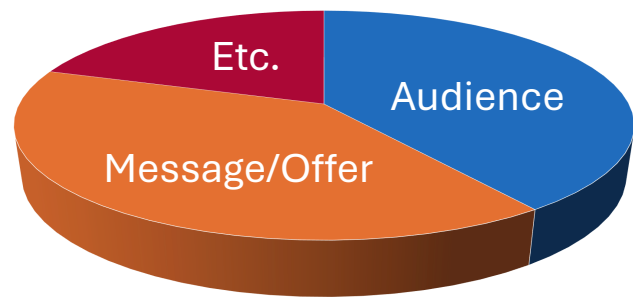




Maximize Website Visitor Leads and Conversion ROI

15 Tactics Based on the Proven 40/40/20 Rule of Marketing

The 40/40/20 Marketing Conversion Rule is that 40% of direct marketing conversions depend on Audience, selection another 40% comes from the Message/Offer and 20% relates to creative, media, timing, etc.



How the 40/40/20 Rule Relates to Website Visitor Retargeting

95% of website visitors leave without purchasing, opting in to your email list or identifying themselves. Without a website visitor identification solution in place, you have no way to reach out to them via key media channels such as direct mail or email. But, with a full-featured website visitor identification and lead capture solution you will be able to:

- **Prioritize** – determine which leads are most likely to convert and worth (e-)mailing
- **Personalize** – choose a message that resonates and leads the recipient to convert
- **Pronto** - website visitors are in-market for your product right, so reach out quickly

The 15 Best Tactics for Successful Website Retargeting

Every one of these tactics will improve conversions. To maximize ROI, employ as many as you are able, starting with the most critical ones for your use-case.

Prioritize

- 1) Eliminate Bouncers
- 2) Remove Customers
- 3) Qualify Geographically
- 4) Qualify Demographically
- 5) Use Top Model Deciles

Personalize

- 6) Content Based on Web Page
- 7) Provide Nearest Location
- 8) Message Based on Life Stage
- 9) Message Based on Persona
- 10) Industry/Role Specific (B2B)

Pronto (etc.)

- 11) Mail Daily / Email Hourly
- 12) Email Drip + Mail (+ Digital)
- 13) Get Results ASAP
- 14) Always Be Testing
- 15) Integrate and Automate

We cover each tactic in more detail below including how a full-featured solution can help.



The 15 Best Tactics for Successful Website Retargeting and How a Full-Featured Website Visitor Solution Can Help

PRIORITIZE

- 1) **Eliminate Bouncers:** *ALMOST ALWAYS CRITICAL.* Bouncers are website visitors who leave immediately. Bounce rates can range from 30-70%. Not reaching out to these low-quality leads usually improves overall conversion rates. Easily eliminate them using a tag manager filter to prevent the pixel (which you place on your website to detect and identify visitors) from firing.
- 2) **Remove Customers:** *ALWAYS VERY IMPORTANT.* Customers and prospects can be removed if your website visitor solution offers one or more types of suppression/exclusion functionality. As part of the set-up process, provide a batch file with PII (Personally Identifiable Information) such as names and addresses or emails (which can be encrypted). For ongoing suppression either set up an “anti-pixel” on an order confirmation or thank-you page to prevent the main pixel from firing or send new customer or lead records in real time via API.
- 3) **Qualify Geographically:** *ESSENTIAL FOR LOCAL BUSINESSES.* eCommerce and B2B businesses are typically national, but many businesses with physical locations have local service territories. By providing a list of states or ZIP Codes to include, a good solution will limit your leads to only those geographic areas.
- 4) **Qualify Demographically:** *IMPORTANT FOR B2C.* If your target audience is highly skewed demographically (e.g., by gender, age, income, home ownership, etc.) then filtering out people who do not fit the profile can increase conversions and ROI. A wide range of accurate demographic information would need to be appended to each lead record outputted.
- 5) **Use Top Model Deciles:** *WILL ALWAYS PROVIDE A BOOST, ESSENTIAL FOR DIRECT MAIL.* Custom predictive models (built using regression and machine learning to analyze hundreds of demographic attributes of a person) can be used to score the likelihood of a person to convert. Mailing to just the top few deciles (e.g., the top 30%) can substantially boost ROI of direct mail campaigns by reducing wasted mailings to those who are less likely to convert.

PERSONALIZE

- 6) **Content Based on Web Page:** *RELEVANT MESSAGING INCREASES CONVERSIONS.* Knowing which website pages a person has just visited allows you to focus your content and offers on their specific interests. Relevance is a key factor to increase conversion rates and ROI.
- 7) **Provide Nearest Location:** *IMPORTANT FOR LOCAL BUSINESSES.* A key strategy for multi-location businesses is to identify and drive people to the closest location to where they live. This can be done by appending lat-long to each prospects (and each location) and calculate the distance.



The 15 Best Tactics for Successful Website Retargeting and How a Full-Featured Website Visitor Solution Can Help

PERSONALIZE (CONT.)

- 8) **Message Based on Life Stage:** *CAN BOOST B2C.* Identifying the person's life stage allows you to provide imagery, messaging and offers that are most relevant to that life stage.
- 9) **Message Based on Persona:** *CAN FURTHER BOOST B2C.* Predictive analytics (using K-means or CHAID analysis) can determine the 3 to 5 distinct personas within a customer file. Doing so allows you to test different messaging and offers to optimize conversions.
- 10) **Industry/Role Specific (B2B):** *CAN BOOST B2B.* Business prospects also respond better knowing that your product or service is geared toward their needs. Knowing the industry and/or job title allows you to tailor messaging to increase conversion rates.

PRONTO / ETC.

- 11) **Mail Daily / Email Hourly:** *WILL ALWAYS BOOST CONVERSIONS.* Getting your message to the person before they purchase elsewhere is critical. Even though certain products or services can have widely different purchase cycles (from minutes to months), faster is almost always better.
- 12) **Email Drip + Mail (+ Digital):** *THE MORE MEDIA THE BETTER.* The old "Rule of 7" which states that prospects need to see a brand's messaging 7 times (at least!) still applies. For direct mailers, add at email touches. For email, don't send one, send 6 to 12 emails over time. Even consider onboarding audiences to digital or video platforms for more low-cost touches.
- 13) **Get Results ASAP:** *ONGOING PROGRAM SUCCESS DEPENDS ON IT.* Only marketing programs with accurate attribution and strong performance will continue long term, so plan how to measure results from the start. Match PII of new customers vs. retargeting leads that reach them before they converted. Key fields to match on include email or name and address.
- 14) **Always Be Testing:** *THE ONLY WAY TO CONTINUOUSLY IMPROVE.* Set up different test cells with different characteristics and compare results; test different messages to different subsegments; test results by different model deciles; test results using different media mixes (e.g., direct mail only, direct mail with email drip, etc.); compare before and after an upgrade.
- 15) **Integrate and Automate:** Many of the tactics above can (and should) be automated to keep both costs and retargeting time-to-lead down. This includes demographic or model append, data transfer to media outreach systems, and ongoing measurement/attribution reporting.

The more of these tactics you implement the better your always-on website visitor retargeting program will perform. Below, we provide a score card to help guide and predict your success.



Website Visitor Leads Retargeting Scorecard

Date: _____

B2C or B2B: _____

Client: _____

Local or National: _____

Website URL: _____

Email or Direct Mail: _____



Tactic	Status	Weight	Comments
Prioritize			
1) Eliminate Bouncers			
2) Remove Customers			
3) Qualify Geographically			
4) Qualify Demographically			
5) Use Top Model Scores			
Personalize			
6) Content Based on Web Page			
7) Provide Nearest Location			
8) Message Based on Life Stage			
9) Message Based on Persona			
10) Industry/Role Specific (B2B)			
Pronto/Etc.			
11) Mail Daily / Email Hourly			
12) Email Drip + Mail (+Digital)			
13) Get Results AS			
14) Always Be Testing			
15) Integrate and Automate			
	TOTAL		

Retargeting Scorecard

The Retargeting Scorecard to the left can be used to track progress toward maximizing ROI from website visitor retargeting campaigns. Add a weighting to each tactic based on your use case and count the total score based on tactics implemented over time.

How Visitor Connect® Stacks Up

Visitor Connect is the most feature-rich website visitor leads retargeting solution available with the most leads identified, the most data fields and the most data enhancement and predictive analytics. Maximize website visitor retargeting ROI with the Visitor Connect solution and our expert support.

- **Highest Visitor ID Match Rates:** multiple diverse ID graphs provide 50-60% consumer matches rates
- **Most Available Data Fields:** Full B2C data with options for B2B, consumer enhancement, and phones
- **Advanced Suppression:** prior leads, prior customers, anti-pixel for check out pages, APIs for new leads and the ability to provide privacy opt-outs for suppression
- **Demo & Geo Qualification:** only leads in local territory, qualify leads by demo, or predictive model
- **Personalization Options:** all the data you need including custom tag filter and hosted look up tables
- **Integration and Automation:** SFTP to automate data transfers, Zapier for integration to thousands of marketing and email applications and multiple APIs for leads, suppression and pixel management.

For information on signing up for Visitor Connect or becoming a reseller, email or call us.