



ONSITE MARKETING, INSIDE IMPACT

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What Is Onsite Marketing?

Onsite marketing is the ability to respond to visitor behavior in real time, while they are still browsing.

It transforms passive sessions into guided journeys, where every interaction adapts to intent.

 *Insight: In one visit, please capture the attention of your customers in multiple moments by perfect timing.*



Why Timing Wins

Customers leave a website because nothing reacts to their expectations. Therefore delays mean lost customer intent, while static pages are missed opportunities.

Onsite marketing allows you to achieve:

- Higher engagement rates
- More conversions
- More returning users
- Improved customer experience

 **Fact:** Real-time interventions outperform delayed campaigns in conversion impact.



The Three Pillars of Conversion Moments



Pro Tip: Start with one journey, not full-site complexity.

Build Your Onsite Strategy

Step 1: Identify Key Moments

Start with high-intent behaviors:

- Viewed product but didn't act
- Repeated visits without conversion
- Search with no clear outcome
- Long session with low interaction
- Exit intent signals



Pro Tip: The stronger the trigger is, the stronger the outcome becomes. Therefore, choose the most optimum combination to amplify the impact.

Build Your Onsite Strategy

Step 2: Understand Intent & Respond

Match behavior with the right interaction:

- Segment users based on in-session signals
- Distinguish browsing vs high-intent users
- Guide, remind, recommend, or incentivize
- Align experience with context and interest



Tip: This is where most teams oversimplify and lose relevance.

Build Your Onsite Strategy



Step 3: Launch, Learn, and Optimize

Turn interactions into a system:

- Track engagement and conversion patterns
- Test timing, frequency, and interaction types
- Reduce friction, not just add messages
- Scale only what proves effective



Insight: Optimization depends on data quality and volume, which can limit early iterations.

Industry Examples

E-Commerce and Retail

Capture abandoning visitors at the exit moment with discount pop-ups, convert anonymous users into email subscribers, and recover lost carts.

Telecommunications

Shorten the decision process by presenting “Most Preferred Plans” in a story format, enabling users to compare options quickly.

Travel and Hospitality

When a user searches the same route twice, trigger a “Deals on this route” banner and intervene at the decision moment.

Fintech

Reduce drop-off rates by showing a “Continue your application where you left off” pop-up to users who fail to progress in the application form.

 *Adaptive onsite campaigns fit every lifecycle in every vertical.*

Onsite Marketing Checklist

- Define key drop-off points
- Map visitor intent signals
- Select interaction strategy
- Personalize content dynamically
- Measure session-level performance
- Iterate continuously



Goal: More value per visit → higher conversion efficiency



Onsite Marketing Mistakes to Avoid

- ✗ Triggering experiences without clear behavioral signals
- ✗ Applying the same journey to all visitors
- ✗ Overloading sessions with too many interactions
- ✗ Interrupting instead of guiding the experience
- ✗ Ignoring timing and sequence within the session.



Instead Do This: Keep it timely, relevant, and controlled.

The Anatomy of an Onsite Conversion Moment

Not every visit converts. But every visit signals intent. Onsite marketing is about recognizing and responding to these signals before they fade.

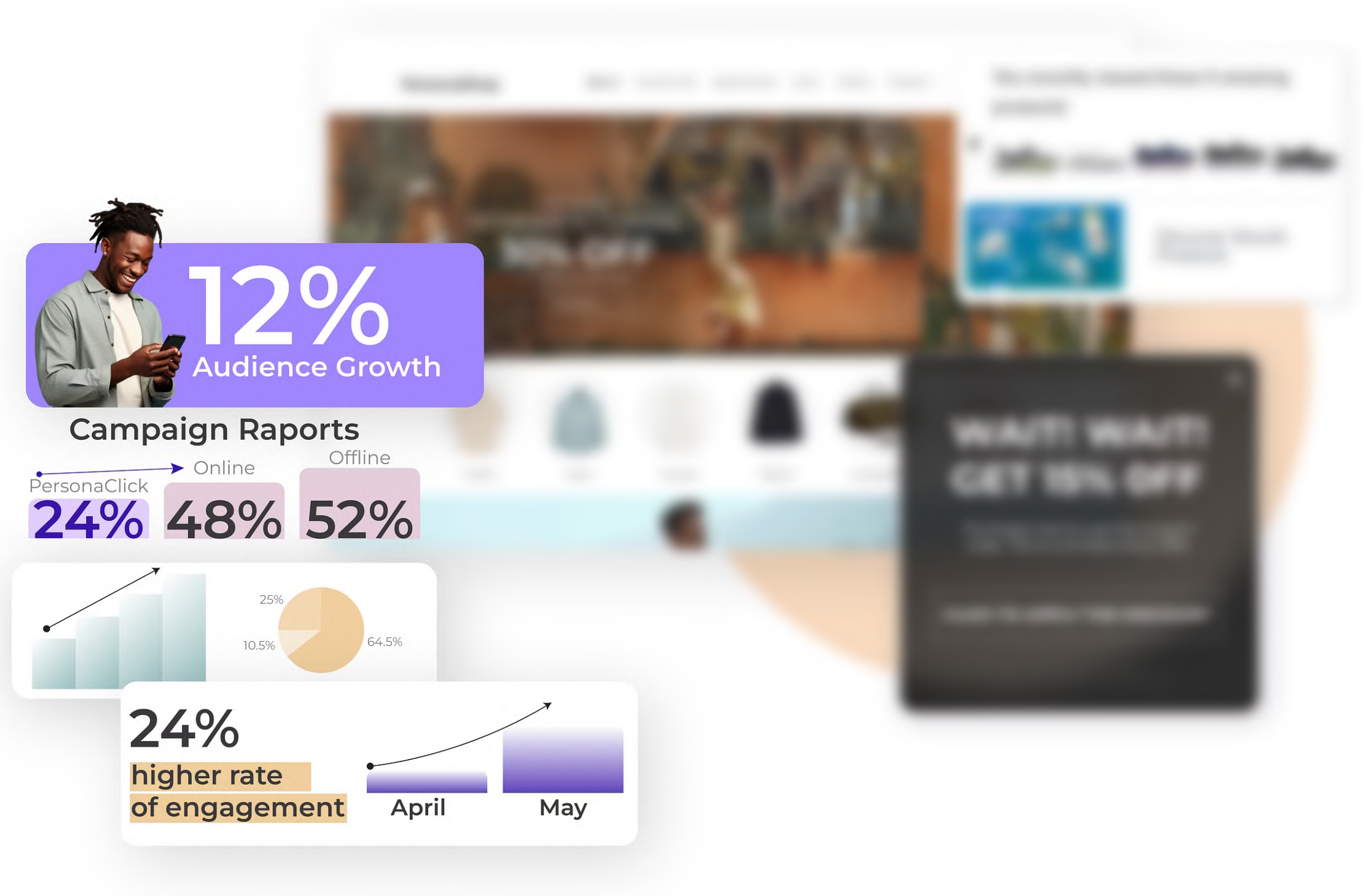
Layer	What Happens?	What It Means in Practice?
Signal	The user generates behavioral data through actions.	<ul style="list-style-type: none">• Product views, category depth• Repeated actions or hesitation• Search queries and refinements• Time spent without progression
Interpretation	Behavior is translated into intent.	<ul style="list-style-type: none">• Exploring vs deciding• Comparing vs hesitating• Interested vs price-sensitive• Context shapes meaning, not just actions
Response	The experience adapts in real time.	<ul style="list-style-type: none">• Guide discovery with relevant options• Reduce friction in decision paths• Reinforce confidence with timely cues• Accelerate action without interrupting

PersonaClick in Action

Enable real-time onsite experiences from a single platform.

Modules used:

- Marketing Automation Center
- Recommendation Engine
- Behavioral Segmentation
- Analytics Dashboard



✨ Result: Higher engagement → Higher conversions → Higher profitability.



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