



17

CRO TIPS, TRICKS

& GROWTH HACKS

**TO SKYROCKET YOUR ONLINE
CONVERSION USING ON-SITE OVERLAYS**

- Engaging first time user on your website
 - Getting your visitors to register
 - Product discovery on your site
 - Increase newsletter subscriptions
 - Increasing social media influence
- Optimizing conversion rate during the checkout process
 - Reducing cart abandonment
 - Find reasons for cart abandonment
 - Cross-sell and up-sell successfully
 - Convert a customer sitting on the fence
 - Running an effective CSAT survey
- Re-targeting repeat visitors
 - Push your user to complete their profile
 - Convert previously abandoned carts
 - Urge your user into a purchase
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 - How to bundle your product better
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Engaging 'first time visitors' on your website

The path of acquiring, converting and retaining visitors starts with engaging them. There are several effective tactics to convert your first time visitor into a returning one. We enable you to implement all of them with ease. We have listed down a few of those for you.

How to get your first time visitor to register?

Incentivize visitors to signup for your product / service and highlight that incentive through a modal window on your website. Create an intercept that would be shown only to new visitors showing the immediate benefit of signing up on your website.

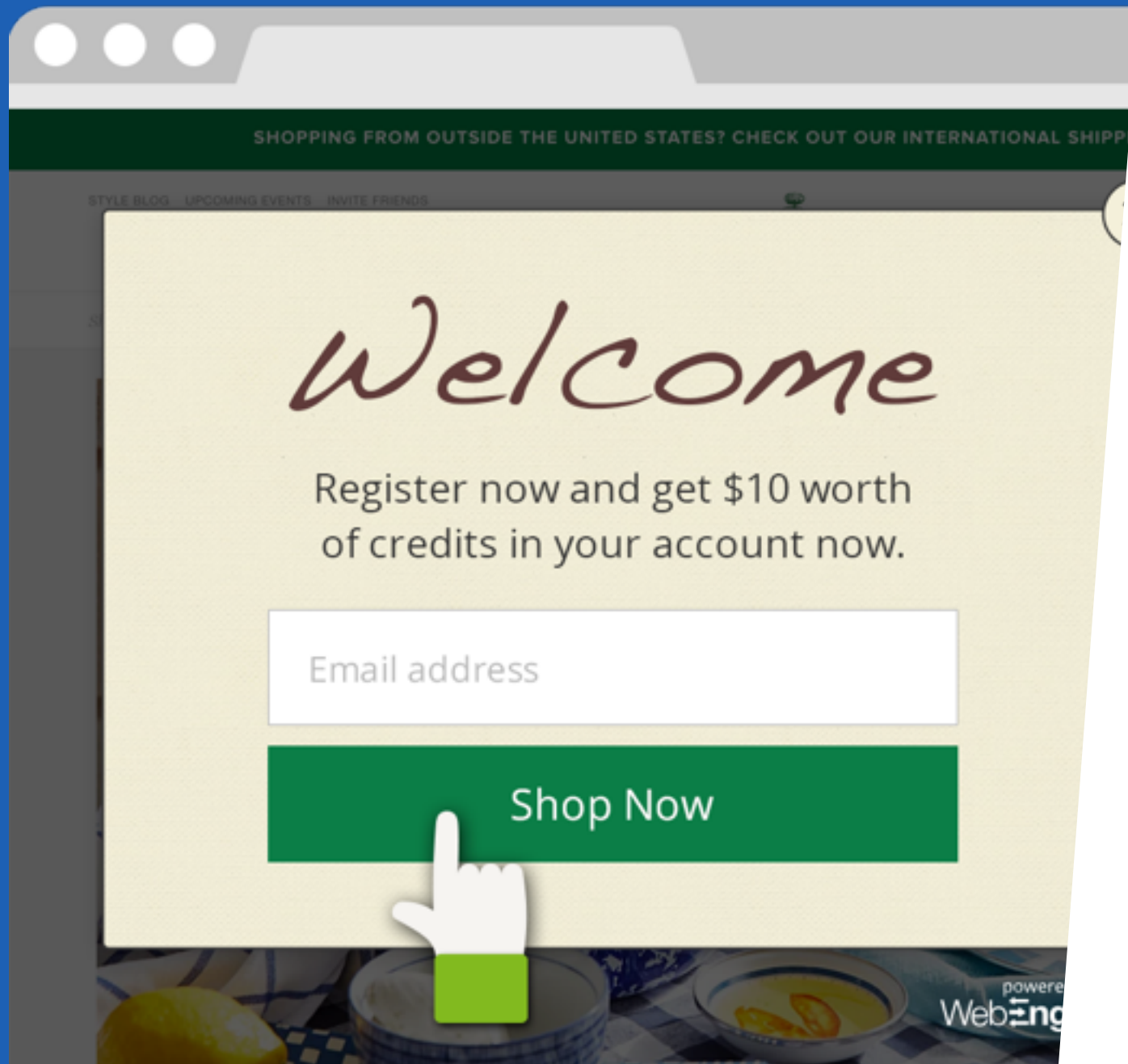
○ e-commerce

○ lead generation

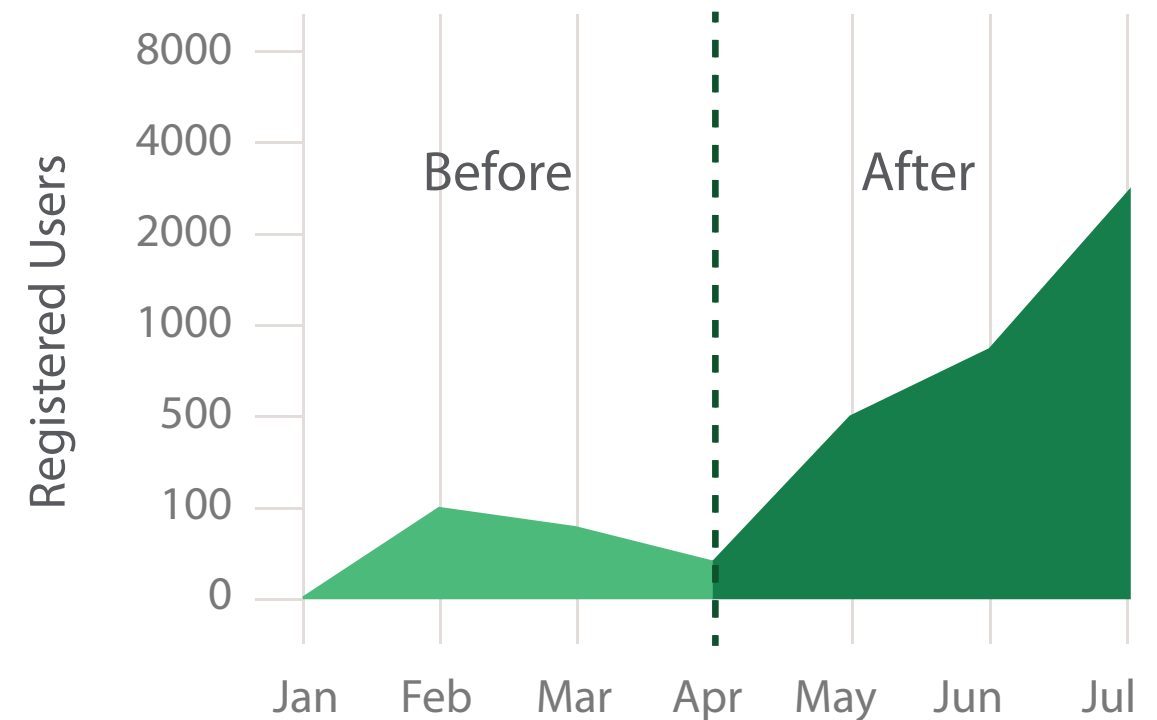
○ survey

○ REST API

What you show



What you get



How to help users discover your cool products?

Given the limited real-estate on your website, you can only showcase as many products on your home page or landing pages. Website overlays allow you to push your coolest product bundles / promotions to users and aid discovery. Use page URL and custom targeting to maintain relevance. Use conversion tracking to measure effectiveness.

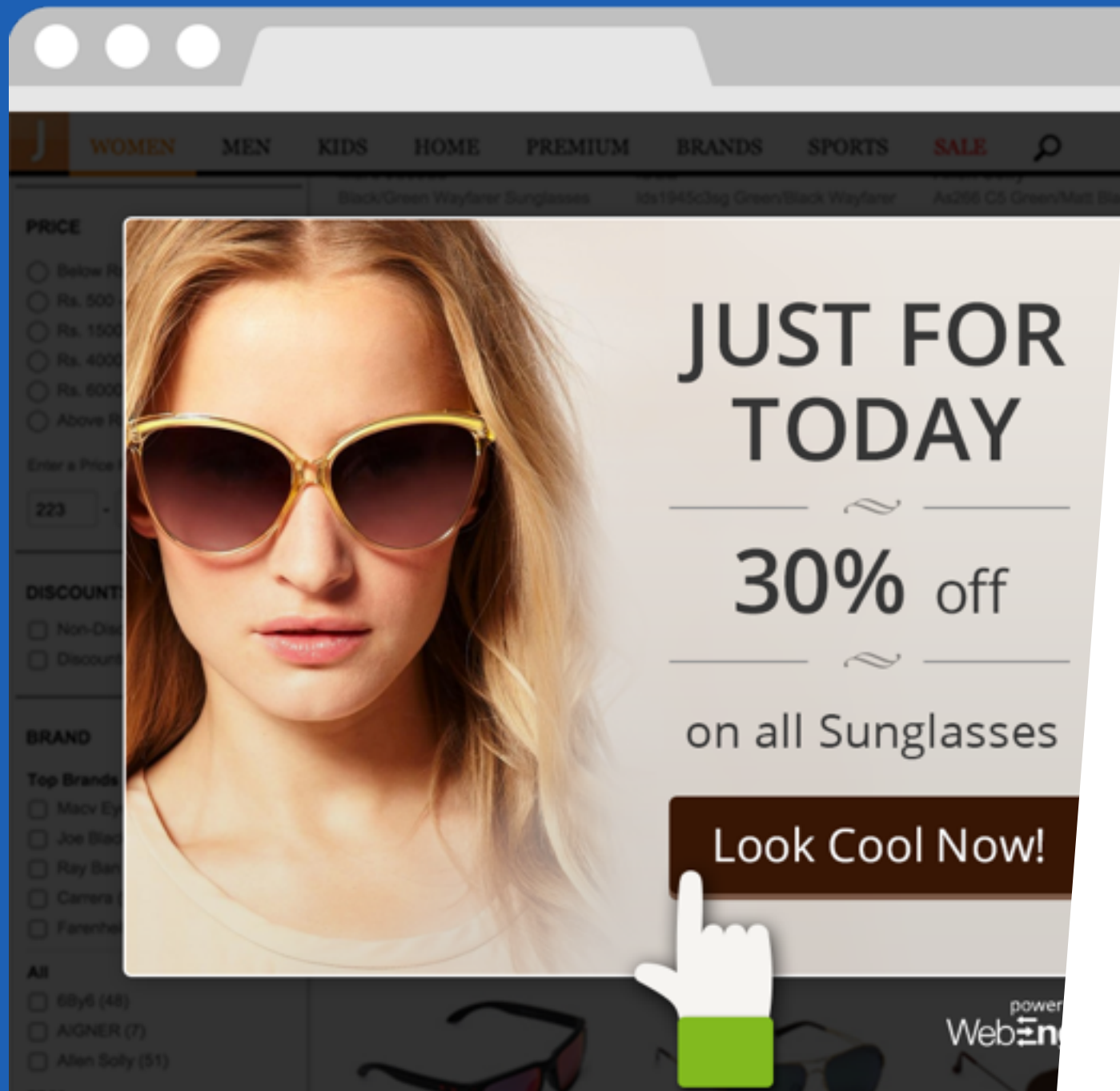
○ e-commerce

○ notification

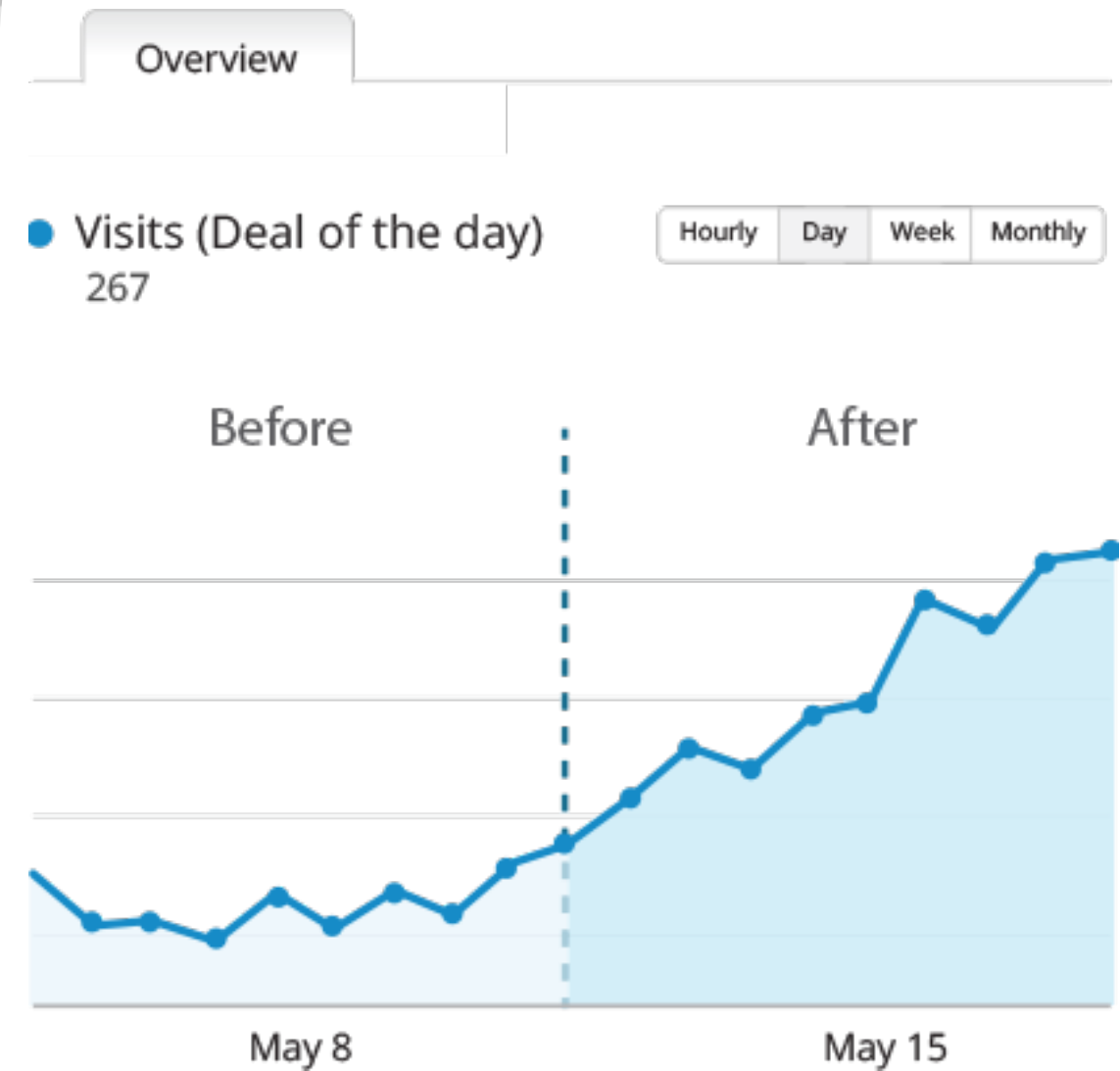
○ deal-of-the-day

○ CRO

What you show



What you get



How to increase your newsletter subscriber base?

Prompt users to sign up for your newsletter before they choose to leave in a hurry. Additionally, target these windows at SEO traffic for better conversions. The pop-up will contain fields for capturing details which are pushed directly to a CRM of your choice.


○ newsletter subscription

○ e-commerce

○ survey

○ webhooks

What you show



GET ON THE LIST

MY AWESOME NEWSLETTER

Delivered to your inbox occasionally with news
special offers, discounts & more

Name

Email address

Submit

What you get



104

Subscribers added

Name	Email
Ela G	ela@ymail.com
Carter	carter@doe.com
Alice	alice@ymail.com
Bob	bob@yamil.com
Mary	mary@ymail.com
John	john@yamil.com

How to increase your social media influence?

The key is to remind a user to join your social community, when she is already engaged on your website. Embed a social widget inside a push notification. Pop it to new visitors after some time delay.



social engagement



notification

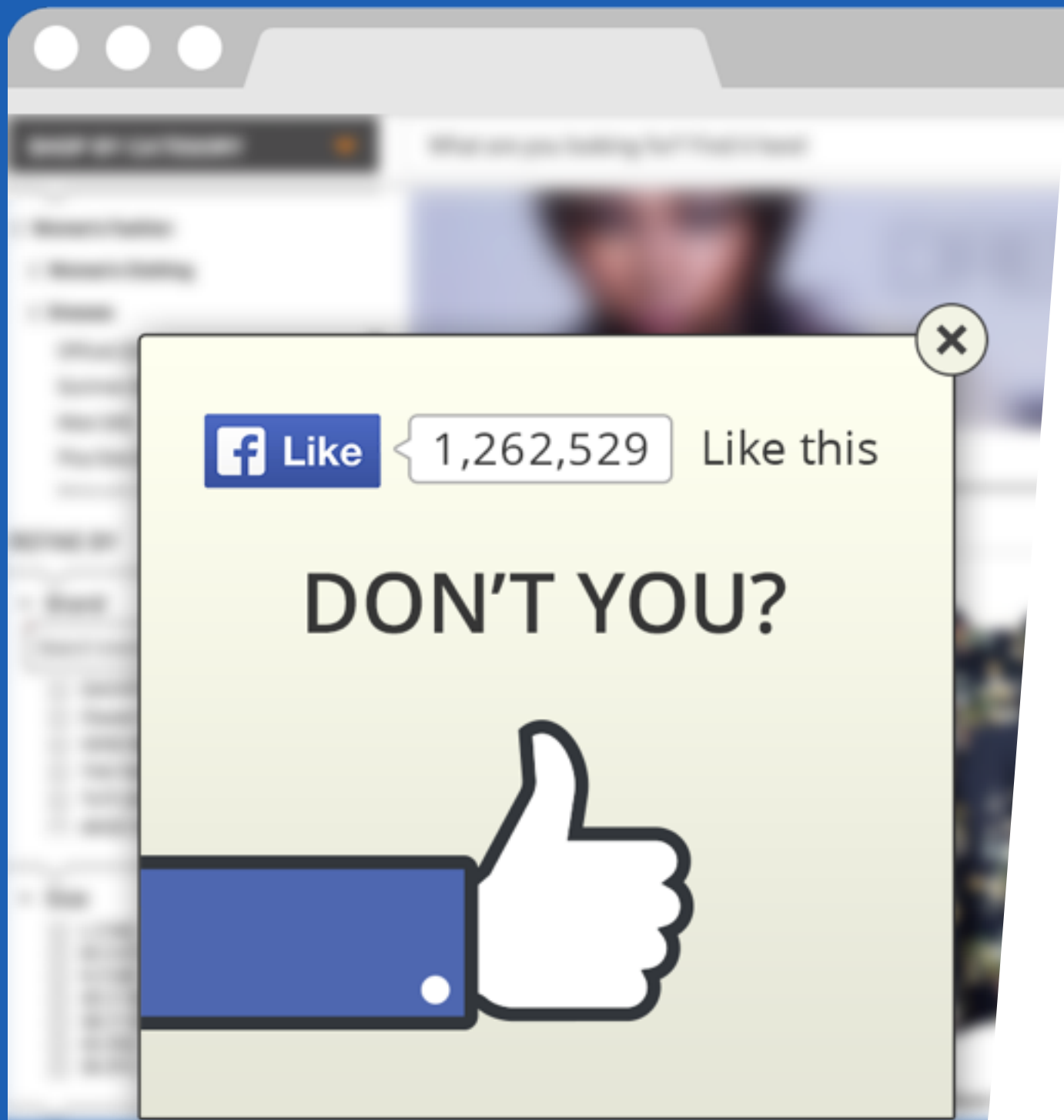


social widgets



JS API

What you show



What you get

1,806
New Likes



Optimizing conversion rate during the checkout process

On your website's cart page, contents of a user's basket reveal the importance of that transaction for you. Utilize this information to devise a strategy to reach out proactively offering help, or to incentivize a deliberated purchase, or catch hold of users exiting the cart to find out reasons for cart abandonment on your site.

How to reduce shopping cart abandonment?

Use tech like 'Leave Intent Targeting' for users who are 'about to exit' your cart page. Such tech monitors a user's cursor position and pop a coupon code (pre-configured by you) as soon as the cursor approaches browser's close button or the user tries to switch to a different tab. There's no better solution to give you an instant uplift in your overall conversion rate!

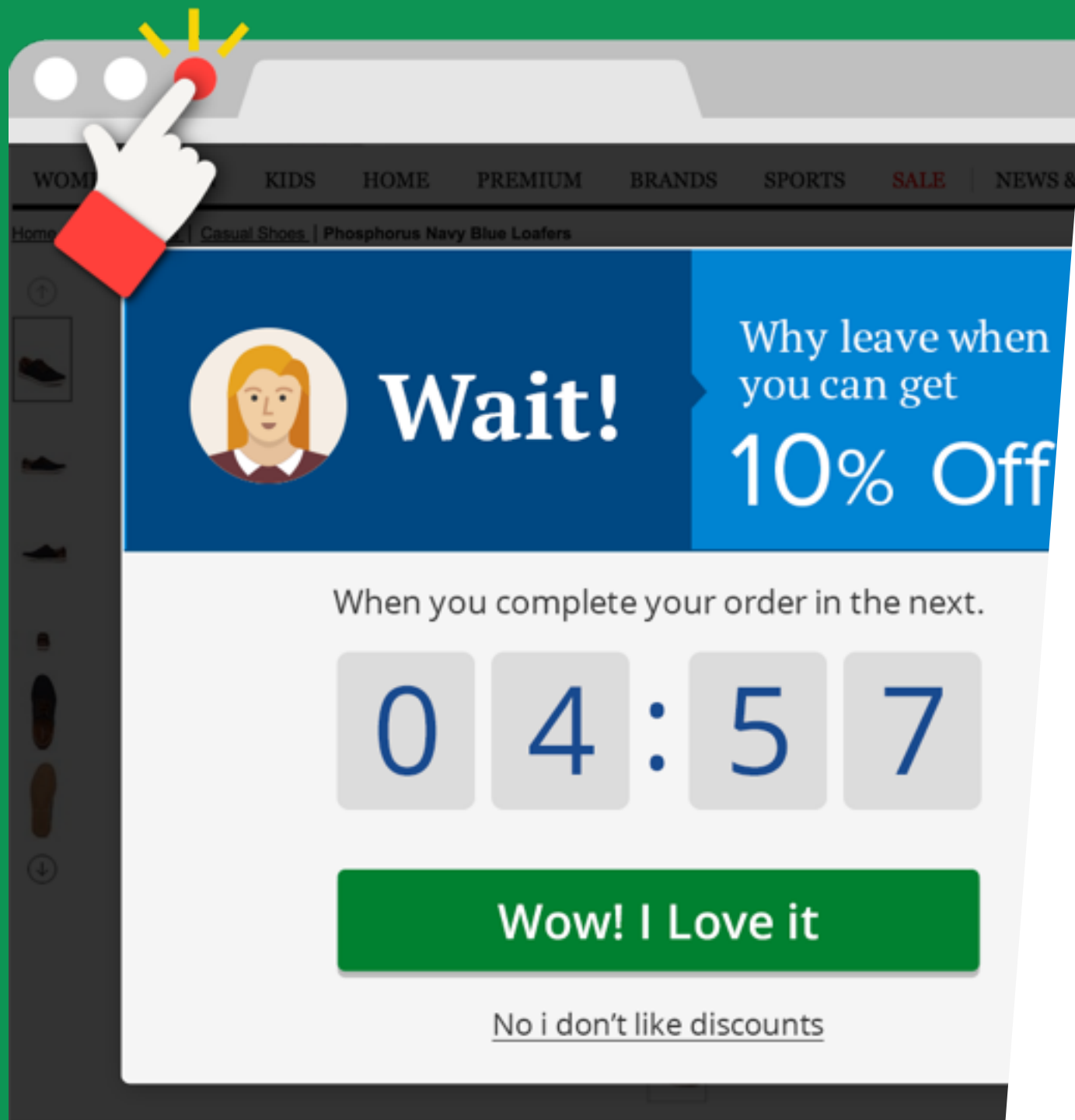
○ e-commerce

○ cart abandonment

○ leave-intent

○ notification

What you show



What you get

Prospective abandons (GMV)
\$75,410

\$
Abandons converted to sales (GMV)
\$9,230

Conversion rate for this goal (on GMV)
12.24%

How to find out the reasons for cart abandonment on your site?

70% users abandon their carts; most of them do so anonymously. Push an on-site survey on your checkout pages for users abandoning their cart and plug those responses into your product / marketing workflows for action.


○ e-commerce

○ cart abandonment

○ survey

○ proactive feedback

What you show



Alice M.

Check out

Image

Oh Snap!

Did we screw up? Please tell us where...

- ☐ Your prices are too high.
- ☐ I got a better deal elsewhere.
- ☐ I am saving it for later.
- ☒ Its something else ...

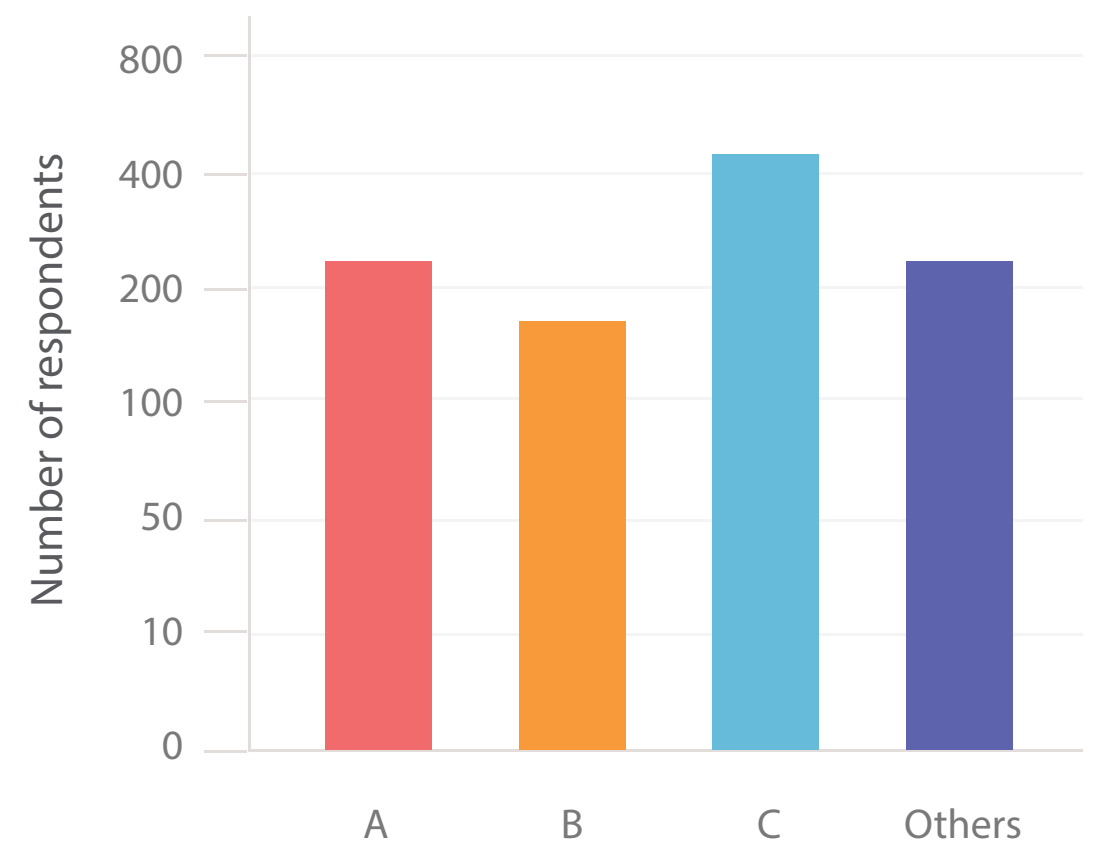
Submit

You may also like

Browse

What you get

Reasons for
Cart Abandonment



How to cross-sell/ up-sell to users who are most likely to buy?

If a user has made a purchase in the past, and is back on your site, she is highly likely to be satisfied by her previous buying experience. Grab the opportunity to earn some loyalty from such users by offering nice deals to increase the basket value further.

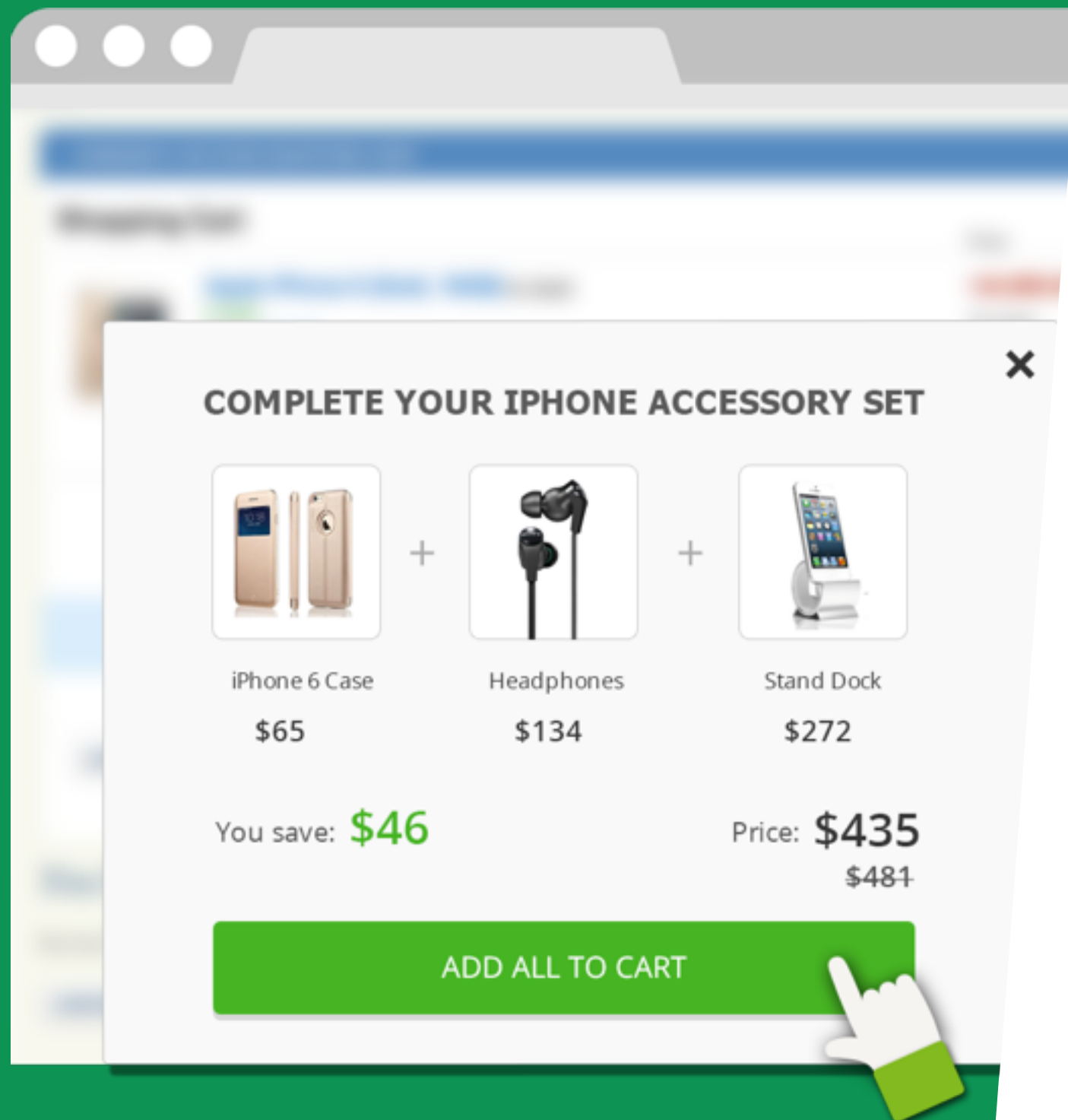
○ e-commerce

○ up-sell

○ cross-sell

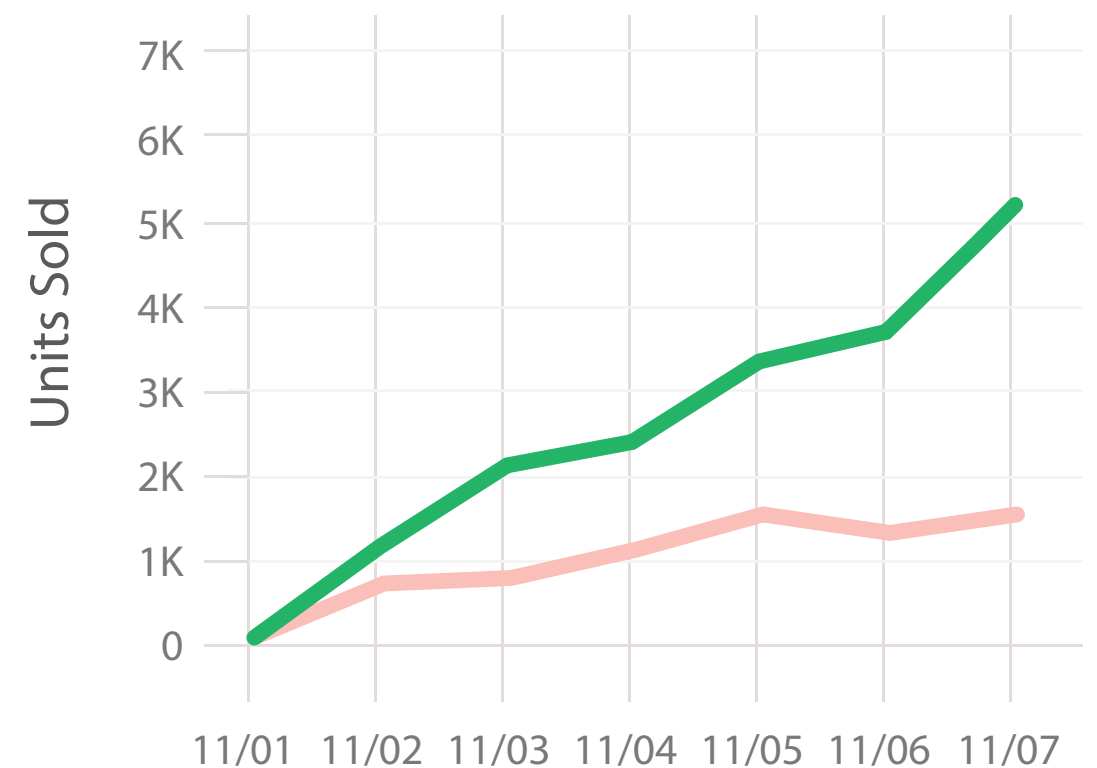
○ notification

What you show



What you get

Units sold with bundle
Units sold without bundle



How to convert a customer sitting on the fence?

If a user is spending too much time on the cart page without progressing further, she is most probably in two minds about it. Reach out to her proactively and offer assistance. The data collected via these windows can be instantly emailed to support agents or pushed into your CRM.

○ e-commerce

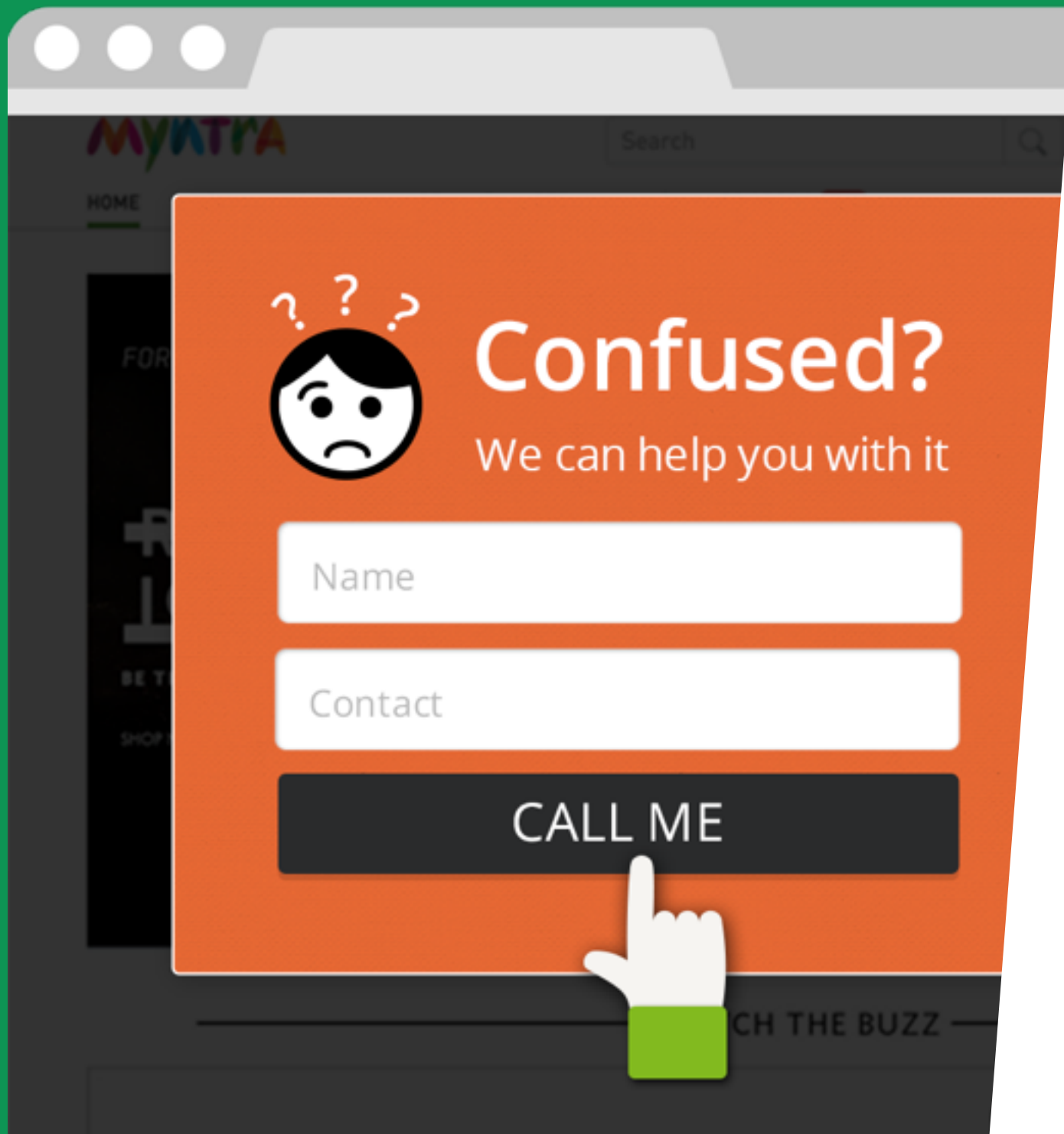
○ Survey

○ lead generation

○ webhooks

What you show

What you get



Name	Contact	Converted
Mary	1-873-002-1092	✓
Luis	1-005-192-2938	✓
Jack	1-373-208-6891	✓
Andrew	1-920-379-0034	✗
Sam	1-807-936-2963	✓
Philip	1-023-300-1367	✗

How to run an effective post-purchase CSAT survey?

Ask users about their buying experience right at the moment when they complete their purchase. Not later by an email, when they have most probably forgotten about you or are too busy to answer. Pop an on-site survey with a couple of questions about their buying experience and voila, you've got your insights, fresh and true.

○ e-commerce

○ CSAT

○ NPS

○ survey

What you show

A screenshot of a web browser showing a survey form titled "Thanks for your purchase" with a sub-header "How would you rate us on the following:". The form has a dark header with a customer service icon and a close button. The main content area is blue and contains four rows of rating questions: "Checkout Experience", "Catalog Contents", "Pricing", and "Buying Experience". Each row has four radio button options: "Great", "Good", "Avg", and "Poor". A "Submit" button is at the bottom, with a hand cursor pointing to it. The background shows a blurred website interface.

	Great	Good	Avg	Poor
Checkout Experience	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catalog Contents	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Buying Experience	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

What you get



Re-targeting repeat visitors

You, most likely, already re-target your users across multiple networks on the web. Unleash the full potential of this strategy by re-targeting users on your OWN website! Using identification techniques based on user's cookies or their profile data or their browsing history, greet your visitors with the most relevant marketing message at all entry points.

How to nudge users into completing and updating their profile data?

Be it creating segments or sending personalised emails, there's so much more you can do when you have user profile data that's complete and up-to-date. Create persistent reminders using on-site push notifications. Personalize the message and targeting based on user's data.

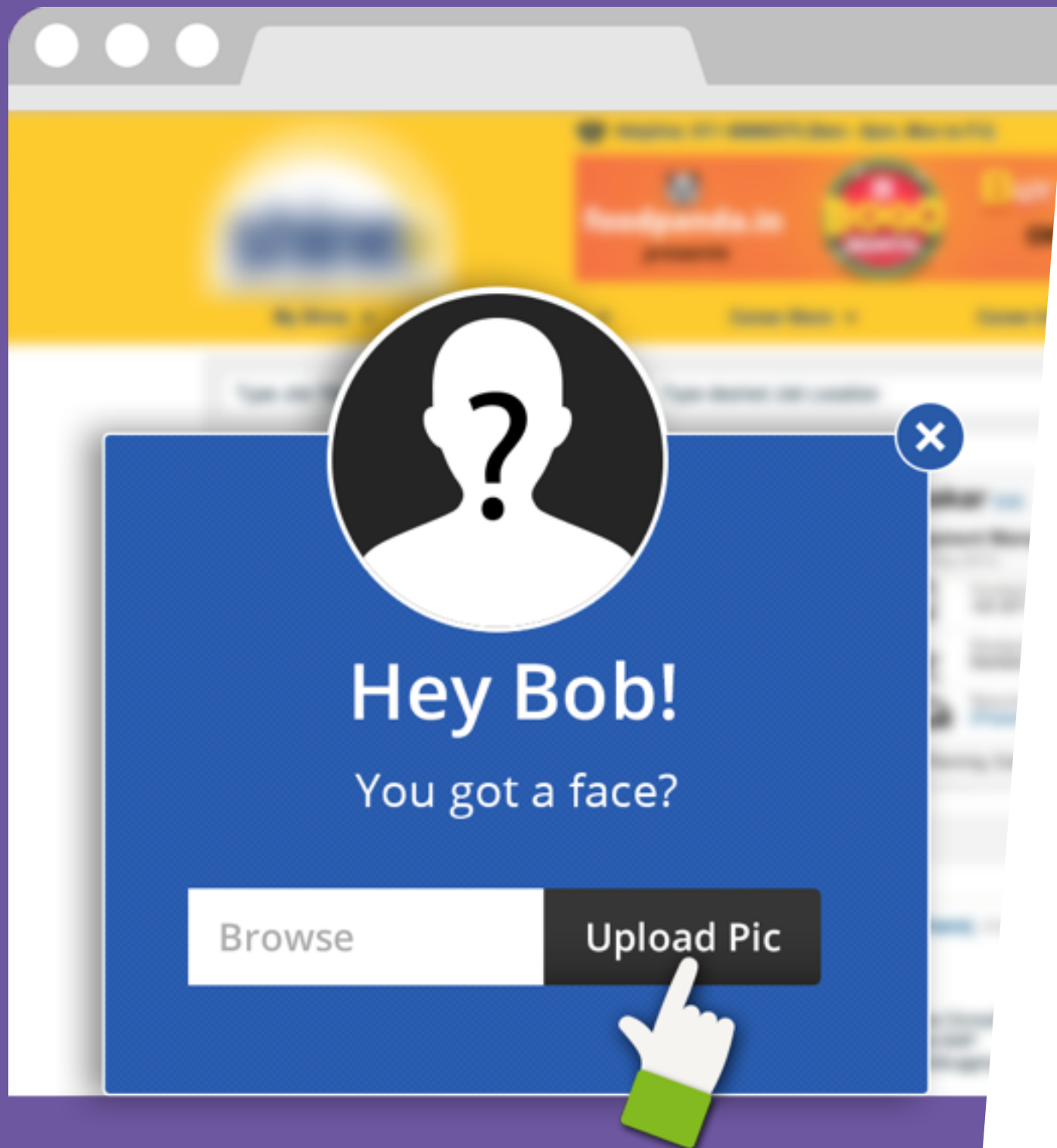
○ re-targeting

○ notification

○ custom targeting

○ personalization

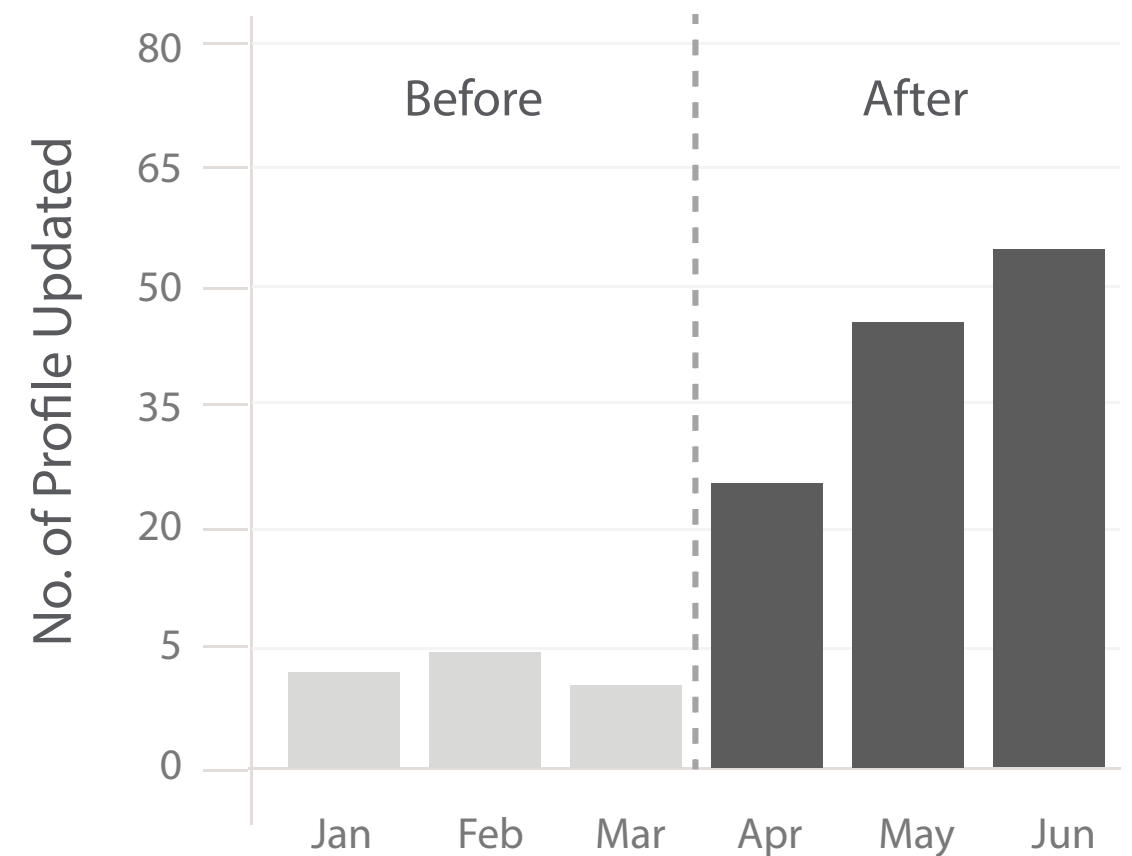
What you show



What you get

53

Profiles Updated



How to convert previously abandoned carts into successful purchase?

Despite all your attempts, let's assume, you lost a cart. We say, not yet! This user is going to come back to your site at some point in future. Nudge such users in the repeat visit, for that li'l extra push!

○ e-commerce

○ re-targeting

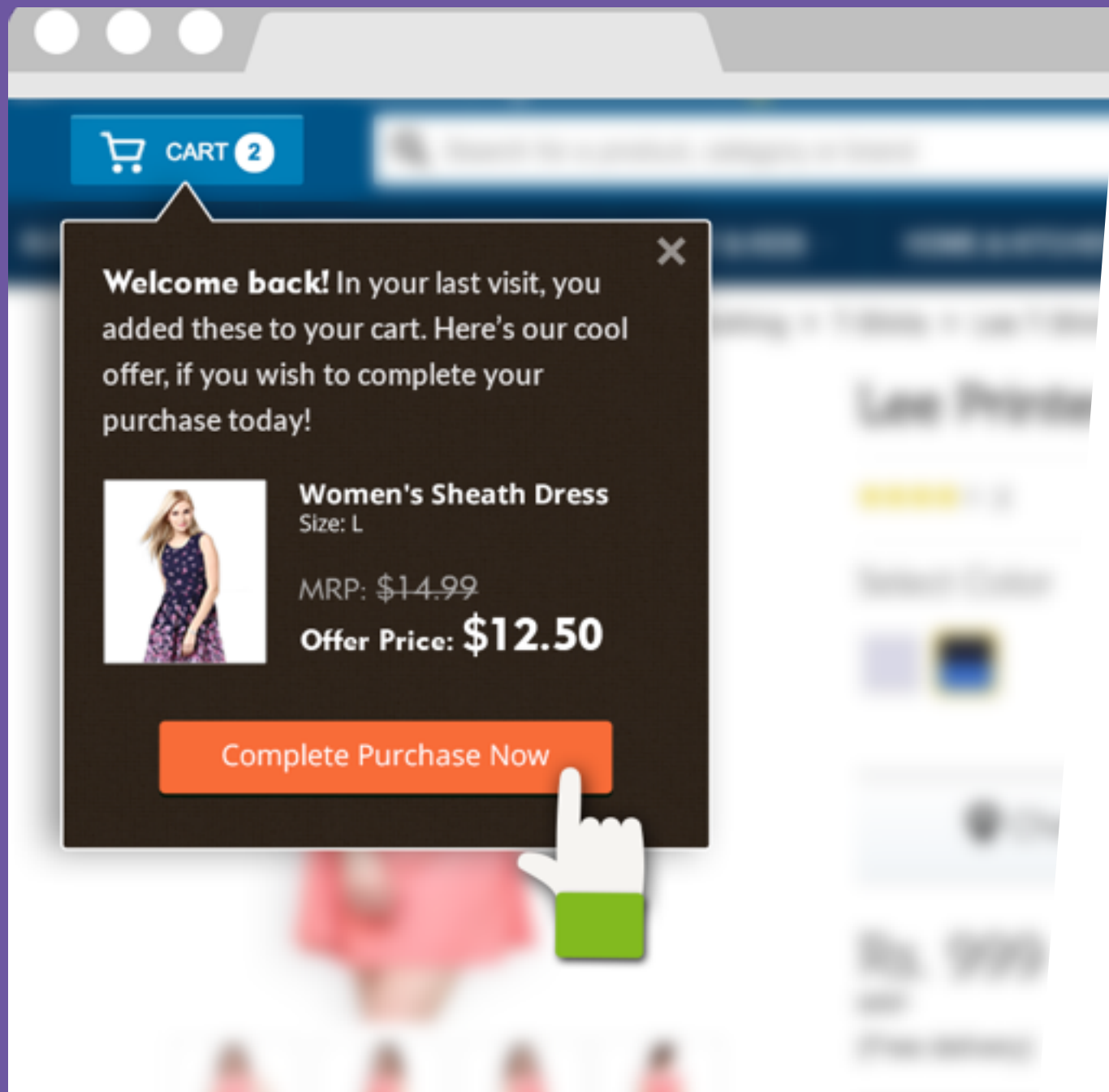
○ cart abandonment

○ notification

○ callouts

What you show

What you get



(-)\$15,331



(+)\$18,226

How to create a sense of urgency and drive more users towards the purchase funnel?

If a user has viewed a product in the recent past, and, has come back to your site again, its time to close the loop! Grab her attention by showing the rapidly decreasing inventory of the product to create that sense of urgency.

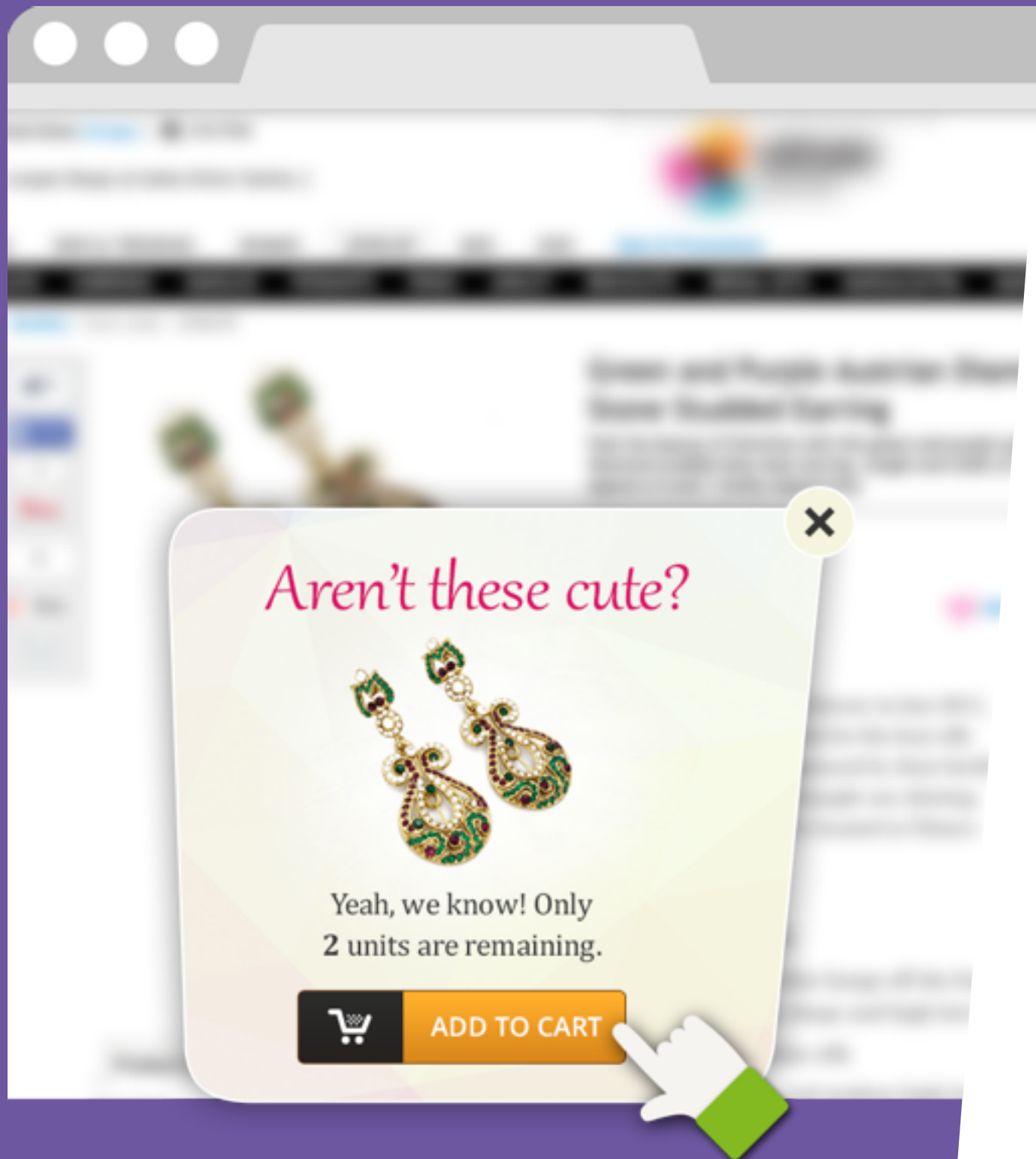
○ e-commerce

○ dynamic notification

○ re-targeting

What you show

What you get



How to generate more reviews on your site?

A user who has purchased in the past is likely to act as a good samaritan in her next visit. A gentle push to rate your product or service can do wonders to your credibility score. Use NPS and Rating type question types to make data analysis easy. Make sure the experience is intact!

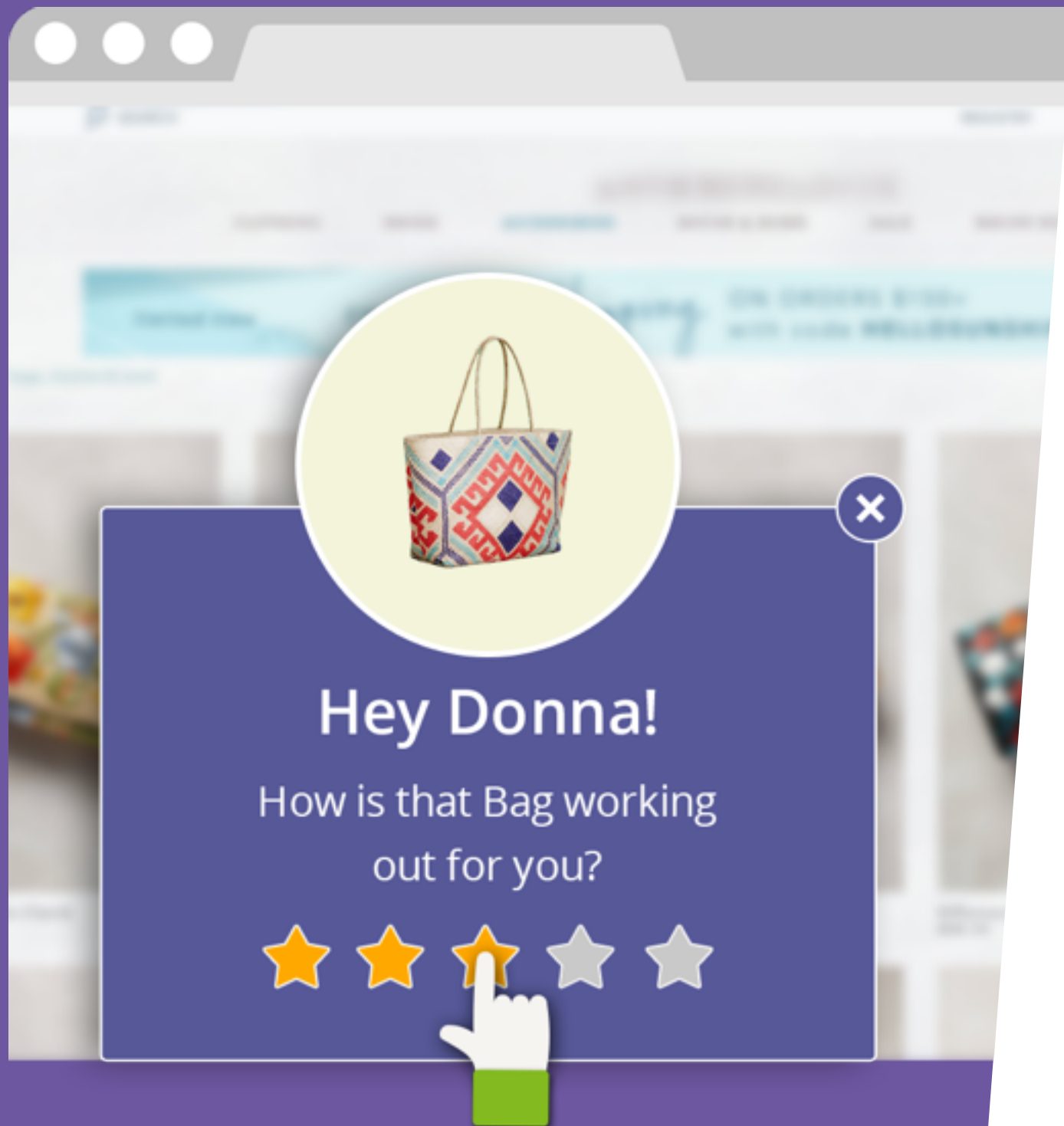
○ NPS

○ survey

○ rating question

○ re-targeting

What you show



What you get



New Product Ratings



 (485)

Proactive & personalized messaging

A lot of significant data that rests on the site (with regards to a visitor) is ignored. These data points are valuable and can be utilized to target specific messages at users, in context of their behavior (past or present).

How to bundle your products better?

A users browsing pattern indicates a lot about her interests. Use the browsing data (categories browsed, products seen etc) to create innovative product bundles. Offer some incentive on the bundle to drive users towards the purchase funnel. Pop these offers at the right time, depending upon intent.



e-commerce

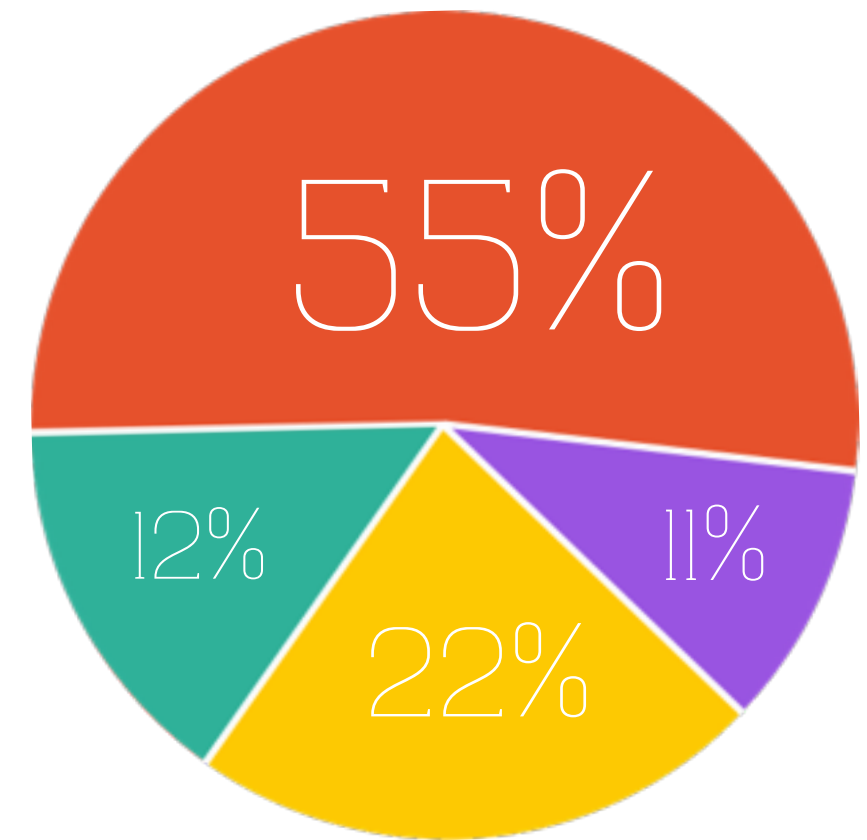
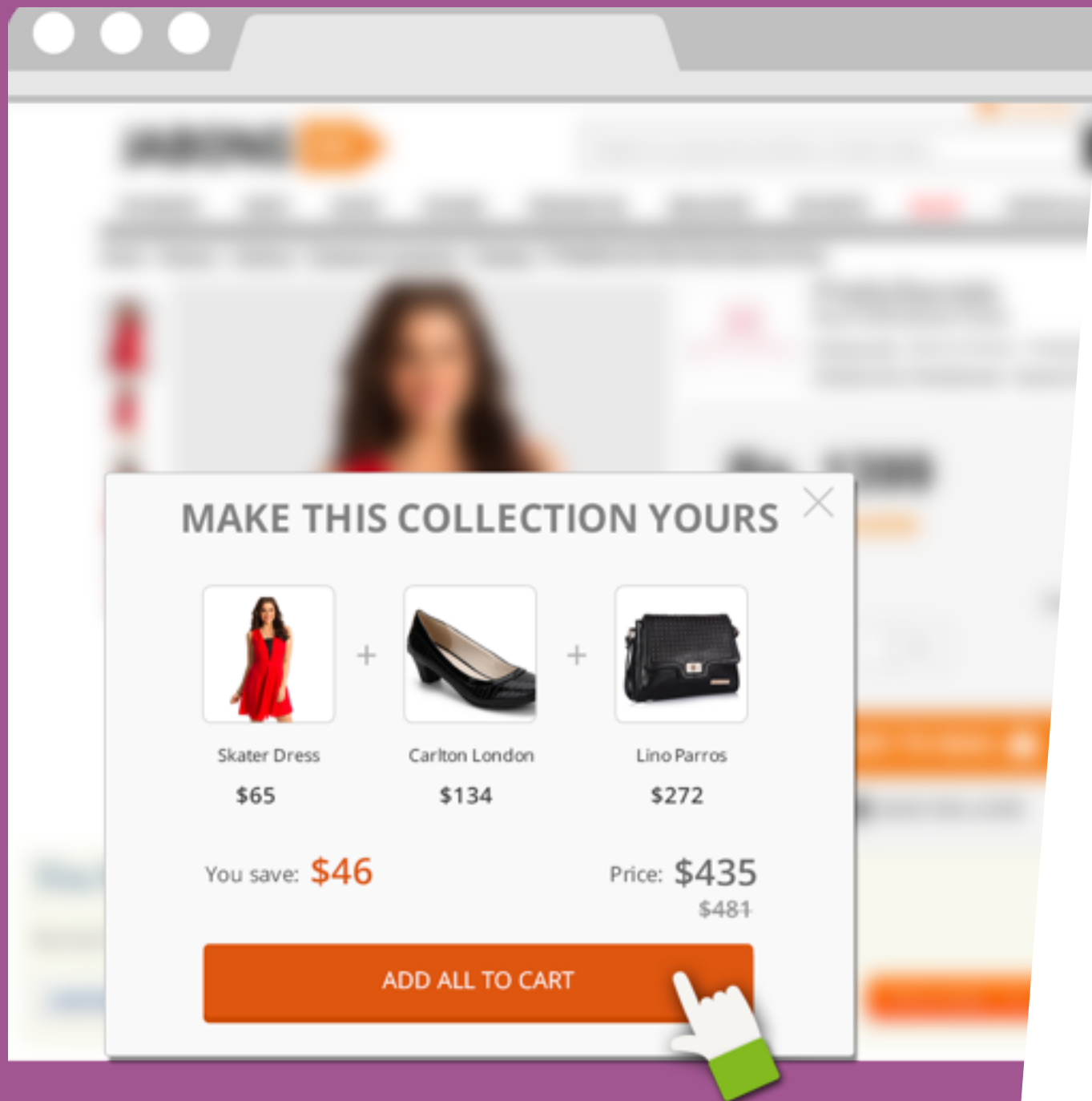
discovery

cross-sell

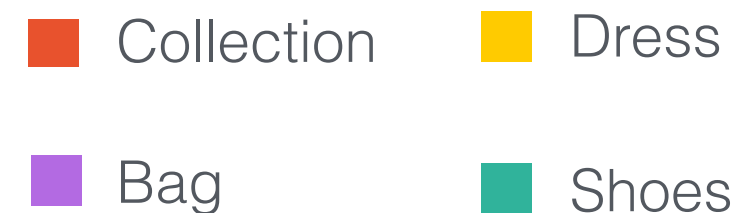
deals

What you show

What you get



monthly sales (by volume)



How to add missing products in your catalog?

If the user has performed more than, say, two unsuccessful searches and found nothing, your site most probably doesn't contain the product she is searching for. Ask her by popping a small survey and work on it for a delightful user experience when she returns.

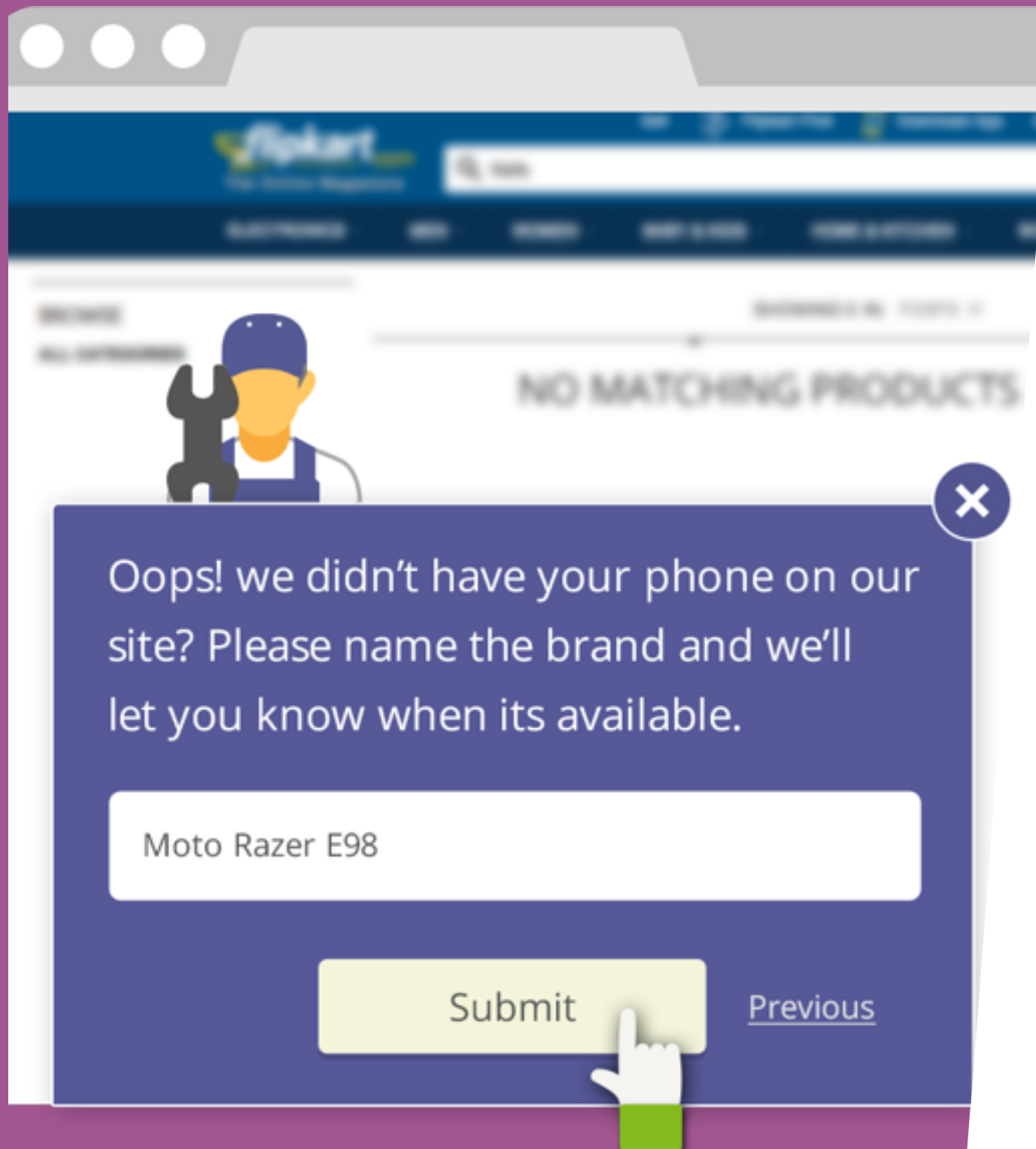
○ e-commerce

○ discovery

○ survey

○ logical branching

What you show

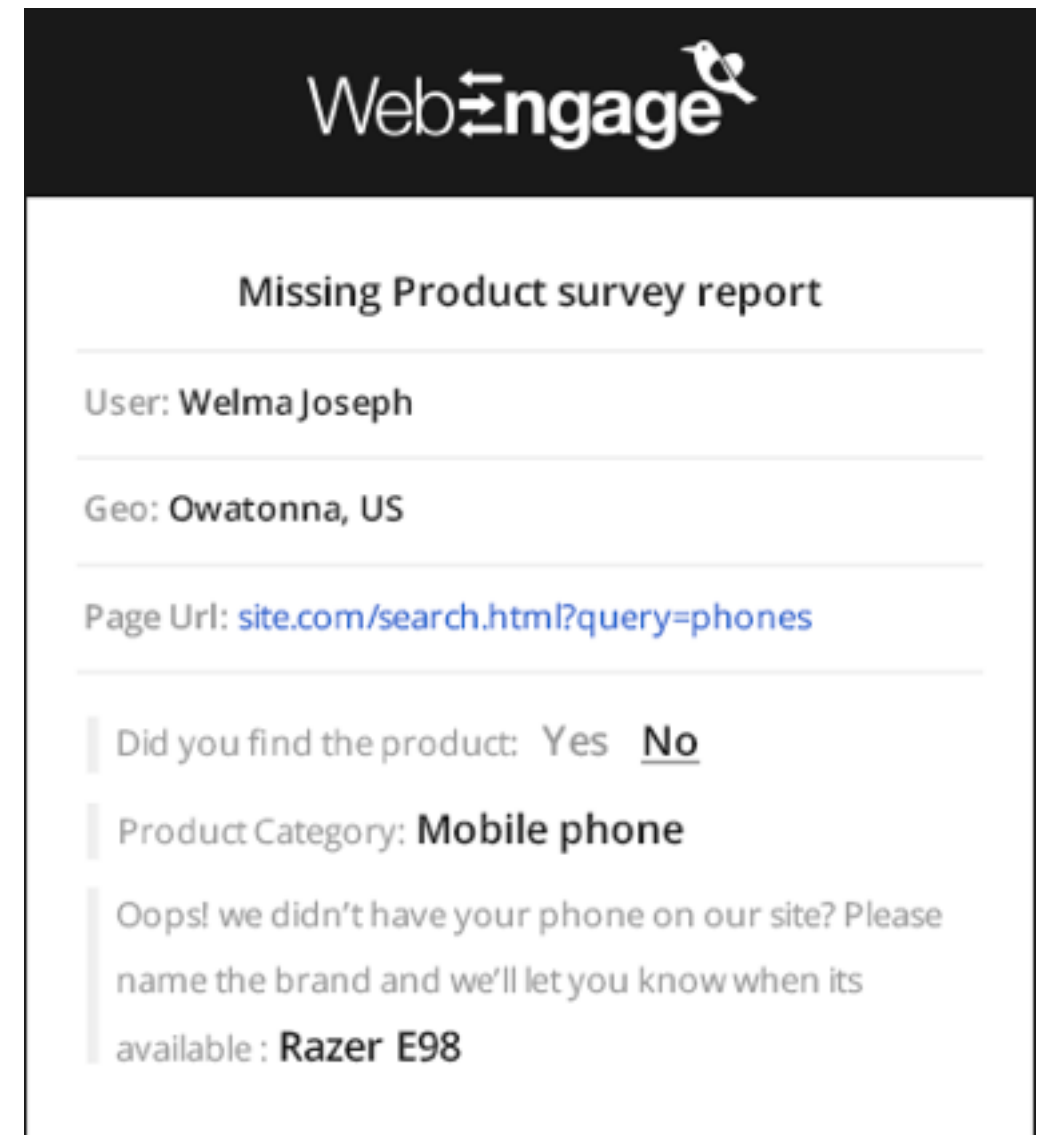


Oops! we didn't have your phone on our site? Please name the brand and we'll let you know when its available.

Moto Razer E98

Submit [Previous](#)

What you get



WebEngage

Missing Product survey report

User: Welma Joseph

Geo: Owatonna, US

Page Url: site.com/search.html?query=phones

Did you find the product: Yes No

Product Category: **Mobile phone**

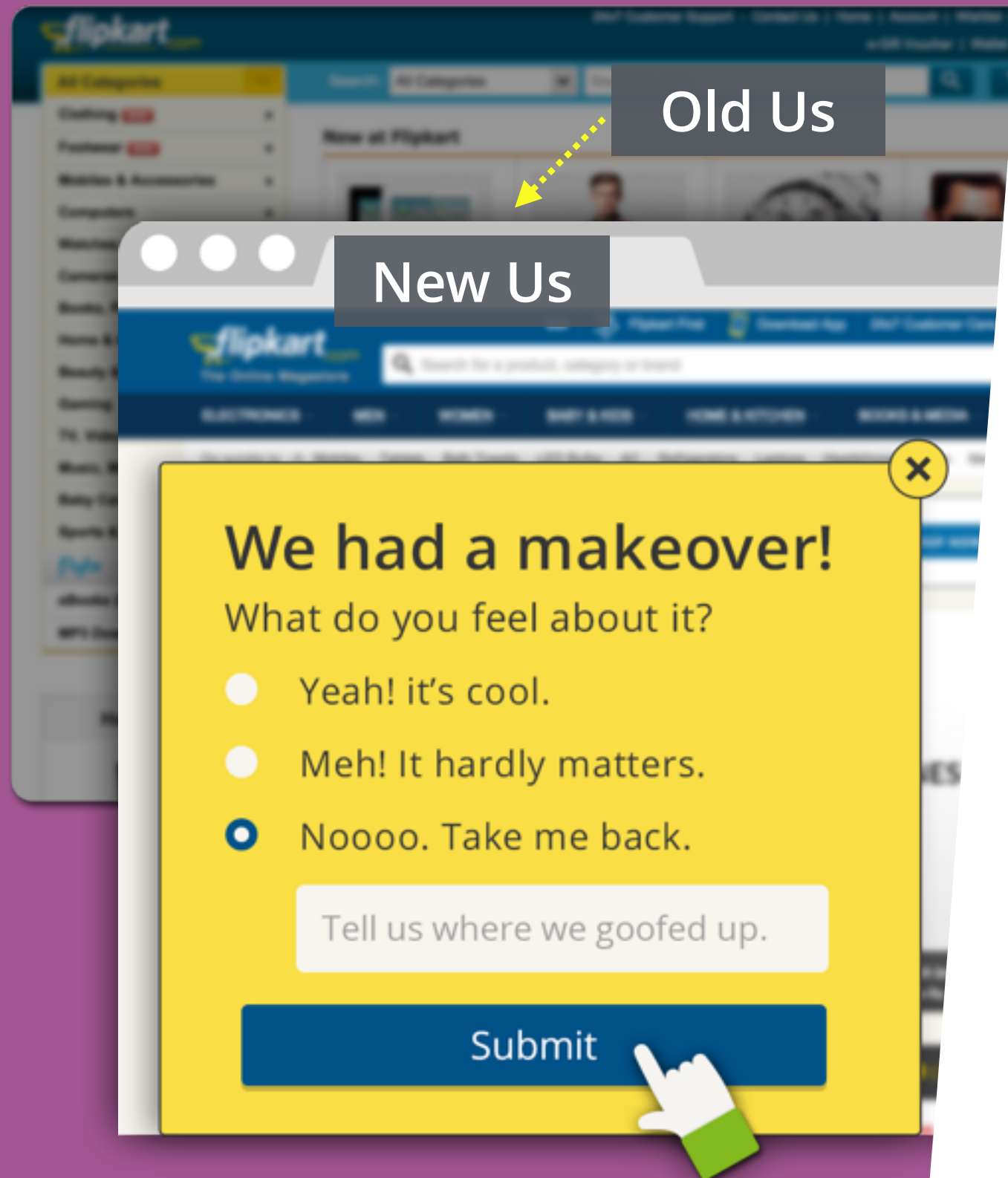
Oops! we didn't have your phone on our site? Please name the brand and we'll let you know when its available : **Razer E98**

How to know if your users like your revamped website?

Divert a specific set of users, say 10% of total, to your revamped site which is still in beta. Seek feedback proactively from these users on design, navigation, content, speed etc, through an on-site survey. Plug responses into your product team's workflow.

 content re-design survey insights

What you show



What you get



155



37



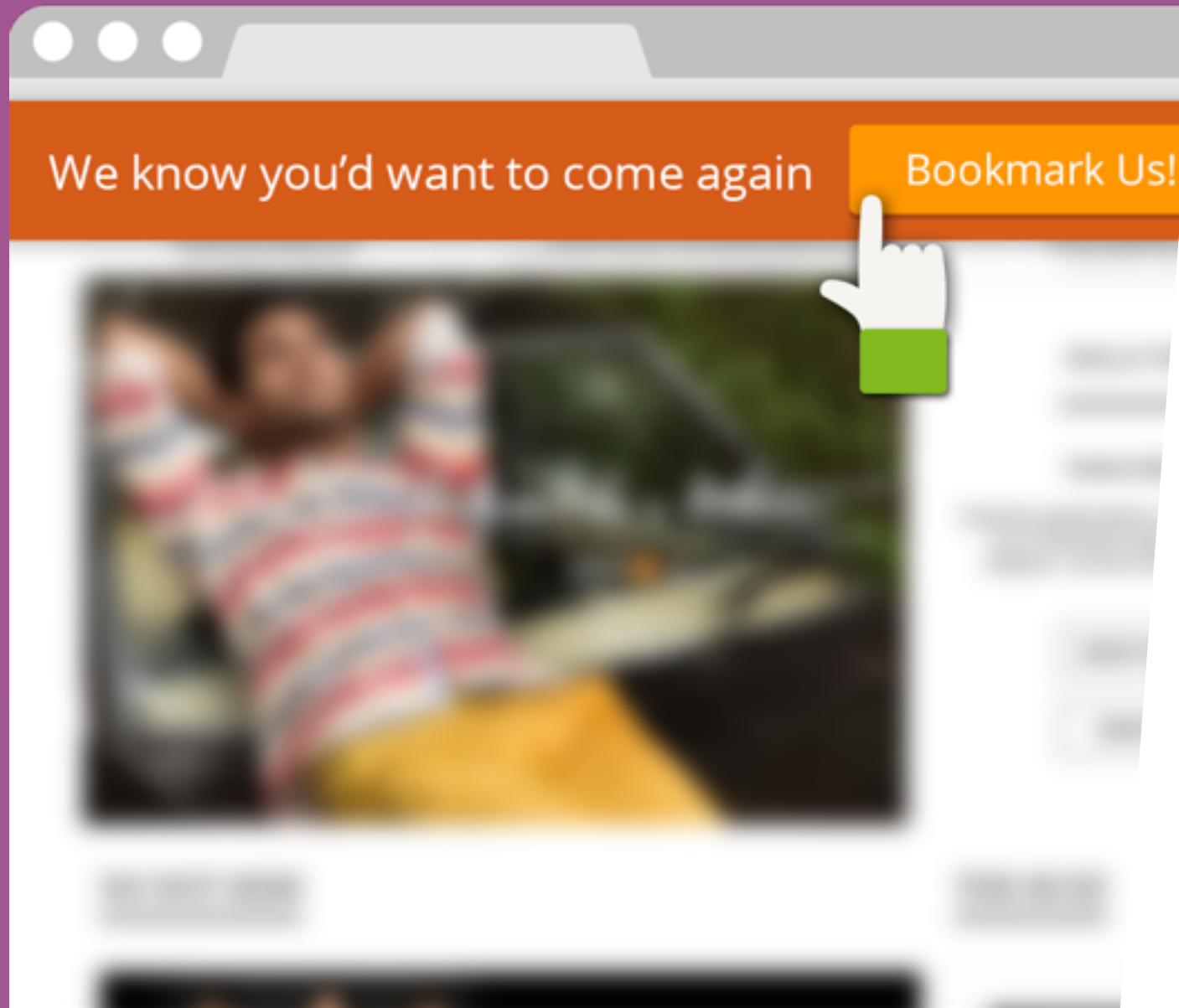
43

How to get users to bookmark your website?

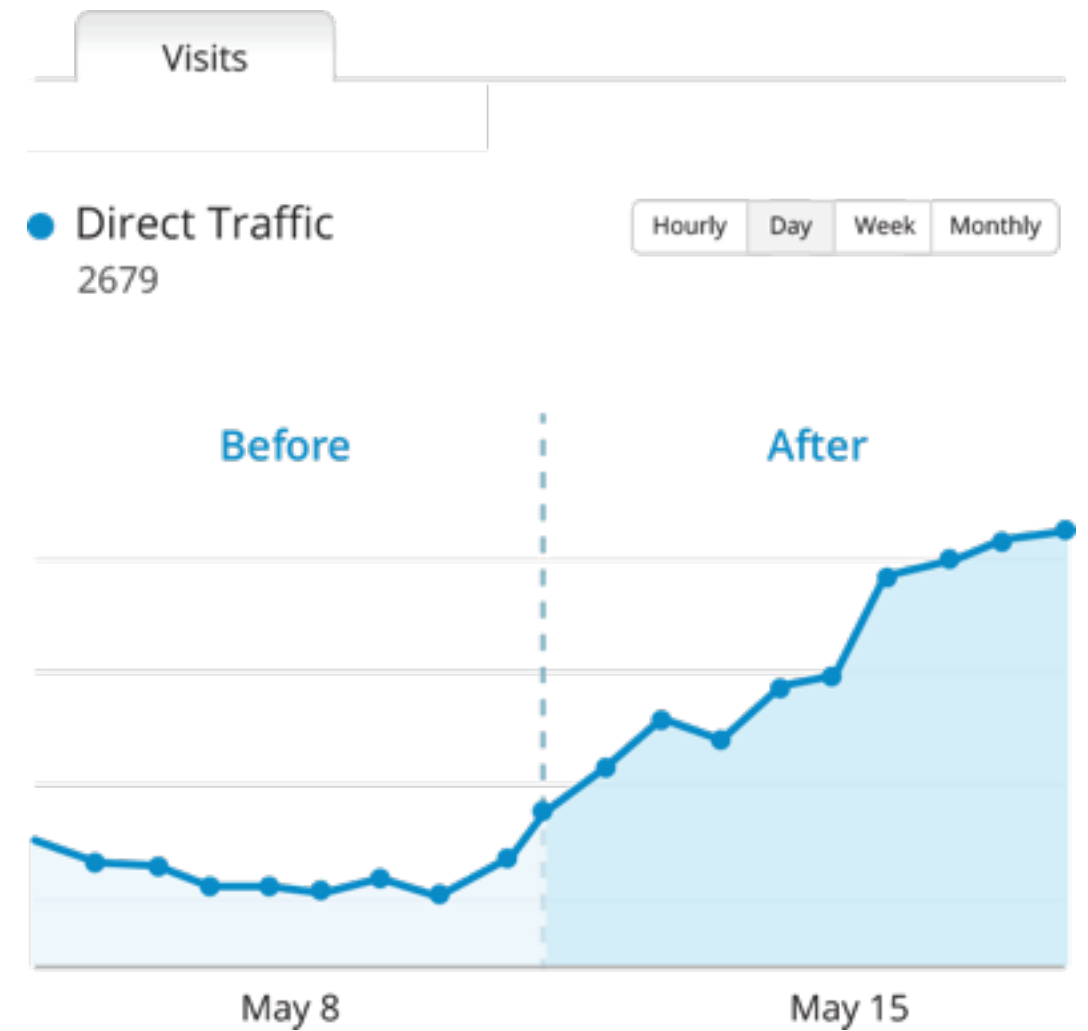
Make it easy for your visitors by prompting them to bookmark your website instead of always finding you via Google. Save heavily on your SEM expenses! Target users based on traffic source to achieve this. Use a li'l bit of JavaScript to invoke the browser's bookmark function.

 JS API notification e-commerce SEM targeting

What you show



What you get





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