



R3ENGAGE

Bespoke Exit Intent Solutions

15 Ways of Using Exit Intent Technology Effectively.

www.R3engage.com



Introduction

Why use Exit Intent?

There is no doubt about it that Exit Intent Technology works and it can make a huge difference to a company's profits by increasing conversions.

The whole raison d'être of a website is supported by the number of visitors that it attracts each day. Ultimately, there is little point in having a nicely designed and user friendly website if no one visits the site to see what is there!

However, the vast majority of visitors (as high as 95% in some cases) to a website, do nothing and just migrate away from the site. Of the ones that leave, almost 75% never come back to the site.

It therefore stands to reason that anything that can be done to retain visitors and engage with them is a good thing.

Research has shown that the use of Exit Intent Technology can assist ecommerce website owners and marketers to significantly increase website conversions, and ultimately increase profitability.

By communicating with the visitor whilst they are still actually on the website, you stand a much better chance of pulling them back into the site. Exit Intent Technology is a powerful and proactive tool that eliminates the difficult task of trying to entice them back by using emails or sms methods. This tool has the potential to convert 10 to 15 percent of abandoning site visitors. If you have a high bounce rate or a large percentage of visitors to your site abandon without engaging, then Exit Intent Software could be a serious tool in your arsenal.

How Does Exit Intent Technology Work?

By monitoring how a visitor is interacting with the website, and tracking mouse moves or finger swipes, the software can detect when a visitor is about to leave the website. At the point of abandonment, the software displays an overlay to the visitor. This overlay can be in the form of a special offer, a sign up request, a survey or anything else of interest. The idea is to re-engage the traffic and convert the abandoning visitors into buyers or subscribers.

Mobile, Mobile, Mobile.

There are many different exit intent technology offerings in the market right now, but with the ever increasing proportion of traffic that comes from mobile devices, it makes sense to utilise a technology that works seamlessly across all three platforms. Namely mobile, tablet and desktop.

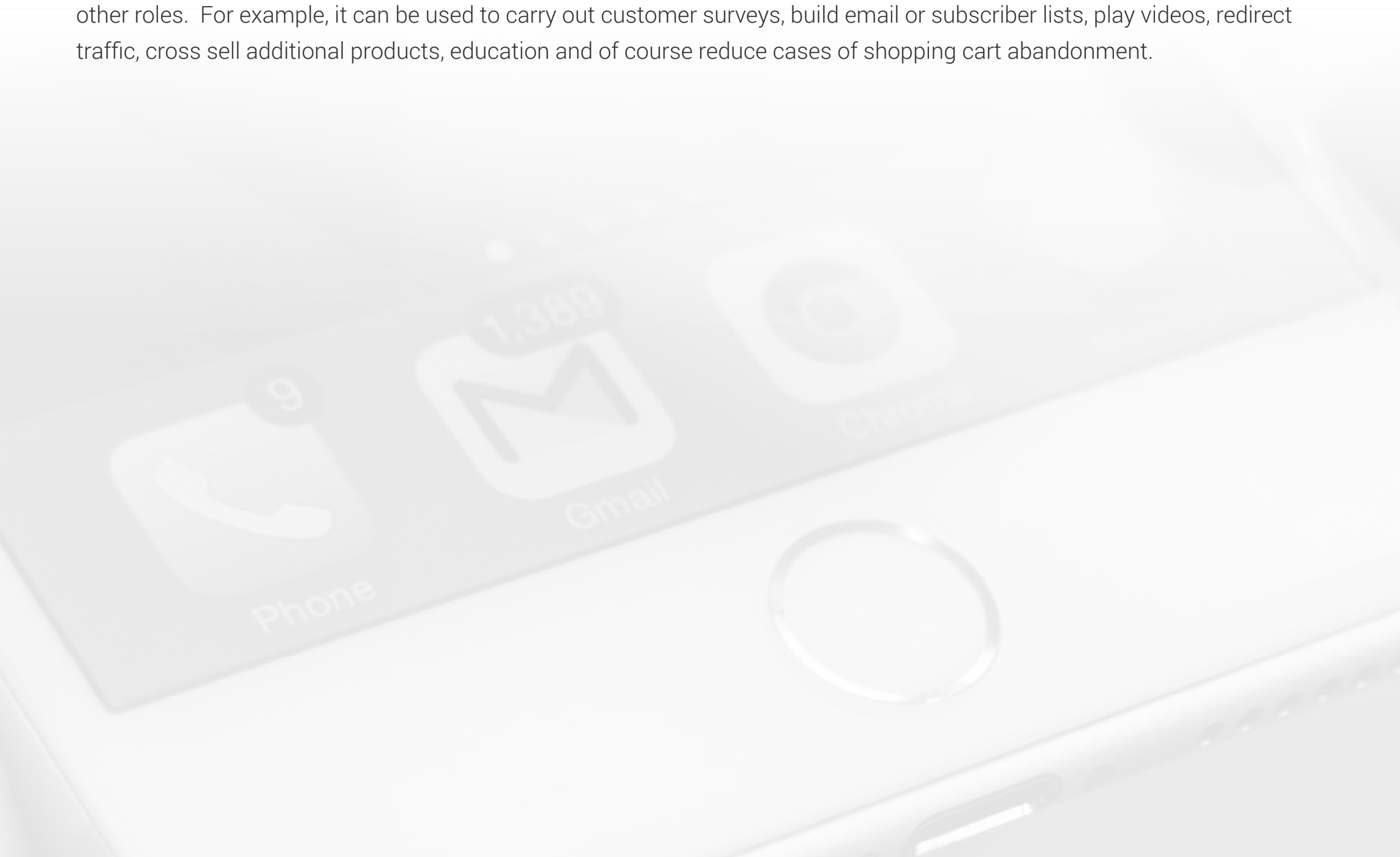
Most current platforms are based on old open source code that does not function properly on a mobile device. Sure there are ways to get around the problem, but that usually means interrupting the user whilst they are browsing as the software has to be triggered upon landing on the page and the pop-up occurs after a pre-determined length of time. This is actually known as 'Middle Intent' and is the reason that you get an annoying pop-up interrupting you whilst you are trying to read something on the site. Guaranteed to put the visitor off.

R3enage works perfectly across mobile, tablet and desktop ensuring that however a visitor arrives at your website, you have the ability to interact with them should they try to abandon your website.

How do you use Exit Intent Technology?

Employing Exit Intent Technology on a website is a fantastic way of holding back visitors when they are about to abandon your website. The whole concept of the technology is to detect the actual moment that the visitor is about to abandon the site. This not only assists in holding the visitor back, but also reduces the bounce rate.

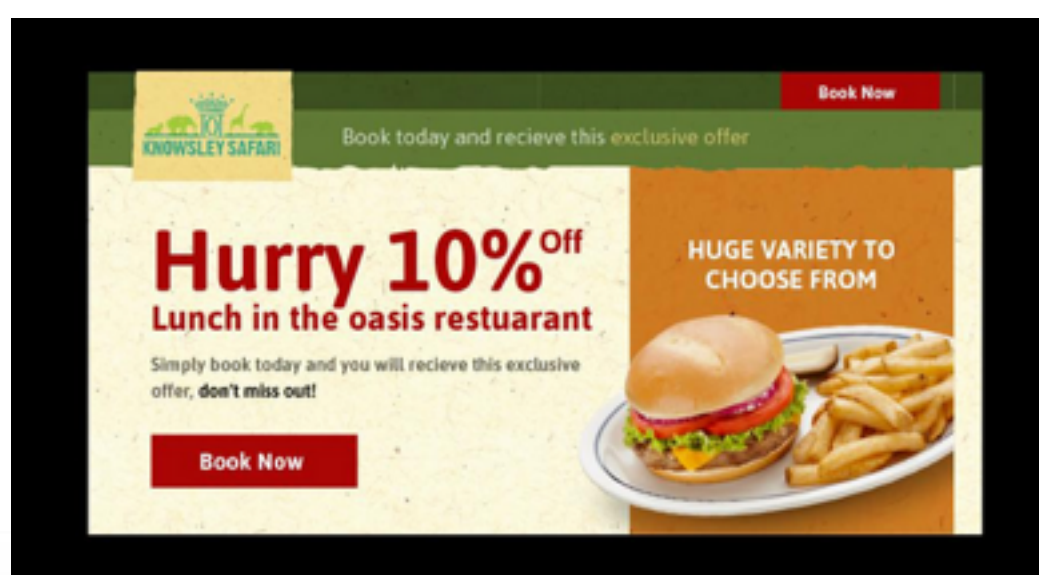
There are many ways in which Exit Intent Technology can be employed on a website. Apart from its primary purpose of holding back abandoning visitors and enticing visitors back with special offers and discounts, it can also be used to perform other roles. For example, it can be used to carry out customer surveys, build email or subscriber lists, play videos, redirect traffic, cross sell additional products, education and of course reduce cases of shopping cart abandonment.



15 Different Ways to Utilise Exit Intent Technology

1 A Second Chance to Convert

If a visitor to your ecommerce website is trying to leave, it fundamentally means that your attempt at converting them into a customer has failed. A harsh statement, but generally speaking, it is the truth. Although he or she might return at some point in the future, there is no guarantee that will happen. More likely, they are off to look elsewhere and therefore you run the risk of them buying elsewhere and you losing them forever.



By utilising R3engage Exit Intent Technology, you get a second chance to convert the visitor into a customer. This can be achieved in a number of different ways:-

- 1 – You can emphasise your original sales message, majoring on the USP's or strong points.
- 2 – Offer an incentive for them to buy now.
- 3 – Revise the message
- 4 – Capture an email address or other contact information.
- 5 – Offer an alternative product

Using the first approach, you can reinforce the benefits that buying your product or service will give. The visitor may have missed a few important points, and reinforcing them may convince them to buy.

By using the second approach, you can offer a discounted price or offer free shipping. This can have a dramatic effect on conversion.

The third approach allows you to change the marketing message. Obviously the original message failed to convert the visitor, so a different approach might prove to be more effective. Instead of focusing on the product's price, focus on its features and benefits to the user.

The fourth method allows you to capture an email address. This allows you to send a variety of marketing messages. (See the section above about building your subscriber list).

The fifth approach simply allows you to make your abandoning visitors aware of other products that you offer, hoping that they might find them more appealing. Alternatively, you could offer someone else's product for which you receive a sales commission. That at least allows you to monetize the exiting traffic.

2 Recover an Abandoned Shopping Cart

Shopping cart abandonment runs at an alarming rate. Recent statistics indicated somewhere in the region of 74.1% of all shopping carts in the retail sector are abandoned. This rises to 81.6% in the travel sector.

<https://www.statista.com/statistics/457078/category-cart-abandonment-rate-worldwide/>

By utilising R3engage Exit Intent Technology, conversion rates can be improved by instantly recovering a shopping cart where the visitor is about to abandon without completing the checkout process.

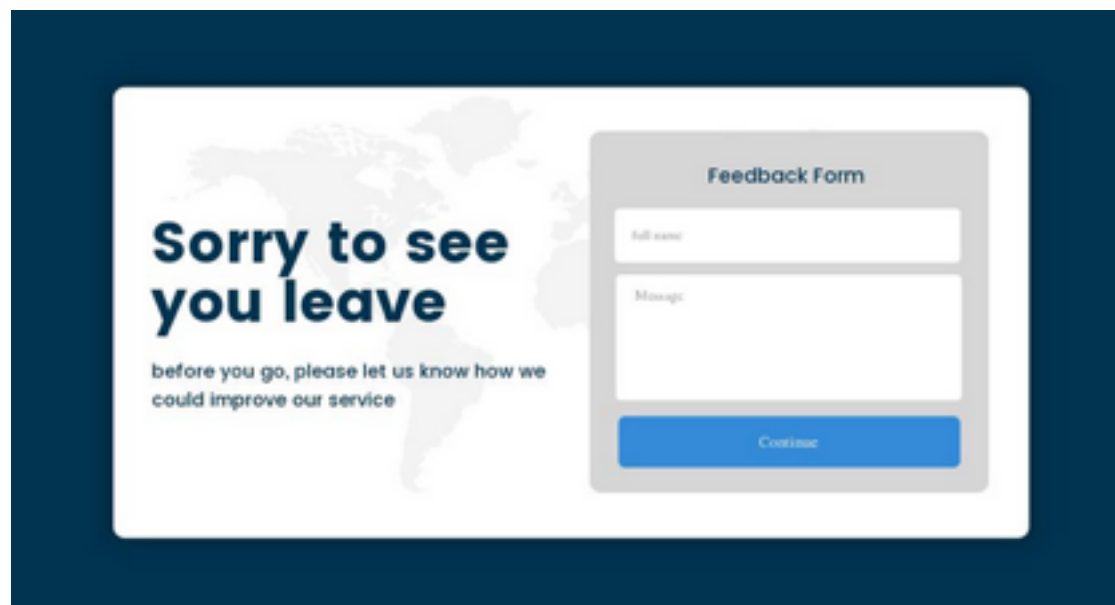
The most successful way of doing this is by offering an incentive for the shopper to complete the checkout process. You could offer free shipping if you don't already do this. 9 out of 10 customers surveyed in a recent study indicated that free shipping is the number 1 reason for making a purchase online <http://marketing-land.com/e-commerce-report-9-10-consumers-say-free-shipping-no-1-incentive-shop-online-180280> Alternatively, you could offer a discount. Recent studies have shown that this type of exit pop-up can be successful at least 10% of the time. Don't ask for an email address and this can rise above 15%.



3 Find Out What People Think of Your Site

Have you ever wondered why people are leaving your website without converting? What would it be worth to you to find out why a visitor decided that they were not going to buy from you? Think what you could do with that information.

Asking a visitor for feedback has several benefits. Firstly, it instils confidence in the visitor showing that you are serious about business and prepared to satisfy the customer by all means. Secondly, it can give you valuable insights into areas that the company should pay attention to, particularly if the comments are criticisms.

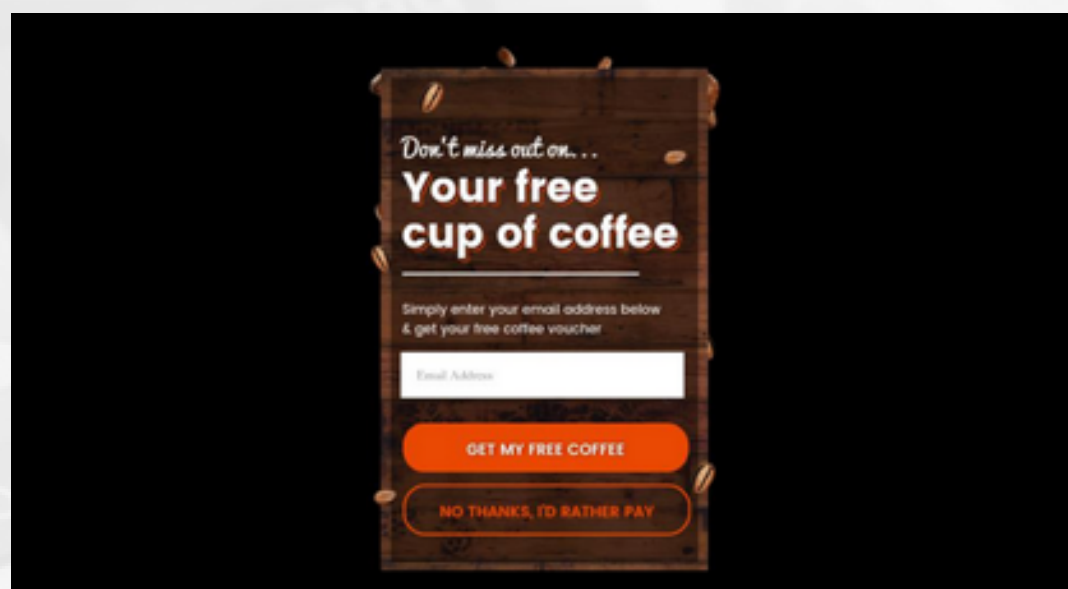


Using R3engage Exit Intent Technology, you could present a short survey to all the visitors about to leave the site without buying. The information you glean could well be invaluable. You may find out that there is a particular graphic that the visitors do not like, or they may not like your colour scheme, or many other reasons. Armed with that knowledge, you can make the necessary changes to your site and thus conversions should increase. It's all too easy not to be able to see the wood for the trees.

4 Build Your Subscriber List

It is a well-known fact that if done correctly, email marketing can be one of the most effective marketing strategies available to ecommerce website owners.

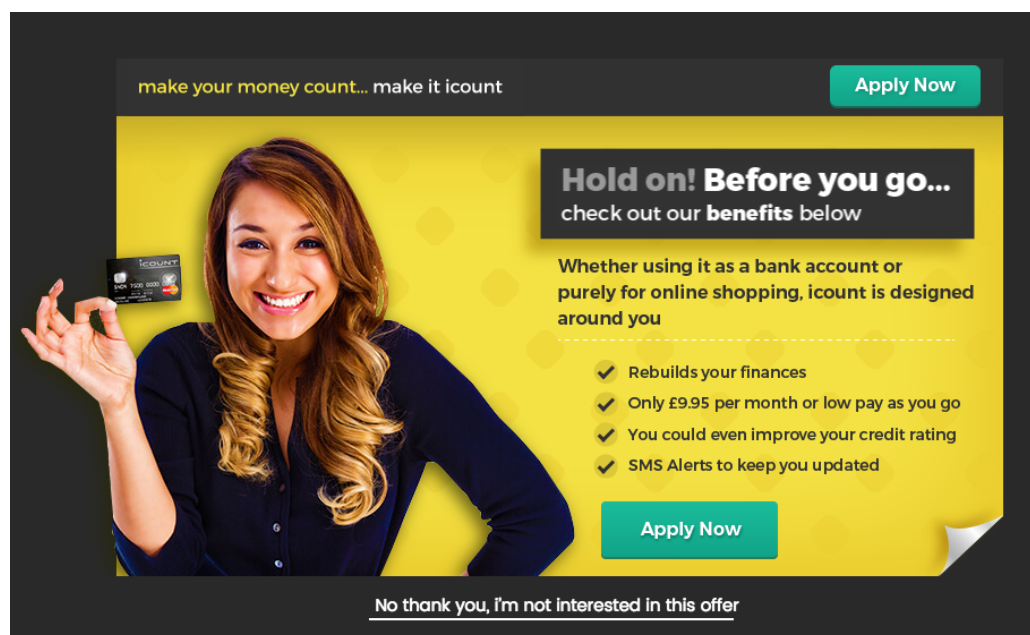
Provided you get the correct permissions to email them, (See ICO DM Guidelines) prospects that have opted-in to receive information and marketing messages are an extremely valuable resource. You get to email new offers or information to people that have already expressed an interest in your product or service.



So it goes without saying that the bigger your subscriber list, the more valuable it is. As long as they stay subscribed, you can sell to them over and over again.

5 Educate Your Visitors

If your site offers a product or service that is not completely straightforward or obvious, visitors may leave due to them not fully understanding what they need to do.



Presenting additional educational information via an exit overlay at the moment the visitor leaves has proved to be an excellent way of converting more visitors into buyers.

6 Offer Free Quotes

People love a free quote, especially when it comes with little or no hassle. Someone looking for a particular product or service may browse dozens of websites, but if yours is the one that offers them a free quote, then you have an advantage over the others. By informing the visitor of this fact just as they are about to leave, could be all it takes to convert another visitor into a paying customer.

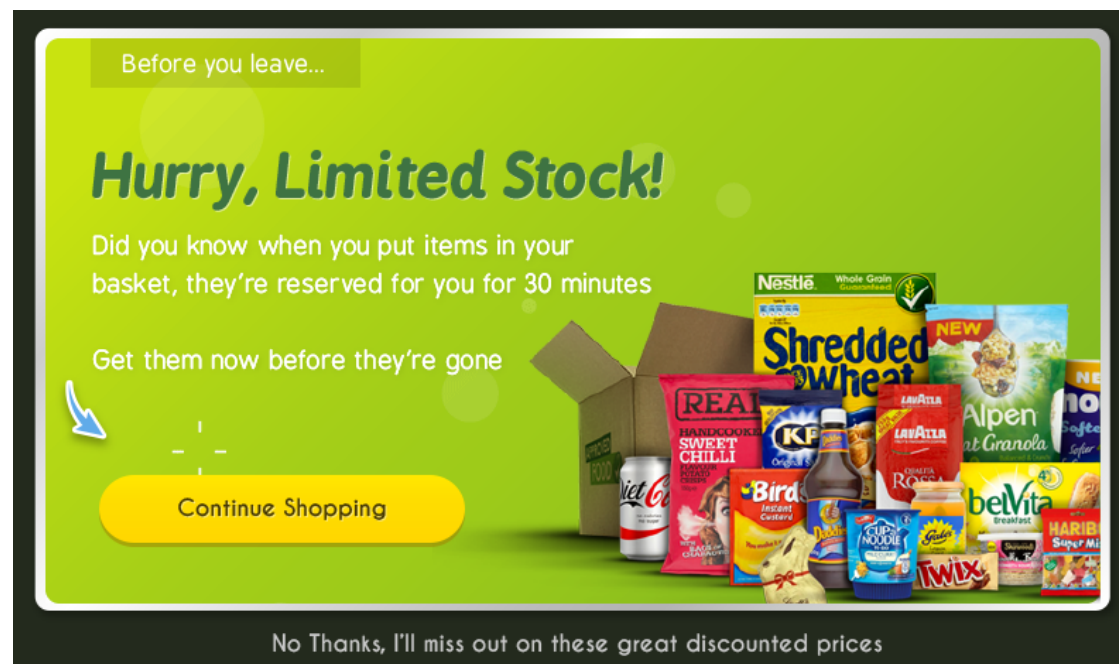


Offering a free quote to a potential customer also helps to build trust, and the visitor is more likely to return back to the site if trust is maintained. By providing them with a quote, you are giving the visitor all the information they need to make an informed decision. It also highlights your reliability.

By asking users to enter their email to get the free quote is a good way of interesting and attracting a potential customer. It also builds your email list too, if you get the correct opt-in from the visitor.

7 Limited Time Offers

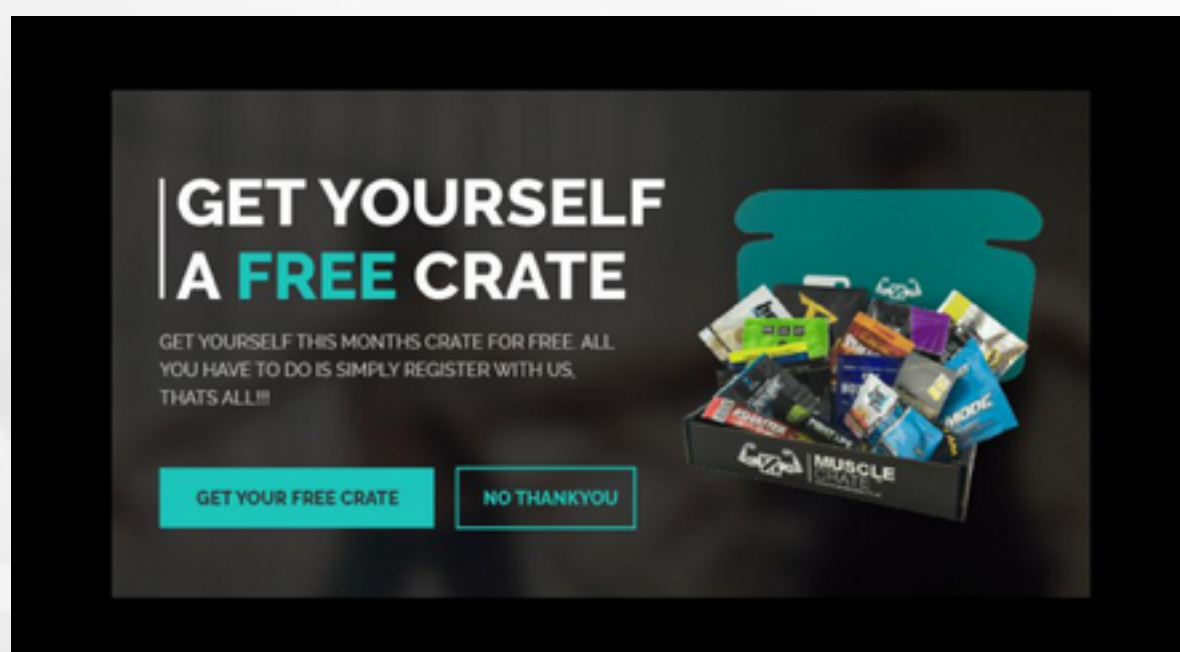
Creating urgency can be a great way of enticing visitors back into your website. Using R3engage Exit Intent Technology to display an overlay to abandoning visitors with a limited time offer, can create a sense of urgency, which often results in a quick response from the visitor.



People love a bargain, and if the visitor thinks he may lose the offer, he might just pop back in and take advantage of it.

8 Offer a Demo

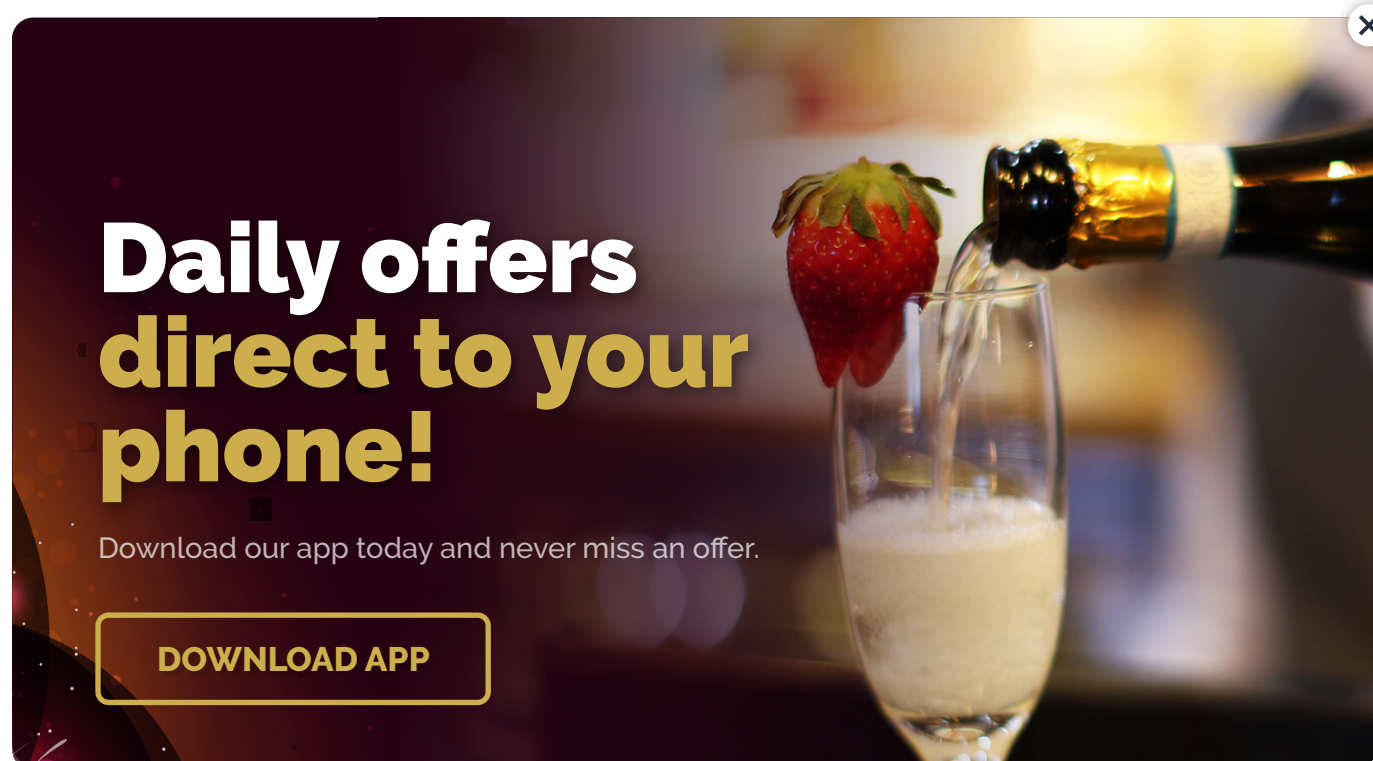
Competition amongst websites can be fierce. Therefore it is important to convince buyers why they should try your product or service over the ones offered by your rivals. One way to do this is by offering a demo of the service or product, or offer a free sample. This has the effect of gaining confidence by letting them know that it works well.



Using R3engage Exit Intent Technology allows you to offer the free demo or product just before the visitor leaves the website.

9 Promote App Downloads

The amount of visitors arriving at websites from smart phones is increasing all the time. Mobile traffic has now overtaken desktop traffic. To this end, many companies now make use of mobile applications (Apps) the users can use. Apps provide a platform for direct interaction with the user.

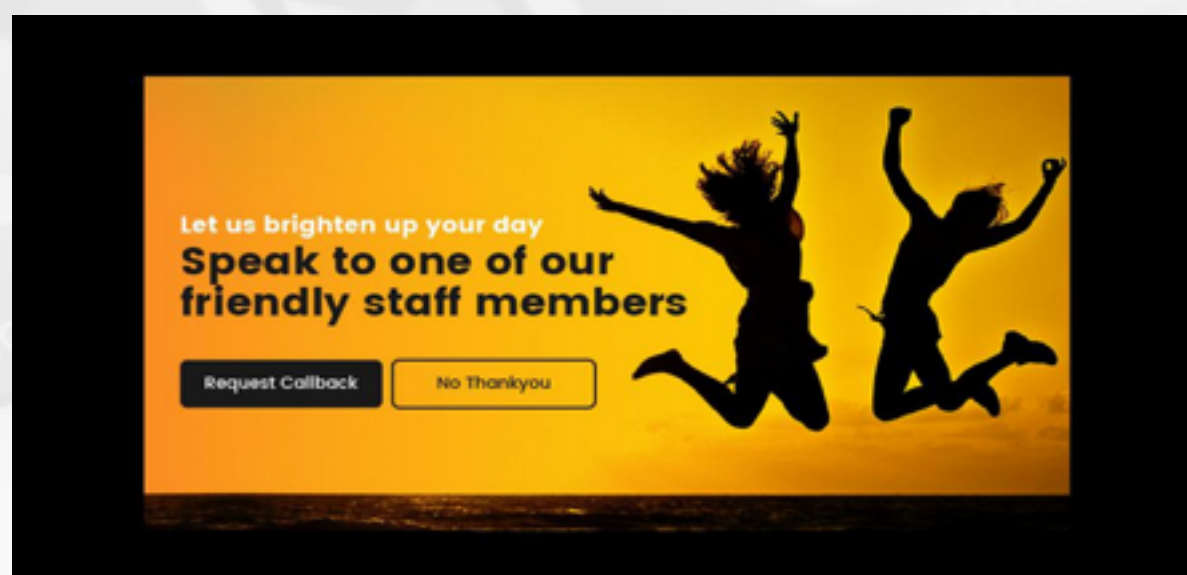


Quite often, it is not always obvious to the visitor that an app is available. By using R3engage Exit Intent Technology, a company can easily promote the download of its free App. This ensures that the visitor remains in reach as long as the app is available.

10 Request a Callback

Sometimes visitors to a website feel the need to speak to someone about their requirements. Reading endless text on different sites can confuse a potential customer leaving them wanting to talk to someone to get the facts that they need.

Not all websites make it obvious that a sales assistant is available, or the contact details are buried deep inside the website (if at all).



Being able to get a sales assistant to call to talk to has several benefits. Firstly, it gives the impression that there is someone available to take a call.

Secondly, the very fact that there are staff on hand can instil confidence, letting the visitor know that it is a fully fledged operation and not just a 'back room' operation. Thirdly, once the potential customer is on a call, there is a good chance that they will buy.

By using R3engage Exit Intent Technology to suggest a callback to the visitor, a company can promote the facility to anyone that abandons the website, increasing the chance of converting that visitor into a customer.

11 Promote Additional Products and Services

If you are able to identify and track the preference of a visitor, (R3engage can do this for you) and see what content they are looking at, you can display a range of related products and services that may well be of interest to them.

Visitors are often searching for products at the best prices, so if you have them, why not let the visitor know and increase the chances of making a sale?



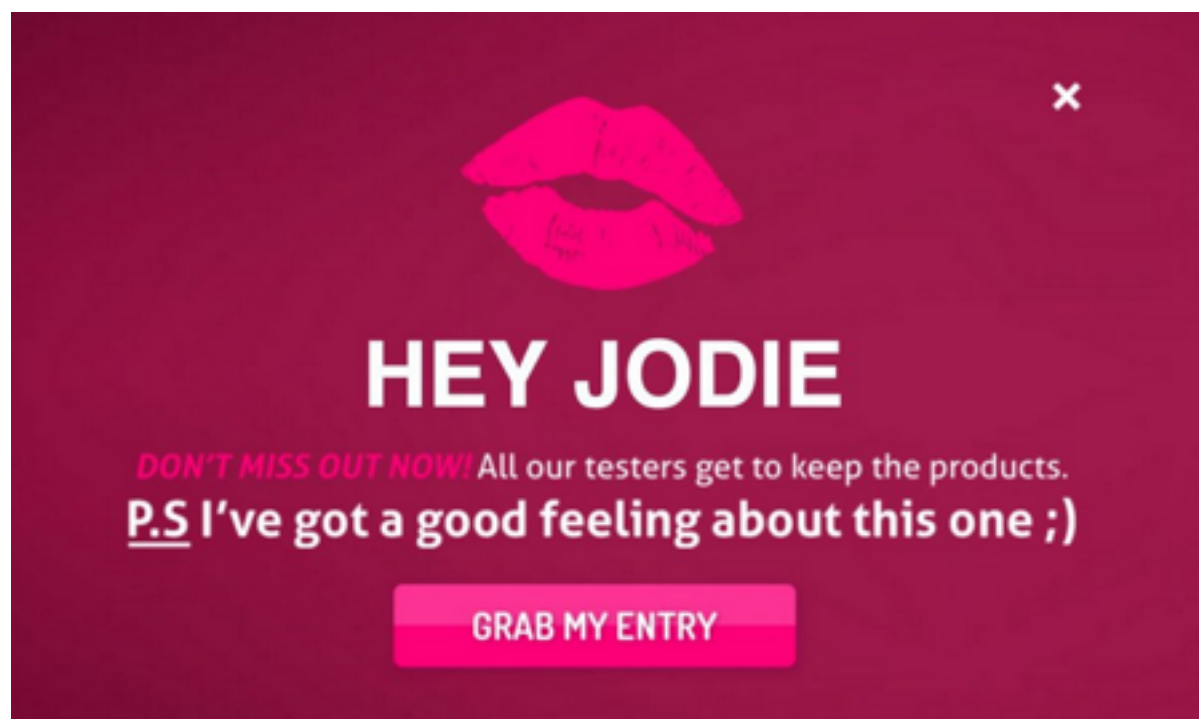
R3engage Exit Intent Technology can be effectively used to cross sell such products and services, making the visitor think twice before leaving your website. One other way would be to offer alternative products to customers that have just completed a purchase.

Alternatively, if for example, a visitor has been on a website looking for a hotel and is set to leave, you can present them with information about a similar hotel that they did not investigate.

12 Personalise Your Offer with Dynamic Creatives

According to statistics taken from a report entitled 'State of Digital Commerce', written by Episner. It had found that 62% of marketers aren't even incorporating personalisation with their eCommerce sales cycle.

R3engage Exit Intent Technology offers the functionality to make your creatives include the customer's name, gender, location, product they last saw, well pretty much any piece of data you wish to pass into the creative.

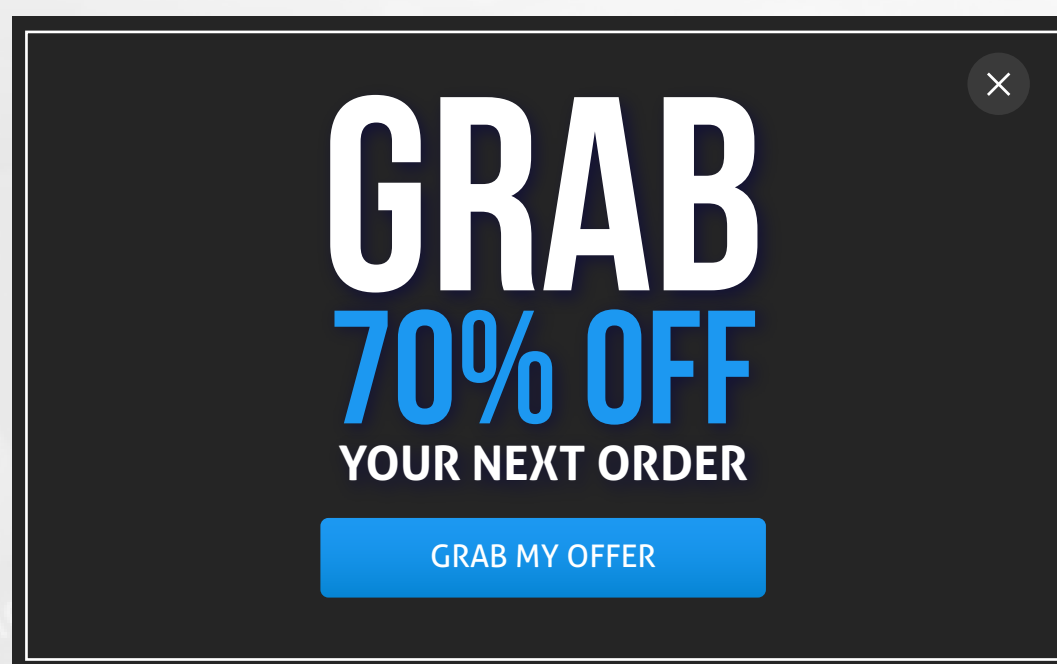


As seen in the above image you can see we interact with the abandoning customer by a first name basis. As a result, by simply doing this it reduces your bounce rate due to the fact it keeps your customer on your website that bit longer, as they are interested in why an advert is addressing them personally. While maintaining the abandoning customer with personalisation such as the first name example, this is a key time to give them a sales pitch or even conduct a bit of market research.

13 Offer a Discount for Their Next Purchase.

A customer may purchase from your website once, but what is there to guarantee that they will make a purchase in the future? One good way to entice customers to return is by offering a customer a discount off their next purchase.

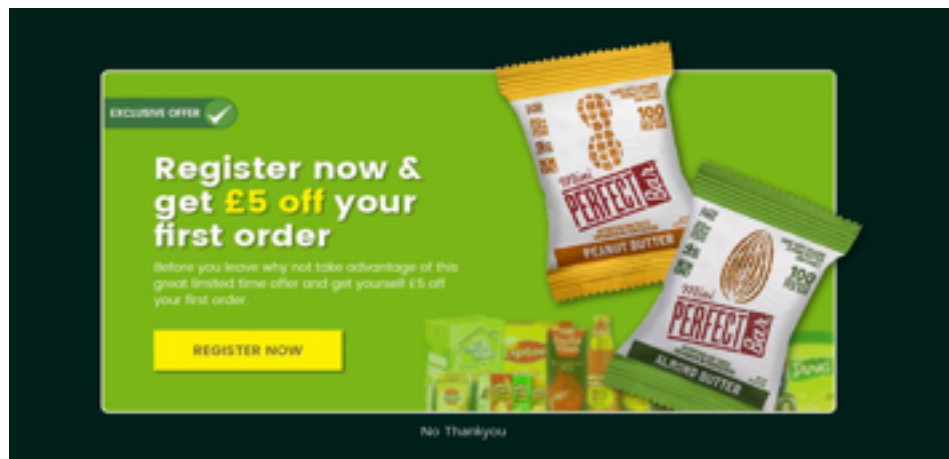
R3engage Exit Intent Technology can be effectively used to display a creative immediately a customer completes a purchase and is about to leave the site. You can then offer them a discount to use on their next purchase.



Using an interactive and innovative method such as the Spin the Wheel example above is an example of a great strategy that gives the customer an opportunity to win any one of the five listed discounts. It is difficult to ignore such things like this.

14 Registering a New Customer

If your website relies on registering customers, using R3engage Exit Intent Technology is a good way of encouraging new customers to register.

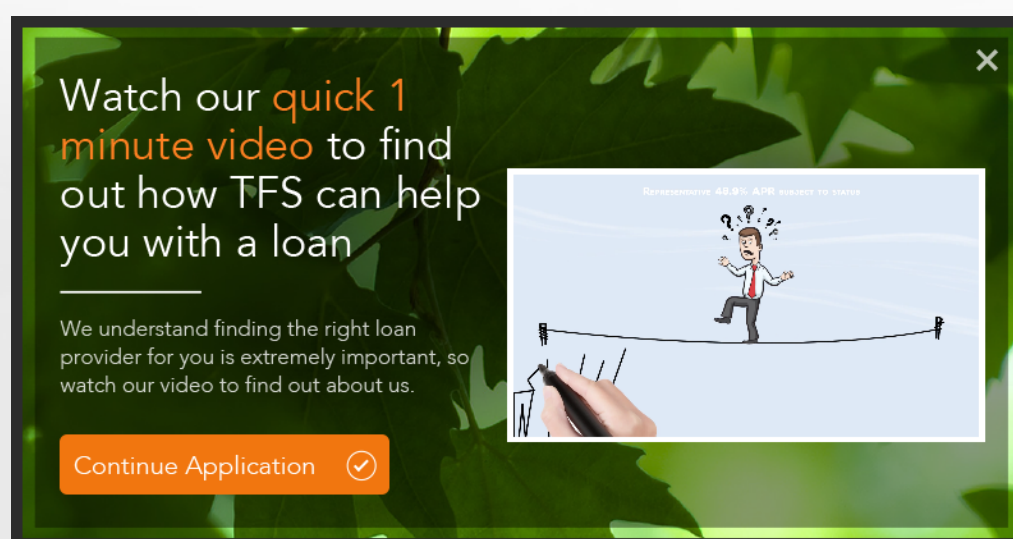


Using a special offer, a discount or similar incentive can be a great way of getting visitors about to leave the site to come back and register for an account. Once registered, they will be more likely to purchase from you, and if they like your service, they should become a repeat customer.

With R3engage Exit Intent Technology, discount codes can be generated uniquely thus removing the risk of discount codes being placed on websites for all and sundry to use.

15 Re-engage Visitors by Using Video

A picture paints a thousand words. Visual content is always more engaging and powerful than text. Displaying a video to a visitor that is about to abandon your website not only has a strong potential to engage them, but it will also retain them on the site a little longer, thus reducing bounce rate.



R3engage Exit Intent Technology allows you to display videos or animations. You could display a video tutorial, illustration or a demo of the product or a presentation of the service that you supply, when a visitor is about to leave the site. This can be effective as it can be a summary of the site which may engage the visitor more than when they tried to read all the text on the site.

- So there you are. If you ever wondered how you could utilise the power of R3engage Exit Intent Technology, you now have a wealth of different ways to utilise it. But it doesn't end there. There are many other ways in which R3engage Exit Intent Technology can be used:-

- *Promoting on Social Media*
- *Offer Discount Coupons and Vouchers*
- *Free Reports*
- *Display Interactive Quizzes*
- *Requests for More Information*
- *Take Surveys*

The list can run on and on. What you can do with R3engage Exit Intent Technology is limited purely by your creative imagination.

If you are wondering how R3engage could work for your website, or if you would like to take advantage of a FREE Trial and see the results for yourself, contact us now on 01777 717462.



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