

How to Increase Sales With Personalized Website Visitor Engagement

What is personalized website visitor engagement?

The first impression visitors have about products or services is through your company's website. Every visitor who lands on your website is unique, and has different needs and intentions. Whatever their intentions be, you want them to do something on your website. Studies on website visitor engagement show that:

- 55% of your visitors spend only 15 seconds or less on your website
- The average attention span has dropped from 12 seconds to 8 seconds
- New visitors spend an average of 2 minutes 31 seconds on the site compared to returning visitors who spend 5 minutes 31 seconds
- In terms of pages viewed per visit, new visitors view an average of 3.88 pages and returning visitors view an average of 5.55 pages
- 97% of your website visitors are anonymous.

You can identify only 3% of your website visitors. Out of this 3%, how quickly you identify visitors as potential customers, engage with them, build relationships with them, and ultimately close deals is what personalized website engagement is all about.

Why is personalized website visitor engagement important?

People visit your website either to buy your products, collect information, or browse for solutions that meet their business needs. To satisfy them, you need to have a more personalized and personable approach. To understand their needs and make relevant product recommendations, you need to analyze their behavior on your website, what actions they perform, pages they visit, and skim through their browsing history. Personalized website visitor engagement helps you accomplish this.

Who are the visitors I need to engage most?

Let's say you have created a website and there's more traffic to your website. Great! But do you know who your most important visitors are, and can you identify the ones you need to focus on and engage with them most?

Your most important visitor could be a person who has:



Been your existing customer, lead, contact, potential, or in a specific stage of the sales life cycle



Landed on your website page from an email campaign or social media post



Visited your website from a specific country, state, city, or region



Engaged in conversation with one of your sales reps earlier through live chat



Shown interest in your product and spent more time on your product's website page



Performed some action on your website such as clicking a button, link, or filling out a form.



Accessed a specific web page often. For example, you may have a visitor who has accessed your pricing page more than 4 times.

How do I personalize my engagement with website visitors?

Now that you've identified your potential customers, how do you engage them? Let's say you find visitors accessing your new product website. With the integration between Zoho SalesIQ and Zoho CRM, the moment they land on your website, you can:

Identify and prioritize website visitors based on your sales priorities

The screenshot displays the Zoho SalesIQ interface with a navigation sidebar on the left containing icons for CRM, SalesIQ, Desk, Projects, Campaigns, Social, Survey, Motivator, Reports, and Recent Items. The main content area is titled 'Hot / Warm Visitors' and 'Cold Visitors' and is divided into four columns based on filters:

- In http://zylkerinc.com/products.html**: Lists visitors like Martha Hills (6 mins ago), Alicia Banks (13 mins ago), Jeff Stevens (16 mins ago), Sarah Jones (17 mins ago), Raghav Rao (17 mins ago), Barbara Cl... (3 mins ago), and Charles St... (2 mins ago).
- Spent more than 15 Minutes**: Lists visitors like Alicia Banks (13 mins ago), Jeff Stevens (16 mins ago), Sarah Jones (17 mins ago), and Raghav Rao (17 mins ago).
- New visitors**: Lists visitors like Martha Hills (6 mins ago), Alicia Banks (13 mins ago), Jeff Stevens (16 mins ago), Sarah Jones (17 mins ago), Raghav Rao (17 mins ago), Barbara Cl... (3 mins ago), and Charles St... (2 mins ago).
- Visitor Stage in CRM is Contact**: Lists visitors like Barbara Cl... (13 mins ago), Tai Chang (20 mins ago), Charles St... (23 mins ago), and Patricia B... (23 mins ago).

Categorize your visitors as hot, warm, or cold prospects, and set sales priorities to contact them.

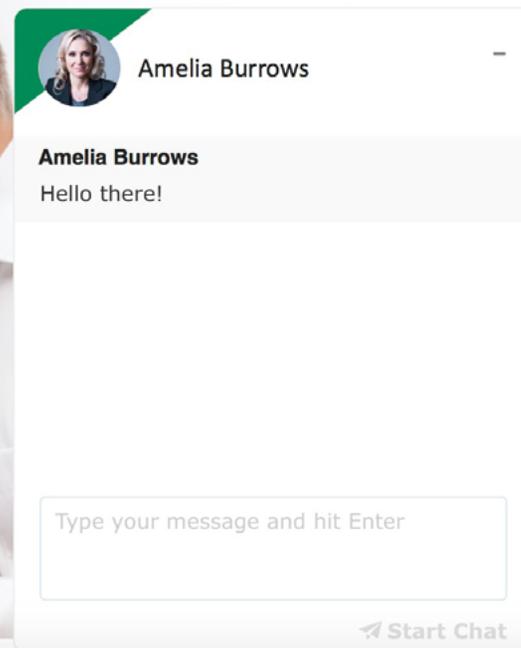
Offer instant support by creating intelligent triggers

ZYLKER INC

Home

Contact

Products



Amelia Burrows

Amelia Burrows
Hello there!

Type your message and hit Enter

Start Chat

A live chat interface overlay on the right side of the image. It features a circular profile picture of a woman with blonde hair, the name "Amelia Burrows", and a message bubble containing "Hello there!". Below the message is a text input field with the placeholder text "Type your message and hit Enter". At the bottom right of the chat window is a "Start Chat" button with a speech bubble icon.

Engage visitors you've identified as potential customers by setting up rules to initiate a live chat and offer them support.

Decide which visitor's details you need to track by routing visitors to the right sales reps or teams

Setup CRM SalesIQ Desk Projects Campaigns Social Survey Motivator Reports Admin Panel

Settings

User(s) Company Department(s) Portal Settings Blocked IPs Websites Automation Lead Scoring Integrations

Chat Monitor Intelligent Triggers Visitor Routing Email Schedules Add

Set specific rules to assign your website visitors to specific users. [Learn More](#)

Rules will be matched from top to bottom. You can drag & drop to re-order the rules as required.

Note: The rules will work only for Float Chat

Rules 5 Visitors online

Choose a condition for your rule in the list

Visitor Type is equal to New,

How would you like to route the visitors to your users? (Click on the (+) symbol to add users)

Route to selected users

Route rest of the visitors to all users

Identify the right person or team to address your visitor's concerns by creating rules to automatically route them to a particular sales rep.

Pitch your sale with the right visitor information at your fingertips

The screenshot shows a Zoho CRM chat interface. The top navigation bar includes: Visitors Online, Visitor History, Missed (1), Chat History, Feedback, Reports, Canned Message, and My Profile. The main chat area is titled "Chat History → Martha Hills's chat" and contains a conversation:

- #58 Hi** (27 Jul, 3:57 PM by Martha Hills - martha.hills@zylker.com)
- Martha Hills:** Hi
- Amelia Burrows:** Hi Martha, How can I help you?
- Martha Hills:** I need details about the new product your company has launched recently. Can you send me the product details?
- Amelia Burrows:** Sure Martha. I'll email the product brochure. You can go through and let me know what you need.
- Martha Hills:** Thanks Amelia. I'll go through the product brochure once you send it and get back to you in a couple of days.
- Amelia Burrows:** Sure. Please feel free to get in touch with me if you have any queries. I'll be more than glad to help you.
- Martha Hills:** Thanks Amelia. Sure. Will get back to you if I need any help.

On the right side, there is a "Visitor Info" panel for martha.hills@zylker.com with a profile picture and a "Recent Chats" section listing:

- Webinar - Reminder (31 Jul, 2017)
- New Product Launch... (25 Jul, 2017)
- Welcome Mail (25 Jul, 2017)

Below that is "Zoho CRM Info" showing:

- Contact Owner: Amelia Burrows
- Lead Source: Chat
- Type: Contact

Further down is "Potential for this chat" with details:

- Potential Name: Product Tracking Syst...
- Stage: Negotiation/Review
- Amount: 20000
- Closing Date: 15/09/2017

At the bottom right, there is a "Ticket related to this chat" section showing a ticket with ID 135, subject "Hi", dated "On 7/27/2017 for Amelia Burr...", and status "Closed".

As you chat with visitors, make sure you have all their relevant information, such as their sales history, recent support tickets, web pages accessed, and campaign responses so that you understand visitor's expectations better during your pitch.

Follow up with potential customers by creating workflow rules

The screenshot displays a CRM software interface with a navigation menu on the left and a main workspace. The navigation menu includes: Setup, General, Users and Control, Customization, Automation (with 'Workflow Rules' highlighted), Blueprint, Approval Processes, Schedules, Actions, Assignment Rules, Case Escalation Rules, Scoring Rules, Extensions & APIs, and Data Administration. The main workspace is titled 'Email Notification' and '@ Visits'. It shows a workflow rule configuration for 'Email to Leads'. The rule starts with a 'WHEN' trigger (a dark blue circle) connected to a box stating 'Execute this workflow during a Record Action. Create'. This is followed by a 'WHICH RECORDS' filter (a dark blue diamond) connected to a box with two conditions: '1 Attended By IS Amelia Burrows' and '2 Visitor Type IS Lead', separated by 'AND'. The workflow then branches into two paths: 'Instant Actions' (a box with a lightning bolt icon) containing a 'Tasks' section with 'Welcome Mail' and a '+ ACTION' button; and 'Scheduled Actions' (a box with an hourglass icon) containing 'Execute 2 hour(s) After Rule Trigger Date' and a '+ ACTION' button. At the bottom of the workspace are 'Save' and 'Cancel' buttons. A vertical sidebar on the right edge says 'Getting Started' with a downward arrow.

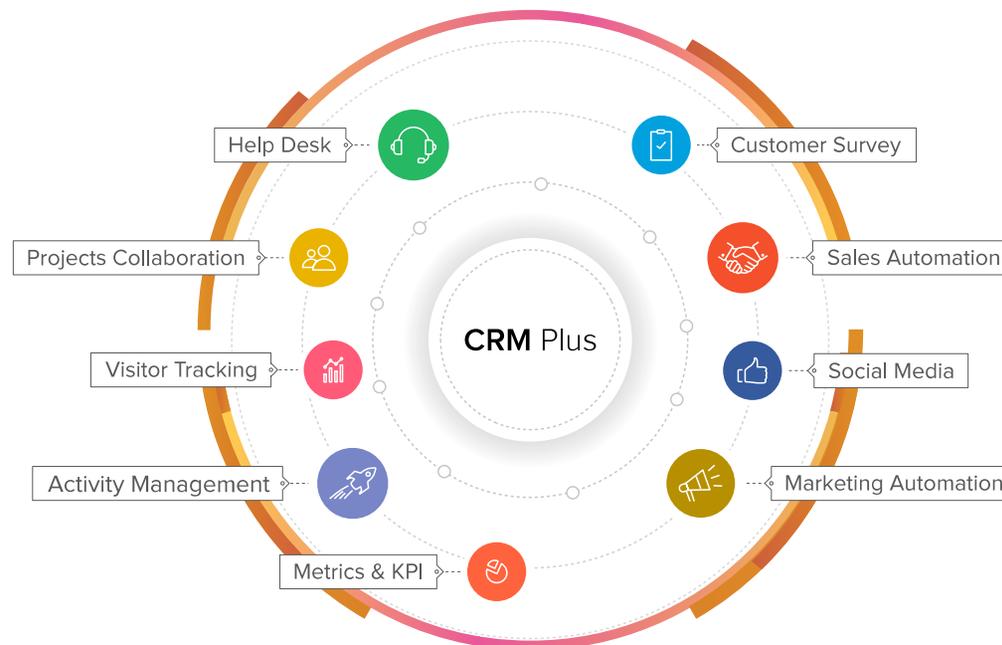
Now that you know your visitor is a potential customer, create workflow rules to optimize your sales follow-ups.

Taking these functionalities together, personalized website engagement allows you to have more meaningful engagements with visitors and convert them to leads, contacts, or potential customers.

How do I achieve higher sales conversions with personalized website visitor engagement in Zoho CRM Plus?

So you've engaged with your website visitors and converted them to leads, contacts, or potentials. That's awesome! But how do you convince them to make purchase decisions and convert them to customers? Imagine if you had a tool to capture all your visitors' website interactions and their sales information in one place? A tool that gives a contextual view of visitor tracking and sales data to help you understand what your visitors are looking for, recommend the relevant product, and close the sale?

Zoho CRM Plus is an end-to-end customer engagement suite which allows you to automate every stage of the customer journey and provide an incredible customer experience.



With personalized website visitor engagement in Zoho CRM Plus, you can:

Collect in-depth analytics about your visitor's website visits

The screenshot displays the Zoho CRM interface with the 'Visitor History' tab selected. The main content area shows a list of visitors, with details for 'Martha Hills' expanded. The interface includes a sidebar with navigation options like CRM, SalesIQ, Desk, Projects, Campaigns, Social, Survey, Motivator, Reports, Recent Items, and Quick Links. The top navigation bar includes 'Visitors Online', 'Visitor History', 'Missed (1)', 'Chat History', 'Feedback', 'Reports', 'Canned Message', and 'My Profile'.

Visitor Info	Visits	Actions	Notes
Martha Hills Vancouver, British Columbia, Can... Lead Score : 439 Visitor Type : Contact 34.03% Opportunity	09:30m 4 Jul, 2017 Direct	[Envelope Icon] Add	Click to add a note

Visitor Info	Visits	Actions
Willi... zylkerinc/produc... 17:5... 01:31m 8 Aug, 2017	No of Pages Accessed : 4 Page where max time spent : zylkerinc/products.html Source : Campaigns	Aug, 2017 via Dire... 20 Last month Amelia Burrows Webinar - Rem... Zoho CRM Amelia Burrows Chat

Visitor Info	Visits	Actions
Sarah... zylkerinc/produc... 09:31... 01:23s 8 Aug, 2017	No of Pages Accessed : 4 Page where max time spent : zylkerinc/products.html Source : Campaigns	Chat Initiated /products.html at Aug 8, 2017 02:08 PM Left at Aug 8, 2017 01:30 PM /products.html at Aug 8, 2017 01:29 PM Left at Aug 8, 2017 01:23 PM Due to visitor inactivity, chat has ended. Left at Aug 2, 2017 06:26 PM Chat resumed at Aug 2, 2017 06:23 PM

View details, such as visitor's type (leads or contacts, open potentials, or customers), lead score, their website behavior such as when they accessed your website, number of visits made, actions performed, pages visited, time they spent on each page, and their CRM record data.

Receive an alert when you miss a chat

The screenshot displays a CRM interface with a contact profile for Martha Hills, a list of missed chats, and a SalesSignals notification panel.

Contact Profile: Martha Hills
Zylker
Contact
Chat | Call | Email
Contact Owner: Amelia Burrows
Last Name: Hills
Account Name: Zylker
Email: martha.hills@zylker.com
Phone: +1-305-111-111
Department: Sales and Marketing

Missed Chats:

- Missed Chat** Jul 3
Hi
- Campaign - Opened & Clicked** Jul 31
Reminder Mail to register for the Webinar
Last Opened - Jul 31 02:59 PM
Link - [zylkerinc/produ...](#) Last Clicked - Jul 31 02:59 PM
Click - 2
[View Campaign](#)
- Campaign - Opened & Clicked** Jul 27
Reminder Mail to register for the Webinar
Last Opened - Jul 27 05:48 PM
Link - [zylkerinc/produ...](#) Last Clicked - Jul 27 05:48 PM
Click - 1
[View Campaign](#)
- Campaign - Opened & Clicked** Jul 26
Email for new product launch
Last Opened - Jul 26 05:41 PM
Link - [zylkerinc/produ...](#) Last Clicked - Jul 26 05:41 PM
Click - 1
[View Campaign](#)

SalesSignals Feeds:

- James Cameron
Hi Jul 11
- John Smith
hi Jul 11 (2)
- Quinn Rivers
Zylker
New Ticket #124 Jul 4
- Raghav Rao
Zylker
Hi Jul 4
- Martha Hills
Zylker
Hi Jul 3
- Sarah Jones
Clicked Webinar - Re... Jul 3 (8)

Mark All as Read | Settings | Help

Have you missed a chat from a visitor? No problem. With SalesSignals, you receive alerts or notifications of missed chats.

Create support tickets and resolve issues faster

The screenshot displays a user interface for managing customer support. At the top, a blue banner reads "Create support tickets and resolve issues faster". Below this, the main interface is divided into three sections:

- Chat History:** Shows a list of recent chat sessions. The selected session is titled "#58 Hi" and dated "28 Jul, 4:42 PM by Martha Hills - martha.hills@zylker.co".
- Chat Transcript:** A detailed view of the chat conversation between Amelia Burrows and Martha Hills. The transcript shows the following messages:
 - Amelia Burrows: Hi Martha. Did you have a look at the new product broc...
 - Martha Hills: I did go through the details you sent me. Can you call m... is +1-305-111-111.
 - Amelia Burrows: Sure.
 - Martha Hills: Hi
 - Amelia Burrows: Hi Martha. How can I help you?
 - Martha Hills: I am interested in the product that your company has launched recently. I want to know more details about the product. Can you send me the product details?
 - Amelia Burrows: Sure. I've sent the product details to your email address. Please go through and let me know if you need any help.
 - Martha Hills: Thanks for your quick response. I'll go through the details and get back to you.
 - Amelia Burrows: Sure. You can call me any time if you need any help. I'll more than glad to help you.
 - Martha Hills: Thanks Amelia.
- Visitor Info & Campaigns:** A sidebar on the right provides additional context. It includes:
 - Visitor Info:** martha.hills@zylker.com, http://zylkerinc.com/products.html
 - Sent Campaign Info:** A list of campaigns including "Webinar - Reminder" (31 Jul, 2017), "New Product Launch..." (25 Jul, 2017), and "Welcome Mail" (25 Jul, 2017).
 - Zoho CRM Info:** Contact Owner: Amelia Burrows, Lead Source: Chat, Type: Contact.
 - Potential for this chat:** Potential Name: Product Tracking Syst..., Stage: Negotiation/Review, Amount: 20000, Closing Date: 15/09/2017.
 - Ticket related to this chat:** A list of tickets, with the most recent one highlighted in a red box: "38 Hi On 7/27/2017 for Amelia Burr... - Open". A red arrow points from this ticket back to the chat transcript.

As you're chatting in real time with your visitors, convert your chat to support ticket, view details of chat transcripts, track the status of each ticket, address visitors' concerns, and resolve them quickly.

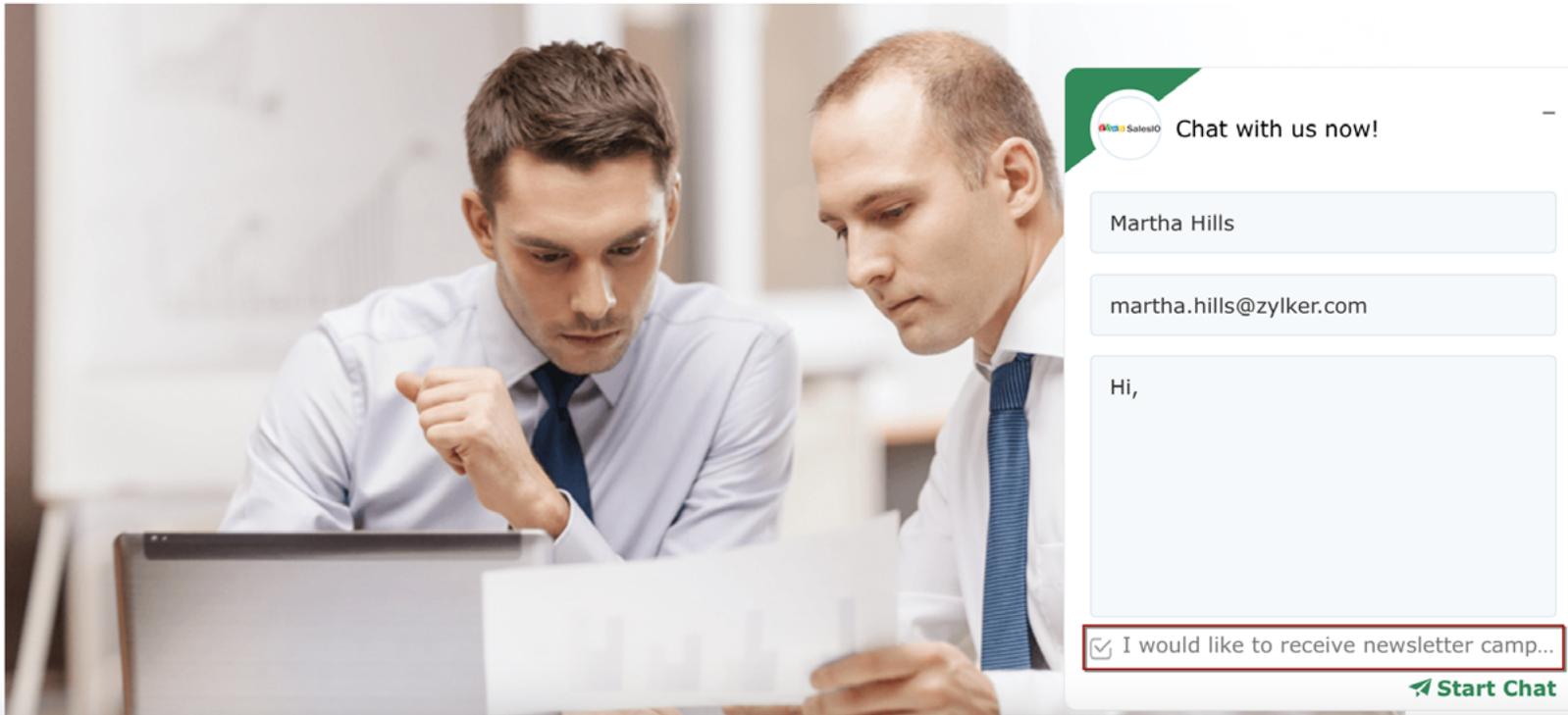
Allow visitors to subscribe to your newsletter(s)

ZYLKER INC

Home

Contact

Products



You can provide an option for visitors to subscribe to your newsletter. Customize the text you want to display in your call to action in the chat-pop-up window when they access your website.

Group visitors based on CRM data

The screenshot displays a CRM dashboard with a navigation bar at the top containing: SalesInbox, Projects, Home, Feeds, Leads, Accounts, Contacts, Deals, Activities, Visits, and All Tabs. A sidebar on the left lists various CRM features: CRM, SalesIQ, Desk, Projects, Campaigns, Social, Survey, Recent Items, and Quick Links. The main content area is divided into three columns:

- Customers:** Lists visitors categorized as customers.
 - Raghav Rao, Zylker Realty Inc (4 Jul, 3 Pages | 100 mins)
 - Sarah Jones, Zylker Inc (3 Jul, 3 Pages | 19 mins)
 - Christina Flosi, Widgets Inc (19 Jun, 3 Pages | 95 mins)
 - Veronica Perin, Zylker Realty Inc (19 Jun, 3 Pages | 32 mins)
 - Alisha Sergi, Zylker Realty Inc (19 Jun, 3 Pages | 32 mins)
 - Jose Stockholm (19 Jun)
- Open Deals:** Lists visitors categorized as open deals, with associated deal values highlighted in yellow boxes.
 - Alicia Banks, Widgets Security System (4 Jul, 3 Pages | 95 mins, \$600,000.00)
 - Tai Chang, Website Development (3 Jul, 1 Pages | 19 mins, \$600,000.00)
 - Barbara Clarke, Integrated Chip Manufacturing (19 Jun, 1 Pages | 2 mins, \$400,000.00)
 - Lawrence Douglas, Widgets Website Design (19 Jun, 3 Pages | 32 mins, \$100,000.00)
 - Ronald Vincent, Widgets Equipment Systems (19 Jun, 3 Pages | 32 mins, \$100,000.00)
 - Emily Watson (19 Jun)
- Leads/Contacts:** Lists visitors categorized as leads or contacts, with visit times shown.
 - Martha Hills, Zylker (04:36 PM, 2 Pages | 28 mins)
 - James Cameron, Army Spy Inc (04:13 PM, 1 Pages | 84 mins)
 - Amanda Smith, Army Spy Inc (04:12 PM, 1 Pages | 8 mins)
 - Jeff Stevens, Army Spy Inc (11 Jul, 2 Pages | 89 mins)
 - Quinn Rivers, Zylker (4 Jul, 3 Pages | 141 mins)
 - Charles Stone (4 Jul)

A vertical notification on the right side of the Leads/Contacts column reads "Getting Started" with a downward arrow.

Group your visitors as leads, contacts, customers, or potential customers based on their CRM data, and view their visitor tracking and CRM information.

With personalized website visitor engagement in Zoho CRM Plus, you can increase your engagement with visitors, generate qualified leads, improve sales follow-ups, and achieve higher sales conversion rate.

To learn more about Zoho CRM Plus, go to

<https://www.zoho.com/crm/crmplus/>

Additional Resources:

To learn more about visitor tracking features in Zoho SalesIQ, [click here](#)

Click <https://www.zoho.com/salesiq/help/automation.html> to learn how to automate your real-time sales operations, such as monitoring a live chat, routing visitors to sales executives, and automating visitor engagement with intelligent triggers, visitor routing, and chat monitoring.

To learn how to track and view your visitors' page history, [click here](#).

[Click here](#) to learn more about generating website tracking and analysis reports.

Visit our blog to find out

[how you can increase your sales conversion rate by automating website visitor engagement.](#)

Send your feedback to support@zohocrmplus.com to help us improve further.