

Call-Out New Product Features



Leveraging agile development cycles, SaaS companies are known to make frequent updates to their web-based applications. As these updates occur, how do you ensure user awareness and more importantly, adoption?

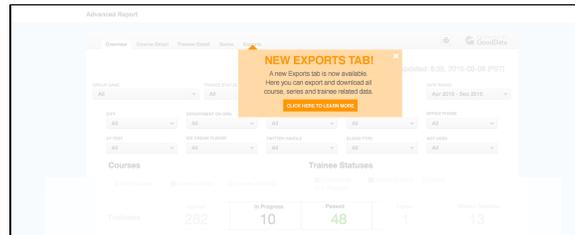
Category	Product Discovery, Educate Users, Increase Engagement	Vertical	Technology, SaaS
Topic	Display a message when users log in to the application and visit a page with a new feature	ID #	164

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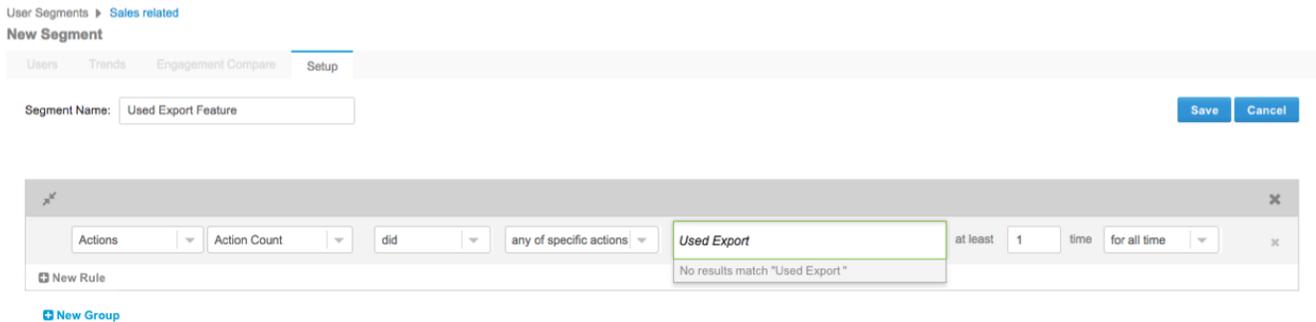
Example

A customer logs into your application and, since his last visit, you have updated your "exports" tab. Given the nature of your business, this is a key feature for customers. When the user sees the message, he's interested in learning more so he clicks the "learn more" button.



Segment

Although you will show the initial message to all logged in users, you do need to create several segments. Create a segment of users who completed the specific action of using the feature so you can include them in the campaign, as well as a segment of users who clicked "Learn More" so you can exclude them from seeing any subsequent messages.



Measure

Begin by creating a number of global goals for this campaign to assess the overall impact of the message. Goals could include: booked a demo, watched a video, downloaded white paper and registered for a webinar. Setting up these goals will give you more insight into how this campaign (and others) is performing.

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 segment of users who would benefit from knowing about the new feature. This might include users:
 - a. Who have not logged in before
 - b. Who have not used the new feature
 - c. In specific roles, verticals, or business sizes
2. Create a segment of users who completed the specific action of using the feature so you can include them in the campaign
3. Create a segment of users who clicked "Learn More" so you can exclude them from seeing any subsequent messages

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](#)
- [Create a Segment](#)
- [Segment Rules](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)