

Target Products Based on Geolocation and Season



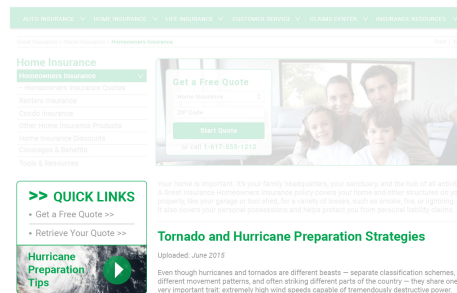
Timing can be an important factor when selling certain products. Even in the financial and insurance industries, there are offers that will get more attention when presented at certain times of the year. With Evergage, you can identify where a customer is coming from and promote appropriate seasonal offers.

Category	Demand Generation	Vertical	Financial, Insurance
Topic	Promote seasonal offers based on the customer's location	ID #	192

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Example

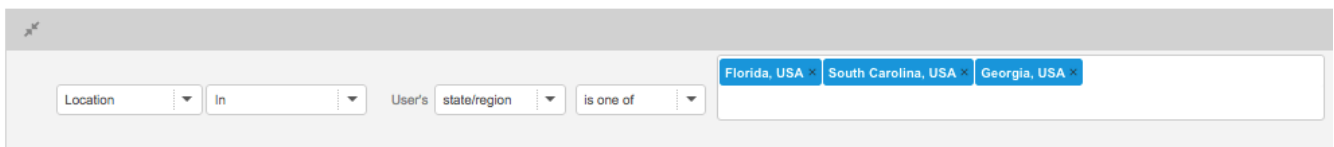
Customers in the Southeast are more likely to be more concerned about hurricanes during late summer than people in other parts of the United States. When people from Florida visit your site, promote policies designed to protect them during hurricane season.



Segment

Build segment to look for customers coming from specific geo locations (e.g. Florida and South Carolina). The segment could also be more granularly defined based on postal codes.

Segment Name:



Measure

This campaign would be measured by the number of customers reaching the goal (e.g. requesting to speak with an agent or requesting a quote).

Setup

- Create two experiences, one for tornado-related offers and the other for hurricane-related offers
- Configure the campaign to start automatically based on the predefined schedule

