

Increase Engagement by Displaying Product(s) Viewed the Longest



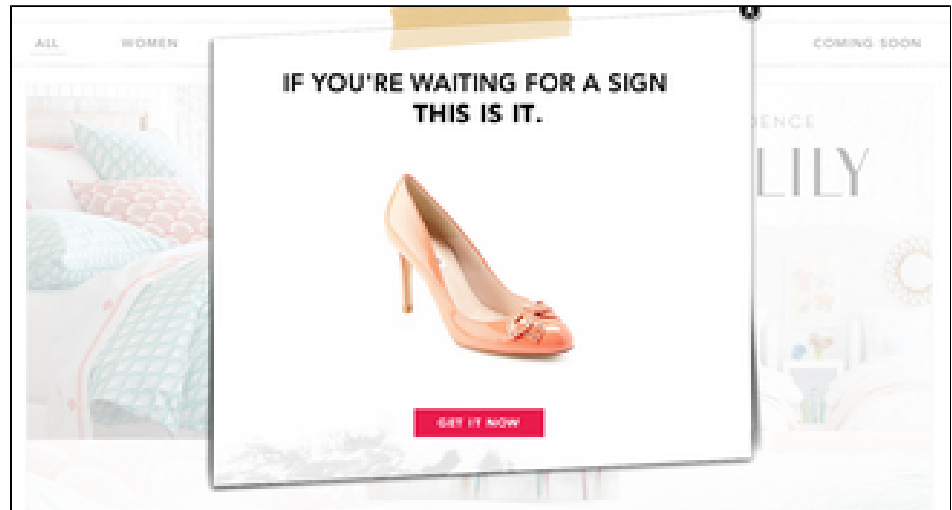
It's common for shoppers to leave your site without entering the checkout process, or sometimes they will return a few times before completing a purchase. To improve engagement, highlight the products they appear to be most interested in.

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|-----------------|--|-----------------|-------------------|
| Category | Increase Conversions, Increase Engagement | Vertical | Retail, eCommerce |
| Topic | Highlight products most interesting to customers | ID # | 132 |

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Example

With Evergage, it's easy to identify the product(s) your visitors have spent the most time viewing. Using this information, you can then leverage your unique brand differentiators, promotions or offers to tie the product(s) an individual has spent the most time viewing into an actionable incentive to purchase.



While You're Checking Out Battle Creek Ice It! Deluxe Wrist...

**Take \$5 off TODAY ONLY
with promo code SAVENOW !**

SHOP NOW



\$21.49

Segment

Since this campaign can be leveraged for different levels of the buyer's journey, several different segments can be used:

Converting a Browser: A visitor who has browsed two or more products and has not added an item to the cart in this session

- *Segment.* Visitors who have viewed at least a product but not added to cart today

The screenshot shows a rule builder interface with two rows of conditions. The first row is selected and contains: Items (dropdown), Action Count (dropdown), viewed (dropdown), any (dropdown), Product (dropdown), at least (dropdown), 2 (input), times (dropdown), today (dropdown). The second row contains: Items (dropdown), Action Count (dropdown), added to cart (dropdown), any (dropdown), Product (dropdown), at most (dropdown), 0 (input), times (dropdown), today (dropdown). The interface includes 'AND' and 'OR' buttons at the top and a 'NEW RULE' button at the bottom left.

Preventing Bounce: A visitor who is about to leave your site without adding any product(s) to cart in this session

- *Segment.* Visitors who have viewed at least a product but not added to cart today

The screenshot shows a rule builder interface with two rows of conditions. The first row is selected and contains: Items (dropdown), Action Count (dropdown), viewed (dropdown), any (dropdown), Product (dropdown), at least (dropdown), 2 (input), times (dropdown), today (dropdown). The second row contains: Items (dropdown), Action Count (dropdown), added to cart (dropdown), any (dropdown), Product (dropdown), at most (dropdown), 0 (input), times (dropdown), today (dropdown). The interface includes 'AND' and 'OR' buttons at the top and a 'NEW RULE' button at the bottom left.

Re-engaging on a Repeat Visit: A visitor who is back on your site and has not added to cart or purchased since the last visit

- *Segment.* Visitors who have viewed at least a product but not added to cart or purchased since last visit

The screenshot shows a rule builder interface with three rows of conditions. The first row is selected and contains: Items (dropdown), Action Count (dropdown), viewed (dropdown), any (dropdown), Product (dropdown), at least (dropdown), 1 (input), times (dropdown), in the last (dropdown), 14 (input), days (dropdown). The second row contains: Items (dropdown), Action Count (dropdown), added to cart (dropdown), any (dropdown), Product (dropdown), at least (dropdown), 0 (input), times (dropdown), in the last (dropdown), 14 (input), days (dropdown). The third row contains: Items (dropdown), Purchases Value (dropdown), Purchased (dropdown), at least (dropdown), \$ 0 (input), worth of (dropdown), any (dropdown), Product (dropdown), in the last (dropdown), 14 (input), days (dropdown). The interface includes 'AND' and 'OR' buttons at the top and a 'NEW RULE' button at the bottom left.

Measure

This campaign's effectiveness can ultimately be measured by tracking revenue per user, conversion rate and average order value. Comparing engagement of visitors exposed to these campaigns versus control will also be a valuable measure.

Setup

This beginner-level campaign strategy can be leveraged to increase engagement at three different stages of a visitor's journey:

Converting a Browser: A visitor who has browsed two or more products and has not added an item to the cart in this session. Show them the product they spent the most time viewing in this session and associate an incentive to encourage the browser to convert

- *Message type.* Inline
- *Location.* Homepage or category landing pages; display the campaign above the fold such that it can subtly encourage a browser to re-engage
- *Segment.* Visitors who have viewed at least a product but not added to cart today

Preventing Bounce: A visitor who is about to leave your site without adding any product(s) to cart in this session

- *Message type.* Popup
- *Location.* Site wide except on the cart or checkout pages
- *Segment.* Visitors who have viewed at least a product but not added to cart today
- *Message-level rules.* set in Message

Settings as shown in image at right

The screenshot shows the 'Rules' tab in a configuration interface. It features two active rules, each with a close button (X) on the right. The first rule is 'User Behavior' with the condition 'Time on Page (Delay)' set to 'at least 5 seconds'. The second rule is 'User Behavior' with the condition 'Inactivity' set to 'User has been inactive on the page for .05 seconds'. Below these rules, there is a checked checkbox for 'Second Chance' and a condition: 'Mouse location is within 20 px of the Top of the page.'

Re-engaging on a Repeat Visit: A visitor who is back on your site and has not added to cart or purchased since the last visit

- *Message type.* Inline
- *Location.* Homepage or category landing pages; display the campaign above the fold such that it can subtly encourage a browser to re-engage
- *Segment.* Visitors who have viewed at least a product but not added to cart or purchased since last visit

Dynamic Product Promotion Rules

The campaign can be configured to display product(s) that the visitor has spent the most time viewing within a specified time range. For example, the configuration shown in the screenshot at the right will display the products the visitor has spent the most time viewing in the last two days. Configure the time ranges to appropriately show the most relevant products across the three visitor stages listed above.

The screenshot shows the 'Promoted Content' tab in a configuration interface. At the top, it says 'Selected: Show the product the user spent the most time viewing in the last 2 days and didn't previously buy'. Below this, the 'Type' is set to 'Dynamic'. A table-like structure shows 'Based on the' with categories: Category, Product, Brand, Style, and Department. The 'Product' row is selected, and the corresponding action is 'viewed for the most time'. To the right, it specifies 'in the last 2 days'. At the bottom, there are three checkboxes: 'Promote item even if being viewed' (unchecked), 'Skip previously purchased products' (checked), and 'Skip products currently in cart' (checked).