DEEPNEURALS

Collecting Behavioral Data of Web Traffic for Behavioral Marketing

As a digital marketer, your end goal is and will always be to increase your company's revenue, isn't it? So what do you do about it, other than these 2 strategies:

1. Increase no. of sessions
2. Increase revenue/session

Most of us pump in a lot of money on driving traffic to our landing pages or websites, while very little on what to do when the visitor lands up on our site. On the other hand, your acquisition channels are maxed out, all you can do is keep putting in money or maybe do very specific targeting with your ad campaigns. Similarly, retargeting is becoming/has become **ROI Negative.**

As digital marketers, we tend to for whatever reasons forget that not all people even from the same house, IP Address or city behave similarly. This is why need something called as **Behavioral Marketing** which keeps a track of digital footprints that an anonymous visitor makes on your website.

While the applications of **BM** are up to a digital marketer's creativity, **Deepneurals** helps solve the basic problem of collecting/tracking this **behavioral** data. We get you the ingredients, the recipe is yours! Let's head over to some use-cases of what value can this kind of **data** give you

## USE-CASES IN B2C MARKET

A. E-COMMERCE SECTOR

PEOPLE-BASED MARKETING

1. Consider you have a well-set up online fashion store that deals in all kinds of fashion related items. You face the similar challenges of a digital marketer described above. You are not able to serve the anonymous traffic as you do to your registered users. Let's see how **Deepneurals** can help you with some extra data points:

   Consider the following scenario once DN is integrated:
   a. A random user clicks on your **Facebook Ad** and lands on your website
   b. This user searches for "**Black Formal Shoes**", scrolls through your catalog and leaves

2. Now, with **DN** integrated, a Google Ad for shoes could be triggered for that specific zip-code with a promotional code. (DN provides Geo-locational data like city, country and postal code)
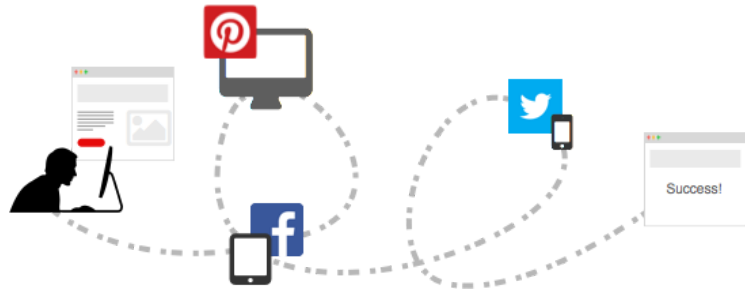
    a. This user, sees this **ad with the promo code** elsewhere and clicks on it, with the help of **DN** user-tracking capability, your website can run the promotional code only for this specific user

    b. On checkout, you could allow this user to **Log In** specifically through **Facebook** as everything happened in the same session and the visitor's first interactions was through **Facebook**, giving the user a smooth checkout experience

    As you saw, with the help of behavioral data getting captured like postal code, search query, referrer you were not only able to bring back an unknown visitor, but also convert and provide a personalized user experience during checkout

3. Consider another situation where you run a well-known online **Medical Store** which deals in selling all kinds of medicines online. Let's see how **DN's** integration can help you serve anonymous visitors.

    Consider the following scenario once DN is integrated:
    a. A visitor searches on Google for "buy medicines online", visits your website, does not register, and just purchases the medicine
    b. The visitor does the same process a couple of times more and bookmarks the website for future purchases
    c. With help of **DN**, you'll be able to identify that this is the same user who purchases a similar set of medicines multiple times in the past
    d. Now you can **Customize** the homepage accordingly for this specific user or maybe even set a **Promotional Offer** when the user re-visits next time

    This way you can create multiple strategies to retain anonymous visitors and serve them at a personal level

OPTIMIZING RE-TARGETING OF ADS

1. Sure retargeting is a great way of reminding your visitors about their abandoned cart or incomplete transactions or maybe something else, but it can burn a hole in your pocket if the same ads are being served to all the people. Your retargeting requires some sort of segmentation, namely **New Prospects & Returning Customers**.

Consider the following scenario where you have **Facebook Retargeting Ads** set up and also have **DN** integrated site-wide

    a. A random visitor comes and searches on your website for something, doesn't show interest and leaves

    b. A few hours later, facebook retargeting fires and your ad shows up. The user clicks, comes to your page and makes a purchase

    c. After some time, the same user sees the same ad on facebook. This is not only frustrating for the user, but also a waste of your **$** in ad spends

    d. With **DN,** the tool is able to recognize that the same user has converted which left previously without taking any action (**step a**), now, this user can be added into a different list of audience for cross-selling or up-selling

B. CONTENT/PUBLISHING

CONVERSIONS BASED AD TARGETING

1. Let's assume a content-based company that produces hundreds to thousands of articles, videos or any kind of content each month. Keeping a track of the content that is "trending" in a particular month is a big challenge unless you have dedicated analytics team set up just for this task. To add to it, using this information to bring in more traffic from various ad platform could be an even bigger challenge due to the variable nature of the content

   This is where **DN**'s **Visitor Segmentation** can play handy role in what all content/user-behavior is driving the most conversions on your website. These data points will then be used to automatically create Facebook ads.

   For e.g. following are some behaviors our tool can capture and generate ads from

   BEST CONVERSION FACTORS FOR FEB, 19 FOR YOUR WEBSITE

   A. OS - Android
   B. Country: India
   C. City: Mumbai, Pune, Hyderabad
   D. Type of audience to target: Returning (Converted)
   E. Most seen pages: "10-how-to-ways", "live-healthy", "local-concerts"
   F. Most active days of week: Fri, Sat
   G. Target Platform: Facebook

   All of this will done automatically at the end of each month and a new Facebook Ad will

be generated, selling your best content to the right people

INCREASING USER-ENGAGEMENT

1. This is how a typical user-journey looks like when there's no personalizations or behavior tracking done

    A. A random anonymous visitor lands on your website's homepage (That publishes content/videos across several genres), scrolls and sees a bunch of Titles, clicks on a "Sports" article and starts reading

    B. The website doesn't do anything to retain the user as he/she finishes reading the article and so the visitor leaves

    C. Visitor Logs In to facebook, sees your website Ad promoting an article on "Romance", which the visitor had no interest in. Your ad impression is wasted
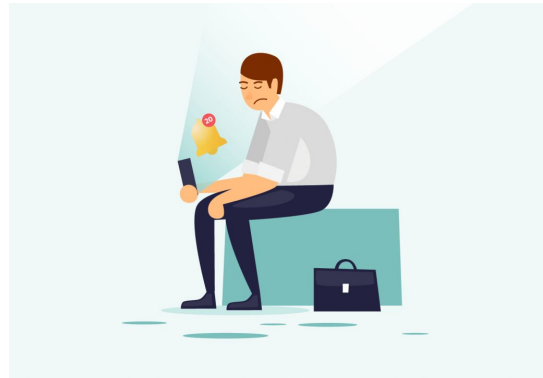
On the other hand, if you had behavioral tracking set up, this is how you could have retained the same visitor

    A. A random anonymous visitor lands on your website's homepage (Publishes content/videos across several genres), scrolls and sees a bunch of Titles, clicks on a "Sports" article and start reading

    B. As the user starts scrolling and reaches the end, meaning he has read the article, the website could suggest a **next best action** for e.g. recommending a **video** which is trending in **Sports** section.

    C. User clicks on the video, but leaves half-way during the video

   D. A Couple of hours later, a retargeting ad on facebook can remind the user of his video.

    E. As the user comes back to your platform, **DN** picks up that this is the same user and suggests him to become a **Registered User** on your website

In another situation, **DN's** Google Search Console insights can help a content company know if people are finding their articles/blogs via direct search or if their SEO if really working. This tool can give you the **The top 5 performing keywords** that people searched and landed on your site, allowing content teams to cater content around the trending searches as well

USE-CASES IN B2B MARKET

PEOPLE-BASED MARKETING

Imagine yourself visiting a B2B website that is selling a "**E-mail Marketing**" software. You on the other hand, haven't tried anything like that before and are not ready to take a **Demo,** but the website has a case-study which explains why **E-mail Marketing** is essential in today's era. You put in your e-mail address to download this guide and you leave
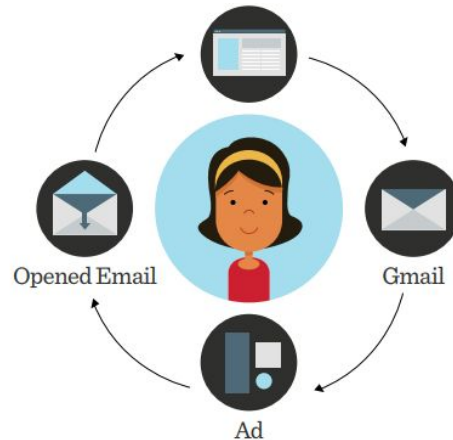
1. You receive and email to download your **Case Study**
2. You open the email a couple of times, but do not download the guide, while this **event** of yours got tracked
3. Some time later, you saw an ad of how **E-mail Marketing** can help your business grow, clicking on which triggered another e-mail reminding you of your **Case Study**
4. You finally decide to download it, the click gets tracked and triggers another email of encouraging you to take a **Demo**
5. This **Demo** link will then drop you directly on the **Sign Up** page where you get in touch with the sales-rep

This is one of the many cases where tracking user behavior over different platforms can help your convert **Visitors into Leads** and **Leads into MQLs**

PREDICTIVE LEAD SCORING

Predicting the intent to buy of a new anonymous user is a major challenge in the B2B space, especially where you have a large number of daily leads flowing in. In some B2C cases as well, like in real-estate, where the purchase happens over multiple sessions or lead nurturing efforts, knowing which lead to prioritize and which to ignore becomes a major sales challenge.

Of course, when you know almost everything about a lead and the lead flow is manageable, you being an experienced marketer have an idea of the intent to buy. Consider a B2B company or B2C real-estate company, which receive more than 1000 leads a day, how do you decide which of these are **noise leads** and **high-intent** leads?

The situation gets worse when you don't have any historical data. Although, this isn't the case when you have **Behavioral Tracking** system set up. You can predict the intent to buy of any anonymous user by following their **Digital Footprints** and some of these following metrics are listed below:

- No. of Pages Visited
- No. of Email Sent/Opened/Clicked
- No. of Retargeting Ads Clicked
- Referral Source
- No. of Sessions
- Time Spent on Pricing Page
- Is the visitor scrolling any of the pages?
- No. of times was the pricing page viewed?

These are some of the metrics that **DN** can help you capture and build predictive models for your sales teams, saving expenses on extra resources while increasing conversions

NEXT BEST ACTION - USER JOURNEY RECOMMENDATION

Some B2B website can be content heavy, have multiple products/solutions, blogs and what not. In this scenario a visitor looking for a specific solution may get distracted by the amount of links/CTAs/content on your website. Adding to the confusion of this visitor, he/she may not be interested in taking a demo right away rather just know about what your product can do, while in some cases **a returning visitor** expects to quickly sign-up or fill the form and talk to your sales-rep.

The question here arises, how do you know when to drop a visitor on the pricing page or the landing page or the blog page? Well, **DN** can help you identify which is a returning user vs unique user even though they haven't registered or track how much time they spend reading about your product's features or have they even seen your pricing page?

The solution here is to learn the pattern of the user-journey of a converting visitor. Overtime with enough traffic on your website, you'll have a good number of converting visitors who for e.g.: came from a Facebook ad, traversed through your site and got converted. Next time, when some unknown visitor comes from a facebook ad, you can **suggest the next best thing to do**, similar to what your **converting visitors** mostly did. It could be any one of the following:

1. Show **product features**
2. Show a **blog** to educate the user
3. Returning user, already checked pricing, Show **the form page**

You probably get the idea, i.e. customizing the journey, according to the visitor's behavior

*Deepneurals is just an **MVP Stage Tool** to track, store and export a visitor's behavioral data. What you do with it is up to your business requirements. **The product is open to feedback/customizations. View Demo***