



HEALTH AND LIFE SCIENCES USE CASE

Bounce Prevention

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Available In	all editions
Channel(s)	Web
Play Title	Health & Life Sciences - Research
Use Case Name	Bounce Prevention
Use Case Overview	<p>The 'Bounce Prevention' use case is a great tool in the 'Research' phase of the visitor lifecycle. They are new to the site and they may have decided they are not interested in the content you have presented to them. You want to do something to convince them to stay, and go deeper into the site. By getting more people to go to a second page, we increase the page views on the site, and the number of people who are interacting with your content..</p>
Targeted Audience	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
Location	Site-wide
Business Challenge	<p>Many visitors come to your site and may not find what they are looking for on the page they land on. They may have been driven by a paid ad, or from a referring website and be on a related landing page. If they are not able to see something that is relevant and engaging immediately they may decide to leave the site without doing any deeper investigation or browsing around.</p>
Personalization Solution Approach	<p>Within Interaction Studio we can use data we know about the visitor, even if it is the first time they have been on your site. This gives you an opportunity to stop them before they leave the site, and ask them to consider taking a second look, or going to a related article or piece of content. From analysing the data across a number of customers we work with we can see that, in many cases, the visitor who is leaving the site will not return, so this is your chance to have them reconsider, and spend more time on the site.</p>
Suggested Campaign	<p>Web Popup</p>
Configure Your Campaign	<p>Create your segment based on visitors who are on their first ever visit, or you can use the campaign rules to isolate first time visitors.</p> <p>Use the instructions below in conjunction with the personalization solution approach above to build your campaign.</p> <ol style="list-style-type: none"> Create a Web Campaign from a Template Use Targeting Rules for Web Campaigns Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to get the visitor to a second page, which can be determined by viewing campaign statistics to see how many of those who saw the campaign looked at a second page, versus those who qualified to see the campaign but were held out (the control group).
- The secondary goal is to look at the downstream impact of the campaign and whether visitors who saw the campaign were more likely to proceed through your site, engage with the content, and ultimately sign up with a physician, or make an appointment..

[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 presenting relevant content at the point when it looks like someone is leaving your site, will increase the chances of them staying on the site. 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 see a Bounce Prevention message will download content and convert at a higher rate.

Recommended KPI's:

- Time on site
- Page views
- Content downloads
- Email provided
- 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](#)

