ONSITE RETARGETING HANDBOOK

FOR EMAIL LIST BUILDING

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INTRODUCTION

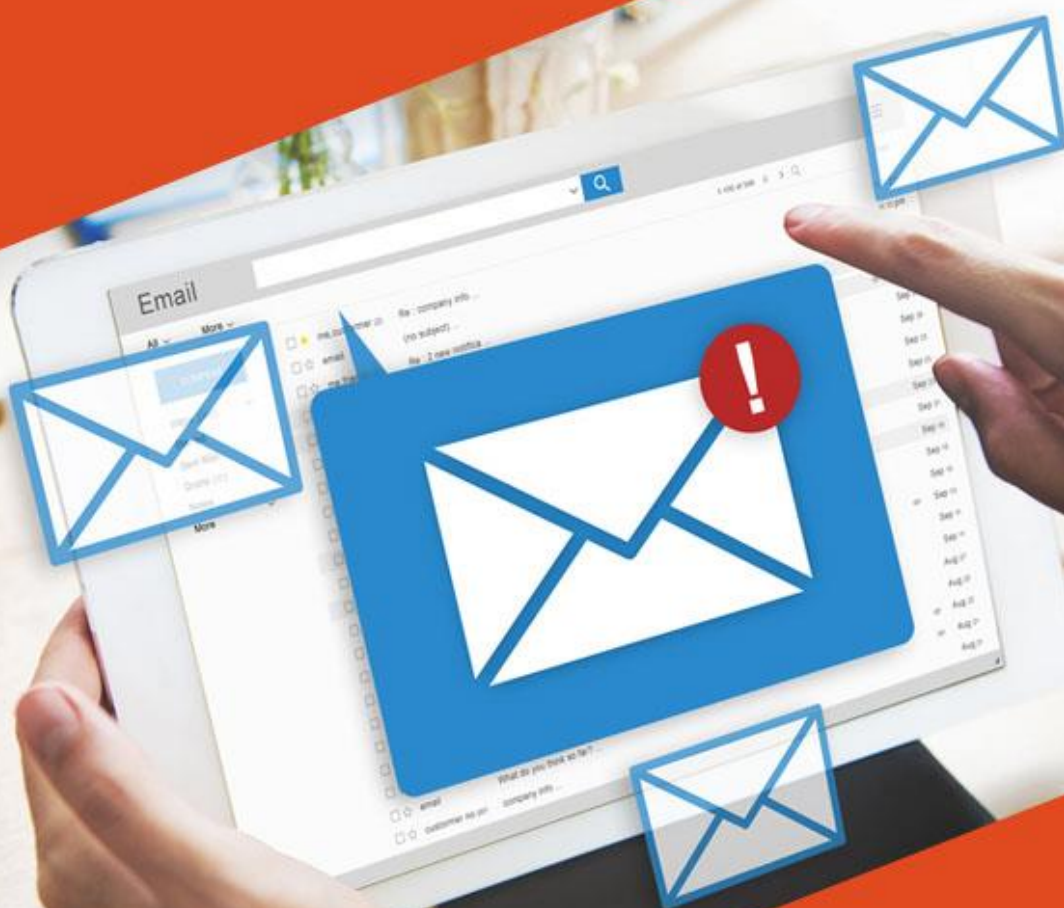Welcome! If you have an ecommerce store and you would like to increase your sales, you are in the right place. In this *Onsite Retargeting Handbook for Email List Building,* we are going to show you how to grow your revenue using the latest best practices. In each section, you'll find relevant examples that will help you get started improving your website performance right away.

1. ABOUT ONSITE RETARGETING

Onsite retargeting is designed for remarketing to visitors before they leave your website. Like Facebook and Google remarketing ads, you get a second chance to recover abandoning visitors. However, unlike traditional remarketing where there is a certain percentage of visitors you can't retarget, you are guaranteed a second chance with onsite retargeting because your offer is displayed while your visitors are still on your website.

According to the Nielsen Norman Group, most visitors stick around on websites for less than a minute – only just 59 seconds. In a matter of moments, a visitor will decide whether they will stay and browse or leave your website.

A well-timed onsite retargeting popup eliminates distractions, limits choices, and causes visitors to pause and consider your offer again – addressing many of the psychological factors that can impact the decision-making process.

When a visitor leaves your website, you can retarget them with advertisements or newsletters but you can only re-engage a small percentage of visitors in this way. Using onsite retargeting, you can display another message instantly to your visitors, effectively doubling your chance of converting them into customers. That's what makes onsite retargeting so effective, and a must for ecommerce stores!

2. ONSITE RETARGETING FOR EMAIL LIST BUILDING

Driving more immediate sales is one way to improve the profitability of your store. However, experience and ecommerce data show that not all visitors are ready to make a purchase immediately. It doesn't matter how many discounts or special offers you provide, some visitors are simply not ready to buy.

The "3/47/50" rule.

Which means that on average 3% of eCommerce website's visitors will buy, 47% of them aren't ready to buy immediately but intend to in the near future. The bad news is that, 50% of visitors will never buy.
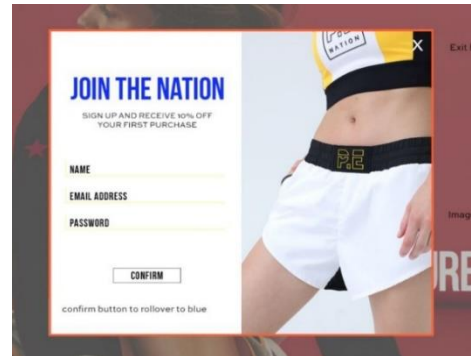
The question here is do you want to be more than average? You have your 3%, but you shouldn't stop there, you should also target the 47% of visitors who aren't ready to buy immediately.

Email marketing remains one of the most effective ways to monetize these moderately interested visitors by communicating personalized messages to incentivize and encourage them to make a purchase later on.

For this reason, the main theme of this handbook is email list building. In the following chapters, you will learn a lot of techniques to boost your lead generation and email subscription rates through onsite retargeting.

2.1. Promote VIP membership

We all know that everyone likes to be "treated like a VIP". Creating or promoting a VIP membership or a perks program is a great way to **convince visitors to sign up** for your email list.

You can make your offer even more persuasive by including a reward for "joining the club". This can be free shipping for members, content such as

customized tips and suggestions, or even free entry to corporate events and webinars.

Zooji, an online shoe store, promotes their VIP newsletter to encourage visitors to **sign up and enjoy the VIP rewards**, using a two-step popup.
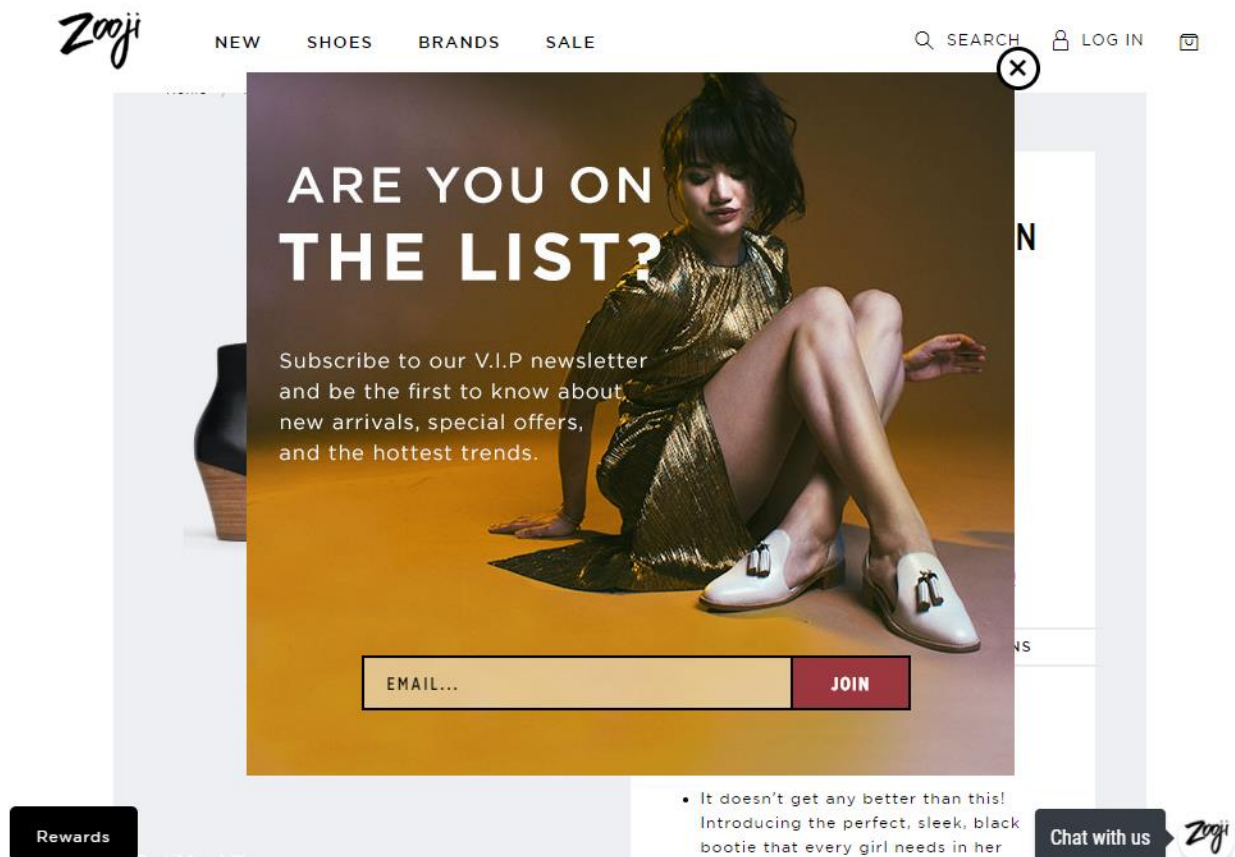
2.2. Launch a contest or sweepstakes

Everybody loves to win something – especially when the prize is worthwhile. When you provide the opportunity to win in exchange for a subscription, you are providing your visitors the opportunity to get something for free. You can capture lots of new subscribers with this approach.

This example below used by GuiltySoles.com, a shoe retailer. promotes a contest to win a pair of shoes for subscribers. To be entered in the contest, visitors only need to submit their email address and the store chooses one lucky subscriber who gets a beautiful pair of shoes for free.
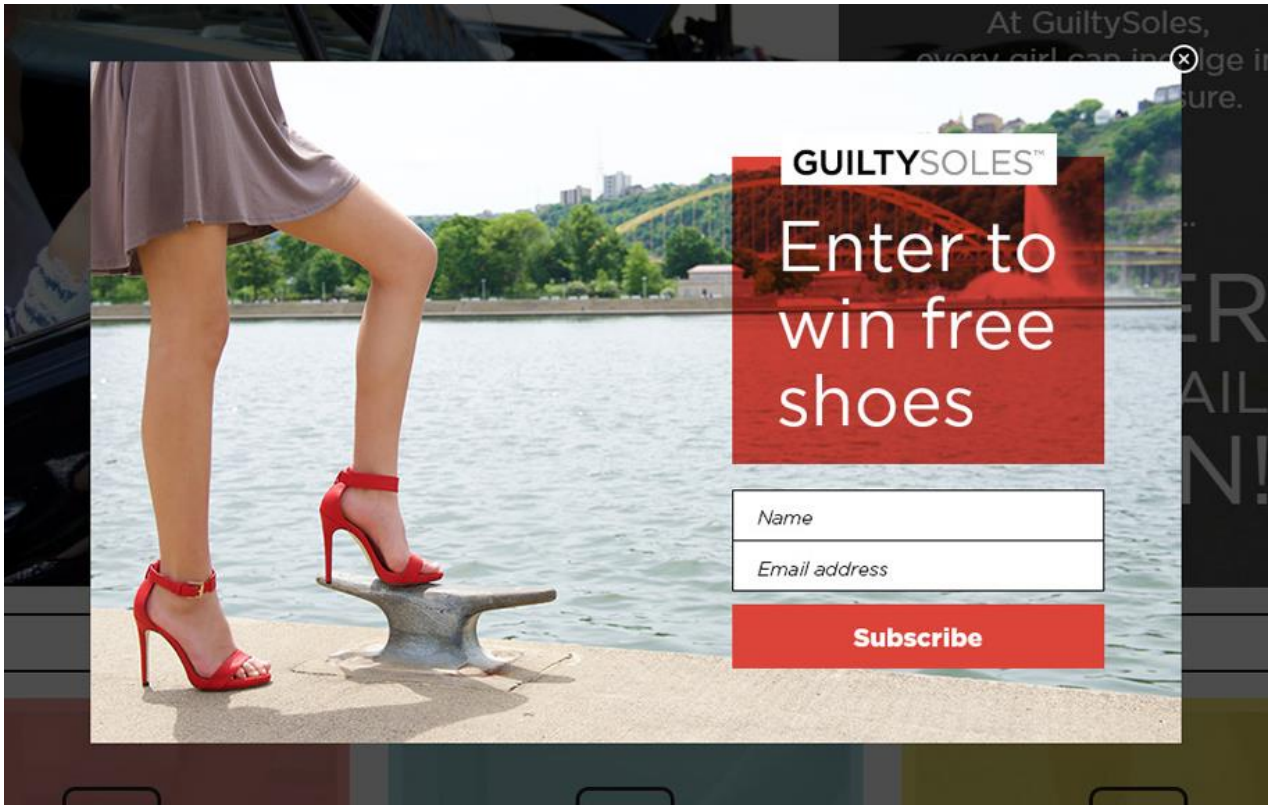
2.3. Highlight your newsletter subscription

The following popup, used by SwissWatchExpo.com, is a **great example to capture email addresses** by highlighting the benefits of subscribing.
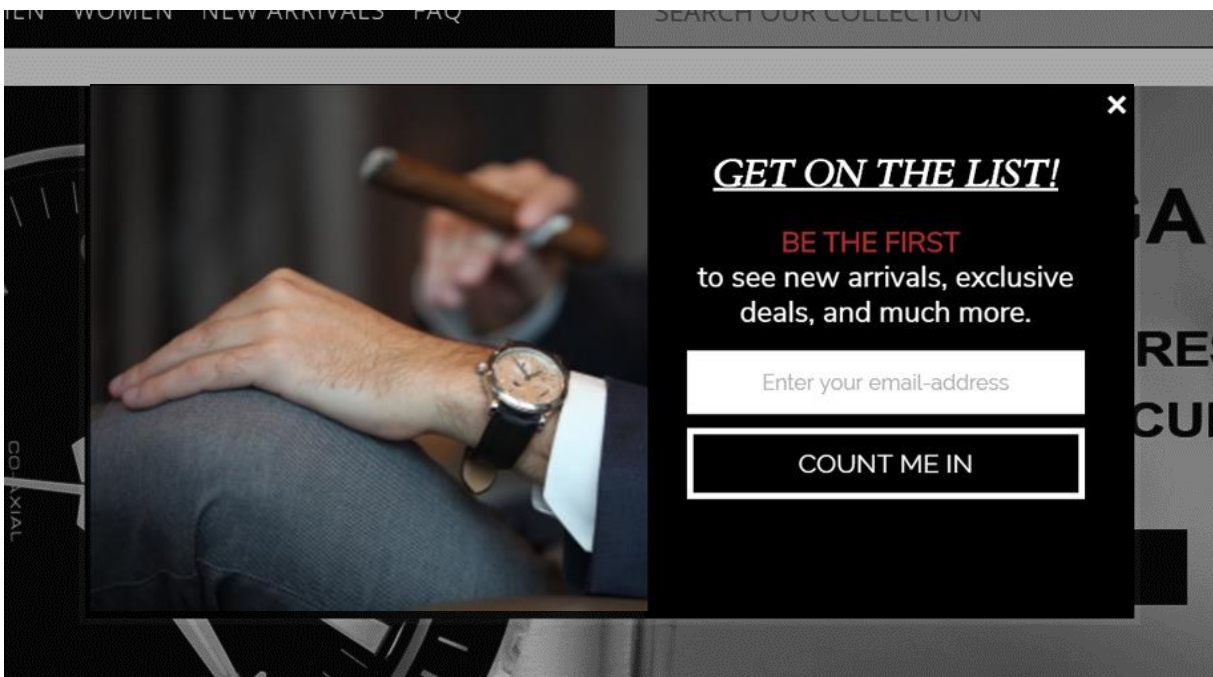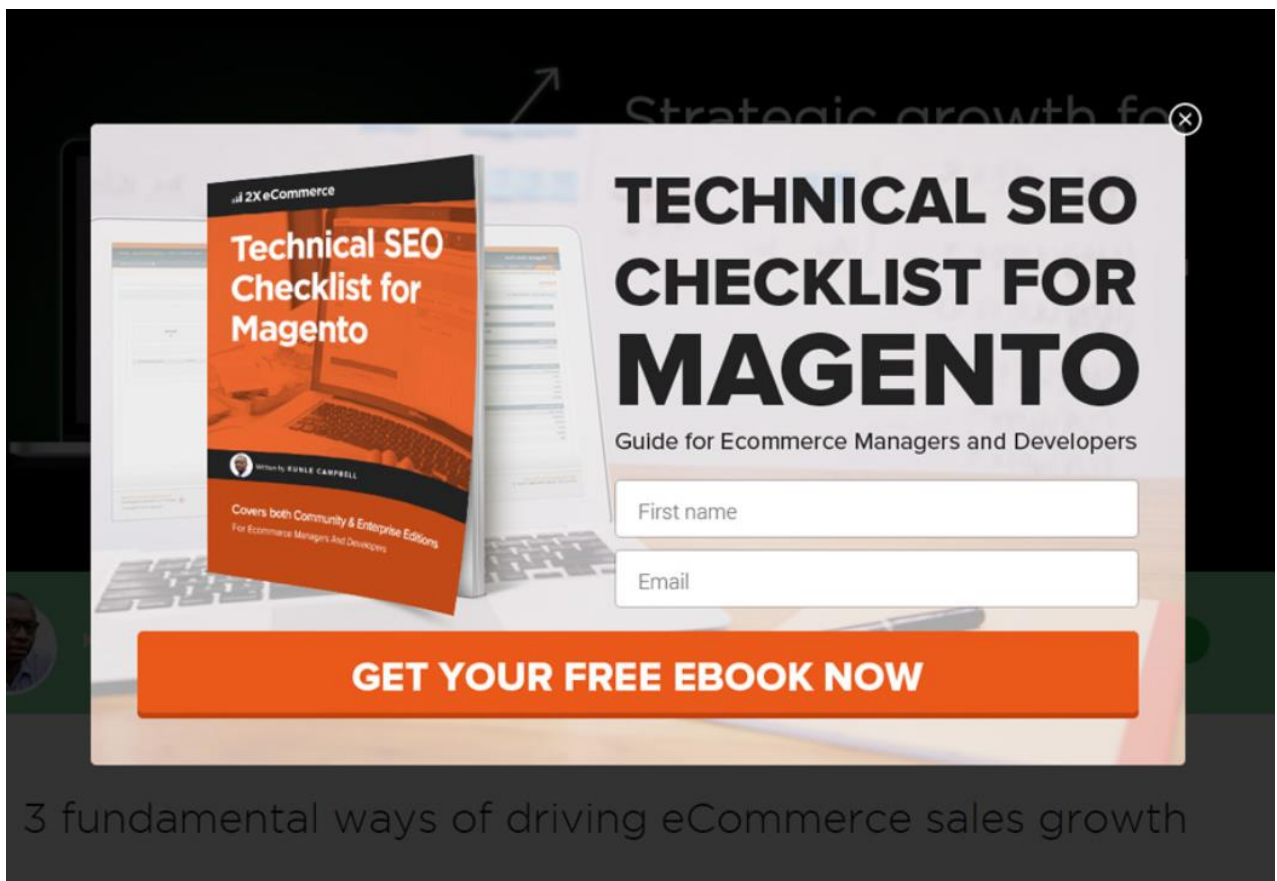
This website uses a very **elegant** popup style, with a **single form field** to enter the email address. The popup appears to new and returning visitors, targeting cold leads – visitors who haven't subscribed or made a purchase.

2.4. Whitepapers and eBooks

Free eBooks, case studies, and whitepapers are some of the most effective **giveaways for list building purposes**. When the information is valuable and the content is relevant, your visitors will happily provide their email address in exchange for the download.

Here is a good example from 2XeCommerce, the online retail marketing growth advisor. Their popup promotes a free eBook as an incentive.

2.5. Free giveaway and product samples

Offering free samples and gifts is a good approach to list building, but it can be costly. You also expose yourself to bargain hunters and sample-hunters who are always on the lookout for a free deal. Who doesn't like receiving gift occasionally? This is why it's considered an effective way to gather new subscribers.

Here's an example from Aloha which demonstrates how to build your email list using free giveaway product samples. They provide those who submit their emails a free product sample.
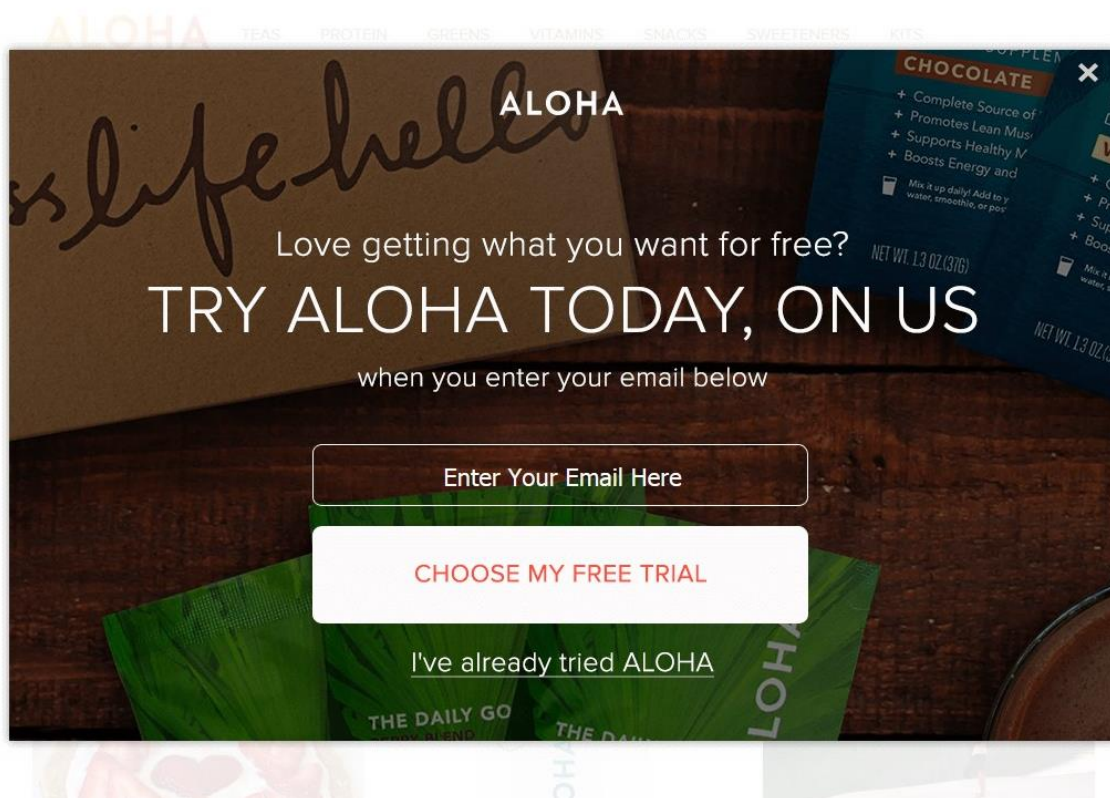
Note that it is best to display your free giveaway to your hottest leads who are at the end of the process and people who are abandoning their cart. To be more logical, you don't want to end up giving away your products for free without making any sales and return on your investment.

2.6. Provide discounts and incentives

Providing an **immediate discount or incentive** can be even more effective to gather the email addresses of your hottest leads – visitors who have clearly expressed interest in your products or added an item to their cart.

Here is an example from Monoset where they provide 10% discount **in return for signing up** to their email list.
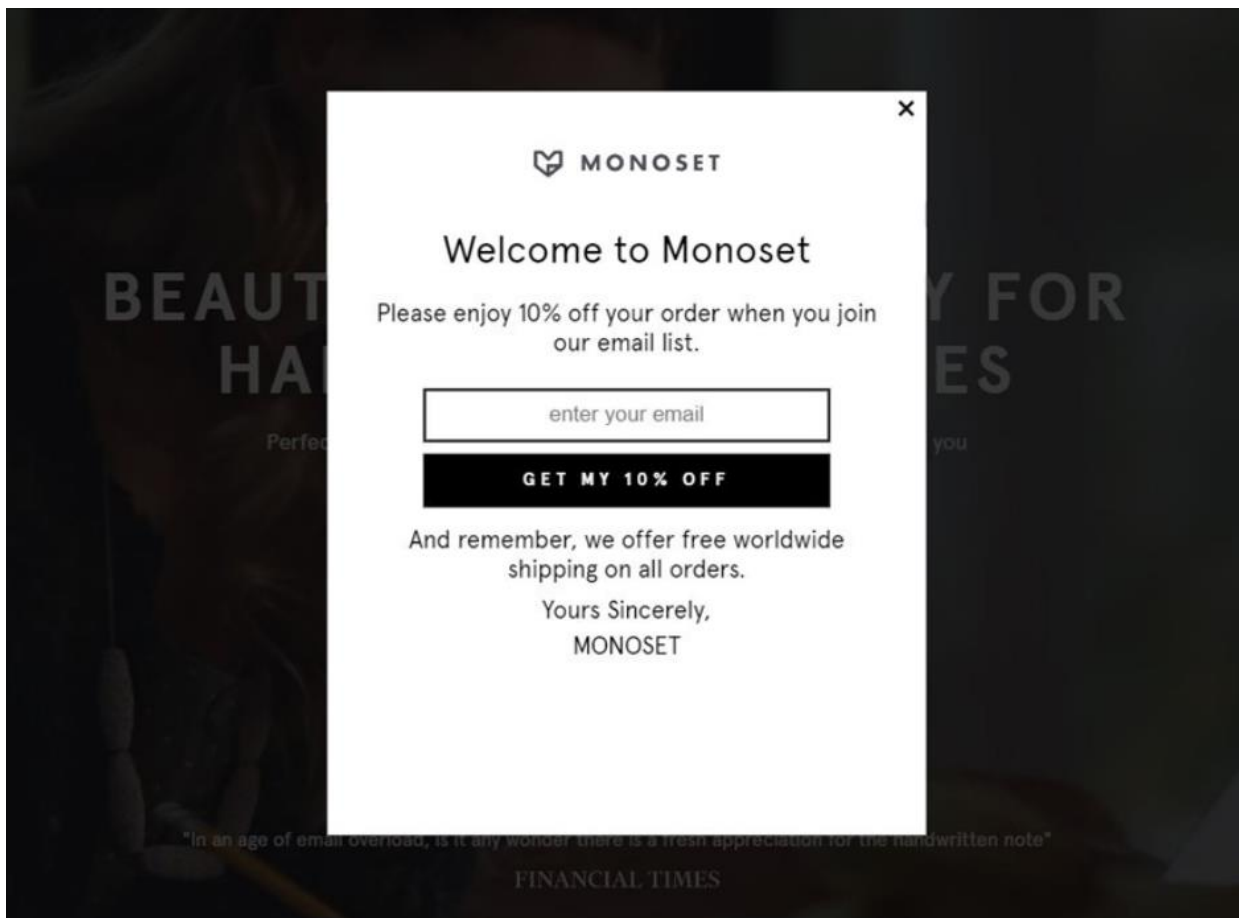
2.7. Promote Events

You can also use onsite retargeting to get more attendees to your offline or online events. It's a great way to grab your visitors' attention and also makes sure that everyone who visits your website has a chance to register for your event.

The popup below, from BirdEye, promotes their free webinar and directly ask the visitors to register immediately.

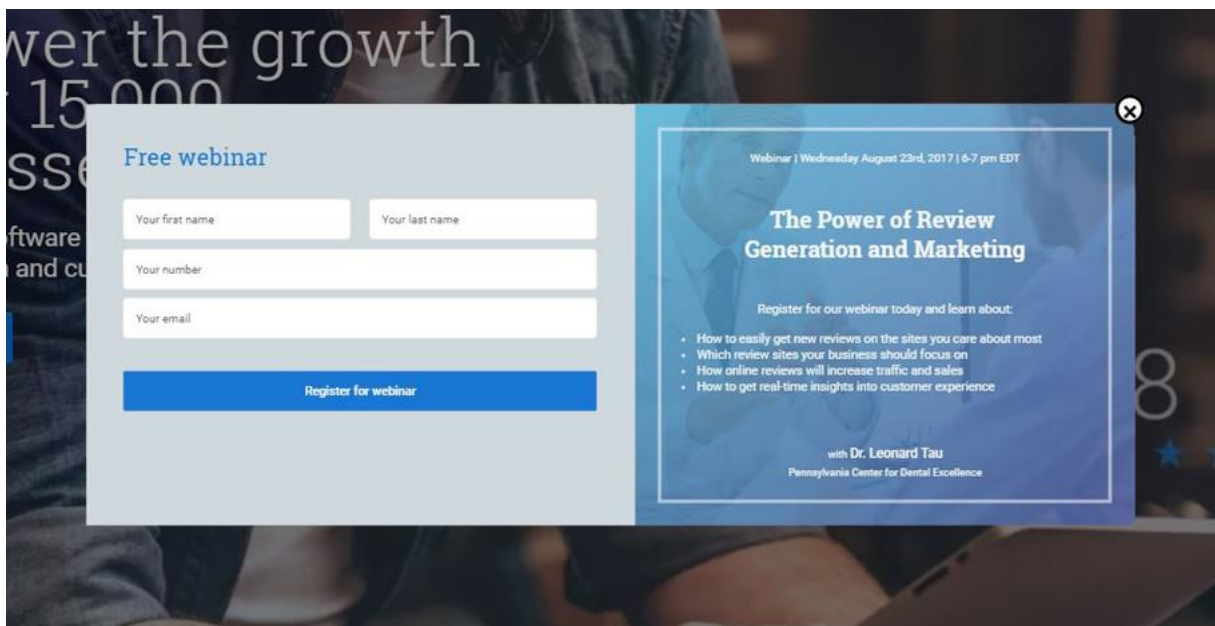Their popup works as a 'micro landing page'. When it appears, the visitors get all the details related to the webinar – including the goal of the event, some reasons why it's worth attending, who will be the speaker, CTA button, etc. The result is a 'micro landing page' that drives engagement and fits right in with their website.

2.8. Offer email-only deals

"Email-only" deals can be a powerful way to incentive subscriptions. This way, your visitors will get the feeling of "belonging to a club" and will also be motivated to subscribe to the deals which are only available through email.

Coffee for less uses email-only-deals to capture their visitors' email addresses. They do emphasize that the benefits will be received **only via email** as mentioned in the popup below.
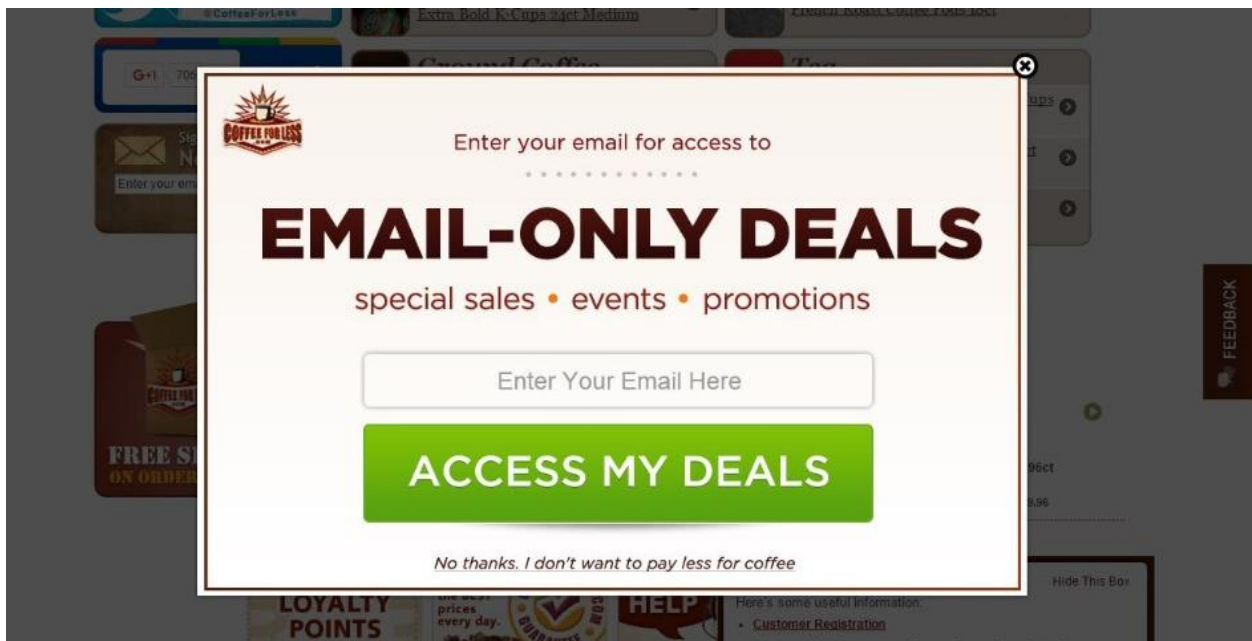
2.9. Use customizable sidebars

Sidebar forms are one of the most popular ways to promote your newsletter signup. With a sidebar form for email signups, you won't disturb your visitors while they're reading an article or reviewing a product on your website. It's a really effective and elegant way to capture email addresses.

Here are some sidebars examples provided by OptiMonk:
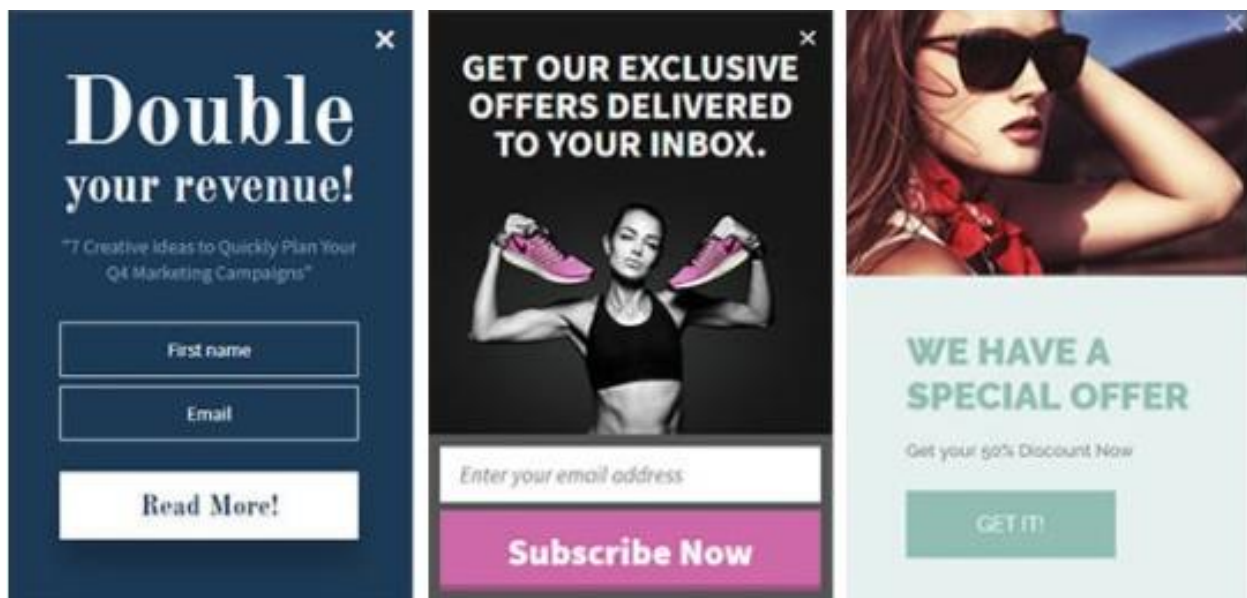
2.10. Gamify your offer with a lucky wheel

Using the lucky wheel, you can create fun and interactive experience for your visitors on your website. When visitors arrive at your website, they can spin the wheel for a chance to win certain rewards or discounts, such as free shipping or 10%. Not only is it fun but winning something will make your visitors feel special — like it's their lucky day.

The example below is a lucky wheel popup created by LayneCoffee.com. They are specialized in single origin, espresso, and organic coffee. Not only they made capturing email fun and easier, but also they achieved 25% conversion rate with this popup.
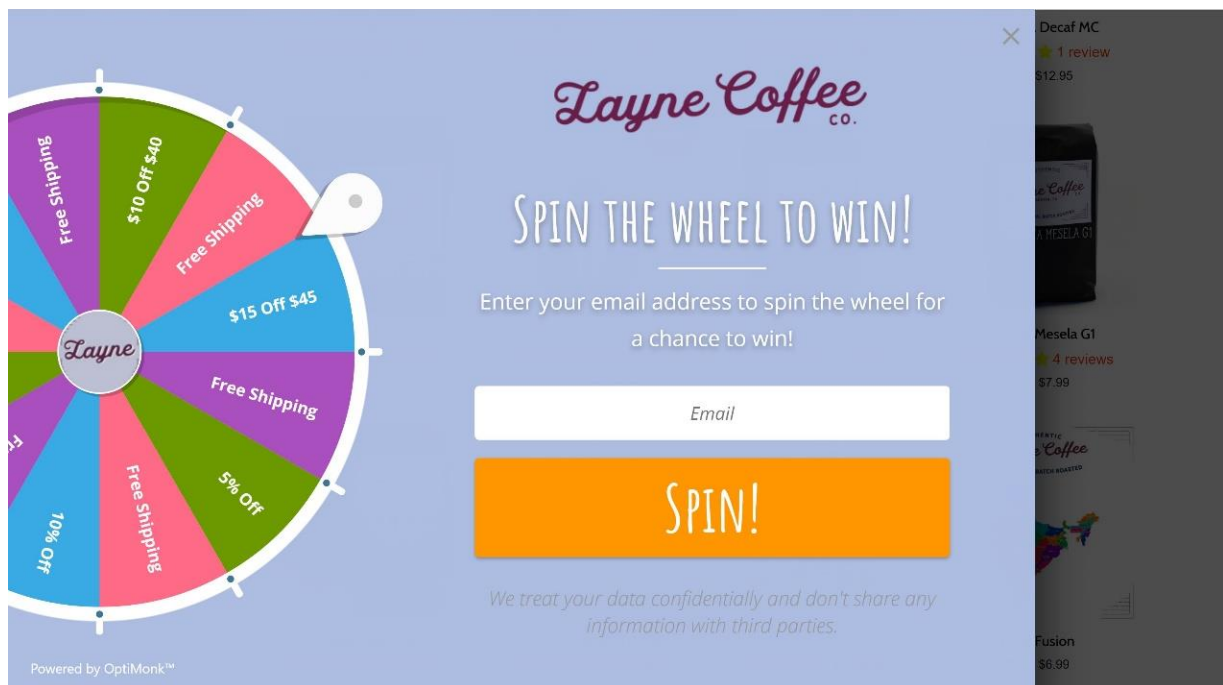
2.11. Get higher open rates with the new "email marketing" – Facebook Messenger

According to studies, smartphone users check their Facebook 14 times a day. Using Messenger sequences, you can achieve **80 to 90%+ open rates**. It sounds unbelievable, right? Have you ever thought about including Messenger in your popups, so you get higher open rates from you subscribers?

Well, these Messenger subscribers are a bit different from the email ones. You can encourage your visitors to subscribe. But instead of subscribing them to your email list, this popup template will subscribe them to your Messenger list. So, later on, you can engage your subscribers through your Facebook messenger bot.
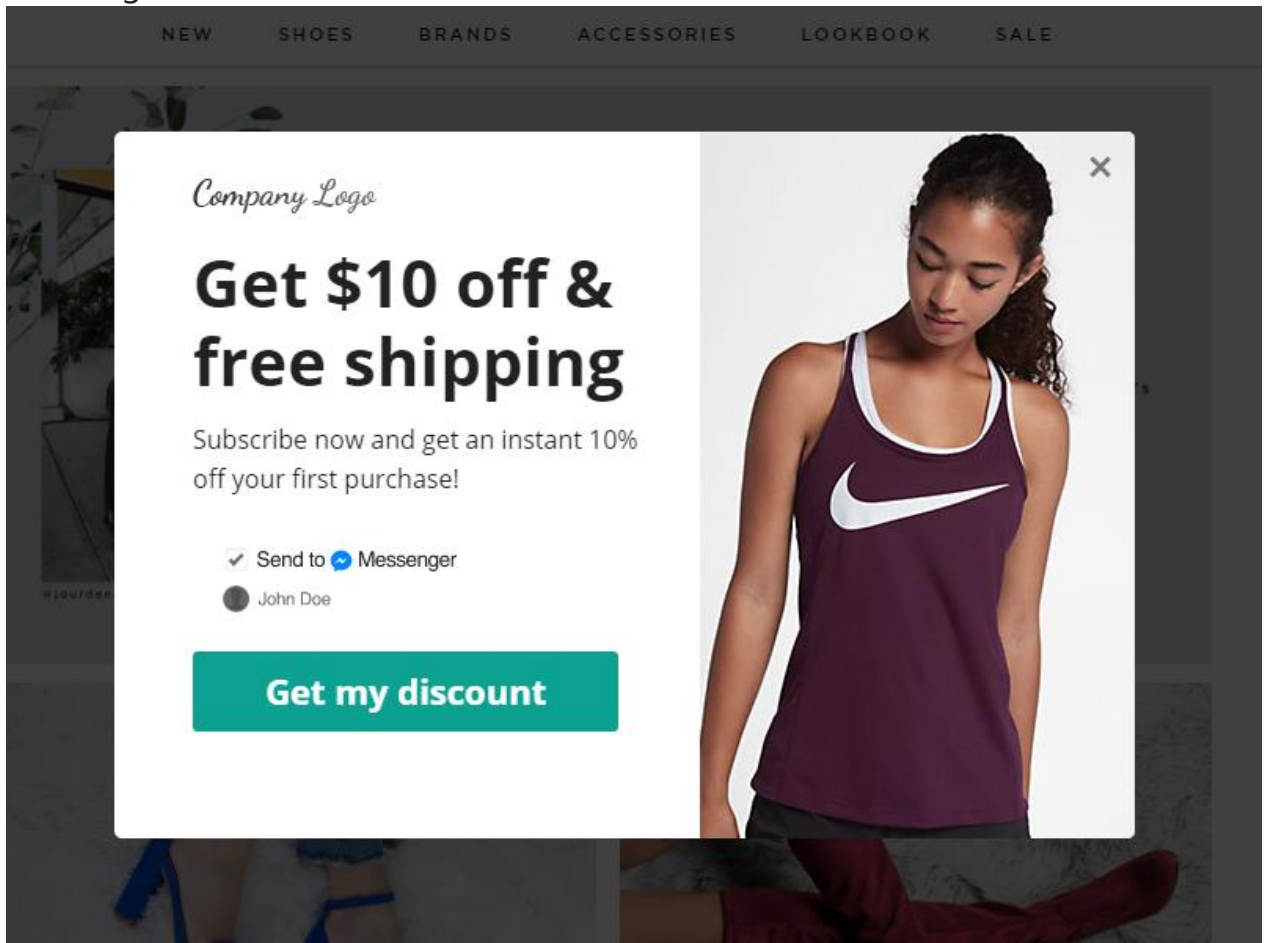
3. TIPS AND BEST-PRACTICES FOR GETTING STARTED

You should now have several ideas of how you can use onsite retargeting to build your email list and improve your store's performance. In this section, we are going to show you some practical tips and best practices to help you get started.

3.1. Segmenting your visitors

Segmentation is one of the most important things to do when you use onsite retargeting. At the very minimum you should separate your visitors into hot and cold prospects.

Hot prospects are engaged visitors who are ready to make a purchase. They are the most likely to buy, and therefore your most valuable and profitable audience.

Your **cold prospects** are visitors who are considering a purchase, but they will need further time to make a decision. Your goal is to capture the contact information of these visitors so you can continue to market to them via email and other channels.

You can segment your visitors even further based on demographics, interests, and further segmentation based on where prospects are in the purchase process.

3.2. Choosing your campaign type

After defining your audience segments, you need to choose your campaign type. There are classic popups, multi-step popups, sidebars, and nanobars:

- **Classic popups** are designed with a typical overlay window that appears with your message. These are great for cart abandonment, exit-intent and other times when you want to encourage your visitors to take an action.

- When you have a unique offer or want to confirm genuine interest when visitors sign up, try **multi-step popups.** These appear as a sequence of popup overlays which allow you to show a "Yes/No" option to gauge interest, or additional details about your offer in each popup window.

- **Sidebars** appear on the side of the pages as visitors browse your website. These are effective for gathering email subscribers without interrupting your visitors.

- **Nanobars** are great when you want to remind someone about an offer they've signed up for. These notification bars show up at the top and bottom of your website, without blocking the main content. This allows a visitor to continue to browse your website while your offer stays in view the entire time.

3.3. Design tips for your campaign

After you choose the type of popup you want for your website, the next step is to design an effective popup. Here are some tips on designing popups that convert visitors:

- **Use less text with simple messages** using relevant keywords.
- **Focus on one clear value proposition.** Too much information will overwhelm visitors.
- **Call-to-action buttons should be highlighted** to grab your visitors' attention.
- **Design your popup to match the style of your website** with colors, fonts, and images that reflect your brand.

- **Shorter forms have better conversion rates.** Only ask for an email address, or a name if you want to provide personalization in your marketing.

- If you want to show your campaign on mobile, you have to **use mobile-friendly popups!**
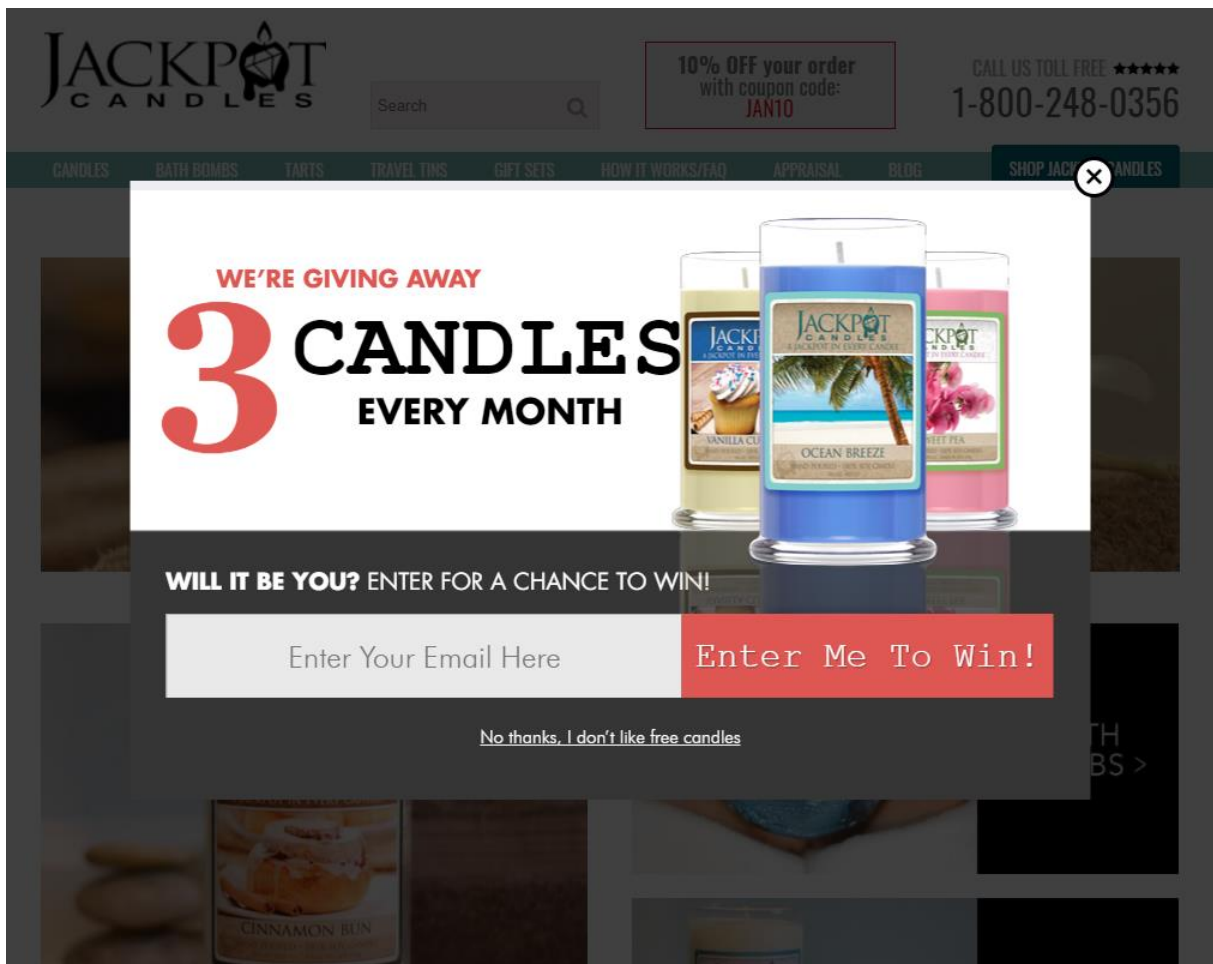
3.4. Triggering your messages

Exit-intent is one of the most popular uses of onsite retargeting. However, there are many more ways to trigger your popups. Choosing the right trigger will ensure your message displays at the right time without annoying your visitors. Here are the different triggering options and some best practices:

Frequency	This controls the number of times your popups are shown to each visitor. This is a critical setting to ensure your campaigns don't bother visitors. You should display at most 2 times to keep your visitors happy.
Exit intent	Exit-intent is the behavior that a visitor shows when they try to leave your website. Typically, this is detected as the mouse cursor moving towards the "X" button or address bar. Use this trigger to capture abandoning visitors and convince them to sign up or stay on your website
Time spent	This trigger will display a popup based on the amount of time someone has been on your website. Use this to target your most engaged visitors, and wait at least 15 seconds or more before displaying your popups.
Scrolling	Another great way to capture engaged visitors, triggering your popups based on scrolling will display them to visitors who have read to the bottom of a blog article or scrolled all the way down on a product page.
Clicking	This simple trigger helps you create popups and forms that are displayed when someone clicks on a specific button, link or banner.
PC vs Mobile	Triggering on PC gives you more options based on visitors' behavior because more information can be gathered. For mobile campaigns, there are fewer options and using a time delay is typically the best trigger.
Scheduled campaign	You can schedule your popups to display over different time periods to gauge the effectiveness of your campaigns and make improvements.
Delayed closing "X" button	You can delay the appearance of the closing "X" button on your popups. This can help increase conversions because visitors are obligated to read your message and consider your offer.

3.5. Targeting your campaigns

After you've segmented your audience, designed your popups and chosen your triggers, the next step is targeting your campaigns. Like segmentation, targeting helps you display the most relevant messages to each visitor. Let's look at some effective ways to target your campaigns:

1. **Traffic source** – You can show different popups with unique content for visitors from different sources. Use UTM tags for separating or targeting visitors from paid, organic, social, search and newsletter sources.

2. **Engagement** – This is based on each visitor's browsing history. You can show your popup to new or returning visitors, and those visited a certain number of pages or browsed your website for at least "x" seconds.

3. **Geotargeting** – You can target visitors from different countries. This is a great way to offer different shipping discounts based on location.

4. **Cart-based** – Target visitors who have added something to their cart. You can show a special popup when these visitors try to abandon their cart or specific messages based on the value or items in their cart.

5. **Campaign-based** – To make sure you don't overwhelm visitors, and to include reminders and other incentives, you can target visitors who have seen other campaigns.

6. **Exclusions** – Just like targeting those who have already seen campaigns, you can exclude visitors who have already subscribed to your newsletter. Use your "Thank you" or confirmation page URL to prevent showing your popup to those who are on your email list.

7. **Unique variables** – You can create additional criteria to target your popups based on how your website operates and the products and services you sell.

3.6. Testing your campaigns

Now that you've got all the best practices and tips, you're to design and implement a highly-effective popup campaign on your website with onsite retargeting. Once you start running your campaigns, you will want to measure your results and make improvements.

As you increase your conversion rate, you'll want to be sure you stay on track. Using A/B testing, you can compare two different versions of a popup and see which one works better. By comparing them to each other, or more examples in a multivariate test, you can clearly see which popup is the winner. Let's take

a look at an example from Bootcuffsocks.com an online retailer specializing in boot cuffs and socks.

When Bootcuffsocks.com tested these two popups against each other for 40
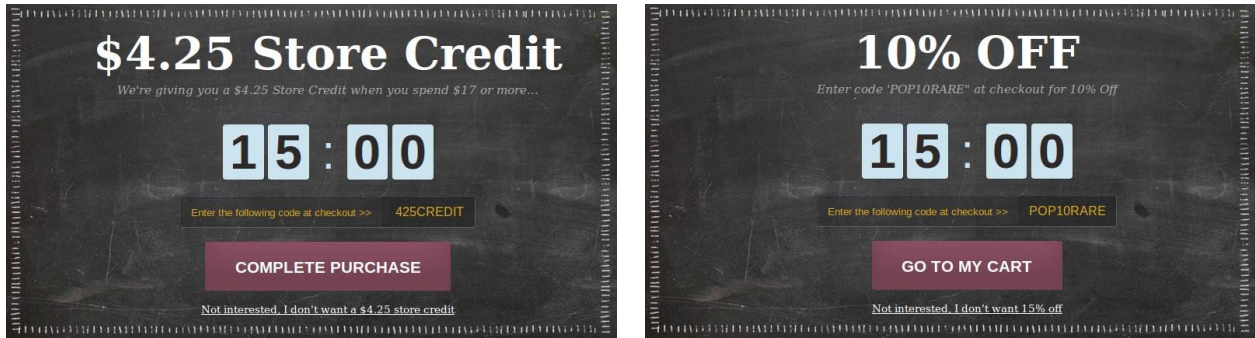
days, they saw that 15% more people signed up for version 'B' compared to version 'A' – version 'B' (with the 10% OFF) was clearly the "winner".

Here are some elements that are worth testing on your popups:

- headline or title;
- call-to-action text;
- call-to-action button color, size, and alignment;
- font style, color, and size;
- background images;
- and value proposition.

You'd be surprised how a few small changes can lead to some big increases in results!

4. CASE STUDY – DIGITALMARKETER.COM

The Company

DigitalMarketer.com is a community with more than 450,000 members. Marketers, growth hackers, entrepreneurs and small businesses go there for ideas on driving more traffic, increasing conversion rates, and boosting social engagement.

WEBSITE
Digitalmarketer.com

INDUSTRY
Online Marketing

COUNTRY
USA

CAMPAIGN
Conversion Optimization

RESULTS
- 30.22% increase in sales
- 2,689 extra leads in 2 weeks

Onsite retargeting is a game changer, and OptiMonk just happened to work wonders for us!

Justin Rondeau
Digitalmarketer.com

**CLICK HERE &
CHECK OUT THE FULL CASE STUDY**

Solution

Digital Marketer installed OptiMonk on all of their pages, promoting their most popular lead magnets and experimenting with several messages. Just as they do with "offsite" retargeting, they used onsite retargeting to present visitors with different messages based on interest. They created a separate OptiMonk campaign for those interested in Facebook, Social Media, and blogging.

Results

Digital Marketer gathered 2,689 extra leads in two weeks, increasing their subscription rate by 36%. The number of subscriptions to their main product, DM Lab, also increased by 30.22%. As additional side benefits, they saw their bounce rate decrease by 8.52% and the average time spent on their website increase by 35%.

CONCLUSION

Finding a reliable method for email list building is never easy. In this handbook, we looked at how onsite retargeting can be used effectively for email list building. We looked at some real examples of popups and covered the best practices for segmenting your audience, choosing your campaigns and designing your popups, and setting your targeting and triggering options.

With a well-crafted onsite retargeting campaign, you can display popups at just the right time without annoying your visitors. Many people are concerned about popups ruining the user experience on their website. In fact, with onsite retargeting, you can improve the user experience of your website by redirecting visitors to your best-selling offers and helping them find the relevant information they need to make a purchase decision.

OptiMonk makes it easy for you to get started with onsite retargeting and maximizing the conversions on your website. By following the examples and best practices we've provided, you can start boosting your sales right way. If you don't have an OptiMonk account yet, you can create a free account now!
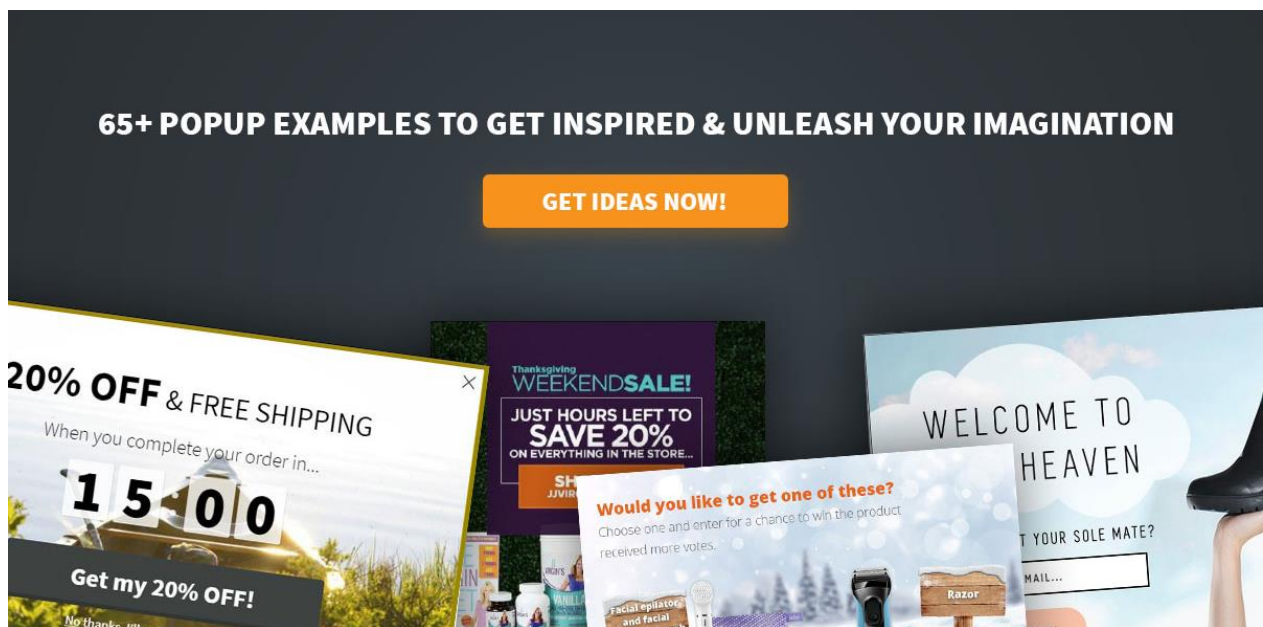
Get 200% More Leads
WITH ONSITE RETARGETING

Create a forever free OptiMonk account
and boost your conversions by recovering visitors in realtime.

CREATE FREE ACCOUNT >>

Do you have any questions?

Schedule a FREE demo if you'd like to get the most out of your website by leveraging the power of Onsite Retargeting.
Simply click here to book your session.