

Educate Based on Location



Many e-commerce customers use Evergage to personalize their offers to specific locations, such as international audiences.

Category	E-Commerce	Vertical	Retail
Topic	Educate site visitors based on their locations	ID #	182

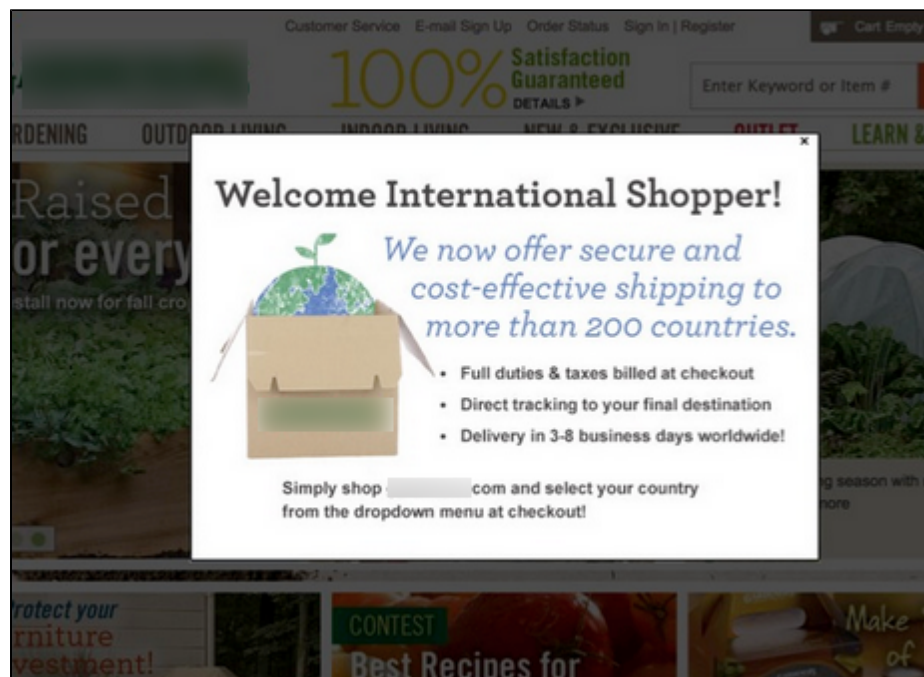
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Example

To ensure international shoppers are aware that you ship products across the world, greet visitors with a message - based on their current location - when they come to your website.



Segment

To target international shoppers, create a new segment to include all visitors from countries other than your own. In the example below, visitors from the United States are target and excluded from the segment.

Users (2483362) Trends Engagement Compare Setup

Segment Name: Save Cancel

Visits User Location User's country is not one of United States

+ New Rule

Measure

To measure the success of your campaign, you will need to create a segment of users who have placed an international order as well as a segment of all visitors who have seen this modal popup campaign AND have placed an international order. With the goal, a control, and your segments in place, you can use the “trends” tab in segments to compare the visitors who have seen the message to those who have seen the message and placed an international order. Evergage will calculate which users have placed an international order and you will be able to evaluate the effectiveness of the message.

Setup

Process

Here are the high-level process steps you should follow to execute on this play:

- Create segments to look for people visiting your website from countries other than your own
- Create one campaign one experience and a pop-up message in a modal
- Add a campaign-level rule to show this to visitors from this segment

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide additional information about this play:

- [Create or Edit a Web Campaign](#)
- [Popup Messages](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)
- [Segments](#)