OPTIMONK presents

The Zen Art of
ONSITE
RETARGETING

Chapter 1
ONLINE CONVERSION RATES SUCK

A few disappointing facts about conversions:

- According to Monetate, only ~6% of ecommerce visitors put something in their cart
- Baymard Institute states that average cart abandonment rate is 67.89%
- The average conversion rate is 2%

So **98 out of 100** people leave the average site without buying. That number really sucks.

That's where conversion optimization usually comes in to play.

Typical conversion optimization takes a lot of time and effort. You have to stay up-to-date on the latest website tools and you have to set aside time to fine-tune the results. A lot of people have thoughts about how they can improve their website. Unfortunately, what most people lack is the time or money to dedicate to the task.

This triggers a deadly cycle. As website conversion goes down, more money is put into driving traffic, and less money is set aside to improve the conversion of existing traffic. Soon enough, your marketing budget is spent and there aren't enough sales to show for it.

There's one more thing, typical conversion optimization has its weaknesses. It can give you small wins, but you can't change the game.

In this guide we'll show you a new type of conversion optimization that requires very little time, and can still give you huge benefits. Onsite Retargeting is a new way to increase your conversions and sales. Getting better results from your website just got a lot easier. You can exploit so many hidden opportunities on your site with Onsite Retargeting, you may not even know some of them existed!

Let's take a look at why most online conversion rates suck, how people end up in this deadly cycle, and how onsite retargeting can get you better results from your site with less time and money.

Chapter 2
YOUR WEB VISITORS ARE DIFFERENT

First of all, web visitors are different. Some are experts, some are novices in your field - others are somewhere in between. Some visitors might be in an earlier stage of their buying process, looking for solutions and comparing alternatives. Others might already have specific needs in mind. Some are low budget and price sensitive, and others value their time and convenience more than price.

We know our visitors are different, but we're not sure what messages our visitors will respond to.

Often our solution is to provide more options, for them to choose from. Provide more menu items. Display more offers. Divide the page to more areas. Hedge your bets.

But this tactic has great dangers: we increase distractions. We divide attention.

Chapter 3
DANGERS OF DIVIDED ATTENTION

Distractions kill conversion.

Take an example from real life. If someone is talking to you one on one, you'll hopefully understand him/her. Should three people talk to you at the same time, chances are you won't catch much of what they say.

The same logic applies to your marketing efforts. When you overwhelm prospects with too many messages, they often miss all of them.

The reason landing pages are so effective is because they **eliminate distractions**.

So you decrease options to decrease distractions. With it you are betting heavily on messages - you decide which one you think will be stronger.

Now you're not hedging your bets, you're betting everything on one horse.

This is what most Conversion Rate Optimization (CRO) techniques are about: **to find your best messages**.

To find THE horse you bet everything on.

Chapter 4
WHY RETARGETING WORKS

Despite your best efforts, most visitors will not resonate with your message, and you won't be able to convince them. They won't convert.

A lot of people end up in this situation. That's why most online conversion rates suck and why too many people are wasting money on driving more traffic to their site.

This is where retargeting comes in handy: you can get a **second chance** to communicate to your visitors. You can repeat your message, or even better: you can communicate a different one. You can try your second best message and present it in a way that doesn't crowd your main message.

But there are limitations: You can only reach a small number of visitors with regular, "offsite" retargeting. And you have to pay a lot for it, in time and cost.

Why not retarget your visitors BEFORE they leave your site?

Chapter 5

HOW DOES ONSITE RETARGETING WORK?

What if you could get a second chance to communicate with your visitors before they leave your site? What if you could hedge your bets, without increasing the risk of distractions?

This is where Onsite Retargeting comes to the rescue! You can monitor visitor behavior, and if your primary message is not working, you can present a second one.

Basically you can **double your opportunities** for success with Onsite Retargeting.

Onsite Retargeting works by monitoring the behavior of your visitors, and when their behavior indicates they are ready for some additional message, we display it to them, usually in a popup overlays.

Perhaps the best example of Onsite Retargeting is exit-intent technology. Exit-intent technology works by monitoring the movement of the mouse, and if the system detects that a visitor is about to leave – typically moving towards the X close button of the window – your message will appear.

You can also monitor engagement, and act on it.

For example you can show your message after someone has stayed on the same page for 30 seconds. This may indicate they have question. Or, when someone has scrolled to the bottom of the page. In this instance, they may have finished reading your article.
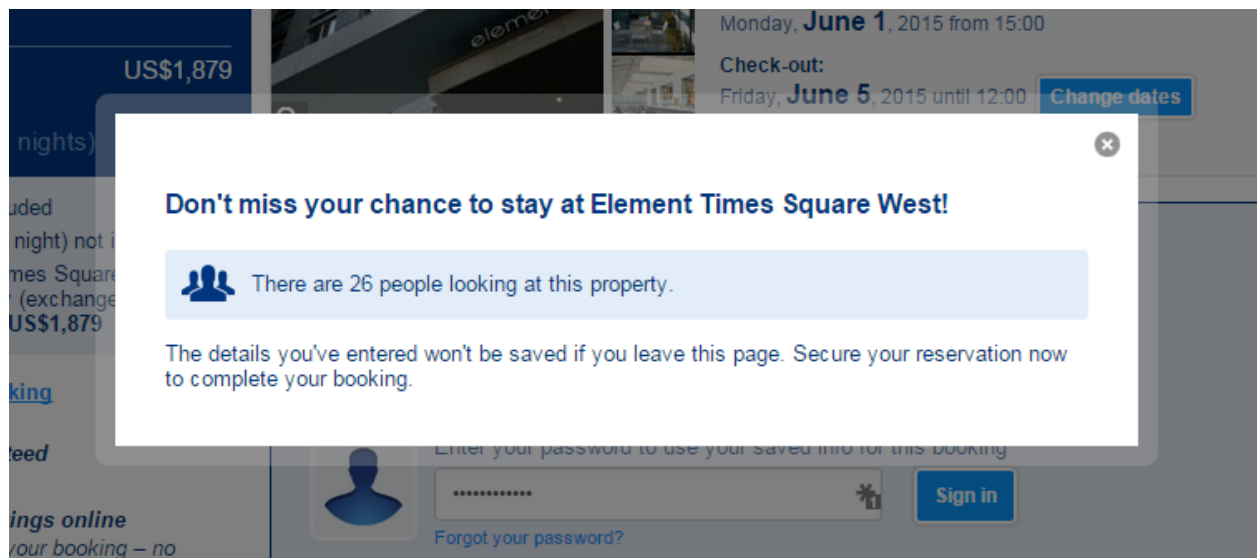
Chapter 6

WHAT ARE SOME GOOD WAYS TO USE ONSITE RETARGETING?

What should you communicate to your visitors when you have a second chance to convince them? With **Onsite Retargeting**, the possibilities are endless, just as in the case of your primary messages. Let's take a quick look at some methods that have proven effective.

#1: You can offer a different reason to convert

To prevent distractions and loss of conversions, you don't want to crowd your site with too many reasons for someone to choose your product or service. Here you can display a different reason or different perspective without crowding your main message.

Booking.com promotes the scarcity of the current property:

Booking.com

#2: You can promote a special offer to reduce cart abandonment

It's a misunderstanding that every visitor leaves because they aren't interested. 75% plan to return[1]. But most of them won't.

So you should instill some sense of urgency into your visitors, to finish the checkout process now, and not "sometime later".

Themeisle.com

You can even set a timer to maximize the feeling of urgency, as DiamondCandles does in this example:

Diamondcandles.com

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[1] http://seewhy.com/understanding-online-buyer-behavior-part1/

#3: You can offer a "softer" conversion and build your list

Most visitors aren't willing to commit on their first visit. One way to capture these visitors is to go for the "soft" conversion of a giveaway or email signup instead of a "hard" conversion of an immediate sale.

Promote your free stuff or your newsletter and you can capture visitors, who may not buy immediately, but you can market to them down the line and there's a good chance they'll come back for a purchase. More importantly, it's a chance for more conversions that didn't exist before Onsite Retargeting.
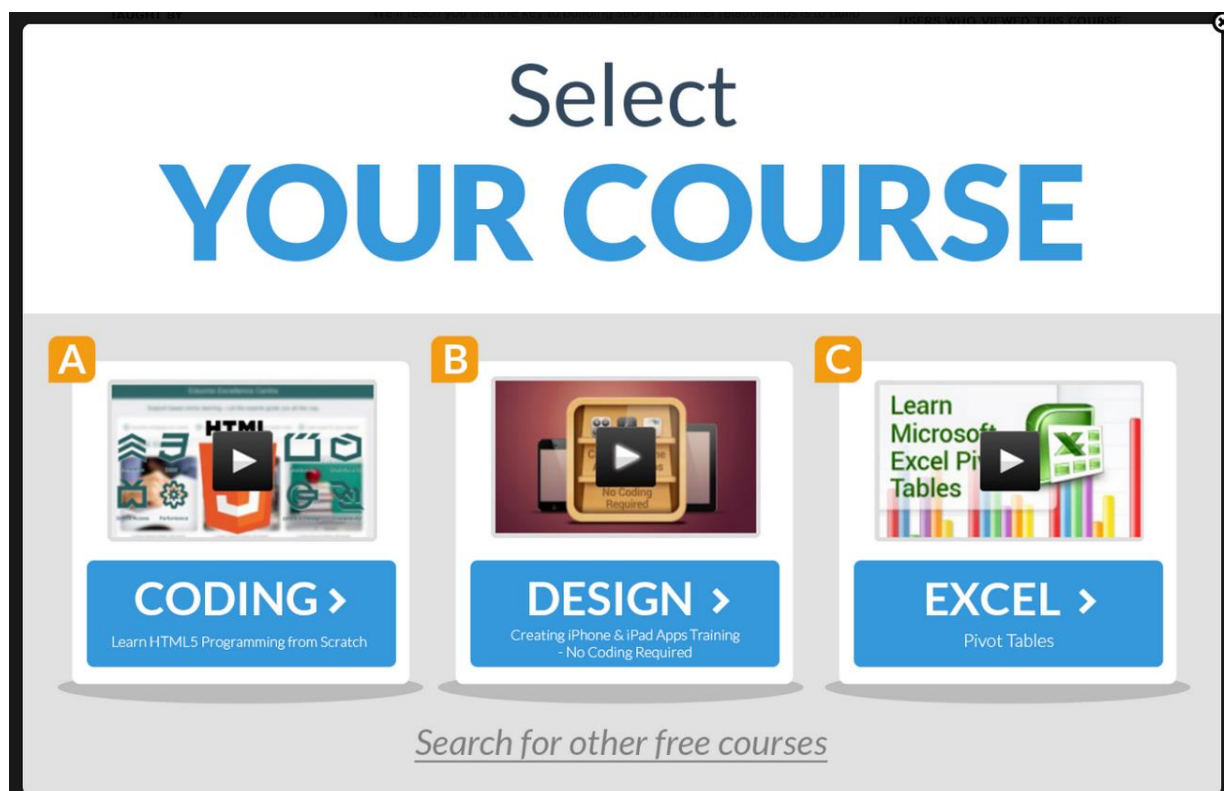

DigitalMarketer.com

You can combine this method with the previous point: promote a special offer AND build your list at the same time. This is one instance where two messages work well together. It's a lot like saying "thank you, may I tell you more?" before a visitor makes a purchase. Who wouldn't like that?

#4: You can promote related content and keep your visitors on your site

If your goal is simply to keep your visitors browsing on your site or to push them toward some more specific part of your site, it's often enough to promote some other content you may have.

Udemy.com

Chapter 7

SEGMENT YOUR VISITORS AND TARGET THEM WITH DIFFERENT MESSAGES

As we know, visitors are different and their interests are different, so why should we target them with the same message?

You can segment and target your audience with Onsite Retargeting based on several demographic and behavioral patterns, for example:

- What content are they interested in?
- Are they coming from Facebook or Google?
- Do they have something in their cart, or not?
- Have they purchased or subscribed before?
- Have they been on the landing page you are about to promote?
- etc.

If you have the right tool, this kind of segmentation should be piece of cake.

We hope you've found this guide informative and actionable!

If you're interested in implementing Onsite Retargeting on your website, we'll help you save more time and money by designing and building your first campaign for free.

Sign up for a free 14-day trial at OptiMonk.com and see the results of **Onsite Retargeting** for yourself.

CASE STUDY

How Digital Marketer
Got Extra 2,689 Subscribers
In 2 Weeks With Zero Extra
Spending On Marketing

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Do you have any questions?

My name is Nicole Mezei, and I would like to invite you to schedule a free Skype session with me or with one of my collegues. Simply click the button to schedule your session.

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