

Deliver Content Based on Favorites



When people visit your website, it's important to gauge their overall intent by monitoring how they interact with your web pages and content. Presenting relevant information based on what someone is interested in can help expedite a desirable goal completion. For instance, If a visitor returns to your homepage after viewing deeper web page content, you can leverage what you've learned about the visitor and make his or her homepage experience more relevant, and increase visitor engagement.

Category	Demand Generation	Vertical	Technology, SaaS
Topic	Show site visitors specific content based on their identified "favorites"	ID #	217

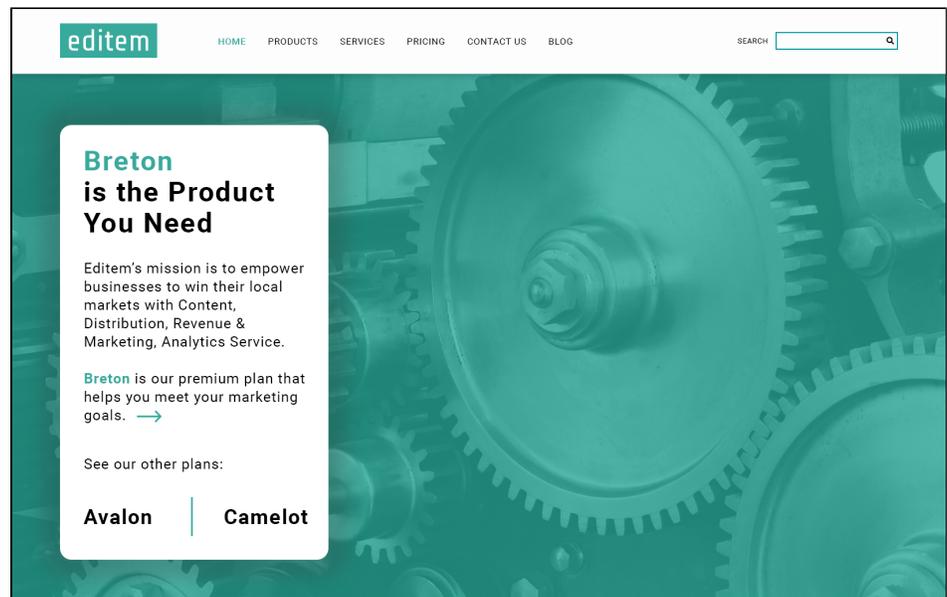
Sections in this

Article

- Example
- Segment
- Measure
- Setup

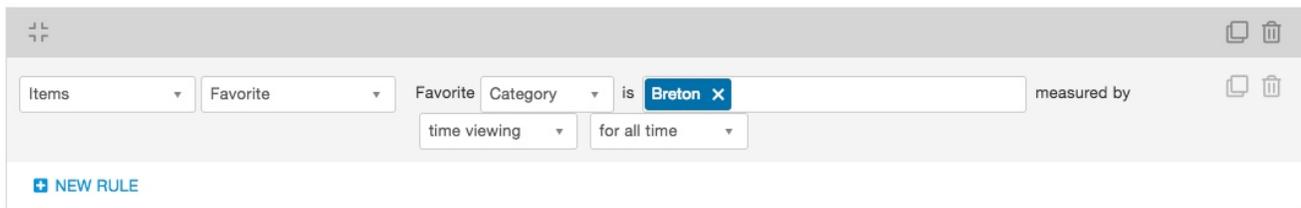
Example

A visitor comes to your site and shows interest in your product offerings. She visits three different product pages, but is most engaged with the "Breton" product while scrolling down the page and reading product details. Understanding this, you can immediately adjust her homepage experience so when she returns to your homepage – either in the current session or a future visit – she will see the Breton product video in the hero banner. Given that she expressed interest in the Breton product, she will ideally click through to watch the video.



Segment

The "favorites" segment is created using the "items" feature in the Evergage Catalog.



Measure

The goal of this message is to get visitors to sign up for a demo. However, it's also important to consider global goals – "signed up for email," "attended a webinar," or "started free trial" – to determine other outcomes that may be relevant for 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. This message utilizes the Evergage Catalog, and is able to determine favorite categories or products based on time spend viewing
2. Create an inline message (replace the home page hero) that is based around those segments, and make it rule based
3. Create a segment for each of your products or categories, using 'items'

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](#)
- [Inline Messages](#)
- [Add Rules for Campaigns, Messages, and Experiences](#)
- [Create a Segment](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)
- [Rule-based Testing](#)