

HOW TO TURN YOUR
TRAFFIC INTO SALES
WITH ON-SITE MESSAGES





Table of contents

Introduction	3	3.6. Boost Social Engagement	24
1. What are On-Site Messages?	4	4. Tips and Best-Practices for Getting Started	26
2. The Psychology of On-Site Messaging	7	4.1. Segmenting Your Visitors	26
3. How to Use On-Site Messages?	9	4.2. Choosing Your Campaign Type	27
3.1. Grow Your List	9	4.3. Design Tips for Your Campaign	28
3.2. Reduce Cart Abandonment	15	4.4. Triggering Your Messages	29
3.3. Increase Cart Value	18	4.5. Targeting Your Campaigns	30
3.4. Promote Special Offers	20	4.6. Testing Your Campaigns	31
3.5. Collect Feedback and Improve User Experience	21	Conclusion	32



Introduction

Launching an online business can be a challenge. Despite all the effort you've put into starting your store, you only have a few seconds to convince your visitors to make a purchase. Ecommerce [data](#) has proven that most visitors won't buy immediately – only 8% of them will add an item to their cart. What's more, many of these visitors will never complete checkout. The average [cart abandonment rate](#) is over 68%. In total, the average [conversion rate](#) is only 3%. It means that 97% of visitors leave your website without buying, which means: wasted time... lost money....

So what's a business owner or digital marketer to do? Driving more traffic? You might be surprised, but no. When you focus only on building traffic, you are missing opportunities to convert existing traffic into valuable sales and leads signups. In this way, you'll quickly spend most of your time and money with little to show for it in return.

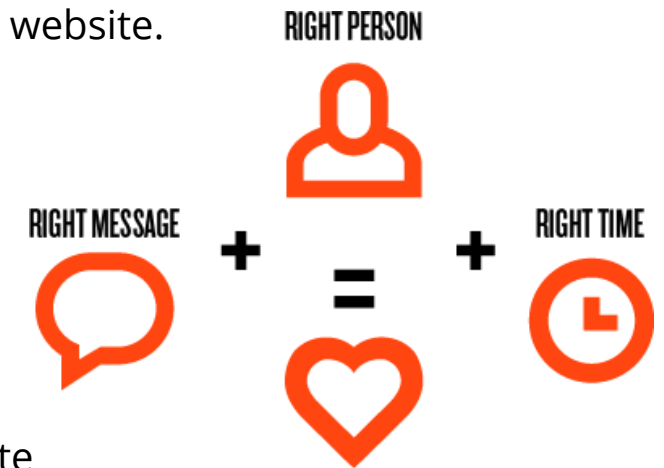
If this leaves you scratching your head, have no fear. In this guide, we'll be looking at one of the best ways to turn your traffic into sales: **on-site messaging**. Let's get started!

1. What are On-Site Messages?

On-site messages give you the power to reach your audience while they're on your website. While your website may do a great job explaining your product or services, on-site messages provide you a second chance to communicate the right message to the right people at the right time.

On-site messaging uses intelligent popup technology that displays offers without annoying your visitors or interrupting their browsing. Using it, you can communicate highly-customized offers to your visitors and convince them to take the desired action, e.g., complete checkout.

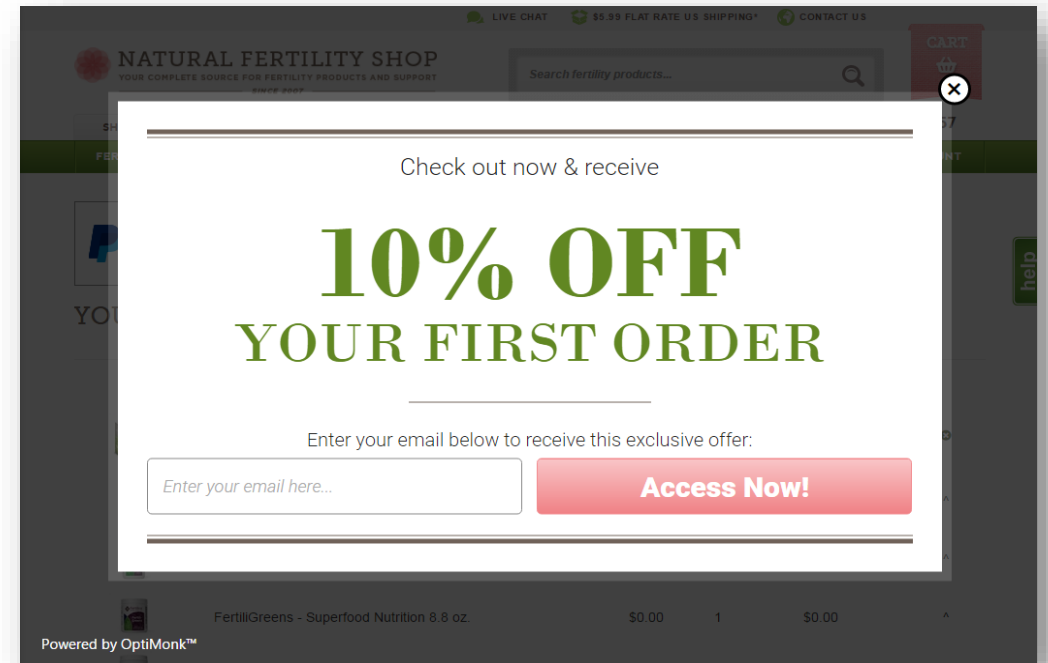
It works by monitoring the behavior of your visitors. When their behavior indicates they are ready for some additional message, it will be displayed to them, usually in a popup overlay or sticky notification bar. The goal of on-site messaging is to engage visitors by providing them a secondary message or additional incentive – before they leave your site.




For example, Naturalfertilityshop.com's message on the right offers a 10% discount to encourage prospects who are trying to leave their website to complete the checkout process.

There are many ways you can use on-site messages to re-engage your visitors. Let's take a look at some of the visitor behaviors you can monitor.

- 1. Exit-Intent:** Grab the attention of abandoning visitors at the exact moment a visitor is about to leave your site.
- 2. Timed-Display:** Time your message to display after X seconds of browsing your website or a specific page.
- 3. Scroll-Based:** Display your message after a visitor has scrolled down on your page at least X percent.
- 4. OnClick Triggering:** Trigger your offer when a visitor clicks on a specific part of your page - a button, box, link, etc.
- 5. Monitoring Inactivity:** Show your message when a user has stopped all activity, including clicking and scrolling.
- 6. Triggering after a JavaScript even:** Display your message when a visitor has completed any predefined action that is not handled by standard methods.





Now let's take a quick look at why on-site messages are highly effective at capturing abandoning visitors:

- 1. Segmentation:** You can differentiate your visitors and display highly customized messages based on traffic source, new or returning visitors, pages viewed on site, cart abandoners, subscribers, and more.
- 2. Targeting:** On-site messaging enables laser-precise targeting, allowing you to exclude certain visitors from the target group, such as those who have already signed up for the offer.
- 3. Perfect timing:** On-site messages are displayed at just the right moment. E.g., when your visitors have finished reading an article or product description, when they are about to leave your site, before cart abandonment occurs, and when it's clear that your first message isn't engaging them.

On-site messages are highly effective because you are guaranteed a second chance to make an offer to your website visitors, and you can make this offer highly-customized based on any number of factors. Unlike traditional popups, on-site messaging monitors visitor behavior carefully and displays your offer at just the right moment. You can target specific groups to increase your sales and leads without annoying your repeat customers.


2. The Psychology of On-Site Messaging

To keep visitors on your site, it helps to understand why they leave in the first place. HubSpot has published an article collecting the most common reasons, e.g., the design is outdated, content is difficult to read, too many ads, navigations structure is unclear, no call-to-action, not responsive, and so on. While this list poses many challenges to site owners, it also offers enormous opportunities to re-engage your visitors with on-site messages.

In his book titled "[The Paradox of Choice](#)," Barry Schwartz argues that eliminating consumer choices can significantly reduce anxiety for shoppers. Websites suffer from this problem when they overwhelm their visitors with too many links, CTAs, animations, and loud graphics. So, it's essential to minimize the abundance of choices to simplify the decision-making process and reduce anxiety for your visitors.

Analysis paralysis stalls the decision-making process, and consequently delays or even prevents visitors from making a purchase.





Sheena Iyengar, a professor of business at Columbia University, conducted a famous jam study which clearly shows analysis paralysis at work. After setting up a booth of samples of jams, Professor Iyengar and her colleagues switched from offering a selection of 24 jams to a smaller group of 6 jams every few hours. The results: 30% of the people who sampled from the small group decided to buy, while only 3% of those confronted with the 24 jams purchased. It clearly shows that too many choices can hold buyers back from making a decision.

“Pattern interrupt” is a way of changing someone’s repeated behavior. People quickly become accustomed to routines. However, when an unexpected event occurs, it interrupts the routine and causes a change in behavior or mode of thinking.

Many people click through websites quickly without a second thought. Using on-site messages, you can interrupt the typical routine of click-hopping from one site to the next.





3. How to Use On-Site Messages?

To use on-site messages effectively, you should avoid a “one-size-fits-all” approach and target your audience based on the goals of your website. Let’s take a look at six of the most common uses of on-site messaging to improve website performance.

3.1. Grow Your List

Experience and eCommerce data show that not all visitors are ready to make a purchase immediately.

The “3/47/50” rule is meant to show that no matter how many discounts or special offers you provide, some visitors are not ready to buy. The law states that 3% of an average eCommerce site’s visitors will buy; 47% of them aren’t ready to buy immediately but intend to make a purchase sometime in the future; 50% of visitors will never buy. It’s crucial to capture the 3% of visitors who will buy immediately, but you shouldn’t stop there. You should also target 47% of visitors who aren’t ready to buy instantly.

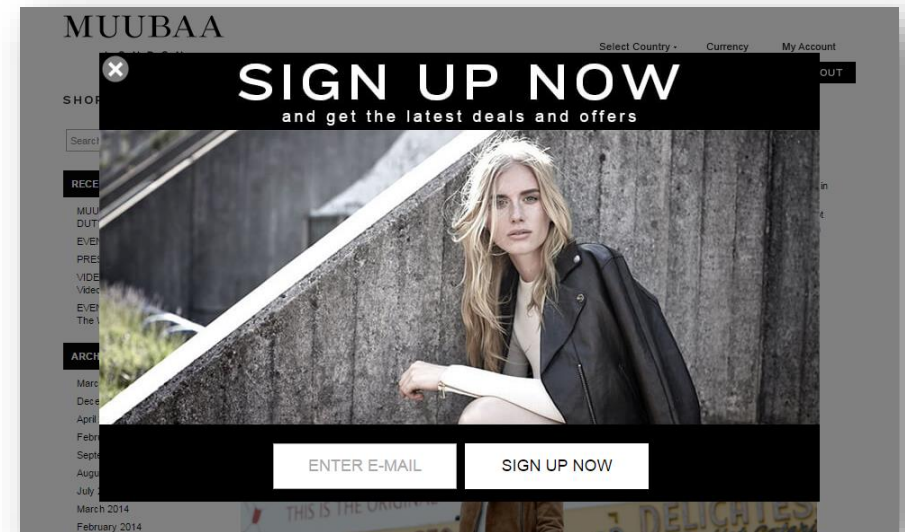
Email marketing remains one of the most effective ways to monetize these moderately interested visitors by communicating personalized messages to encourage them to make a purchase later on. Luckily, displaying an on-site message is one of the best ways to build a healthy email (or Facebook Messenger) list of visitors who are interested in your products.

1. Highlight your newsletter subscription

You can use on-site messaging to promote your newsletter subscription without offering any incentive. It is especially the case for websites that send newsletters regularly, and include valuable information and relevant content for their visitors.

2. Promote VIP membership

Creating & promoting a VIP membership or perks program is a great way to persuade 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, customized tips and suggestions, or even free entry to corporate events and webinars.





3. Offer email-only-deals

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

4. Provide discounts and incentives

Providing an immediate discount or incentive can be even more useful to gather the email addresses of your hottest leads. While discounts target price-sensitive users, everyone likes to get something for less. Offering a discount or free shipping in exchange for an email address helps to drive more immediate sales and allows you to market to your hottest leads later on and convince them to buy – even if they’ve abandoned their cart and left your site!

5. 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 an excellent example on the right from BOOM!ByCindyJoseph, the cosmetics retailer. They promote a free eBook as an incentive.

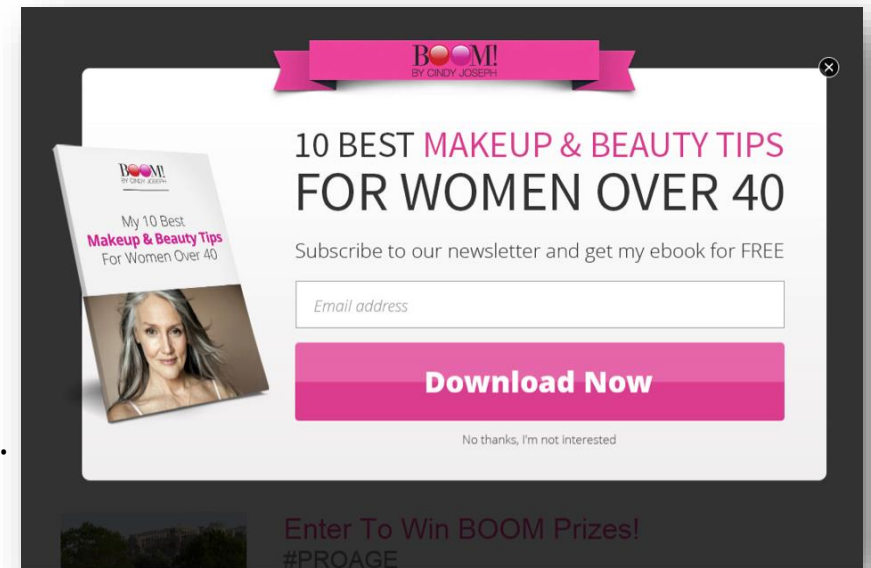
6. Launch a contest or sweepstakes

Everybody loves to win something – especially when the prize is worthwhile. You can capture lots of new subscribers with this approach.

7. Free giveaways and product samples

Offering free samples and gifts can be a more expensive approach to list building. You also expose yourself to bargain hunters and sample-hunters who are always on the lookout for a free deal. Despite these drawbacks, free giveaways can be a very effective way to gather new subscribers. Plus, with a sample of your product to test for themselves, they are more likely to buy with confidence from your store.

Before you use this approach, calculate the postage and handling fees, along with the cost of the giveaways to be sure the time and resources invested will be worth it for your store.



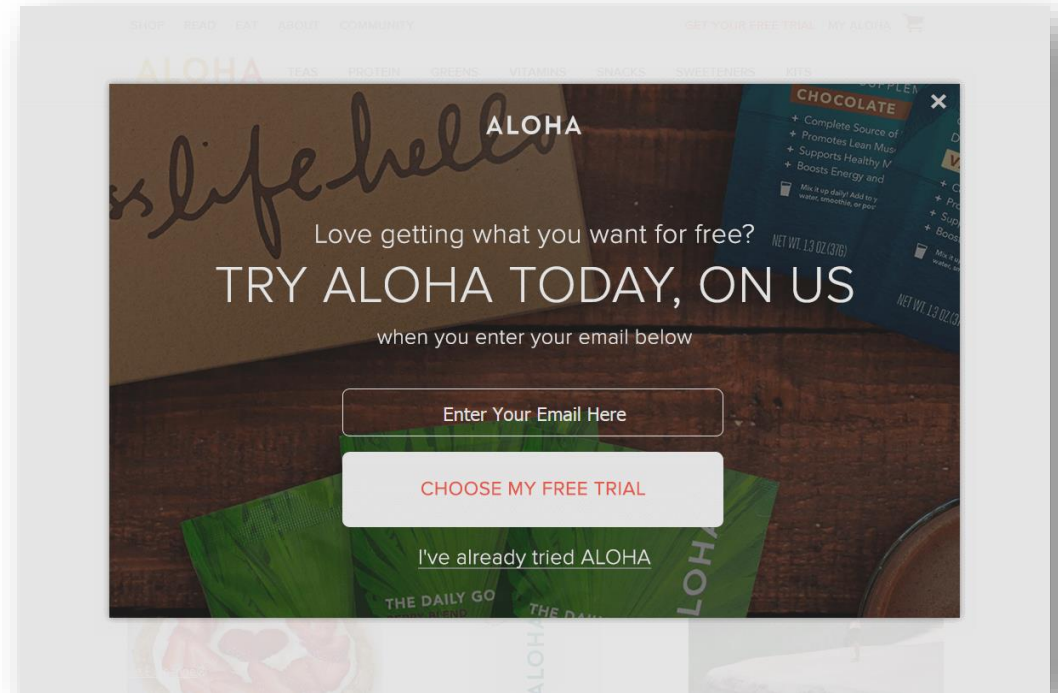
Here's an example from Aloha, which demonstrates how to build your email list using product samples. They provide each subscriber with a "free trial" package which contains 1-2 product samples.

8. Build your Messenger list

The benefits of using messenger subscription are many, the end effect is much higher engagement (85% average open rate), far above email (20%), allowing you to generate and convert more leads.

Messenger subscription is particularly useful for mobile campaigns since no writing is involved. You can send your Facebook credentials with just one or two taps of the screen.

For this growing use case, we have created several on-site message templates for Messenger subscription.

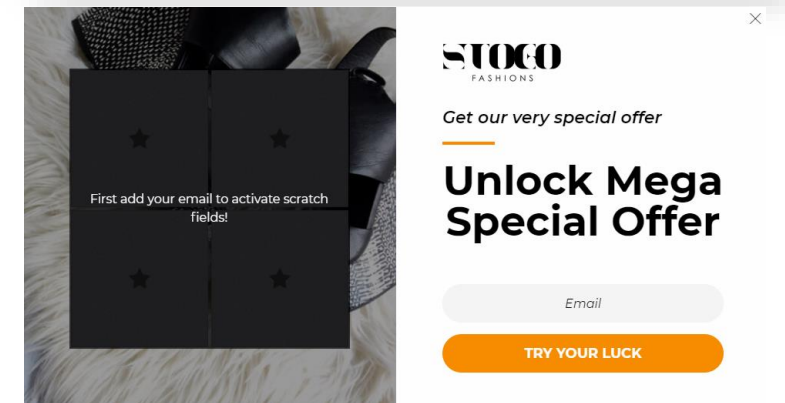
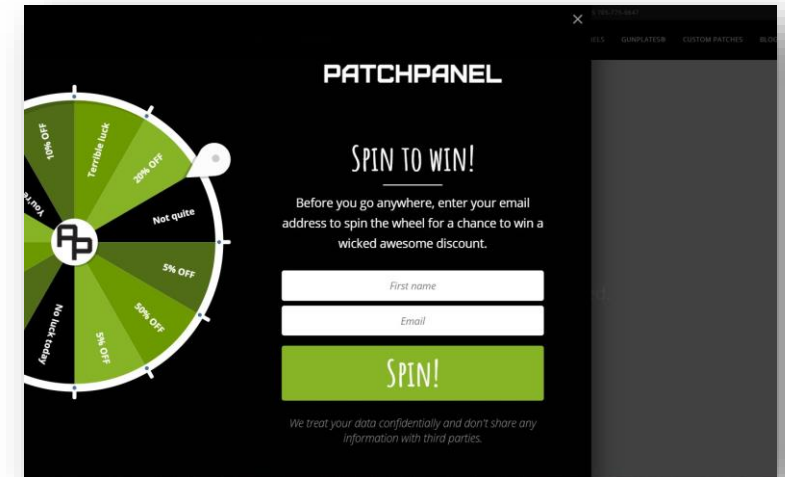
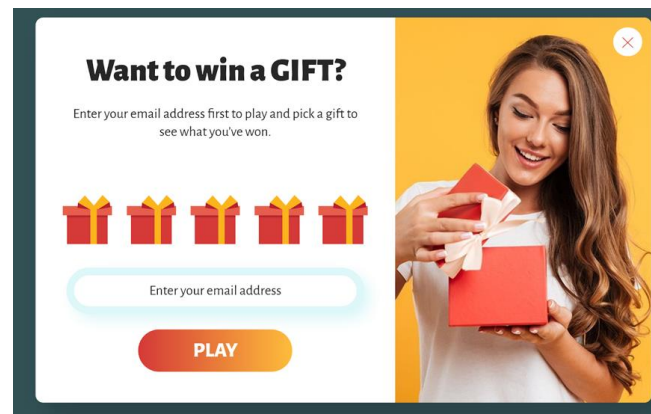


9. Gamify your offer

Everyone likes to have a flutter, the chance to win something of value. With OptiMonk's Vegas template, you can now offer this to your visitors.

Increase engagement by customizing the look and feel of the template to match your website, just as Patchpanel has done in the example on the right. Add prizes or offers that you think will appeal to your visitors. This would include product or service discounts; these can be applied through coupon codes obtained through your preferred provider.

The lucky wheel is not the only option if you want to gamify your popups – a Pick a Gift game or a scratchcard can be another great choice.





3.2. Reduce Cart Abandonment

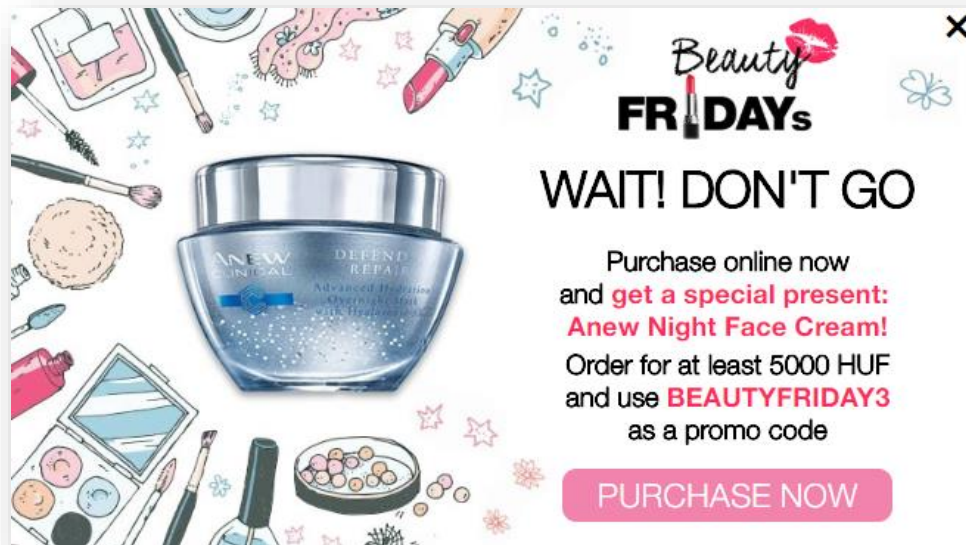
On-site messaging can also help you to reduce cart abandonment. The cart abandonment rate is an essential indicator of website performance. According to statistics from the [Baymard Institute](#), the average eCommerce cart abandonment rate is nearly 70%. In other words, 7 out of 10 visitors who add an item to their cart will leave the store without buying. There are many reasons why people abandon their carts. Still, [Statista's](#) analysis of cart abandonment shows that 56% of consumers dropped out of the checkout process when they were presented with unexpected costs. Now, let's take a look at some of the most effective ways you can use on-site messages to people abandoning their cart and convince them to complete their purchase.

1. Simple cart notification

As people click-hop through sites, they can easily forget that they signed up for an offer, or that they put an item in their cart. One of the easiest ways to reduce cart abandonment with on-site messages is to notify visitors when they have something in their cart and are trying to leave your site.

2. Offer an incentive to complete checkout

You can improve your efforts to reduce cart abandonment by providing an extra incentive in addition to the notification. AVON's popup is a good example; they offer a special present for cart abandoners to complete checkout immediately.



3. Increase the sense of urgency

According to the renowned psychologist Dan Ariely, fostering a sense of urgency is a very effective way to overcome procrastination. The popup below from 1BodyBrand.com is a perfect example of increasing the sense of urgency in buyers.



4. Communicate the scarcity of your offer

Closely related to increasing the sense of urgency is communicating the scarcity of an offer. You can hint that inventory is limited, and supplies are running out, encouraging your customers to buy a product before it runs out of stock.


5. Cart notification with nanobars

In addition to typical popup overlays, nanobars are a great way to remind your visitors that they put an item in their cart. This is a popular solution for cart notifications because nanobars don't cover the content on your site. Visitors can continue shopping without interruption, and they are constantly reminded by the nanobar to complete the checkout process.



6. Include a „save cart” option

In some cases, visitors leave for a reason that's unrelated to your website, simply because something comes up.



For example, the phone is ringing, or somebody rings the doorbell. Another possibility is they need to check some information or measurements before making a purchase. This is especially the case for gifts. Offering a “save cart” option allows visitors to complete their purchase after they’ve finished their surprise phone call or meeting, or after they’ve confirmed the size or color of the product they need.

3.3. Increase Cart Value

Another vital performance measure for eCommerce stores is the average cart value. Increasing the total amount that each visitor purchases can improve profitability, reduce shipping costs, and handling time for your store. It’s time to learn how you can use on-site messages to increase your average cart value.

1. Upselling features and services

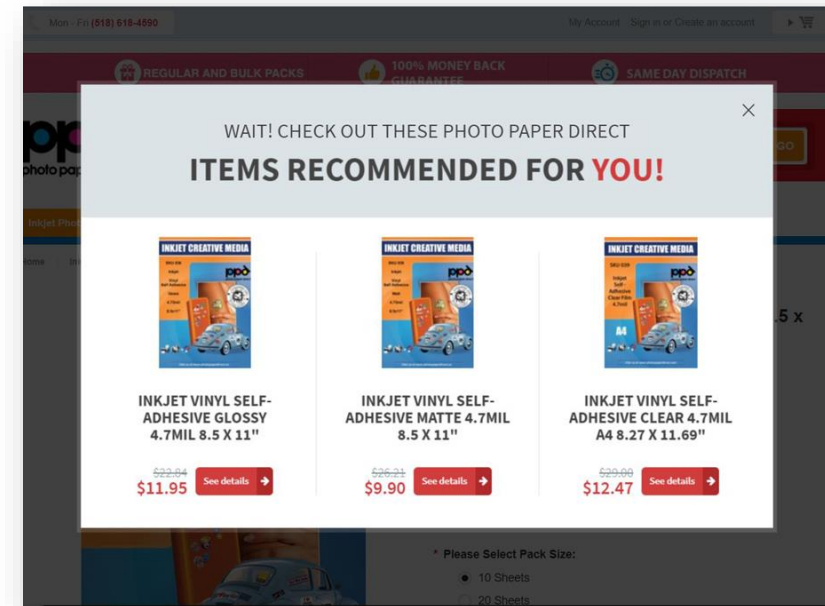
Selling additional features and services is a great way to increase cart value. For example, a computer retailer might offer more memory or storage space. Another typical example of upselling is the “extended warranty.”

2. Upselling and cross-selling products

“Buy one, get one free” is a standard promotional offer that is used to sell products. Customers love it because they get the products at a reduced cost, and it’s good for the store because they sell more total products. A similar variation that provides higher profitability is “buy one, get one 50% off”.

3. Cross-selling products dynamically

When you’re cross-selling products, the additional items you recommend must enhance the overall value customers get from their purchase. One way to ensure it is to use dynamic product recommendations. It customizes your message with the most relevant item based on the content of your customer’s cart.



The example above demonstrates how to use on-site messages to cross-sell. After adding an item to the cart, this intelligent product recommendation popup is triggered, personalizing the experience of the visitor.

3.4. Promote Special Offers

Generating more buyers is the primary goal of all online stores. According to research, 75% of abandoning visitors intend to return to buy, but only 10 – 30% come back and complete their purchase due to recovery efforts. Promoting irresistible offers and incentives can be extremely effective to re-engage your visitors and convince them to buy immediately!

1. Offer discounts, coupons, and other incentives

There are many different types of incentives you can use to encourage your buyers to complete checkout: coupons, discounts, free shipping, buy-one-get-one-free, etc. BOOM! By Cindy Joseph uses an on-site message to provide their most engaged visitors with a 10% discount.

2. Promote seasonal offers

Another way to convince your buyers to make a purchase is to remind them of any seasonal offers and Holiday





deals you have. Running relevant campaigns for a short time can be highly effective.

3. Redirect to your best products and offers

You can also use on-site messaging to redirect visitors to your best products and offers. It's a great way to grab the attention of price-sensitive buyers and to make sure that everyone has a chance to see your best deals.

4. Remind visitors who opted into an offer

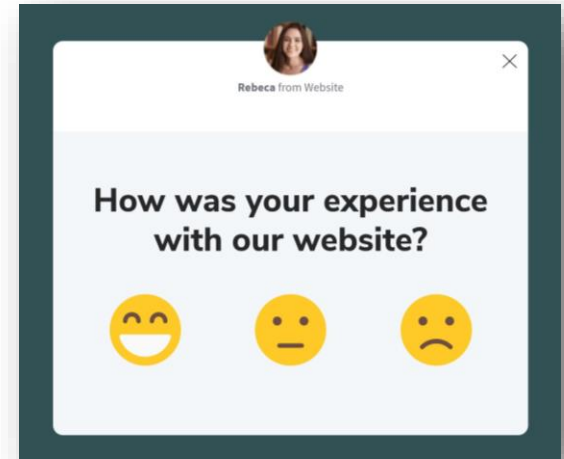
In the habit of clicking from site to site, visitors sometimes forget that they've signed up for a discount or special offer. Reminding your visitors to their discount can encourage them to complete the checkout process.

3.5. Collect Feedback and Improve User Experience

On-site messages can also help you collect feedback and improve the customer experience on your site. A well-timed message can help your visitors find the products or information they need and allow them to voice their opinion.

1. Gain valuable customer insights

Optimonk's Feedback element helps you gain valuable customer insights on any part of your website. Quickly design five stars, emojis, or Yes-No feedback elements and let your visitors leave their opinions in a blink of an eye.



2. Ask for long text feedback

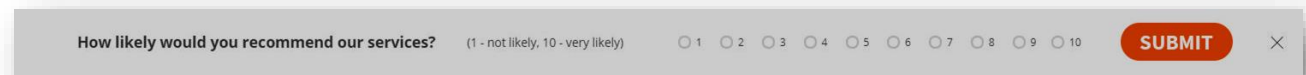
Asking for feedback allows your customers to tell you how to improve your site. Companies that listen to their customers and make changes accordingly are continually learning how to increase their sales.

3. Build surveys

If you want to collect more in-depth insights, you can also create an online survey. It might seem hard, but using on-site messaging, it's pretty easy. You can add multiple questions, and it will be displayed on different pages.

4. Measure Net Promoter Score (NPS)

NPS is a customer satisfaction benchmark that every website should measure. Using an NPS nanobar, your customers can easily rate you, and it shows you how likely your customers are to recommend you to a friend.



5. Show that you're GDPR-compliant

Customers want to know that their privacy is a priority for you. GDPR exists to protect their data, and visitors care about it. Using on-site messages, you can show your visitors that you're GDPR-compliant, and they can accept your Privacy Policy on a nanobar.



6. Redirect to landing pages

Redirecting visitors also helps improve the customer experience on your site. No matter what page a visitor lands on, you can redirect them to a landing page, which has proven to be relevant for your other customers.

7. Display customer service options

Helping customers find the answers to their questions can be a great way to improve the experience of your site and can help boost sales. This is especially important when you sell complex products – customers will be able to confirm the product will meet their needs, and can have their questions answered quickly.



8. Segment your visitors

You can improve the customer experience and sales on your site by showing the most relevant products and content to your visitors. Dividing your visitors into groups based on their interests or traffic source, what's known as "segmenting" your visitors, is the best way to ensure your visitors are matched with the best content or products.

9. Highlight your warranty and return policy

Warranties and guarantees facilitate trust in customers – and trust plays a significant role in driving sales and improving customer loyalty. A money-back guarantee is more than a simple offer to refund money to dissatisfied customers; it's a promise that your customers will be satisfied.

3.6. Boost Social Engagement

On-site messages can also help you to boost your social presence, for example, get more Instagram followers, increase the number of views for your product videos, or encourage social sharing. Let's see how you can boost social sharing using on-site messages.

1. Get more social followers

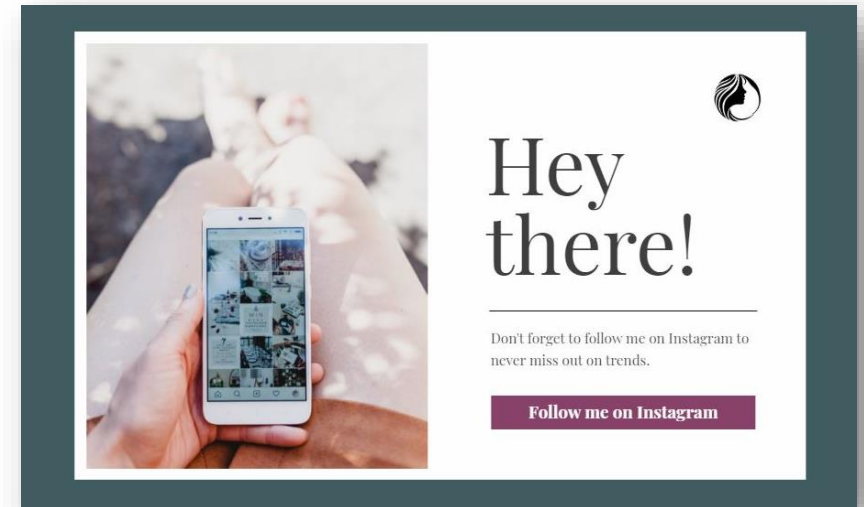
Using on-site messages, you can also grow your social media, such as gathering more Facebook likes or Instagram followers or boosting your following on Twitter. With one or two eye-catching headlines, an appealing button, and a beautiful image, you can quickly multiply your number of social media followers.

2. Encourage sharing

Have you ever thought about encouraging your buyers to share your products, content, blog through on-site messages? Well, you should because they work great if you use the right triggers. Display these kinds of popups after purchase, or after reading a blog post.

3. Increase the number of video views

Just pull in any video asset from YouTube to your popup and increase the number of views immediately.





4. Tips and Best-Practices for Getting Started

You should now have several ideas on how you can use on-site messages. In this section, we are going to show you some practical tips and best practices to help you get started.

4.1. Segmenting Your Visitors

Segmentation is one of the most important things to do when you use on-site messaging. 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. 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.



4.2. Choosing Your Campaign Type

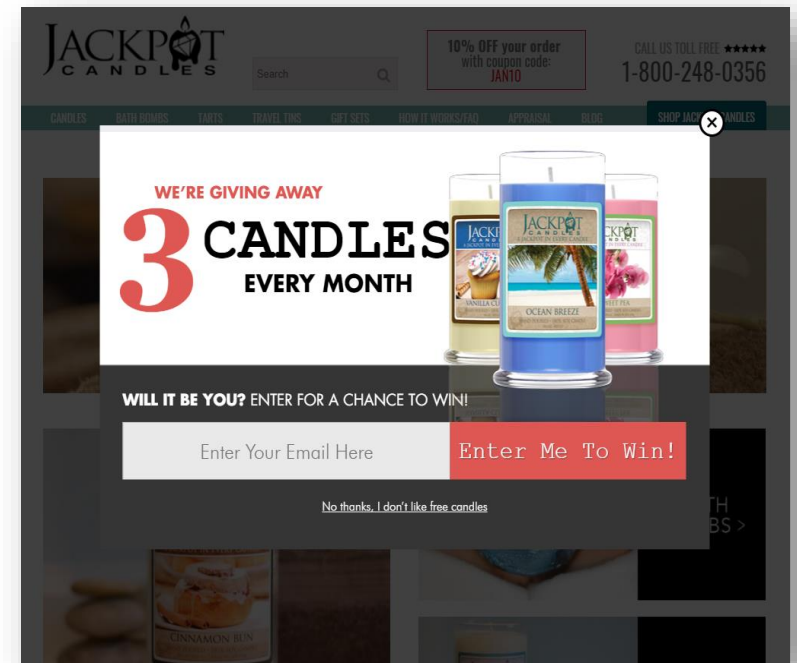
After defining your audience segments, you need to select your campaign type. There are classic popups, multi-step popups, sidebars, and nanobars:

- **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 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 that allow you to show a “Yes/No” option to gauge interest or additional details about your offer in each popup window.
- **Sidemessages** 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 site while your offer stays in view the entire time.

4.3. Design Tips for Your Campaign

After you choose the type of message you want for your website, the next step is to design a compelling on-site message. Here are some tips on creating on-site messages 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.
- 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're going to show your campaign on mobile, you have to use mobile-friendly on-site messages!



4.4. Triggering Your Messages

There are many 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	It controls the number of times your popups are shown to each visitor. It is a critical setting to ensure your campaigns don't bother visitors. You should display at most two 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 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, using a time delay is typically the best trigger.
Scheduled campaign	You can schedule your popups to display over different 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.



4.5. Targeting Your Campaigns

The next step is targeting your campaigns. Targeting helps you display the most relevant messages to each visitor. Let's look at some practical ways to target your campaigns:

1. **Traffic source** – You can show different popups with unique content for visitors from various sources, e.g., paid, organic, social, search, and newsletter sources.
2. **Engagement** – 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** – 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 of 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** – You can exclude visitors who have already subscribed to your newsletter.
7. **Unique variables** – You can create additional criteria to target your popups based on how your website operates.

4.6. Testing Your Campaigns

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

Using A/B testing, you can compare two different versions of an on-site message and see which one works better. By comparing them to each other, you can see which one the winner is. Let's take a look at an example from Bootcuffsocks.com. When they 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'.



Here are some elements that are worth testing: headline; call-to-action button color, size, alignment, and text; background images; value proposition. You'd be surprised how a few small changes can lead to some big increases in results!



Conclusion

Very few buyers make a purchase the first time they visit your site. The average conversion rate on eCommerce sites is around 3%. However, the other 97% of visitors that don't convert should be seen as an opportunity. On-site messaging is one of the most powerful ways to capture these lost visitors and turn them into sales and leads by displaying personalized content, exclusive offers, and discounts to them.

In this guide, you've seen how on-site messages can be used to show the right message at the right time. Although the ultimate goal of eCommerce marketing is encouraging buyers to make a purchase, there are several "soft" goals you can set to guide your prospects through the buying process. The most successful use of on-site messaging goes beyond driving immediate sales and includes building your email list, decreasing your cart abandonment rate, and collecting feedback on your site.

When you need to get inspired with a few ideas, or take a fresh look at your approach to marketing, use this eBook as your source for creating winning on-site message campaigns.

START WRITING YOUR SUCCESS STORY TODAY!

Turn your traffic into sales with
ON-SITE MESSAGES

Try OptiMonk for free, and
engage your visitors with a user-friendly on-site message toolkit.

[CREATE FREE ACCOUNT >>](#)