Targeted Banners in Personyze

Targeted banners embedded on your site's pages.
Why use Personyze for targeted banners?

Watch a video tutorial of basic targeting campaigns in Personyze here

THE POWER OF TARGETING
Targeted banners are more relevant to the visitor by being specifically designed for their segment, and therefore are more likely to achieve your goal, whether it’s signups, downloads, purchases, engagement, etc.

SHOW ANY BANNER CONTENT
Personyze embeds banners into your pages with no coding required, and the banner itself can be any HTML design.

DYNAMIC BANNERS
Personyze gives you the capability of having dozens or even hundreds of banners for different segments, in a single campaign, using split cases and dynamic content tools.
Banner 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: Targeting rules

A targeting campaign can be thought of as an if/then statement.

The "if" part of the statement is the targeting rules. Over 70 rules are available for targeting, with and/or operators between them. A preview will be shown on the right of how many of your site's visitors will likely match.
Step 1: Design

Next, you’ll be directed to select a Personyze design template or insert your own HTML, and then customize it.

Every aspect of the template is customizable, and you can even use split cases to have multiple variations of the content. You can also directly edit the HTML.

Read more about split cases here
Step 1: Design

The images for your content can also be uploaded to Personyze, and loaded via our CDN, to reduce delay time.

Do to so, simply upload the image in the content editor.
Option: Personyze Variables

Personyze also gives you the option of inserting Personyze variables into the content of your banner (or any other personyze content).

Examples of Personyze variables you may want to insert include company name, first name, industry, or any other known variables you may have on the visitor, from your CRM, third-party data vendor, or forms the user has filled on the site.
Optional A/B Testing
Step 2: Display

Banners are embedded into the page using what's called a placeholder. You can create placeholders with a point-and-click interface, or manually input the selector for where you want the content to insert. Once created, a placeholder is saved forever, to be used for any content.

Read more about setting placeholders here
Step 2: Display

This is how it looks when you set your placeholder, you point and click to a div on the page, select before, after, or replace this element, and then a box will give you a rough preview of how the content will be inserted. Note that you can always add more padding etc. to get the positioning perfect, in the main content editor.
Step 3: QA

There are 3 ways to QA:

1: Save in testing mode, it will be live on the site only for your IP address.

2. Testing link: once saved in testing mode, you'll also have a link to send to colleagues, it will be live for anyone with the link.

3. Simulator: Open in simulator mode, and Personyze will show you what's going on under the hood.
See the banner live on your site
Other types of banners:

If you want to show other types of content as banners (or in other words, embedded in your site pages), you can just use the appropriate action widget for each type in your targeting campaign, and choose placeholder from the display settings.

For instance, you can create a form to embed on your site, and select placeholder as the display setting.
Review Performance
Once your banner is live

Read more about Personyze analytics here
It's as simple as that!

IF YOU'D LIKE HELP WITH YOUR TARGETED BANNERS, LET YOUR ACCOUNT MANAGER KNOW.

OR SIMPLY EMAIL: SUPPORT@PERSONYZE.COM

THANKS FOR VIEWING OUR PRESENTATION