Social Proof Widgets in Personyze
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.

Why Social Proof?
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.
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

**Step 1: Preliminaries**

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

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.
A/B Test Different Strategies

Such as popup vs placeholder (embedded) widgets

Read more about A/B testing in Personyze here
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
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.