Present eBook Offer as Visitor Leaves after Showing Interest

Using Evergage, you can observe visitors on your site and based on their behavior, present relevant messages to encourage them to take their next action. In this example, the objective is to get a visitor to take an action if she begins to show signs of leaving the site.

Category	Demand Generation	Vertical	Technology, SaaS
Topic	Track visitor behavior on your site and present messages encouraging them to take the next action	ID #	199

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Example

A visitor views one of your "content publishing" blog articles from a direct link. She scrolls through the article and spends 20 seconds on the page, showing a level of interest in the content. She then decides to leave the page but, as her mouse moves off the page, she is presented with a message encouraging her to download the latest content publishing-related eBook. Given she is interested in the eBook, she clicks "Get eBook Now" and provides her email address (to receive the eBook).
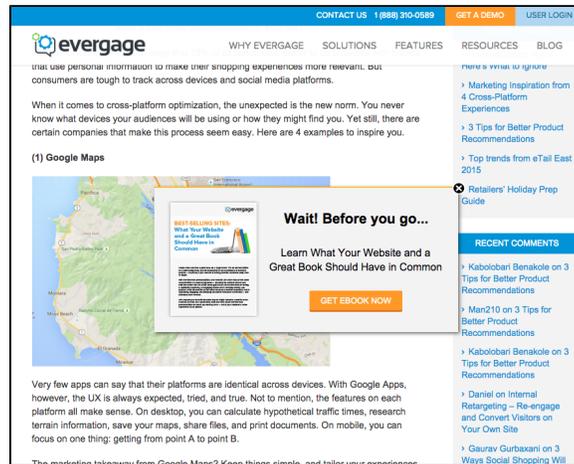
Segment

There are 4 segments for this message, each based on a category a particular article belongs to.
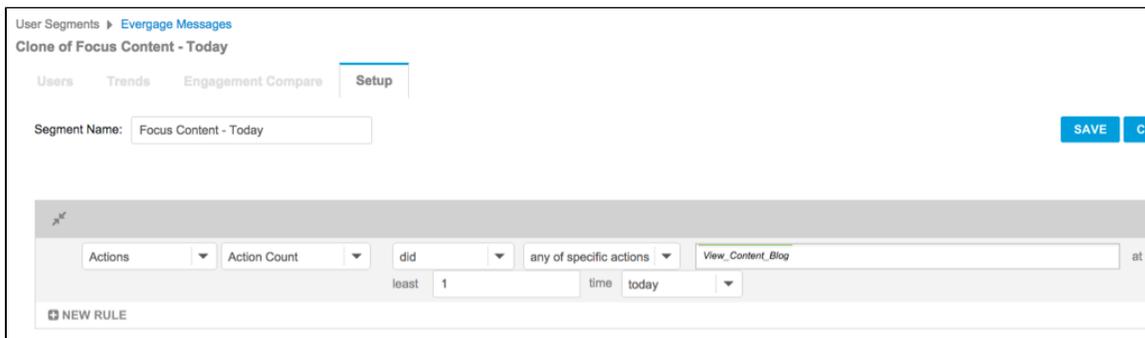
Measure

The goal of this message is to get the visitor to download an eBook (and provide her email address). We would create a segment of people who have downloaded any of the eBooks and make that the goal. We could also use global goals to measure other demand generation success metrics such as booked a demo, attended a webinar, or became a customer.

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 a popup message
2. Create different rule-based experiences, based on the categories of content you have in your blog (e.g. Demand Generation, E-Commerce, Content Publishing, and Customer Success)
3. Create segments as needed then apply rules to show the experiences based on those segments as well as visitor behaviors like time on page and "second chance"
4. Optional: configure the message so it only appears to people who have spent more than 10 seconds on the page (this shows a level of intent) and who leave your site without going to another page.

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
- Popup Messages
- Add Rules for Campaigns, Messages, and Experiences
- Inactivity Triggers and Bounce Prevention
- Target Users Based on a Segment
- Segment Rules
- Create a Segment