

Highlight a Product Name for Comparison Shoppers



Shoppers have lots of different options online, and savvy shoppers are likely to research and shop around before making a purchase. Evergage helps you target these comparison shoppers to help boost your conversion rates and reduce your bounce rates.

Category	Comparison Shopping	Vertical	E-Commerce, Retail
Topic	Engaging shoppers who have indicated that they are comparison shopping	ID #	1311

Sections in this

Article

- Example
- Segment
- Measure
- Setup

Example

The deep behavioral tracking in Evergage makes it possible for you to understand when a shopper is likely to be comparison shopping. Then, you can share a personalized message or offer that promotes your unique value proposition to help these shoppers understand why they should buy from you. Evergage's built-in testing capabilities make it easy to understand what messaging is most effective at pushing shoppers down the funnel and away from your competitors.

Segment

To target visitors who are reliably engaging in comparison shopping behavior, you'll create an action-based segment that identifies when the visitor highlights the name of a product. Contact your Customer Success representative to have this configured as an action event. Once the event set up, you can create an action-based segment.

Measure

1. Site Conversion Rate
2. Site Bounce Rate

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Work with your Customer Success Manager to create the Highlight Action
2. Create the Action Based Segment "Comparison Shopping" using the highlight action you created.

Reference Materials

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

- [Create or Edit a Web Campaign](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)
- [A/B Testing](#)
- [Create a Callout Message](#)

3. Build Campaign with a callout message anchored on the product name, targeting shoppers who in the "Comparison Shopping" Segment
4. Consider A/B testing two messages: one containing an offer code and one that does not contain an offer

- [Target Users by Segment](#)