



TRAVEL USE CASE

Exit Intent / Bounce Prevention

Last updated: May 13th, 2021

Channel(s)	Web
Play Title	Onboard
Use Case Name	Exit Intent / Bounce Prevention
Use Case Overview	<p>The Exit Intent / Bounce Prevention use case is a great tool in the 'Research' phase of the visitor lifecycle. Visitors are new to your site, they have decided they are not interested in the content you have presented to them, and so 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 widen the top of the sales opportunity funnel.</p>
Targeted Audience	B2B / B2C
Location	Anywhere on the Site
Business Challenge	<p>Exit intent messages are often your one final opportunity to engage a valuable visitor whose behavior indicates they are about to leave your site. Properly planned and tested, they can be an effective way to decrease site bounce rates and improve data capture, conversion and repeat visitation rates.</p>
Personalization Solution Approach	<p>Using Interaction Studio, you can easily go beyond simply asking visitors to provide their email upon their first site visit. You can customize the CTA by visitor/segment, developing different strategies based upon where the visitor is within their journey and the behaviors they are currently taking within your site.</p> <p>Consider tactics to gather key data elements such as email address when a visitor is considered to be 'top of funnel', and amplify a strong offer to prevent cart abandonment when they are closer to conversion.</p>
Suggested Campaign	<p>Web Popup</p>
Configure Your Campaign	<p>Create your segment of visitors who have not purchased and not provided an email address if the exit intent message offers an email sign up.</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 Template 2. Use Targeting Rules for Web Campaigns 3. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to intercept visitors who, prior to taking a desired action, show signs of exiting your site
- The secondary goal is to determine the most relevant strategy to incentivize certain target audiences to take action

[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 by delivering some sort of intercept as a visitor's behavior indicates they are about to leave your site, the visitor will not exit and instead, engage and hopefully convert within that visit or allow you an opportunity to collect valuable information (such as email address) to support their journey across another channel or upon their return.

You can also expect that the group who sees an exit intent message will also convert at a higher rate.

Recommended KPI's:

- Blog post views
- Time on site
- Clickthrough rate
- Email sign up
- Return visit
- Conversion rate
- Revenue per user
- Average booking Value
- Purchase additional items
- Repeat booking rate
- Product view rate
- Complete a survey

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](#)

