

Promoting a specific product online

Objective

Support and inform customers of a new product, increase its online visibility and sales

UXsuite solution



Custom-made smart product-banners that unobtrusively float on new product's various pages and related pages (including search page) with corresponding contents as:

- Dynamically replaceable FAQs that are expandable
- Link to the full list of FAQs
- Button that links to product-details page
- Button that links to online shop page
- Link to the product's online promotions page
- Button to directly start online chat
- Smart banner positioning animations to ensure unobtrusive visibility even on smaller sized screens or smaller sized browser windows

- Smart hooks (shown in the figure below) for real-time and adaptable monitoring and control of the banners and banner elements to enable:
 - ✓ Real-time customer journey analytics that reveals how (elements of-) banners are used, and in context of the use patterns of the whole corporate website
 - ✓ Real-time adaptation of banner contents and design
 - ✓ Real-time A/B testing possibilities and related usage analytics tracking
 - ✓ In retrospect analytics to analyze new phenomena on already collected data



By means of these smart hooks embedded in the banners, a two-way real-time communications channel opened up with online visitors that enabled both leveraging online customer support (thereby reducing call center costs), and improving content and presentation as based on evolving usage-patterns, while also supporting online marketing campaigns. Rich usage and customer journey analytics both at real-time as well as in retrospect, helped address questions as:

- ✓ Which FAQs are viewed most, how many times by how many visitors from which countries/cities and for how long?
- ✓ How many times “More FAQs...” link is clicked and how much time is spent before or after that in a session while doing what?

- ✓ Are there repetitive actions during a single visitor's visit? What are they?
- ✓ Are there visitors who visited the new product's pages but never saw or interacted with the banner?
- ✓ What percentage of visitors clicks the shop pages button during opening hours?
- ✓ Overview banner interactions during opening versus closing hours? In France versus in Germany?
- ✓ What are the results of A/B testing of specific design variations of the banner?

Result

In a couple of hours, banners were designed (from scratch) ready to go online. During a 1-month airtime, the objective was achieved, as supported by the following measures:

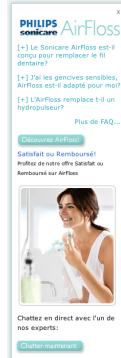
- detailed statistics about usage of each banner element
- customer journey analytics of banner elements in context of the rest of the corporate website (use flows, patterns, click paths)
- 43% banner acceptance by visitors

Category page banner:
242 viewers



681 banner viewers

Banner 1:
258 viewers



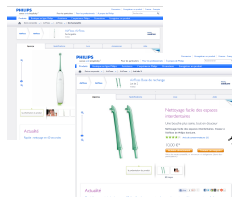
Banner 2:
423 viewers



Search page banner:
16 viewers



Product detail pages banner:
423 viewers



35.5%

2.3%

62.1%

43% Banners used:
291 visitors

19.5% Banners not used:
133 visitors

37.5% Exit:
257 visitors