

Social Proof Widgets in Personyze



PERSONYZE

Why Social Proof?

MARKETING PSYCHOLOGY

Users are significantly more likely to purchase, convert, or engage when they perceive that others are also doing so.

UTILIZE YOUR DATA

The data for social proof already exists, in the background on your site. Why not use it to increase performance?

PROVEN STRATEGY

Marketing research has demonstrated that social proof can drastically improve marketing performance in a variety of ways.

Social Proof Setup Process

Note: Personyze must first be activated on your site. Installing Personyze involves a 5-minute or less copy/paste of our tag to your tag manager, and requires no dev work. [Read how to do so here.](#)

STEP 1

Preliminaries: required feeds and setup

STEP 2

Content strategy and metrics to display

STEP 3

Design and Performance QA



PRODUCT/CONTENT FEED

For social proof widgets to work, you'll need to have your feed uploaded/synced.

This is required for all recommendations, so it will usually be a part of your onboarding.

[Read more here](#)



INTERACTIONS TRACKING

Personyze needs to be tracking the interactions that users are having with your products/content. This is standard onboarding setup for any account using recommendations.

[Read more here](#)



USER DATA

This is only relevant if you plan to display specific info about a given user, such as their name, as in:

"{name} bought this product in the last hour!" If the data is in a CRM, it will need to be integrated.

[Read more here](#)

Step 1: Preliminaries

All these preliminary elements are standard onboarding, one-time setups usually handled by your account manager.

WE ARE STILL OPEN and fully operational!
Stay safe and get [mobile fitting](#) or [Collect, Fit & Return from a local fitting partner](#). * T&C apply

TYROOLA

Tyres ▾

Deals ▾


Fitting & Delivery ▾

Tyre Guide ▾

Help ▾

Home / Goodyear / GT3 / 175/65 R15

Select by vehicle | Select by rego



GOODYEAR

★★★★★ 10 Customer Reviews

Model

GT3

Size ?

175/65R15 84T

Load Index ?

84

Speed Index ?

T

Availability

In stock

Usage



Summer

Run Flat ?

No

Image is for illustration only, rim is not included with the tyre, and actual tread may differ slightly, and moto tyres are in pairs to show differences between front and rears.

Hover to zoom.



Goodyear - GT3 175/65R15 84T

QUANTITY

4 ▾

ITEM PRICE

\$93

MATES RATES PRICE

\$46.50

4-SET PRICE

\$372

MATES RATES PRICE

\$186

HOT FITTING SERVICE

Deliver your tyres directly to a selected fitting partner who will fit your tyres hassle free. Save up to \$30 per tyre.
[Learn more...](#)

Select a fitting station

or

Add to cart

Please note: For home delivery add this product to your cart to calculate your shipping costs.

PayPal VISA MasterCard American Express

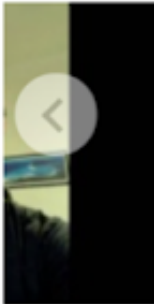
zip LATITUDE PAY afterpay

PRODUCT REVIEW

Tyroola

Video Reviews

is super
nt




7

👍

Brilliant experience, could not fault them!

5 months ago



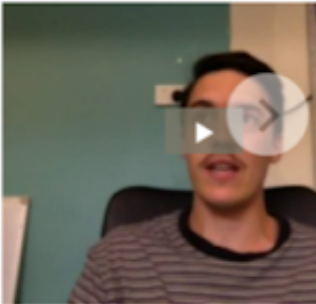
547 views

9

👍

Really impressed with customer service!

6 months ago



392 views

Product Details

Our Fitting Service

0.0 ★★★★★
No rating available

Social proof popup

Good choice! This product has been popular in the last 2 days!

784 viewed

Step 2: Strategy

Social proof content, like all other Personyze content, can be either embedded in the page or presented as a popup.

[Read more about display settings here](#)

It can also show a variety of different types of metrics, such as how many customers are viewing, have purchased, etc.



Bridgestone - V STEEL RIB R150 16PR 295/80R22.5 152/148M

BRIDGESTONE

Model
V STEEL RIB R150

Size ?
295/80R22.5 152/148M

Load Index ?
152

Speed Index ?
M

Availability
In stock

Run Flat ?
No

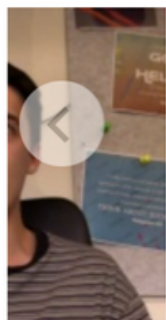
Hover to zoom.



Image is for illustration only, rim is not included with the tyre, and actual tread may differ slightly, and moto tyres are in pairs to show differences between front and rears.

Video Reviews

ed with
vice!



3

Saved a couple of hundred
bucks at least!

3 months ago



276 views

Others couldn't get it, Ty
is tops! Done!

3 months ago



236 views

Product Details

Our Fitting Service

QUANTITY

4

ITEM PRICE

\$545

MATES RATES PRICE

\$272.50

4-SET PRICE

\$2,180

MATES RATES PRICE

\$1,090

HOT FITTING SERVICE

Deliver your tyres directly to a selected fitting partner who will fit your tyres hassle free. Save up to \$30 per tyre.

[Learn more...](#)

Select a fitting station

or

Add to cart

Please note: For home delivery add this product to your cart to calculate your shipping costs.



PRODUCT REVIEW

Tyroola
★★★★★ 1,430 reviews

Write a review



Amin P. from Sydney
recently bought Winrun R
330 225/40ZR18 92W

Step 2: Strategy

You can even present information about specific users who purchased a product, such as their name if you have it, while the visitor is viewing that product.

These can also be filtered by location, gender, or any known data on the visitor. For instance, show them how many nearby them purchased it recently.

👍 Editing action **action120** (Social proof)

> 1 Recommendation type > 2 What to present > 3 Choose placement

Design the widget that will be presented on the site.

Properties of: Settings: Text [Return](#)

Text ▾

Source

B *I* U abc x_2 x^2

1 2 3

☰

☷

☰

☷

☰

☷

☰

☷

Insert image Insert Personyze variable Insert Close Action button


Font ▾ Size ▾

P->LAST_GOAL_USER_0_FIRST_NAME
P->LAST_GOAL_USER_0_LAST_NAME from
P->LAST_GOAL_USER_0_CURRENT_CITY recently
bought P->TITLE

Split to alternatives

more

Preview as on: Phone Tablet



Amin P. from city recently
bought Winrun R 330
225/40ZR18 92W

☐ Enable content variations (conditional variables).

Step 2: Metrics

Choose which data you'd like to show as social proof, such as total number who purchased or read the item being viewed, and if any more specific information should be shown, such as location or name of those who purchased.

Insert these social proof variables directly in the content editor menu, as Personyze variables.

Frame

With slider

Close button

Link target URL

Rating

Site statistics: recently

Site statistics: 2 day

Site statistics: 4 day

Site statistics: week

Text

Source

B I U abc x₂ x²

Insert image Insert Personyze variable
X Insert Close Action button

Font S... A+ A-

Good choice! This product has been popular in the last week!

S->N_VIEWED Views
\$(if s->n_goal > 0)&
S->N_GOAL Purchasees \${end}

⏻ ⌂

Split to alternatives

Hide the widget if less views than

0

Hide the widget if less purchases than

0

Preview as on: Phone Tablet

×

🔥 Good choice! This product has been popular in the last week!

Times Viewed Views
&
Times Purchased Purchasees

Enable content variations (conditional variables). ⓘ

Show product statistics from the last 7 days

This setting allows you to hide the widget if there are less views/purchases than a number you've set, so that you never show a number that is too low.

Step 2: Metrics

With some templates, the different metrics will appear as separate menu items in the HTML editor, particularly metrics such as how many bought.

You can also limit it, so that if the metrics are too low to be persuasive, they won't display, or a different metric will display.

Display Settings

New action: Social proof

> 1 Recommendation type > 2 What to present > 3 Choose placement

Select area on the site where to show the widget.
Use a place holder if you want to embed the widget into the page for example below the product info

Display settings

Where to show content. You can choose popup or placeholder.

Show in placeholder

Show in popup Bottom Right

Show as a popup on the right

Animation and look

Animation: Fade

With glass panel (modal dialog)

Scroll together with document

Add close button

Additional display settings such as "wait 15 seconds before showing" and "auto close after 30 seconds"

Animation effects

Display scenario

Show the popup when:

On page enter

Idle (no activity) for 0 seconds

After scrolling to % of page 0

If rescrolled to top

When text copied

On predicted site leave intent

Show timer: 15 seconds

Autoclose timer 30 seconds

Minimizeable popup, or popup trigger

When event takes place (advanced)

Don't show if...

If a visitor closes the popup don't show again for X sessions, etc

...was closed.

...was clicked.

...was shown.

Stop showing.

...another action was/wasn't shown.

...after another action shown.

Show only on these pages: No pagegroup change

Action name

Add to templates

Cancel

Done editing (to save changes, save the Campaign)

A/B Test Different Strategies

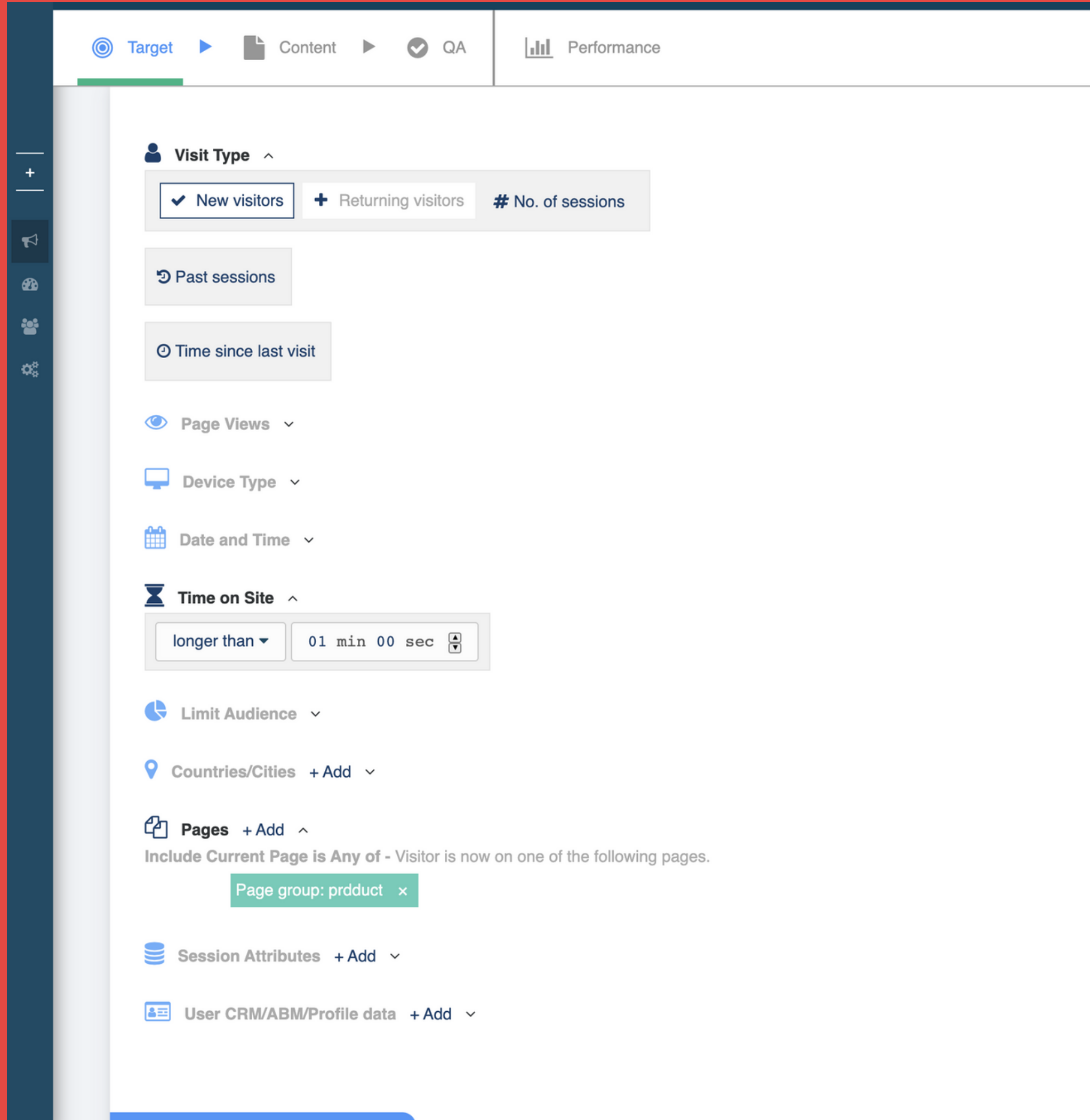
Such as popup vs placeholder (embedded) widgets

The screenshot displays the Personyze A/B testing interface. At the top, a navigation bar includes 'Catalog', 'Interactions', 'Content', 'Target', 'QA', and 'Performance'. Below this, a header bar indicates the current test: 'A/B test two different widgets vs the site default look with no widget'. A progress bar shows the distribution of traffic: 50% for Rotation group A, 25% for Rotation group B, and 25% for the site original. The interface is divided into three main sections:

- Always shown:** A section for content shown to all visitors, with a 'DRAG CONTENT HERE' placeholder and an 'Add Action' button.
- Rotation group A - 50% of the time:** A section for a 'Social widget popup'. It features a 'DRAG CONTENT HERE' placeholder and a preview of the popup widget. The preview shows a circular area with the text 'No preview available' and a toggle switch for 'Social widget popup'.
- Rotation group B - 25% of the time:** A section for a 'Social widget placeholder'. It features a 'DRAG CONTENT HERE' placeholder and a preview of the placeholder widget. The preview shows a circular area with the text 'No preview available' and a toggle switch for 'Social widget placeholder'.

Each widget preview includes a 'drag this' handle and 'Edit' and 'Detach' buttons. Below the preview, the widget type is specified, along with creation date and performance metrics (Clicks, Impressions, Goals).

[Read more about A/B testing in Personyze here](#)



Targeting (optional)

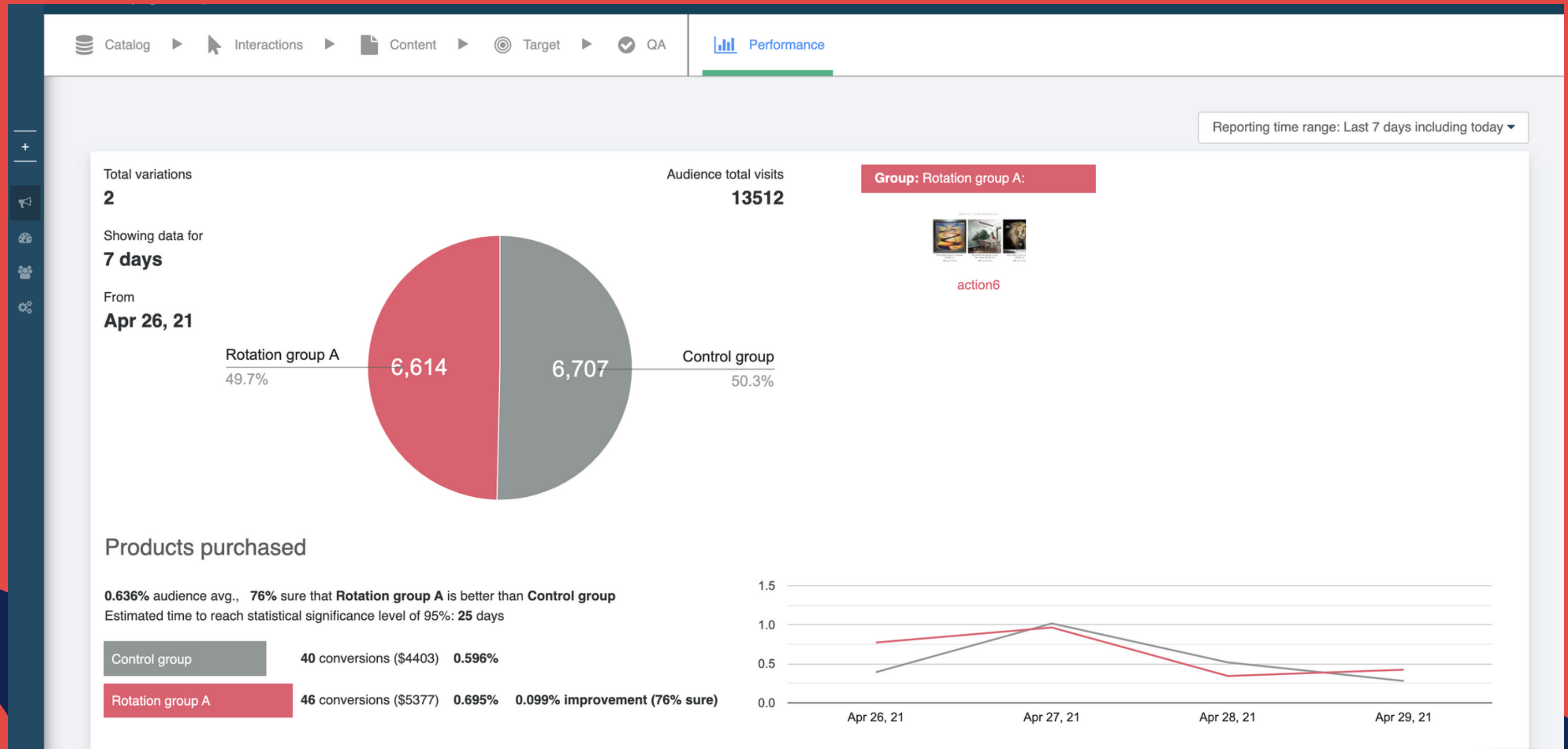
Targeting is an option on social proof campaigns. You may want to limit your campaign to show for only certain segments, such as new visitors who have been on the site for more than one minute, who are currently viewing a product page, as in this example screenshot.

[Read more about targeting here](#)

If you leave the targeting portion of the wizard blank, it will display for all visitors.

Review Performance

Once your widget is live



[Read more about Personyze analytics here](#)



PERSONYZE

**It's as simple
as that!**

**IF YOU'D LIKE HELP WITH
YOUR SOCIAL PROOF
WIDGET, LET YOUR
ACCOUNT MANAGER KNOW.**

OR SIMPLY EMAIL:
SUPPORT@PERSONYZE.COM

**THANKS FOR VIEWING
OUR PRESENTATION**