



## HEALTH AND LIFE SCIENCES USE CASE

# Referring Source Targeting

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<b>Available In</b>	all editions
<b>Channel(s)</b>	Web
<b>Play Title</b>	Health & Life Sciences - Research phase
<b>Use Case Name</b>	Sitewide
<b>Use Case Overview</b>	In today's marketplace, consistent messaging across communication channels isn't just needed, it is expected by visitors. By implementing this use case, you can ensure that you deliver a consistent experience to a visitor based on the source that drove them to the website, not just on the landing page (which you are likely already doing) but across the additional pages they may visit while they are on your site. This ensures that any message, call to action, imagery etc seen in one channel is carried directly over to the site in full.
<b>Targeted Audience</b>	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
<b>Location</b>	Landing pages for paid media or email and other pages on the site where you have content zones configured.
<b>Business Challenge</b>	The challenge most groups face is ensuring a contextually aligned and consistent experience from digital media campaigns, throughout their website. Typically the initial link will take a user to a contextually relevant landing, but what about the pages after that? Often users who click from one channel to the website do not see the same imagery, messaging or offers carried over to the homepage or category pages, which in turn makes the user feel like the reason for the initial visit isn't being met.
<b>Personalization Solution Approach</b>	<p>Deliver a consistent experience to a visitor by creating relevant messaging, or dynamically changing the content of a particular page on your website, based on the specific ad or referring campaign that visitor clicked through to arrive on your website.</p> <p>Consider the following scenario: After searching online for a specific condition and being served with a paid ad, a visitor engages and clicks through to the site. The initial landing page may meet the goals and present content relevant to their search and the ad clicked, however, what happens if a user goes to the homepage and sees a completely different message?</p> <p>In this example, by targeting the ad campaign id / UTM parameters that can be picked up by Interaction Studio, this use case would allow you to ensure the visitor is delivered the same content or condition information from the ad, across the site as they navigate.</p>
<b>Suggested Campaign</b>	<a href="#">Web Banner Replacement</a>
<b>Configure Your Campaign</b>	You can <a href="#">Create your segment</a> of users based on the referring source, or referring link parameters. Alternatively, you can use the campaign or experience rules under 'visit behavior' to target this

group.

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 have the visitor engage with the offer or content that drove them to the site.
- 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 that users who receive messaging or offers that mirror the origination channel, will stay on the site longer and convert at a higher rate than those who do not.

#### 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.

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#### Additional Resources

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

