

Support Email Capture for Key Points of Interaction



Whatever vertical you're in, capturing a visitor's email address will help you market more effectively to your customers. Evergage can help you seamlessly add an email capture message to your existing web experience. Leveraging Evergage's ability to recognize your customers even when they're not signed in, you can ensure that you only show the email capture messages to those users who haven't provided their email yet. How you hook them is up to you, but once you do, you'll be able to continue your 1-to-1 conversation with the customer over email. This will also provide a common data point for you to tie a customer's devices together, as they may provide their email on a desktop, but open your newsletter on a mobile device

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|-----------------|--|-----------------|------|
| Category | Email Capture Campaign | Vertical | All |
| Topic | How to add email capture across relevant pages | ID # | 1310 |

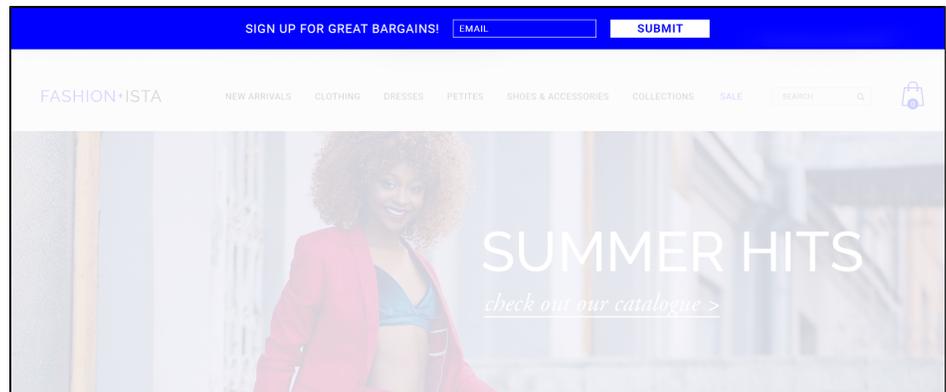
Sections in this

Article

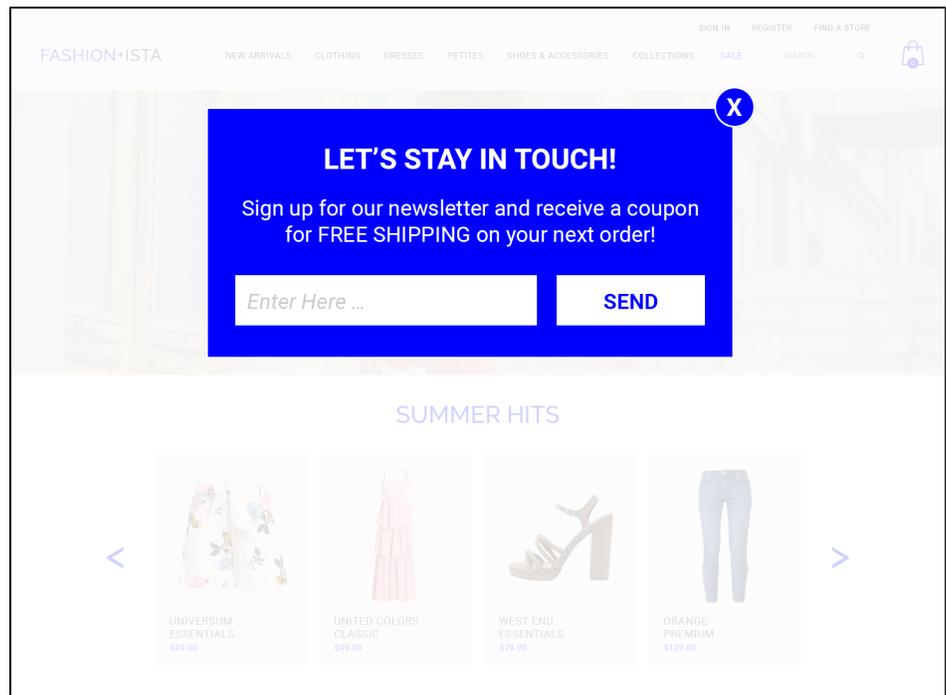
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Example

Infobar - Include an infobar at the top of your site requesting the user's email. This is an easy and unobtrusive way to grow your opt-in file!



Popup Message - Use a Popup Message to deliver a more direct CTA asking your customers to provide their emails. If you're using a popup, consider the value-proposition you're proposing when you request a visitor's email. A/B test different messages or offers to find the one that resonates best with your customer base.



Segment

Create a segment of users without their email address captured (or if possible, those who have not subscribed to your newsletter.)

Measure

Success can be measured using global goals such as email newsletter signups, user engagement rate, and site bounce rate. Refer to the reference materials below for links to support articles that will help you configure and measure these global goals

Setup

Process

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

1. Ensure that you have global goals configured to measure your chosen KPI (User Engagement Rate, Site Bounce Rate, Email Newsletter Signup)
2. Create a segment of users who do not have an email address captured (or are not opted in)
3. Design mobile and desktop optimized email capture campaigns
4. Include the "Text Input" option when inserting a Form element
5. Add a rule for how many pages the visitor must see to receive this message
6. Add a frequency cap to ensure that the visitor does not receive the message multiple times per visit (and any additional frequency caps desired, i. e. not more than once per day, once per week, etc)
7. Create a target rule to target the segment you created
8. Work with your Customer Success representative to get the email address passed back to your ESP -- you will need to provide written approval for Evergage to capture your customers' email addresses

Reference Materials

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

- [Create and Use Filters and Goals](#)
- [Create a Segment](#)
- [Create Segments Based on Custom Fields](#)
- [Use Segments for Campaign Targeting](#)
- [Create a Web Campaign](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)
- [Campaign Statistics Overview](#)