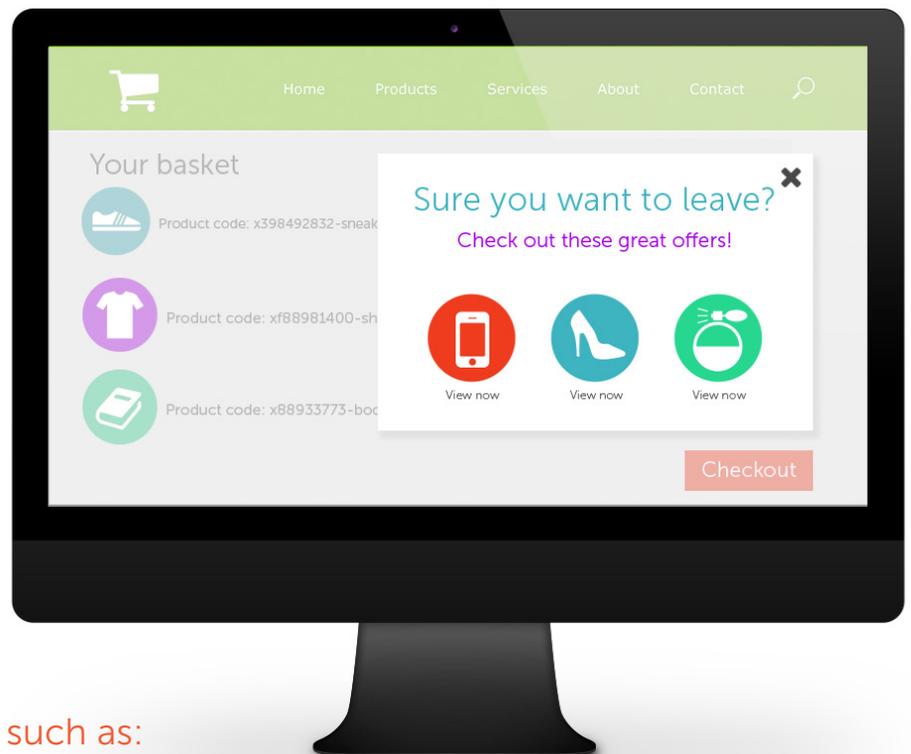


Approaches to Fight Exit Intent

Online consumers are sophisticated – and often impatient. Marketers need to use new approaches to keep website visitors engaged and to reduce exit rates. Fortunately, there are effective approaches to intervene at the exact moment before a visitor abandons a website – commonly known as exit intent.

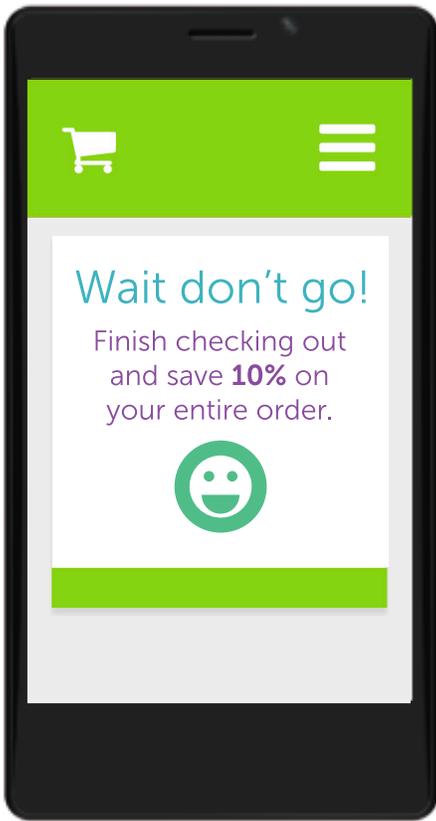
Please Don't Go!

The technology to reveal this fleeting moment tracks the user's mouse movements and a possible intent to leave (the upward movement which breaks the pane of the browser window, for example). When this happens, you can trigger an overlay (similar to a pop-up) that entices a visitor to stay or take action.



Create valuable exit intent offers such as:

- **Discount codes** — You don't want to just hand these out freely to every visitor out there. You may want to be specific with your segmentation and leverage a variety of sources to define your segments. Recently, we've leveraged everything from offline customer-centric data, real-time in-session data, and historical browsing/purchase behavior in order to only target high value, high loyalty segments with discounts.
- **Newsletter sign-ups** — You're only going to want to prompt if you recognize that the visitor is not an existing subscriber or appears to be a prospect/new visitor. You can take segmentation a step further with newsletter overlays by collecting more information about a visitor, giving you the opportunity to more effectively personalize outgoing emails or return visits to the site. Make sure you leverage A/B testing to understand the effect of including an extra field or two.
- **Call or chat assistance** — Engage the visitor live. Be sure you're offering help, not selling something. See if they have questions and make sure you give them the answers they're looking for.



Taking the battle to mobile

Another key point to remember is that you cannot track mouse movements on tablet or phones, so exit intent targeting is a no-go on those channels. Or is it?

Consider this: Let's say you're an online retailer and your UX team identifies that a common pre-exit action visitors are taking is to highlight and copy the full name of a product. You recognize their intent is to copy the product name and look for better prices via a search engine — all after exiting your page. So how do you stop this? A pop up with a price match guarantee would be an effective approach. No mouse cursor tracking required. And with mobile and tablet traffic volumes generating a third, a half, or even more of many sites' traffic today, we're bound to see other similar ideas generated to counteract the bouncing visitor.

The big picture

When creating exit intent overlays, don't forget to include logic that ensures the offer is only shown on exit, not to show it again based on certain actions and perhaps some segmentation based on your project's intent.

Ultimately, these customer experiences still need to be tested — and continuously tested at that. Multivariate testing, specifically, is a great way to isolate specific learning from testing individual elements (button, headline, other copy, form, inclusion of additional fields, etc.)

So how can you make your fight against exit intent more powerful?

Through testing, segmentation of visitors and leveraging a variety of data sources from attributes in the browser, offline data, real-time contextual data — and being fun and creative with your content. Since exit intent is already all the rage, find ways to differentiate yourself!

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