

Educate New Visitors



Interaction Studio Classic Only

This use case is for customers using Interaction Studio Classic (formerly Evergage Classic) *ONLY*. For customers using the Interaction Studio 'Campaigns and Templates' application, refer to the [Use Case Library](#) instead.



It may be helpful for first-time visitors to see your awards, shipping policies or other details. However, conveying this and other information takes up valuable page real estate that returning visitors and frequent shoppers likely don't need or want to see. Using Interaction Studio, you can segment new visitors and target them with content and messages to educate them about your brand. The same capability can be used to identify returning customers and notify them of updates since their last visit.

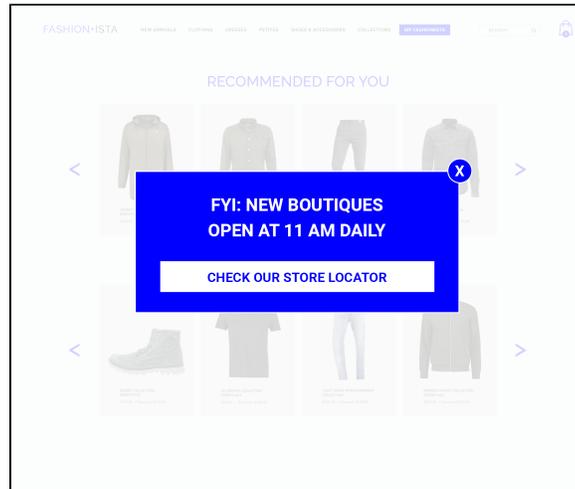
Category	eCommerce	Vertical	Retail, Travel, Financial
Topic	Segment new visitors so you can educate them about your brand	ID #	181

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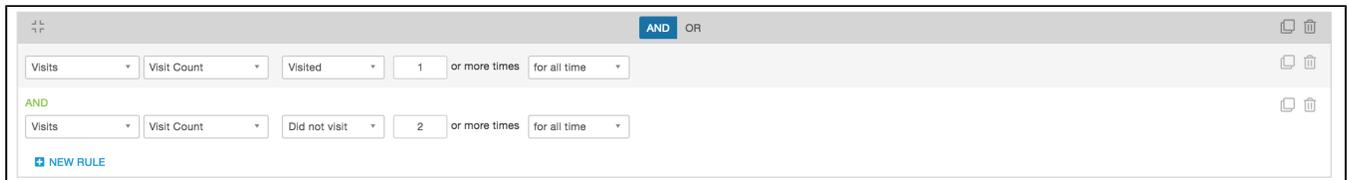
Example

A visitor lands on your website for the first time. While looking at one of your product pages, promote new deals or features unique to your website.



Segment

Create a segment of first-time visitors for this play. This is defined as people who visited at least 1 or more times for all time and did not visit 2 or more times for all time as shown below:



Measure

If the message includes a CTA, it can be used as the campaign goal. Otherwise, global goals can be used.

Setup



Process

Here are the high-level process steps you should follow to execute on this play:

- Create a segment of first-time visitors
- Create a campaign with one experience and a popup message
- Add a campaign level rule to show the campaign only to this segment of visitors



Reference Materials

The following articles from the *Interaction Studio Knowledge Base* will provide additional information about this play:

- [Create or Edit a Web Campaign](#)
- [Popup Messages](#)
- [Add Rules for Campaigns, Experiences, and Messages](#)
- [Understand and Build Segments](#)