Drive Content and Product Discovery with Trending Recommendations

Frequently, visitors arrive directly on a page associated with a specific article or blog content deep-linked from search results. If this is a first-time or infrequent visitor, how do you get him or her to discover more of your products and offerings?

Category	Increase Engagement, Guide Through Funnel, Content Discovery / Product Discovery	**Vertical**	Financial Services
Topic	Drive content and product discovery to increase engagement by providing visitors with a list of trending products or content based on the category they began viewing	**ID #**	370

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Example

With Evergage, you can provide individuals with a list of trending products and content based on the category they began viewing. This tactic drives additional discovery for related content and products, resulting in more engagement for your visitors.
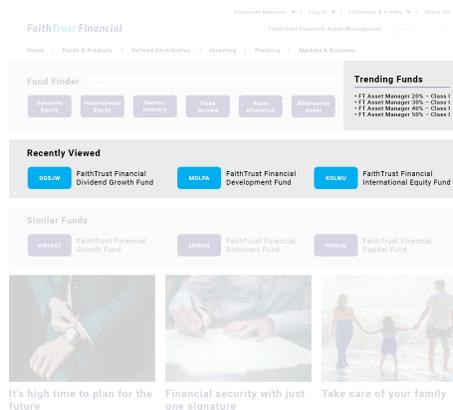
Segment

This advanced-level campaign could be displayed to all site visitors, or you may choose to target a subset of visitors based upon unique characteristics associated with how they arrived on the site, visit frequency, and known affinities.

Measure

The campaign's effectiveness can ultimately be measured by tracking number of products viewed per user, conversion rate, and bounce rate. Depending on the placement of the "trending" recommendations banner, other top of the funnel engagement measurements such as time spent on the site and other on-site engagement behaviors will also provide valuable insight.

Setup

> **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
> - Create a Segment
> - Recommendations
> - Inline Messages

Process

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

1. Create segment(s) of visitor who will engage with this campaign – such as:
    a. First Time Visitors
    b. High Value Customers
    c. Existing Customers
    d. Professionals (Advisors, Agents, etc.)
2. Create inline message placeholders for the Recommendations campaign
3. Create the recipe(s) (with ingredients, exclusions, and boosters as needed) required to drive the advanced recommendations for the campaign