# Insert Relevant Educational Videos

When a new visitor comes to your site, you may already know a few things about him or her (which site brought them to you, where they are located and, if you're using B2B Detect, their company). But even with this insight, you're not able to gauge someone's intent just yet. Therefore, instead of immediately asking them for a demo - the main goal of your website - it's best to "listen" and then strategically present the right content at the right time.

| Category	Demand Generation	Vertical	Technology, SaaS
Topic	Increase visitor engagement by strategically presenting the right content at the right time	ID #	215

Example

A visitor comes to your site and spends a few seconds scrolling on the home page. They then click on an "e-commerce optimization" link and are taken to a more detailed e-commerce page. After scrolling down and reading more, they click on a link that takes them back to the homepage. Based on the interest the visitor has shown in e-commerce, he or she is now presented with a hero image that includes a link to a video with more information about your e-commerce solutions. Interested, the visitor clicks and watches the video.
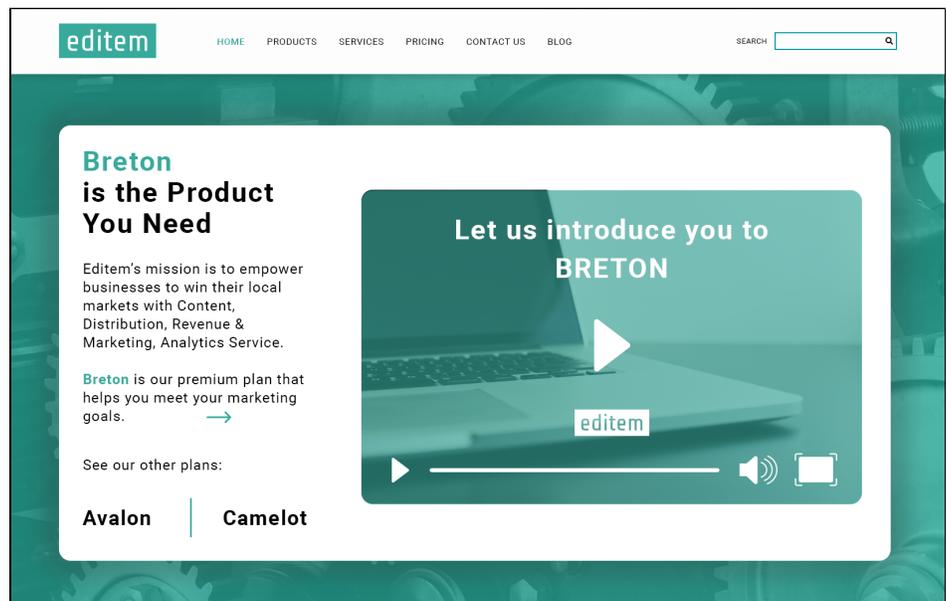
Segment

The key segment is to show the most relevant hero based on the product someone has spent the most time viewing. This would determine the hero 'video' to be presented.
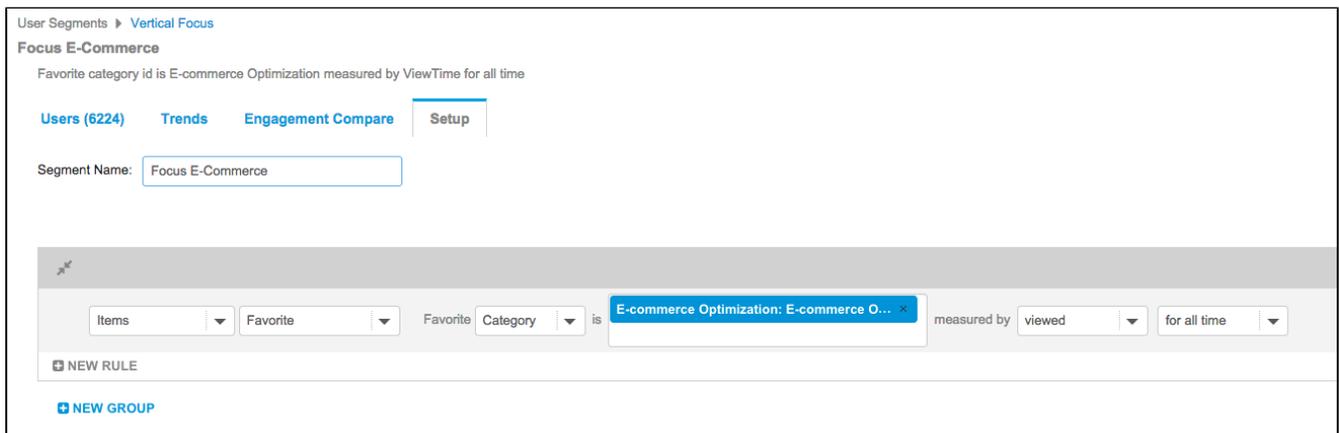
Measure

We would create a number of global goals for this campaign to assess the overall impact of the message. Goals would include: booked a demo, watched a video, downloaded white paper and registered for a webinar.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a campaign with multiple experiences, each containing a message with a video specific to each product
2. Create a segment to show the most relevant hero based on the product someone has spent the most time viewing
3. Add experience-level rules to show the correct video based on product viewing behavior

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- Create or Edit a Web Campaign
- Message Types
- Add Video to a Message
- Add Rules for Campaigns, Messages, and Experiences