

Sign Up For Email



Asking a first-time visitor for their email address upon site landing will likely be perceived as overly intrusive and may result in a negative user experience. A better approach would be to monitor the visitor's behavior and request their email address once they've shown interest in your content.

Cat ego ry	Demand Generation	Vert ical	Technology, SaaS
Top ic	Request an email address after user has engaged with blog content	ID #	114

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Example

A visitor arrives on a blog article via a link he came upon via Twitter. He scrolls through the article and clicks through another article he found interesting. Once he scrolls down through 80% of the second article, a pop-up message appears asking him to sign up to receive regular emails. Since he wants to learn more about the topic, he signs up for the email newsletter.

The screenshot shows a blog article page with a navigation menu (Home, Products, Services, Pricing, Contact Us, Blog) and a header with the date 'JANUARY 20, 2015 BY AMIE BELLONI'. The main heading is 'Et Malesuada Fames Ac Turpis Egestas'. Below the heading is a paragraph of Lorem Ipsum text. A list of bullet points follows, including 'Curabitur convallis laoreet dui, eu euismod quam mollis non'. A pop-up message is overlaid on the bottom right, containing the text 'Sign up to receive our emails!' and a 'CLICK HERE' button.

Segment

The message should only be shown to visitors who have read two blog articles and who have not signed up for the email newsletter.

AND OR

Actions Action Count did any of specific actions

Blog - View Article X at least 2 times

for all time

AND

Actions Action Count did not do any of specific actions

NewsletterSignup X at least 1 time

for all time

NEW RULE

Measure

Since the goal of this campaign is to get people to register for email updates, success is ultimately measured by the number of people who submit their email address. However, it's important to also consider global goals, e.g. "signed up for email," "booked a demo," "started free trial. These global goals can indicate other positive outcomes that may be relevant to demand generation.

Setup

Process

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

1. Create a segment of users who have not signed up for email as well as a segment of users who have looked at 2 or more blog articles.
2. Create a campaign that includes the following rules:
 1. Set up the message or campaign to only show on the blog pages - 'target pages > action rule > with actions > blog - view article'
 2. 'Campaign wide rules > who sees this > segments > Users not in segments > signed up for email'
 3. 'Campaign wide rules > who sees this > segments > Users in segments > read two or more blog articles'

Reference Materials

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

- [Create a Segment](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)
- [Create or Edit a Web Campaign](#)
- [Add Rules for Campaigns, Messages, and Experiences](#)