



# **DYNAMIC WEBSITE PERSONALISATION**

**Our Website Personalization Tools to create 1-to-1 conversion driving experiences for website visitors based on time of day, device type, geolocation and more.**



## WHAT IS

# Dynamic Website Personalisation?

Dynamic website personalisation (DWP) is all about creating a website experience that directly relates to a visitor's unique situation.

This means the site will change itself to meet their individual needs by date, time of day, device type, geolocation and more.

# Capture Your Customer Attention

As the number of connected devices grows, the length of customer attention spans shortens. In today's age of the consumer, your customers expect the information they require within just a few clicks and are not willing to go searching after it.

Dynamic website personalization addresses this by putting the most relevant content front and centre for visitors.



# How Does DWP Work?

Personalisation rules work on a system of triggers and actions. When the conditions of a trigger are met, an action occurs that personalises the website for that visitor.



## TRIGGERS

Choose a trigger to activate your website personalisation. Triggers can include time of day, day of the year, geolocation, number of previous visits and more.



## ACTIONS

After you choose a trigger, select from ready-made actions including popups, notification bars, and new site rows, or feel free to create your own.



## CONVERSIONS

Engage site visitors by displaying customised actions at exactly the right time, and watch your conversion rate soar.



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*“We had a 70% increase in conversion by simply adding a personalisation rule that triggered a notification bar during Restaurant Week.”*

**Andrew Fritz** - Owner of The Gladly

# What Triggers Activate DWP?

You can use any of the following triggers, or a combination of these triggers, to activate a rule:



## TIME

Based on the time and date of the visit



## DEVICE

Desktop, tablet or mobile



## LOCATION

Based on visitor's geolocation



## DEDICATED URL

Can be an ad campaign, for example



## NO. OF VISITS

Based on the number of visits user has made

A man with a beard is sitting at a desk, talking on a mobile phone while looking at a laptop. The image is dimmed and serves as a background for the left side of the page.

# What Actions Can Be Triggered?

The list of actions that can be triggered is literally endless. You can:

- ✓ display a popup that promotes a sale, features a signup form, invites feedback and more
- ✓ display a notification bar at the top of your site announcing an event, promotion or offer
- ✓ add special effects such as falling hearts or snowflakes to make your site more fun or festive
- ✓ add new content that contains buttons, text, images, and custom HTML

# Welcome Popup

Once the visitor arrives to the website the popup will show. It can be an introduction, greeting or explainer video.



## TRIGGER

Visitor arrives for the first time



## ACTION

Display a popup with a greeting or video



## VALUE

Entice visitors with a coupon or walkthrough