

## HEALTH AND LIFE SCIENCES USE CASE

# Targeted Static Content

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<b>Available In</b>	all editions
<b>Channel(s)</b>	Web
<b>Play Title</b>	Health & Life Sciences - Research phase and Discover phase
<b>Use Case Name</b>	Targeted Static Content
<b>Use Case Overview</b>	The Targeted Static Content use case is a great tool for presenting a specific article or piece of content to visitors to the site, when they are in the early Research or the Discover phase. It enables you to choose relevant content to show to the visitor, through the use of segmentation.
<b>Targeted Audience</b>	B2C/B2B, Depending if you're marketing to Physicians/Hospitals or Patients directly.
<b>Location</b>	This can be used anywhere on the site, but is typically on the home page, a resources page or a content page. It can also be used in pop up messages as people are leaving the site.
<b>Business Challenge</b>	<p>Your marketing team is producing lots of great content, but when they are putting it on the site it is typically being shown to everyone, regardless of whether it is relevant to them, or they have shown an interest in it. By using segmentation and creating groups of visitors based on inferred data such as geography, or intent data such as site browse behavior, you are able to target relevant content to those groups.</p> <p>Targeted content has a number of benefits. You are showing the site visitor that you understand them, you are increasing the likelihood of interaction with the content as it is being presented to people who are going to be interested in it, and you are also utilizing the same area of the site to present the content across different segments in a personalized way, and so using the site real estate in a targeted way.</p>
<b>Personalization Solution Approach</b>	<p>You can use this use case in the research phase to give access to non-gated content that the visitor can read without registering, and increase their engagement with the site.</p> <p>You can also use it in the Discover phase, and this time present content that requires the visitor to give you an email address, and other information, all of which can be used for deeper personalization.</p>
<b>Suggested Campaign</b>	<a href="#">Web Popup</a> <a href="#">Web Banner Replacement</a> <a href="#">Web Infobar</a>

## Configure Your Campaign

[Create your segment](#) based on the stage that a visitor is at in the life cycle. This could be done based on the number of visits they have had to the site, or you may do it based on the content they have consumed.

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 get the visitor to click on the call-to-action, showing that they are interested in the 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 down the funnel, completing actions like 'make an appointment' or 'complete a form'

### [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 Static Content 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.

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### Additional Resources

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



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