ONSITE RETARGETING HANDBOOK

FOR SALES PROMOTION

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INTRODUCTION

Welcome! If you have an ecommerce store and you would like to increase your sales, you are in the best place. In this *Onsite Retargeting Handbook for Sales Promotion* we are going to show you how to grow your revenue using the latest best practices. In each section you'll find relevant examples that will help you get started improving your site performance right away.

1. ABOUT ONSITE RETARGETING

Onsite retargeting is designed for remarketing to visitors before they leave your site. Like Facebook and Google remarketing ads, you get a second chance to recover abandoning visitors. However, unlike traditional remarketing where there are a certain percentage of visitors you can't retarget, you are guaranteed a second chance with onsite retargeting because your offer is displayed while your visitors are still on your site.

According to the Nielsen Norman Group, most visitors stick around on websites for less than a minute – only just 59 seconds. In a matter of moments, a visitor will decide whether they will stay and browse, or leave your site.

A well-timed onsite retargeting popup eliminates distractions, limits choices, and causes visitors to pause and consider your offer again – addressing many of the psychological factors that can impact the decision-making process.

When a visitor leaves your site, you can retarget them with advertisements or newsletters but you can only reengage a small percentage of visitors with this way. Using onsite retargeting, you can display a second message instantly to your visitors, effectively doubling your chance of converting them into customers. That's what makes onsite retargeting so effective, and a must for ecommerce stores!

2. ONSITE RETARGETING FOR SALES PROMOTION

Converting visitors into customers and driving more sales is the primary goal of all online stores. According to research, 75% of abandoning visitors intend to return to buy, but **only 10 – 30% actually come back** and complete their purchase.

Given that 75% of visitors intend to complete their purchase, onsite retargeting can prove extremely effective when cart abandonment occurs.

The main theme of this handbook is sales promotion. In the following chapters, you will learn a lot of techniques to improve your sales and conversion rates through onsite retargeting.
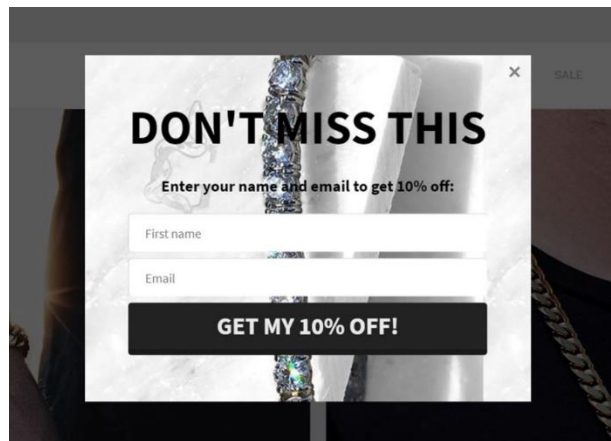
Let's take a look at some of the best ways to reengage your visitors and convince them to buy!

2.1. Use intelligent product recommendation

The popup below, from PhotoPaperDirect.com, is a **great example of using personalization for remarketing**. The popup uses **intelligent product recommendation** to display specific products that the visitor has already seen on the website. In addition, the popup offers relevant discounts for each product. After clicking on the "See details" button, visitors are redirected to the product page for the item they choose.

2.2. Offer discounts and coupons

You can use many different types of incentives to encourage your buyers to complete checkout: coupons, discounts, free shipping, first-time purchase deals, free trial offers, launch offers, holiday offers, free giveaways and more.

Coupons and discounts are great at **convincing price-sensitive customers** to make a purchase. CharmsToTreasure.com, is a professional jewelry business that uses onsite retargeting to provide their most engaged visitors with a 10% discount. The popup only appears to visitors who have expressed interest in the store's content or are about to abandon their cart.
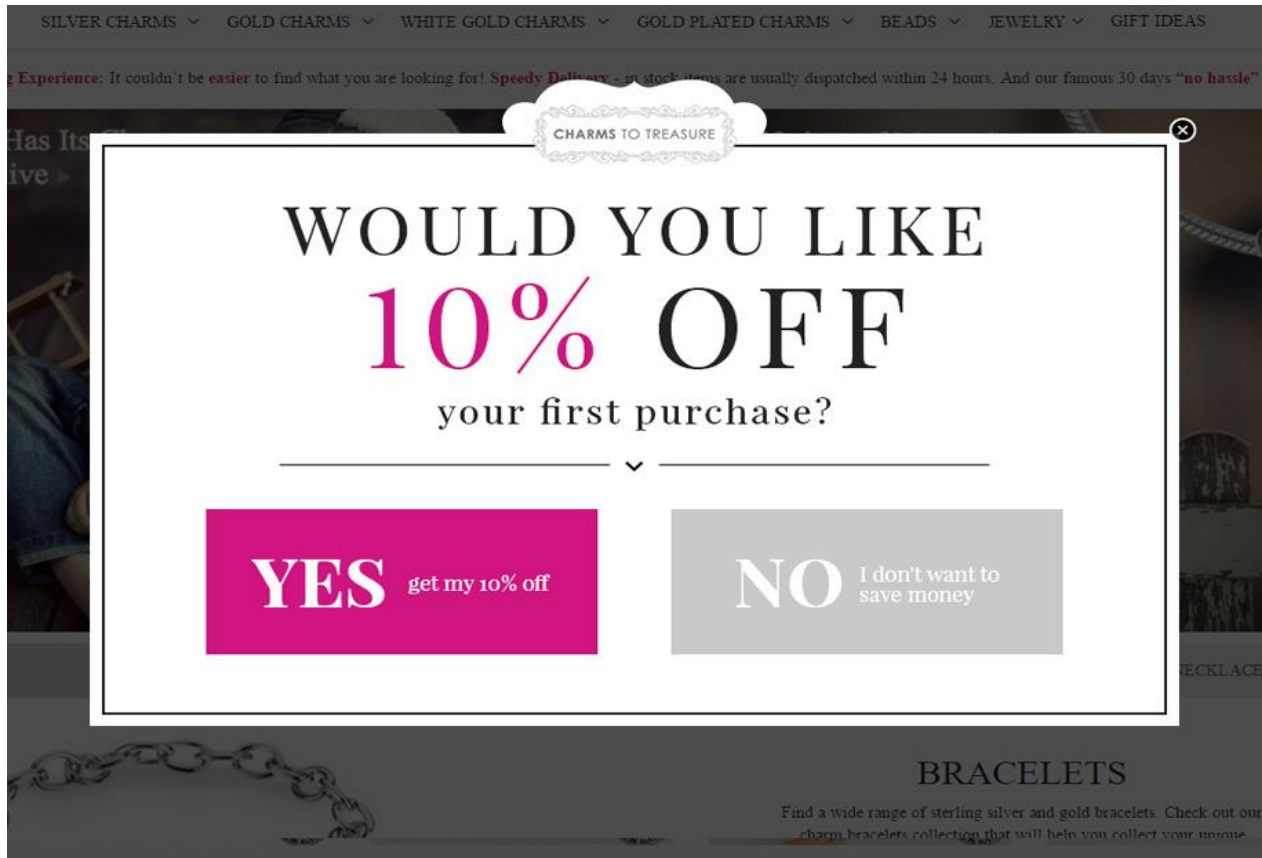
Here's a similar mobile example from JackpotCandles.com that gives subscribers $5 off their order instantly:
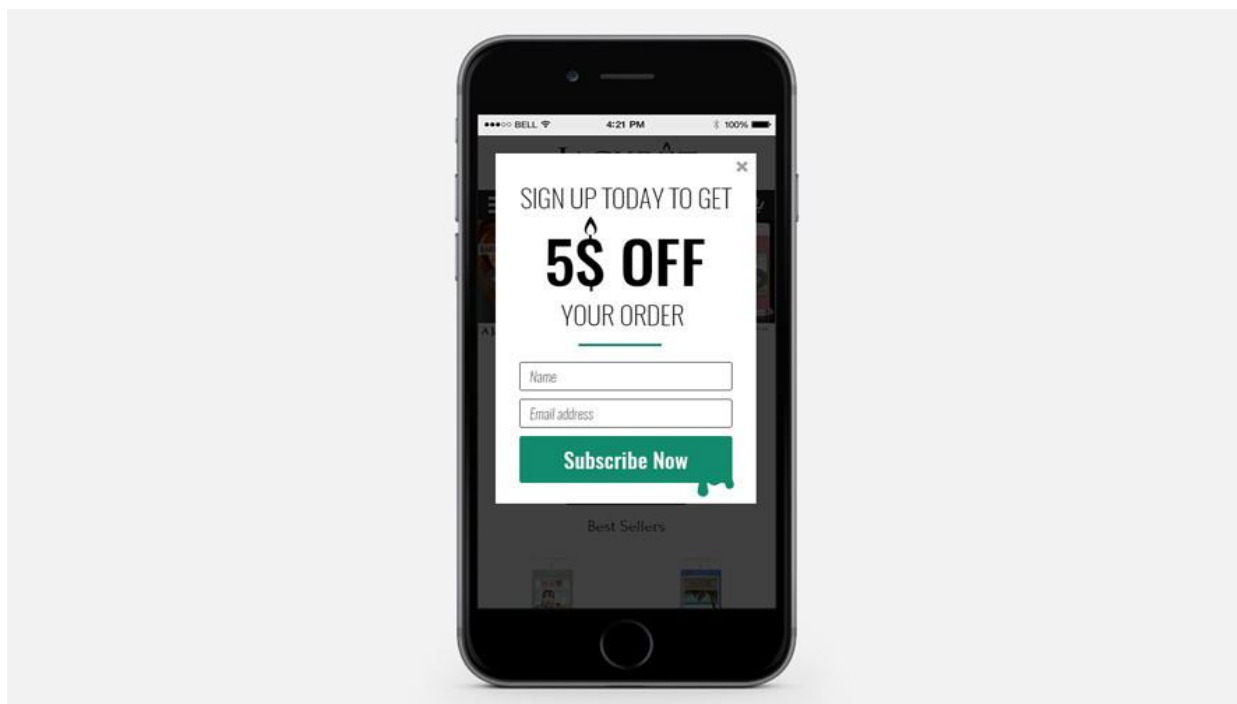
2.3. Promote your special offers

Another way to convince your buyers is to remind them of any existing deals or specials you are currently offering. Use onsite retargeting to raise your visitors' attention to any VIP membership or perks programs you offer, remind them about free shipping above a certain cart value and more.

Here's a popup from Jonquil that persuades visitors to buy immediately by presenting a special offer. When the visitor joins the Jonquil mailing list, they receive a $35 discount off their order:
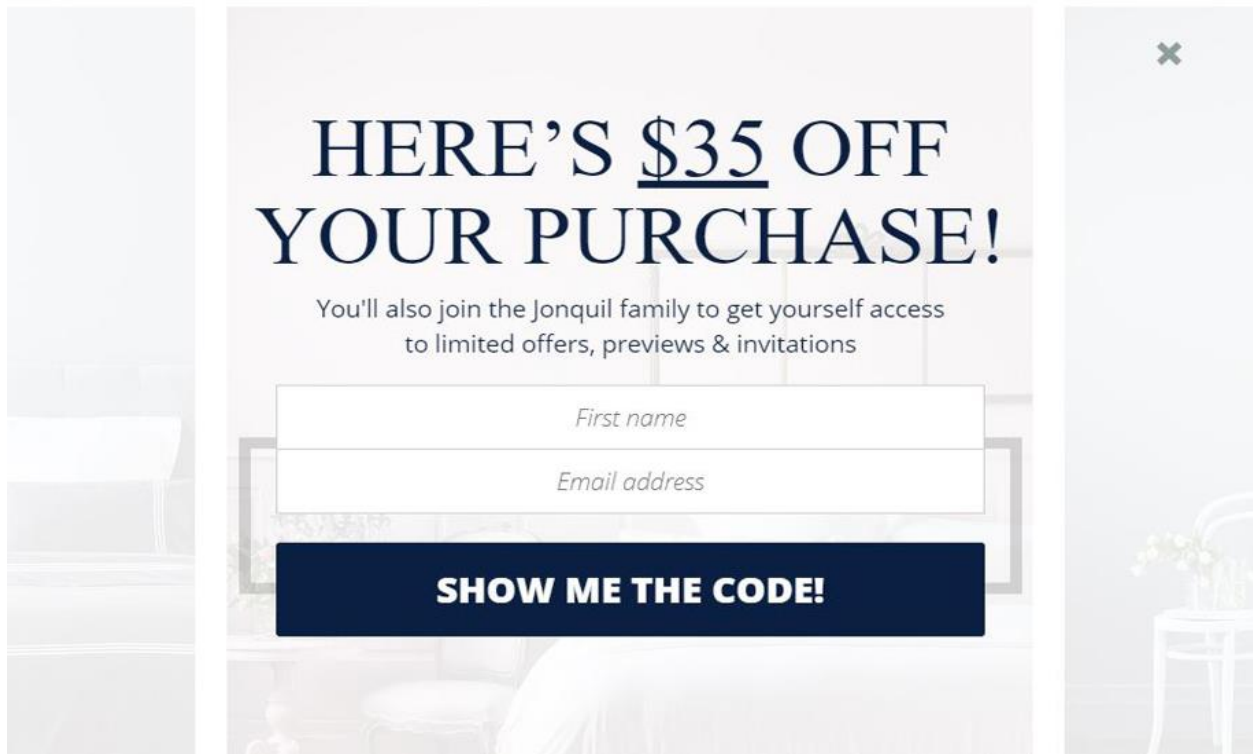
2.4. Retarget cart abandoning visitors with segmented offers

Set up a campaign to decrease your cart abandonment rate. Target visitors who are attempting to leave your website after they have already put something in their cart.

Engaged visitors of the 1BodyBrand will see the following popup which is a perfect example to retarget cart abandoning visitors. It has a clear offer with an expiration, and a countdown timer which helps increase the sense of urgency.
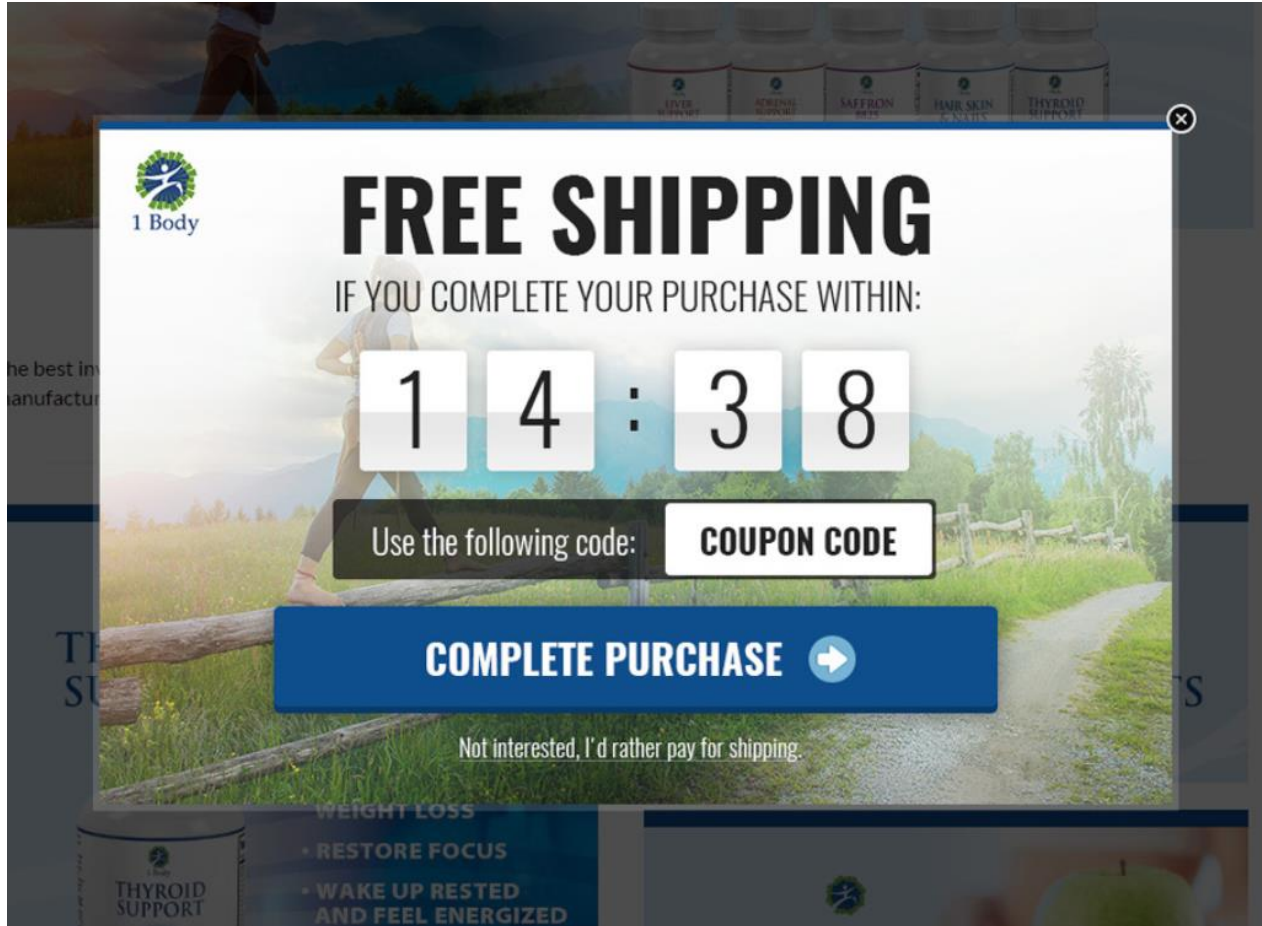
2.5. Redirect to your best products and offers

You can also use onsite retargeting to redirect visitors to your best-selling products and your best offers. It's another way to grab price-sensitive buyers' attention and also makes sure that everyone who visits your site has a chance to see your best deals.

The popup below, from SoggyDoggy, has a button which redirects the visitors to the best offers.

2.6. Remind visitors who opted into an offer

In the habit of clicking from site to site, visitors sometimes forget that they've signed up for a discount or special offer. Reminding your visitors of their discount or special deal can encourage them to complete the checkout process.

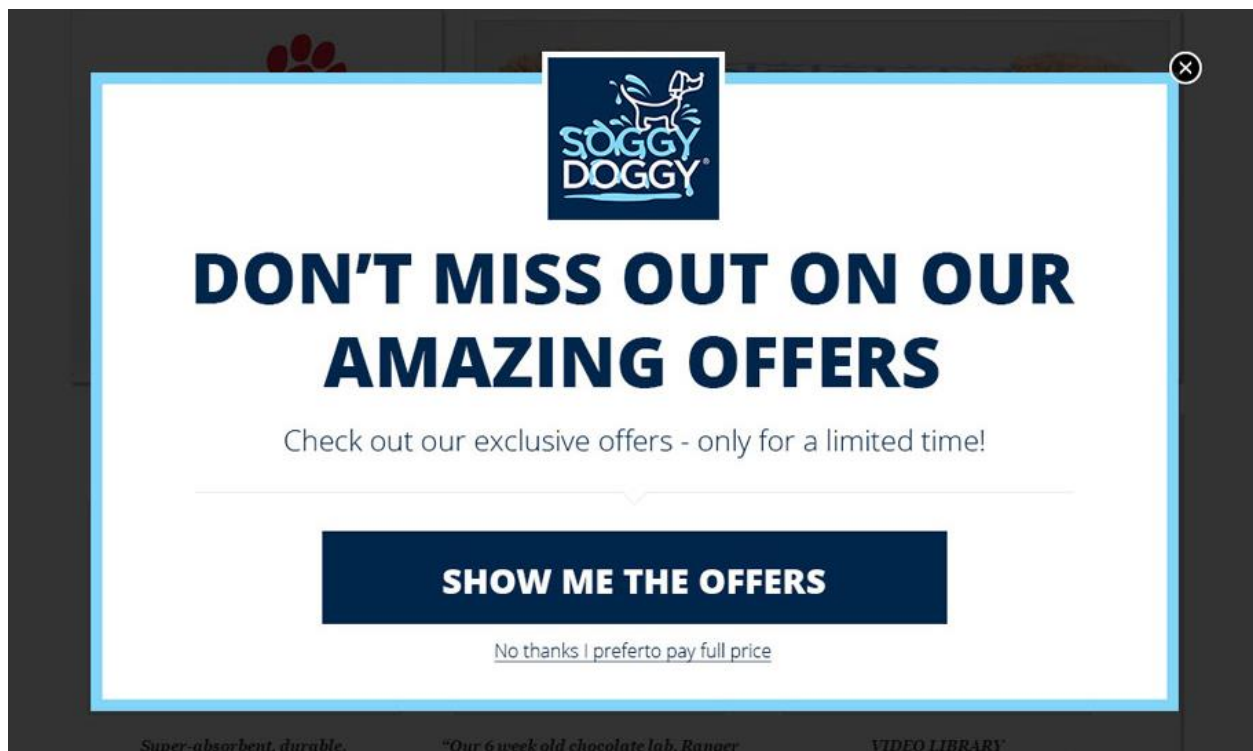For this purpose, you can use a different type of onsite retargeting popup. A **nanobar**, also known as sticky notification bar, is a bar which appears and then "sticks" to the top or bottom of your website, continuously displaying as visitors browse your site.

It's a great way to provide a message to your visitors without interrupting their browsing because all the content on your site is still visible. Nanobars are also great for site owners who feel their visitors will be annoyed by typical popup overlays. A reminder like this can double your conversion rate without bothering your buyers.

After visitors signup for the 10% discount, the nanobar appears – reminding them to use their discount and make a purchase as soon as possible. BOOM! clearly

displays the discount code because visitors will leave a website when they are "unable to find discounts" – another good reason to use nanobars on your site.
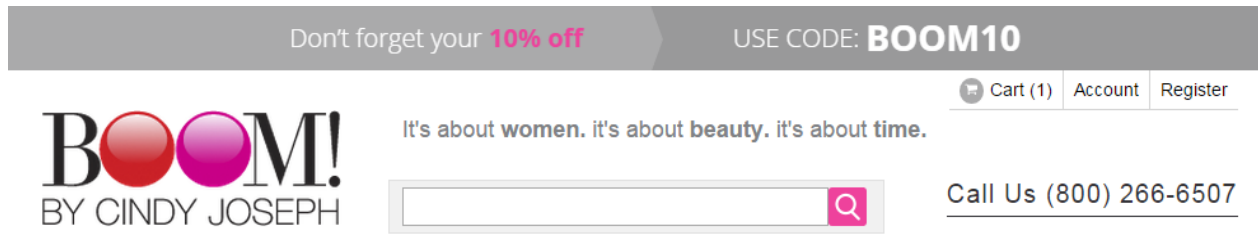
2.7. Be playful and creative

In addition to the examples we've shown, it's worth remembering that should also **be unique** and **provide a memorable experience** for your customers. This helps raise awareness for your offers and promotes your business as a fun place to shop.

Using a fun popup like a "prize wheel" allows you to showcase the creativity and personality of your business. With this popup, you invite visitors to play a game where they spin the wheel and win one of the discounts you offer as a prize. Here's an example from Pic 'n' Mix Festival Kit:
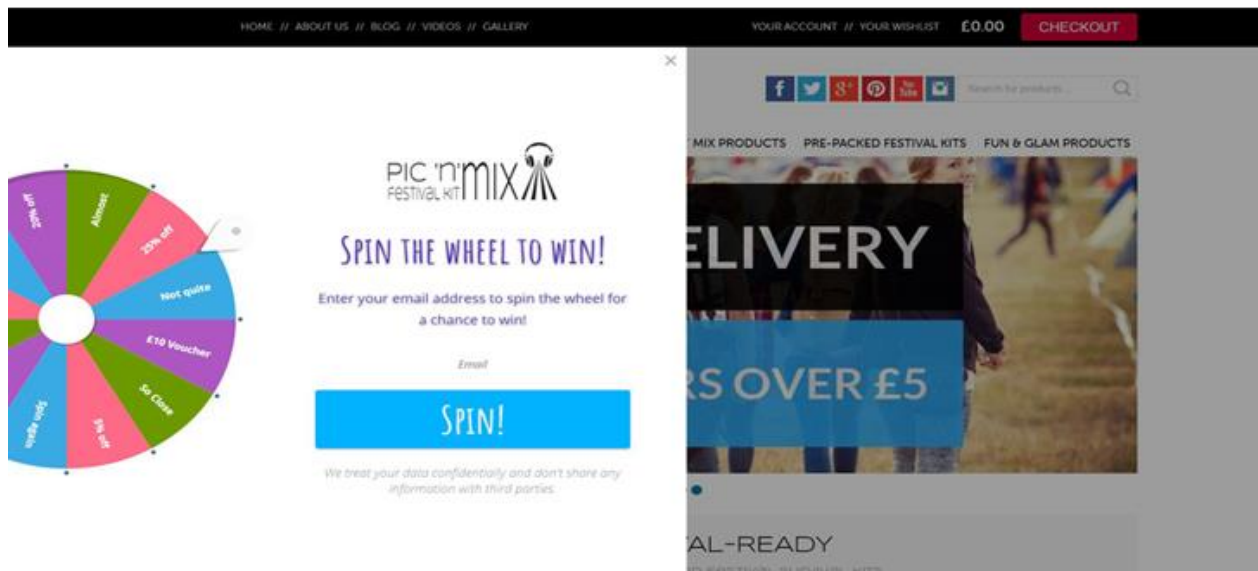
2.8. Include a "save cart" option

In some cases, visitors leave for a reason that's unrelated to your website, simply because something comes up. For example, the phone is ringing, somebody rings the doorbell, or they need to attend an adhoc meeting at work.

Offering a "save cart" option allows visitors to complete their purchase after they've finished their surprise phone call or meeting, or after they've confirmed the size or color of product they need.

Samsung uses onsite retargeting with a "save cart" message to increase sales and allow visitors to easily complete their order. They offer to send the cart contents via email, saving a potential customer and also building their email list.

3. TIPS AND BEST-PRACTICES FOR GETTING STARTED

You should now have several ideas of the different ways you can use onsite retargeting to drive sales and improve your store's performance. In this section, we are going to show you some practical tips and best practices to help you get started.

3.1. Segmenting your visitors

Segmentation is one of the most important things to do when you use onsite retargeting. At the very basic level, you should separate your visitors into hot and cold prospects.

Hot prospects are engaged visitors who are ready to make a purchase. They are the most likely to buy, and therefore your most valuable and profitable audience.
Your **cold prospects** are visitors who are considering a purchase, but they will need further time to make a decision. Your goal is to capture the contact information of these visitors so you can continue to market to them via email and other channels.

You can segment your visitors even further based on demographics, interests, and further segmentation based on where prospects are in the purchase process.

3.2. Choosing your campaign type

After defining your audience segments, you need to choose your campaign type. There are classic popups, multi-step popups, sidebars and nanobars:

- **Classic popups** are designed with a typical overlay window that appears with your message. These are great for cart abandonment, exit-intent and other times when you want to encourage your visitors to take an action.

- When you have a unique offer, or want to confirm genuine interest when visitors sign up, try **multi-step popups.** These appear as a sequence of popup overlays which allow you to show a "Yes/No" option to gauge interest, or additional details about your offer in each popup window.

- **Sidebars** appear on the side of the pages as visitors browse your website. These are effective for gathering email subscribers without interrupting your visitors.

- **Nanobars** are great when you want to remind someone about an offer they've signed up for. These notification bars show up at the top and bottom of your website, without blocking the main content. This allows a visitor to continue to browse your site while your offer stays in view the entire time.

3.3. Design tips for your campaign

After you choose the type of popup you want for your site, the next step is to design an effective popup. Here are some tips on designing popups that convert visitors:

- **Use less text with simple messages** and relevant keywords.
- **Focus on one clear value proposition.** Too much information will overwhelm visitors.
- **Call-to-action buttons should be highlighted** to grab your visitors' attention.
- **Design your popup to match the style of your website** with colors, fonts and images that reflect your brand.

- **Shorter forms have better conversion rates.** Only ask for an email address, or a name if you want to provide personalization in your marketing.

- If you want to show your campaign on mobile, you have to **use mobile-friendly popups!**
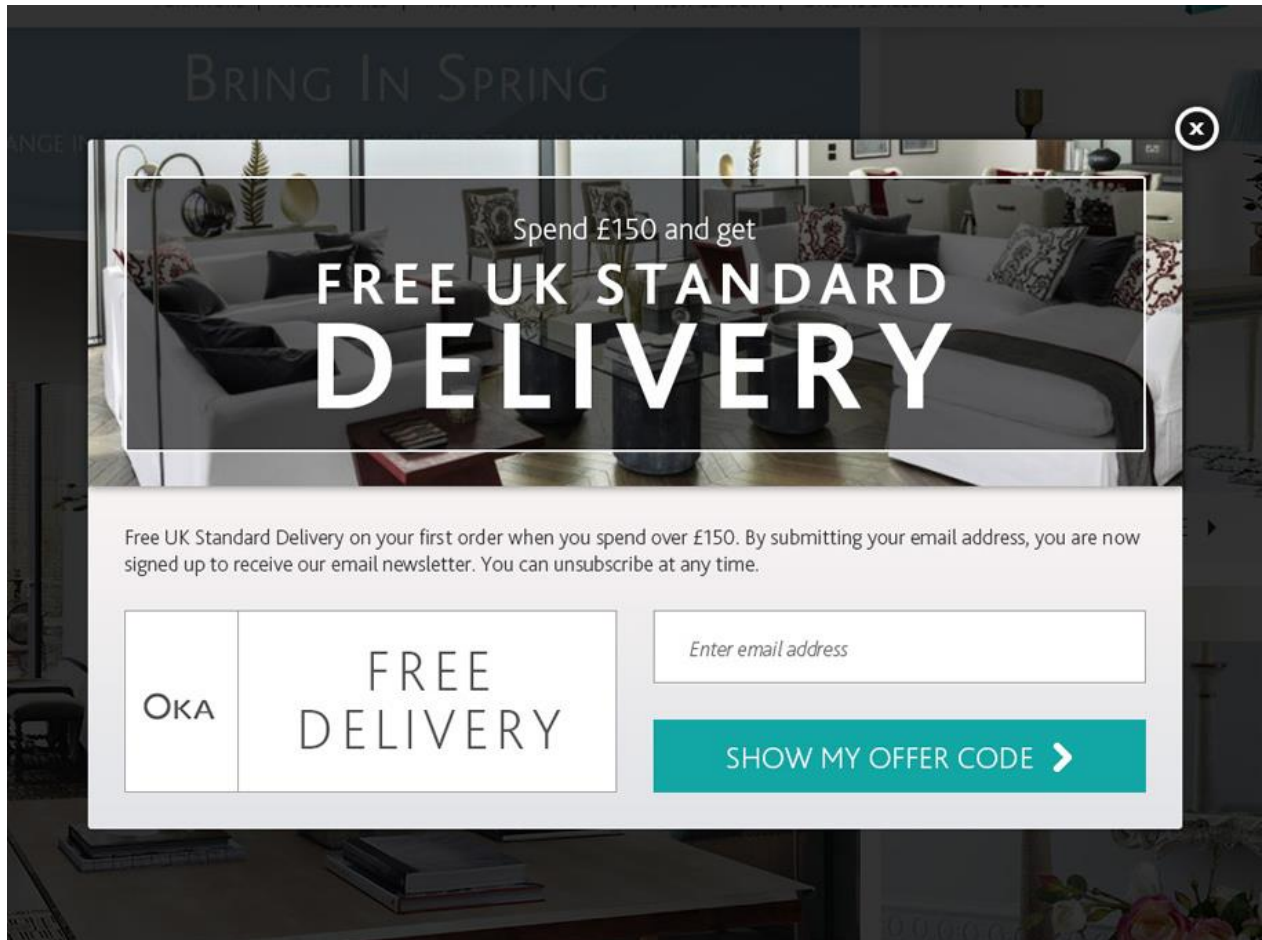
3.4. Triggering your messages

Exit-intent is one of the most popular uses of onsite retargeting. However, there are many more ways to trigger your popups. Choosing the right trigger will ensure your message displays at the right time without annoying your visitors. Here are the different triggering options and some best practices:

Frequency	This controls the number of times your popups are shown to each visitor. This is a critical setting to ensure your campaigns don't bother visitors. You should display at most 2 times to keep your visitors happy.
Exit intent	Exit-intent is the behavior that a visitor shows when they try to leave your site. Typically, this is detected as the mouse cursor moving towards the "X" button or address bar. Use this trigger to capture abandoning visitors and convince them to sign up or stay on your site
Time spent	This trigger will display a popup based on the amount of time someone has been on your site. Use this to target your most engaged visitors, and wait at least 15 seconds or more before displaying your popups.
Scrolling	Another great way to capture engaged visitors, triggering your popups based on scrolling will display them to visitors who have read to the bottom of a blog article or scrolled all the way down on a product apge.
Clicking	This simple trigger helps you create popups and forms that are displayed when someone clicks on a specific button, link or banner.
PC vs Mobile	Triggering on PC gives you more options based on visitors' behavior, because more information can be gathered. For mobile campaigns, there are fewer options and using a time delay is typically the best trigger.
Scheduled campaign	You can schedule your popups to display over different time periods to gauge the effectiveness of your campaigns and make improvements.
Delayed closing "X" button	You can delay the appearance of the closing "X" button on your popups. This can help increase conversions because visitors are obligated to read your message and consider your offer.

3.5. Targeting your campaigns

After you've segmented your audience, designed your popups and chosen your triggers, the next step is targeting your campaigns. Like segmentation, targeting helps you display the most relevant messages to each visitor. Let's look at some effective ways to target your campaigns:

1. **Traffic source** – You can show different popups with unique content for visitors from different sources. Use UTM tags for separating or targeting visitors from paid, organic, social, search and newsletter sources.

2. **Engagement** – This is based on each visitor's browsing history. You can show your popup to new or returning visitors, and those visited a certain number of pages or browsed your site for at least "x" seconds.

3. **Geotargeting** – You can target visitors from different countries. This is a great way to offer different shipping discounts based on location.

4. **Cart-based** – Target visitors who have added something to their cart. You can show a special popup when these visitors try to abandon their cart, or specific messages based on the value or items in their cart.

5. **Campaign-based** – To make sure you don't overwhelm visitors, and to include reminders and other incentives, you can target visitors who have seen other campaigns.

6. **Exclusions** – Just like targeting those who have already seen campaigns, you can exclude visitors who have already subscribed to your newsletter. Use your "Thank you" or confirmation page URL to prevent showing your popup to those who are on your email list.

7. **Unique variables** – You can setup additional criteria to target your popups based on how your site operates and the products and services you sell.

3.6. Testing your campaigns

Now that you've got all the best practices and tips, you're to design and implement a highly-effective popup campaign on your website with onsite retargeting. Once you start running your campaigns, you will want to measure your results and make improvements.

As you increase your conversion rate, you'll want to be sure you stay on track. Using A/B testing, you can compare two different versions of a popup and see which one works better. By comparing them to each other, or more examples in a multivariate test, you can clearly see which popup is the winner. Let's take a look at an example from Bootcuffsocks.com an online retailer specializing in boot cuffs and socks.

When Bootcuffsocks.com tested these two popups against each other for 40 days, they saw that 15% more people signed up for version 'B' compared to version 'A' – version 'B' (with the 10% OFF) was clearly the "winner".
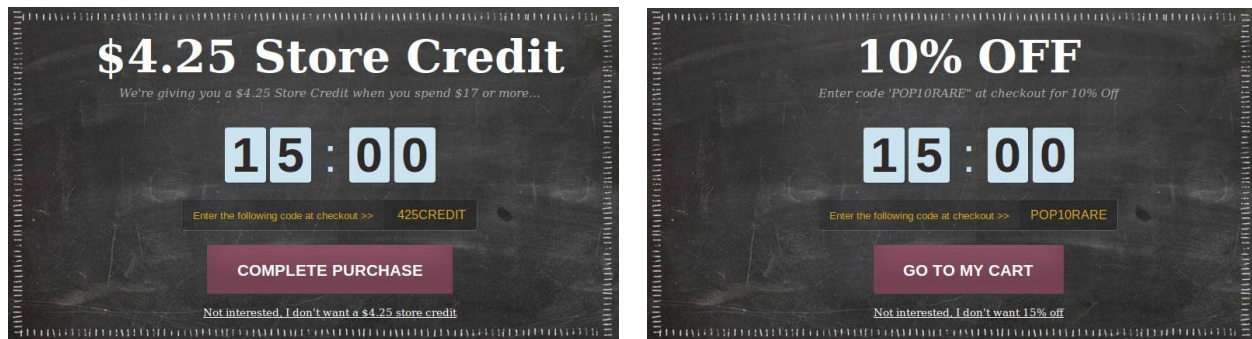
Here are some elements that are worth testing on your popups:

- headline or title;
- call-to-action text;
- call-to-action button color, size and alignment;
- font style, color, and size;
- background images;
- and value proposition.

You'd be surprised how a few small changes can lead to some big increases in results!

4. CASE STUDY - BOOMBYCINDYJOSEPH.COM

The Company

BOOM! is a pro-age cosmetic line for women of every generation. The BoomByCindyJoseph.com store sells their live of cosmetics and increases awareness of the Pro-Age Revolution, a movement focused on shifting our anti-age society towards more acceptance.

Solution

When visitors of their landing page showed exit-intent, BOOM! used OptiMonk to make a secondary offer. They leveraged a 3-step popup campaign to provide an irresistible incentive, encouraging visitors to sign up. The third and final popup directed the most engaged visitors to a product page to make a purchase.

Results

By using OptiMonk to capture visitors on an important landing page, BOOM! was able to increase sales, subscriptions and engagement. Using nanobars and cart recovery popups also played an important role in BOOM!'s strategy which allowed them to cater to visitors at different stages in the buying process. Their highly targeted approach led to an 18% increase in revenue and 8,997 extra leads in 1 month!

WEBSITE
BoomByCindyJoseph.com
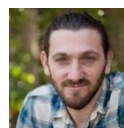
INDUSTRY
Cosmetics retailer

COUNTRY
USA

CAMPAIGN
Conversion Optimization

RESULTS
- 18% increase in revenue
- 8,997 extra leads in 1 month

...the incredible success: using OptiMonk led to an 18% increase in revenue and 8,997 additional leads in 1 month!

Ezra Firestore
Smartmarketer.com & partner in

**CLICK HERE &
CHECK OUT THE FULL CASE STUDY**

CONCLUSION

Finding a reliable method for to promote your products and services is never easy. In this handbook, we looked at how onsite retargeting can be used effectively for sales promotion. We looked at some real examples of popups and covered the best practices for segmenting your audience, choosing your campaigns and designing your popups, and setting your targeting and triggering options.

With a well-crafted onsite retargeting campaign, you can display popups at just the right time without annoying your visitors. Many people are concerned about popups ruining the user experience on their site. In fact, with onsite retargeting you can improve the user experience of your site by redirecting visitors to your best-selling offers and helping them find the relevant information they need to make a purchase decision.

All of the popup examples in this handbook were created using OptiMonk. We make it easy for you to get started with onsite retargeting and maximizing the conversions on your site. By following the examples and best practices we've provided, you can start boosting your sales right way. If you don't have an OptiMonk account yet, you can create a forever free account now!
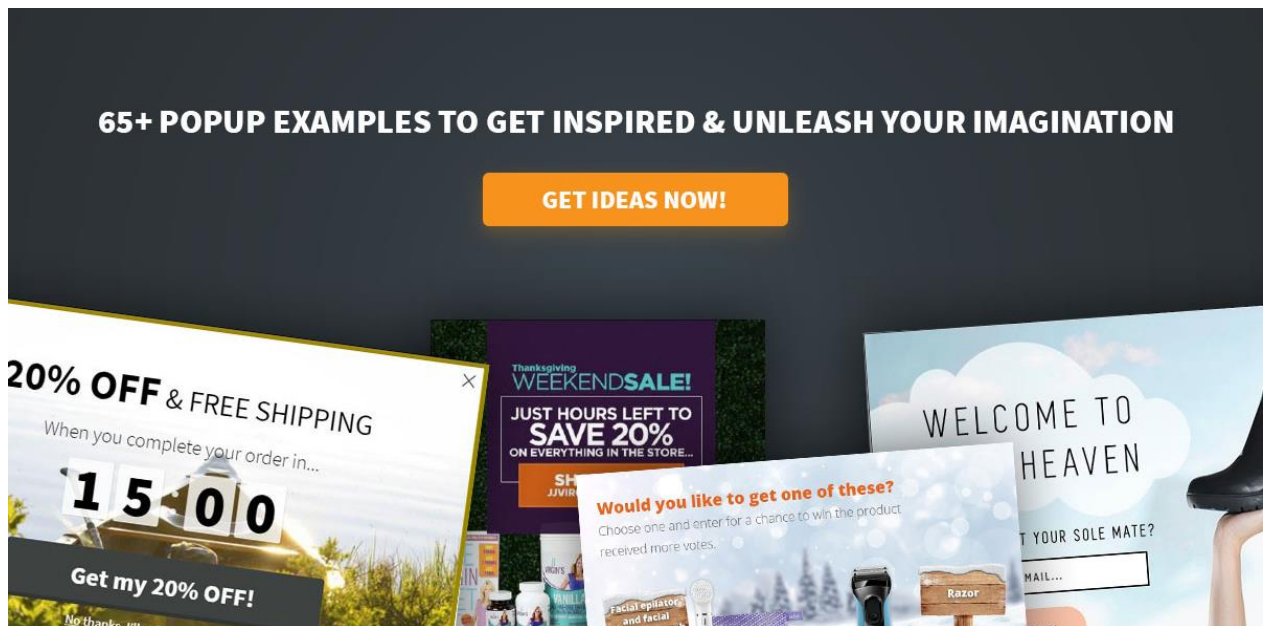
Get 200% More Leads
WITH ONSITE RETARGETING

Create a forever free OptiMonk account,
and boost your conversions by recovering visitors in realtime.

CREATE FREE ACCOUNT >>

Do you have any questions?

Schedule a FREE consultation if you'd like to get the most out of your
website by leveraging the power of Onsite Retargeting.
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