



ON-SITE ENGAGEMENTS

INTELLIGENT CUSTOMER INTERACTION

Engage website visitors in real-time with a customized experience based on specific trigger events and collect valuable customer data via modals and overlays.

REAL-TIME INTERACTION

The On-Site Engagements feature is an intelligent tool that enables you to create website modals and/or overlays that display relevant content for website visitors based on predefined trigger events, such as location, page view or visits. This empowers you to customize the online visitor experience with minimal effort.

ENRICH CUSTOMER DATA

Leverage On-Site Engagements to create simple online customer data collection. With intelligent CTAs based on behavior, You can collect information about customers. With rich data, marketing efforts become more effective in generating real business results.

ADD VALUE WITH CRM

When combined with Sitepro CRM feature, On-Site Engagements provides the full package for targeted marketing efforts to prospects and customers alike. Sitepro CRM provides rich business tools such as, password protected pages and customer database management and is the perfect complement to On-Site Engagements.

DRIVING LEADS AND SALES

Push calls-to-action (CTAs) to website visitors, such as promotions, contact forms or newsletter sign ups. On-Site Engagements can also be scheduled to correspond with upcoming campaigns, enabling SMBs to push CTA content when most relevant.

FEATURES

The On-Site Engagements include:

- Add and schedule an unlimited number of On-Site Engagements to a website
- Queue On-Site Engagements to trigger in succession
- Relevant metrics and statistics of each individual On-Site Engagement
- Multiple language options
- Three global styling options: Thin bar, modal and corner box.
- Ability to modify call-to-action content, including:
 - Simple infomercial
 - Promotional message with button
 - Click-to-call
 - Contact form
 - Download file
 - Map location
 - Newsletter sign-up,
 - Send to a friend
 - Social network shares
- Ability to set triggers based on the specific events, including:
 - Location
 - Schedule
 - Page views
 - Visits
 - Scrolling on page
 - Campaign
 - Referral
 - No trigger event (broad reach)

BENEFIT

The On-Site Engagements feature is built to help you boost your business online by driving call-to-actions, providing relevant information to the visitor and collecting valuable customer data that can be used in targeted marketing campaigns through, for example, Sitepro CRM. The engagements can be customized to target specific customer needs and interests for higher ROI.

HOW IT WORKS

You access On-Site Engagements from the Editor Dashboard of your Sitepro website.

CONTACT

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