



HEALTH AND LIFE SCIENCES USE CASE

Location Based Banner

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Available In	all editions
Channel(s)	Web
Play Title	Health & Life Sciences - Research phase
Use Case Name	Location Based Banner
Use Case Overview	<p>The 'Location Based Banner' use case is a great tool in the 'Research' phase of the visitor lifecycle, especially when used on the first visit, but it can be used, and evolved, throughout the customer journey. By making your site relevant to the visitor, in real time, you are increasing their chances of them engaging with your content.</p>
Targeted Audience	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
Location	<p>The key location would be the homepage hero, but if you have landing pages you are driving visitors to from ads, then you could use the use case there too.</p>
Business Challenge	<p>There are other services like yours, so when a visitor comes to your site, you have to stand out and leave a lasting impression. If your site doesn't understand the visitor and talk to them in a relevant way, there is an increased chance they will move on to look at another provider's site.</p>
Personalization Solution Approach	<p>A visitor lands on your homepage for the first time after clicking an organic search result. They were interested enough to click on the ad, but when they land on your site you have to be able to speak to them in a way that shows you understand them. There may be lots of other products or services like yours, so you need to make sure you stand out. Make sure every site visitor feels like you understand him or her on a 1:1 level.</p> <p>To stay hyper relevant, you can use imagery that is based on the location the visitor is in.</p>
Suggested Campaign	<p>Web Banner Replacement</p>
Configure Your Campaign	<p>You can also create this campaign using the experience targeting, location rules within the Interaction Studio campaign tool.</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">1. Create a Web Campaign from a Template2. Use Targeting Rules for Web Campaigns3. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to get the visitor to click on the call-to-action, showing that they are interested in the relevant content you are presenting to them in the image and text. For this, you need to ensure that you are tracking clicks on both the test and the control experiences to determine if there is any significant lift.
- 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 further into your content, and ultimately getting them to make an appointment or sign up with a practitioner.

[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 as a visitor navigates 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 Industry Based Banner 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](#)

