



How to Increase Sales With Personalized Website Visitor Engagement

 **CRM Plus**

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 CRM interface for website visitors. The top navigation bar includes 'Visitors Online (5)', 'Visitor History', 'Missed (1)', 'Chat History', 'Feedback', 'Reports', 'Canned Message', and 'My Profile'. The main content area is divided into four columns based on visitor segmentation:

- Hot / Warm Visitors:** Filtered by 'In http://zylkerinc.com/products.html'. It lists six visitors: 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), and Barbara Cl...* (3 mins ago). Charles St... (2 mins ago) is also listed.
- Cold Visitors:** Filtered by 'Spent more than 15 Minutes'. It lists three visitors: Alicia Banks* (13 mins ago), Jeff Stevens (16 mins ago), and Sarah Jones (17 mins ago).
- New visitors:** Filtered by 'New visitors'. It lists six visitors: 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), and Barbara Cl...* (3 mins ago). Charles St... (2 mins ago) is also listed.
- Visitor Stage in CRM is Contact:** Filtered by 'Visitor Stage in CRM is Contact'. It lists three visitors: Barbara Cl...* (13 mins ago), Tai Chang* (20 mins ago), and Charles St... (23 mins ago). Patricia B... (23 mins ago) is also listed.

Each visitor entry includes a name, a star icon, a clock icon indicating time since visit, and a Zylker Inc - Products logo. A 'Customize' button is visible in the top right corner of the main content area.

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

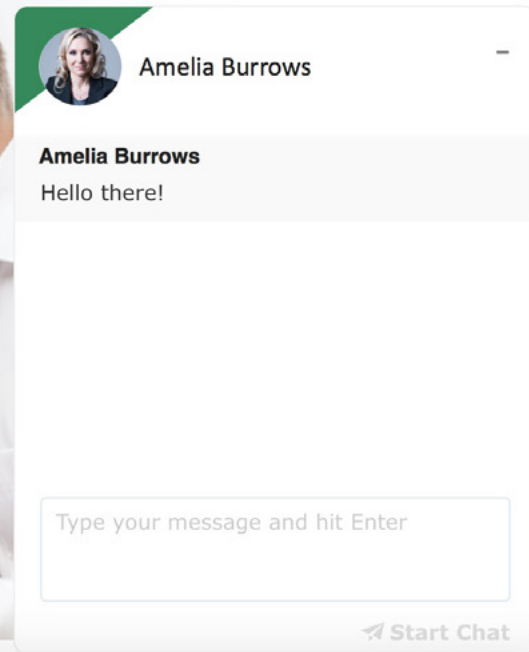
Offer instant support by creating intelligent triggers

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, identified as Amelia Burrows. Below the profile picture is the name "Amelia Burrows" and a message "Hello there!". At the bottom of the chat window is a text input field with the placeholder text "Type your message and hit Enter" and a "Start Chat" button with a paper plane 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

The screenshot shows a software interface with a dark blue navigation bar at the top containing the following menu items: Setup, CRM, SalesIQ, Desk, Projects, Campaigns, Social, Survey, Motivator, Reports, and Admin Panel. Below the navigation bar is a 'Settings' section with a sub-menu including User(s), Company, Department(s), Portal Settings, Blocked IPs, Websites, Automation (which is currently selected), Lead Scoring, and Integrations. Under the 'Automation' tab, there are four sub-sections: Chat Monitor, Intelligent Triggers, Visitor Routing (which is selected), and Email Schedules. A green 'Add' button is located to the right of these sub-sections. The main content area contains the following text: '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.', and a note: 'Note: The rules will work only for Float Chat'. On the right side of this section, it says '5 Visitors online'. Below this is a 'Rules' section with the instruction 'Choose a condition for your rule in the list'. The first rule is configured with 'Visitor Type' set to 'New'. Below this, it asks 'How would you like to route the visitors to your users? (Click on the (+) symbol to add users)'. The 'Route to selected users' section shows two user profile pictures. At the bottom, there is a checked checkbox labeled '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. At the top, there's a navigation bar with options like '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 shows a conversation with Martha Hills. The chat history includes:

- 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's a 'Visitor Info' panel for martha.hills@zylker.com, including a profile picture, email, and website. Below that is 'Sent Campaign Info' with a list of campaigns: Webinar - Reminder (31 Jul, 2017), New Product Launch... (25 Jul, 2017), and Welcome Mail (25 Jul, 2017). The 'Zoho CRM Info' panel shows Contact Owner: Amelia Burrows, Lead Source: Chat, and Type: Contact. The 'Potential for this chat' panel shows Potential Name: Product Tracking Syst..., Stage: Negotiation/Review, Amount: 20000, and Closing Date: 15/09/2017. The 'Ticket related to this chat' panel shows a ticket with ID 135, subject 'Hi', dated 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 interface with a top navigation bar containing 'Setup', 'CRM', 'SalesIQ', 'Desk', 'Projects', 'Campaigns', 'Social', 'Survey', 'Motivator', 'Reports', and 'Admin Panel'. A left sidebar lists various setup categories: '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', with a sub-section 'Email to Leads'. It features a flowchart starting with a 'WHEN' trigger (a dark blue circle) connected to a text 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 list of two conditions: '1 Attended By IS Amelia Burrows' and '2 Visitor Type IS Lead', separated by 'AND'. Below the conditions are two action boxes: 'Instant Actions' (containing a 'Tasks' section with 'Welcome Mail' and a '+ ACTION' button) and 'Scheduled Actions' (containing 'Execute 2 hour(s) After Rule Trigger Date' and a '+ ACTION' button). At the bottom, there are 'Save' and 'Cancel' buttons. A vertical 'Getting Started' button is on the right edge.

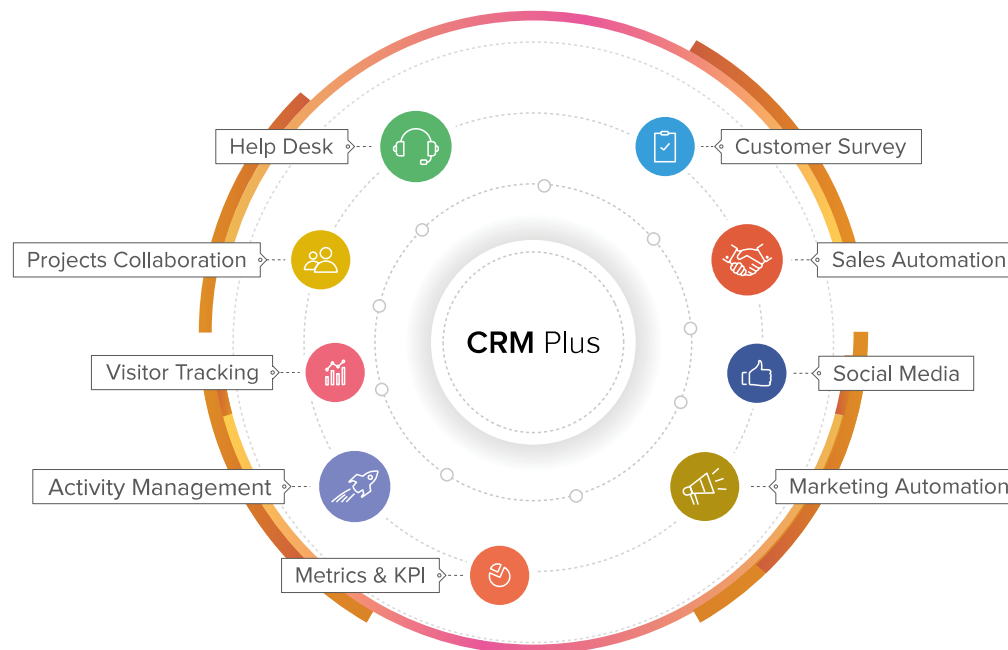
Now that you know your visitor is a potential customer, create workflow rules to optimize your sales follow-ups.

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 Plus interface, specifically the 'Visitor History' section. The main header reads 'Collect in-depth analytics about your visitor's website visits'. The interface is divided into several sections:

- Visitor History Table:** A table with columns for 'All Visitors', 'Visitor Info', 'Visits', 'Actions', and 'Notes'. It lists two visitors: Quinn Rivers and Martha Hills.
- Visitor Info Panel:** For Martha Hills, it shows her profile picture, name, email, and location. It also displays a 'Lead Score' of 439 and a 'Visitor Type' of 'Contact'. A gauge chart indicates a '34.03% Opportunity'.
- Visits Panel:** A detailed view of the visitor's website activity, including the number of pages accessed (4), the page where the most time was spent (zylkerinc/products.html), and the source (Campaigns).
- Actions Panel:** A list of actions performed by the visitor, such as 'Chat Initiated', 'Left at Aug 8, 2017 01:30 PM', and '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 panel. The contact profile includes details such as name, email, phone, and department. The missed chats list shows three entries with dates and descriptions. The SalesSignals panel lists various alerts, including missed chats and campaign actions, with a 'Mark All as Read' button at the bottom.

Contact Name	Email	Phone	Department
Martha Hills	martha.hills@zylker.com	+1-305-111-111	Sales and Marketing

Date	Description	Last Opened	Last Clicked	Clicks
Jul 3	Missed Chat			
Jul 31	Campaign - Opened & Clicked	Jul 31 02:59 PM	Jul 31 02:59 PM	Click - 2
Jul 27	Campaign - Opened & Clicked	Jul 27 05:48 PM	Jul 27 05:48 PM	Click - 1
Jul 26	Campaign - Opened & Clicked	Jul 26 05:41 PM	Jul 26 05:41 PM	Click - 1

Contact Name	Date	Action
James Cameron	Jul 11	Hi
John Smith		hi
Quinn Rivers	Jul 4	New Ticket #124
Raghav Rao	Jul 4	Hi
Martha Hills	Jul 3	Hi
Sarah Jones		Clicked Webinar - Re...

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

Chat History → Martha Hills's chat

Send Email

#58 Hi
28 Jul, 4:42 PM by Martha Hills - martha.hills@zylker.com

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

martha.hills@zylker.com
<http://zylkerinc.com/products.html>

Sent Campaign Info

- Webinar - Reminder 31 Jul, 2017
- New Product Launch... 25 Jul, 2017
- 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

38 Hi
On 7/27/2017 for Amelia Burr... - Open

Here is your Smart Chat (Ctrl+Space)

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.

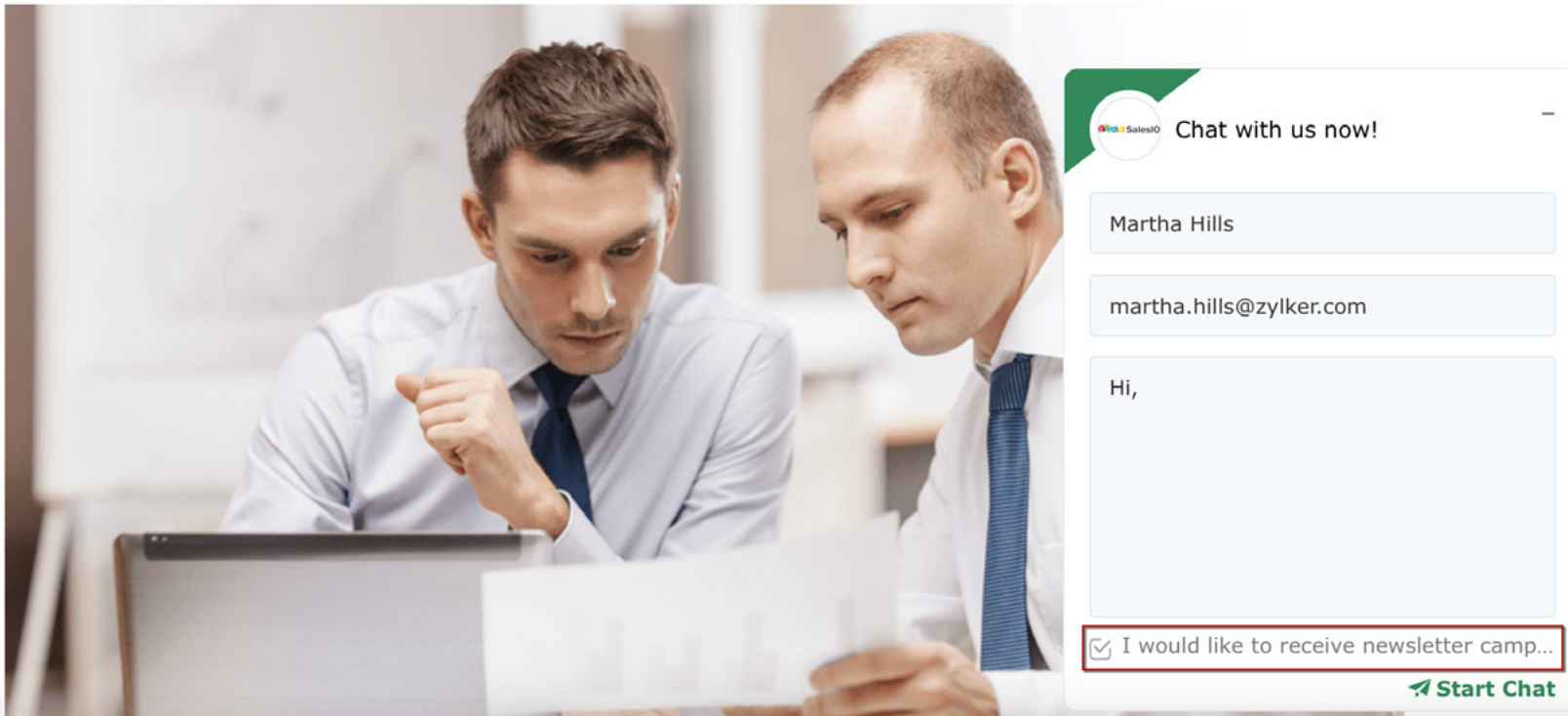
Allow visitors to subscribe to your newsletter(s)

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 menu at the top and a sidebar on the left. The main content area is divided into three columns: Customers, Open Deals, and Leads/Contacts. Each column lists visitor information, including name, company, visit date, and duration. The Open Deals column also includes deal value and duration. A 'Getting Started' tooltip is visible on the right side of the Leads/Contacts column.

Category	Visitor Name	Company	Visit Date	Duration	Deal Value
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	
Open Deals	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
Leads/Contacts	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		

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.