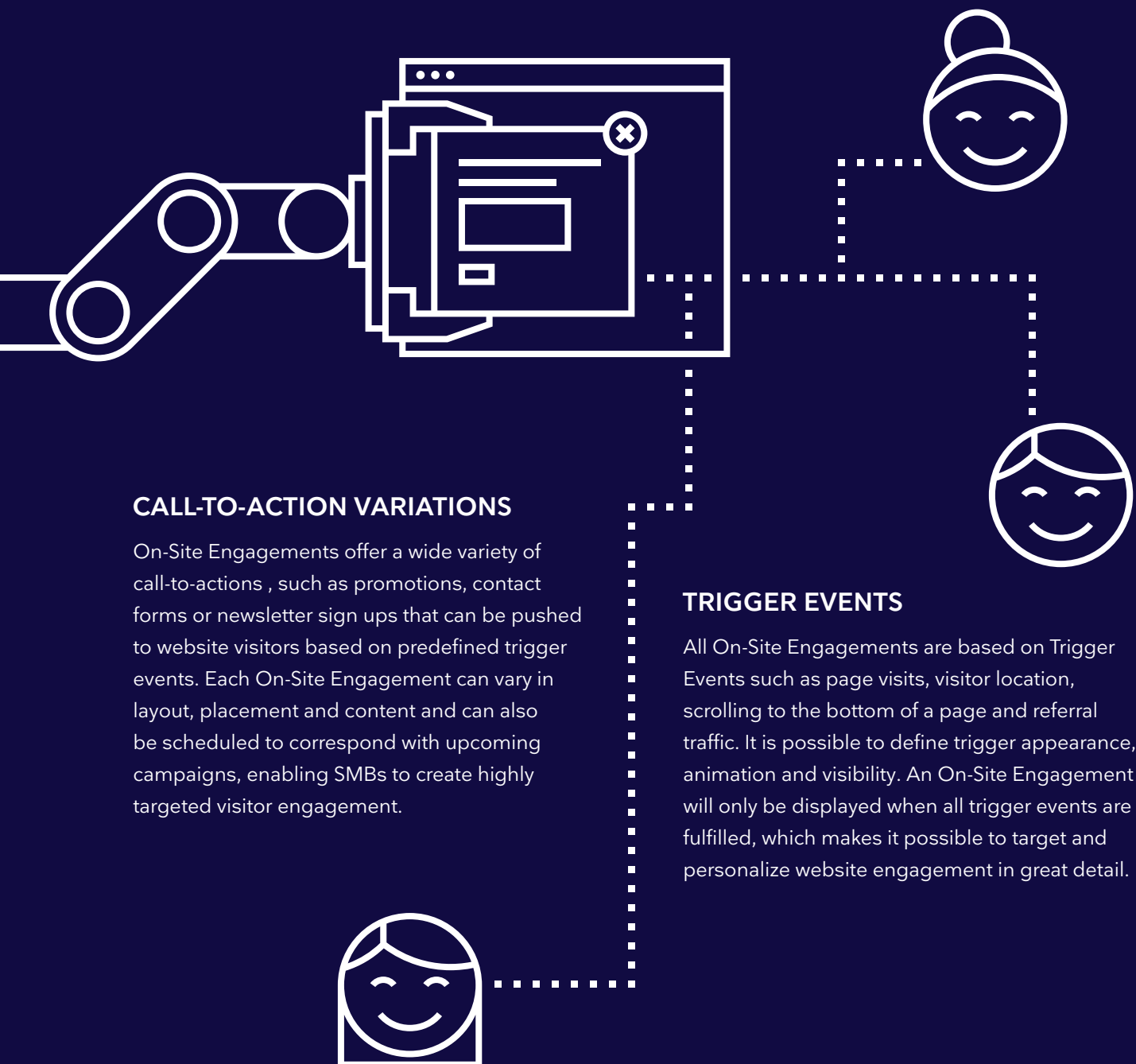FACT SHEET

ON-SITE ENGAGEMENTS

Engage website visitors in real-time by pushing highly customized call-to-actions based on trigger events and collect valuable visitor data.

CALL-TO-ACTION VARIATIONS

On-Site Engagements offer a wide variety of call-to-actions , such as promotions, contact forms or newsletter sign ups that can be pushed to website visitors based on predefined trigger events. Each On-Site Engagement can vary in layout, placement and content and can also be scheduled to correspond with upcoming campaigns, enabling SMBs to create highly targeted visitor engagement.

TRIGGER EVENTS

All On-Site Engagements are based on Trigger Events such as page visits, visitor location, scrolling to the bottom of a page and referral traffic. It is possible to define trigger appearance, animation and visibility. An On-Site Engagement will only be displayed when all trigger events are fulfilled, which makes it possible to target and personalize website engagement in great detail.

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FEATURES

The On-Site Engagements subscription includes:

- Add an unlimited number of On-Site Engagements to a website
- Queue On-Site Engagements to trigger in succession
- Multiple language options
- Four Global Styling options: Thin bar, modal, corner box and sticky

- Call-to-action variations:
  - Simple infomercial
  - Promotional message with button
  - Click-to-call
  - Contact form
  - Download file
  - Map location
  - Newsletter sign up
  - Send to a friend
  - Social network shares

- Relevant metrics and statistics of each individual On-Site Engagement:
  - Opened and closed
  - Links, email links and phone links clicked
  - Files downloaded
  - Map interactions and map directions clicked
  - Contact form submitted
  - Newsletter signups
  - Page shares
  - Twitter tweets and Google+ shares

- Event-based triggers:
  - Location
  - Schedule
  - Page views
  - Website visits
  - Scrolling on page
  - Campaign
  - Referral
  - No trigger event (broad reach)

HOW IT WORKS

The On-Site Engagements feature is built to help SMBs create real-time online engagement by pushing call-to-actions, providing more relevant information to the visitor and collecting valuable customer data. With Mono CRM, this data can easily be used in targeted marketing campaigns. The engagements can be customized to target specific customer needs and interests for higher ROI.

You can access Mono On-Site Engagements from the Mono Editor in the APPS section.

TECH. REQUIREMENTS

Mono On-Site Engagements is a free feature but requires the Engagement subscription to be enabled for the website in the Reseller Admin Interface (RAI).

CONTACT

For more information, please contact your Partner Success Manager or send a mail to **sales@monosolutions.com**

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