting

Additionally, the following plays also provide related information:

- Target Users Based on Location
- Target Users Based on a Segment