

HEALTH AND LIFE SCIENCES USE CASE

Abandoned Sign-Up Form Exit Intent

Last updated: May 14th 2021



Available In	all editions
Channel(s)	Web
Play Title	Health and Life Sciences - Validate Phase
Use Case Name	Abandoned Sign-Up Form Exit Intent
Use Case Overview	Encourage visitors showing signs of abandoning a form to complete the process, increasing the overall number of form completions. This can be used to capture an initial email address, enabling integration with third party systems if you are able to capture email on the site, or it can later on in the process to encourage a visitor to complete a form to sign up for a practitioner or make an appointment.
Targeted Audience	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
Location	Form Pages
Business Challenge	Even on the most effective websites, only a certain percentage of visitors that reach a form actually complete it. If we can present a message to those that are leaving without completing the form, then we can likely change some of their minds and increase the overall form-fill rate.
Personalization Solution Approach	<p>A visitor comes to your site and explores your content and articles, looking at different conditions and learning about your practitioners. Based on the content she has been viewing, she decides to sign up for an appointment.</p> <p>While completing the form, she has a change of heart and decides it isn't the right next step and moves to exit the page. Interaction Studio identifies she is on the form page, then sees that she moves to leave the site before she reaches the 'thank you' page.</p> <p>When her mouse moves to leave the page, a message appears with more details around the benefits of signing up for an appointment and encourages her to complete the form. It can also present a phone number and suggest she calls to speak to the physician's office to have any of her questions answered.</p>
Suggested Campaign	Web Popup
Configure Your Campaign	<p>You can Create your segment of users based on those who have been on the form page today, but have not been on the 'thank you' page today. That will make up your target audience for the campaign.</p> <p>You will then trigger the campaign by configuring settings to watch for exit intent activity based on the mouse getting within X pixels of the top of the page or based on inactivity of Y seconds on a</p>

form page.

Use the instructions below in conjunction with the personalization solution approach above to build your campaign.

1. [Create a Web Campaign from a Template](#)
2. [Use Targeting Rules for Web Campaigns](#)
3. [Templates - Developer Documentation](#)

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to reduce form abandonment/increase form submissions.

[Best Practices Doc for Testing Approach](#)

Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

Review & Interpret Your Results

Consider a visitor's interaction with a particular page, including how they arrived there and what they're expecting.

Use the documents below to help you set up your campaign stats screen and interpret your results.

[Campaign Statistics](#)

The hypothesis for this campaign is that exposure to messaging at time of exit intent will reduce form abandonment. If a control group is included, you can expect that the test group will have a higher primary goal completion rate than the control group.

You can also expect that the group who sees the exit intent messaging may increase in demo requests, opportunity stage advancement and possibly sales conversion.

Recommended KPI's:

- Complete a form
- Make an appointment

Optimize Your Use Case

Review the [Recommended Optimizations Based on Key Performance Indicators](#) to see where you can optimize based on the results you are seeing.

Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)
[Support](#)

