



Dynamically personalize your website, increase user engagement and maximize conversion rates!

BehaviorPad helps you maximize conversions & revenues by enabling you to dynamically change your website's content based on visitors' data and their tracked actions.

BehaviorPad provides you with a simple way to implement behavioral targeting logic on your website with minimal or no input from your IT department or development agency.

It's as easy as 1-2-3!

- 1** Select the page on your website you want to implement behavioral targeting logic
- 2** Select your targeting criteria
- 3** Select the action you want your website to take when the criteria are met

and start targeting!



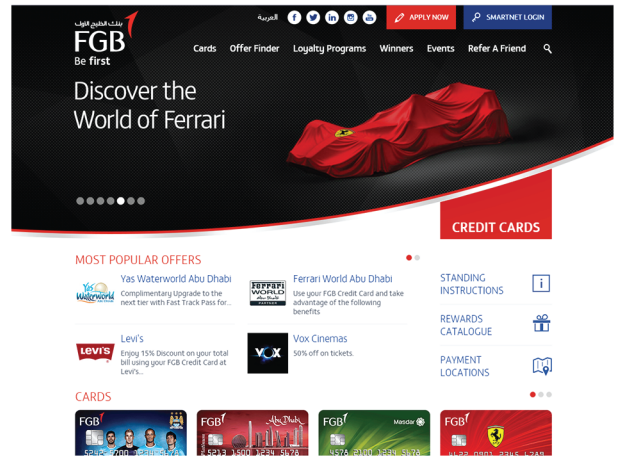
FGB Credit Cards

IF the visitor comes by clicking on a link on a site with the keyword "Ferrari" in the domain name



Referrer Based Targeting

THEN show the Ferrari Card banner on the homepage first.



Odeabank (Bank Audi)

IF the visitor has clicked on the "Mortgage Loans" section before
OR searched for keywords like "Mortgage" or "Home Loans"
OR used the mortgage calculator



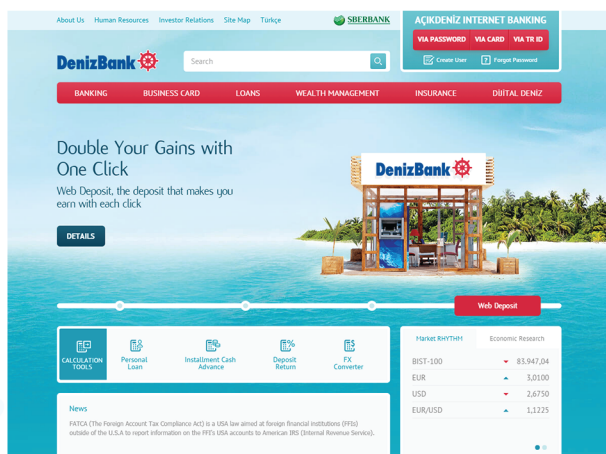
Past Visits & Actions Based Targeting

THEN show the mortgage related offer on the homepage first on next visit



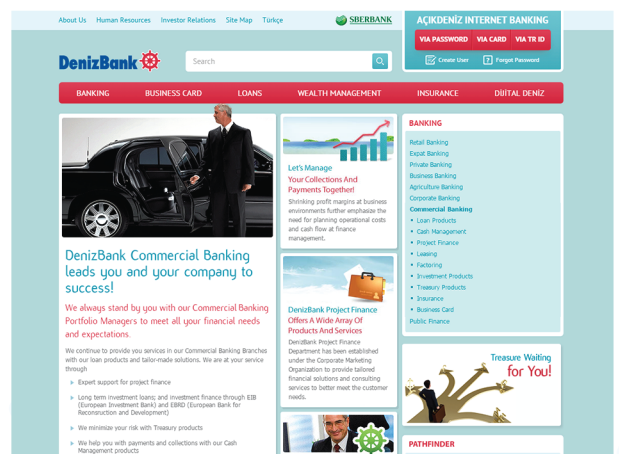
Denizbank

IF the visitor has visited the commercial banking section at least 2 times in the last month
OR search for keywords like "business card" or "business loans"



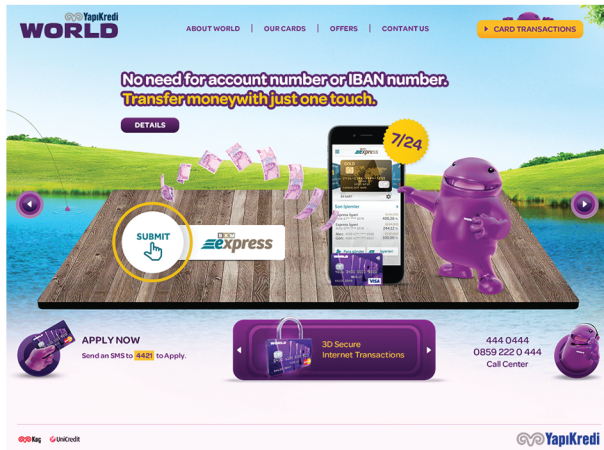
Past Visits & Actions Based Targeting

THEN direct to commercial banking landing page on next visit



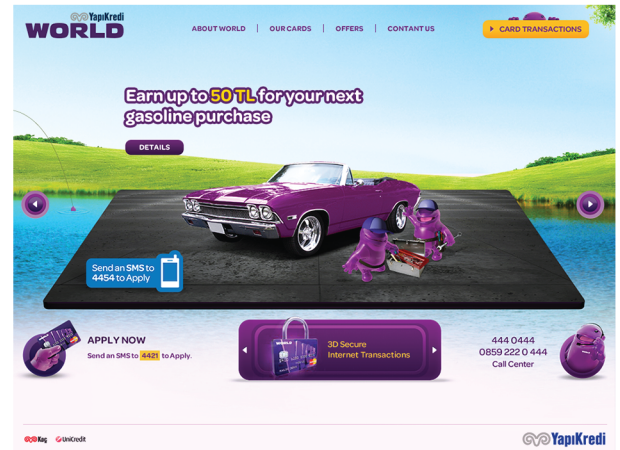
Yapi Kredi World Card

IF the visitor has clicked on two or more «auto/gasoline» related campaigns in the past month



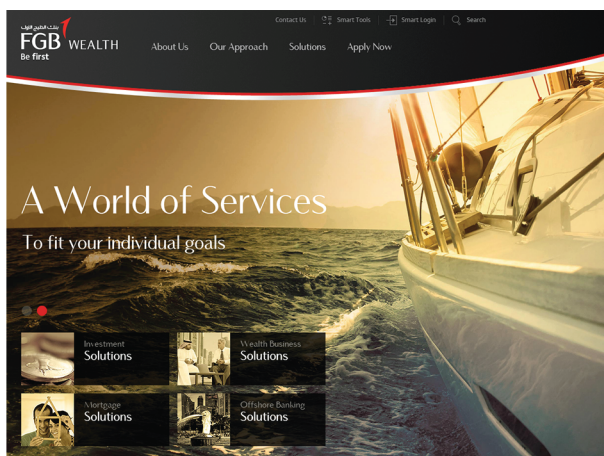
Past Visits & Actions Based Targeting

THEN on next visit, display related offer first.



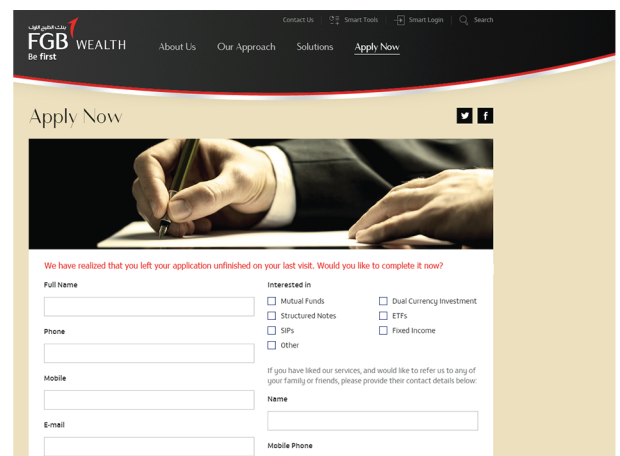
FGB Wealth

IF the visitor has left the application form uncomplete on previous visit



Past Actions Based Targeting

THEN redirect to the application form with a reminder message on top



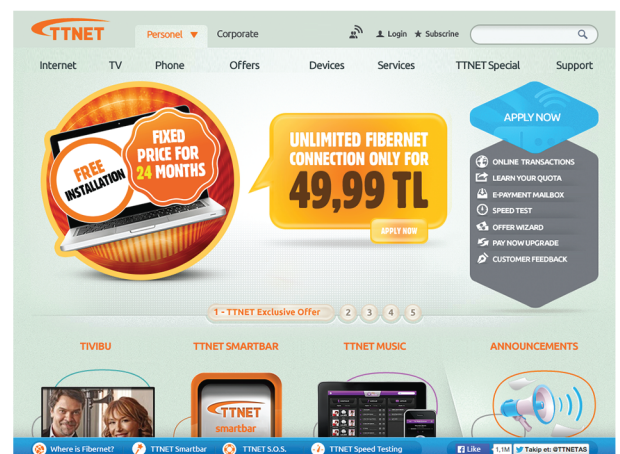
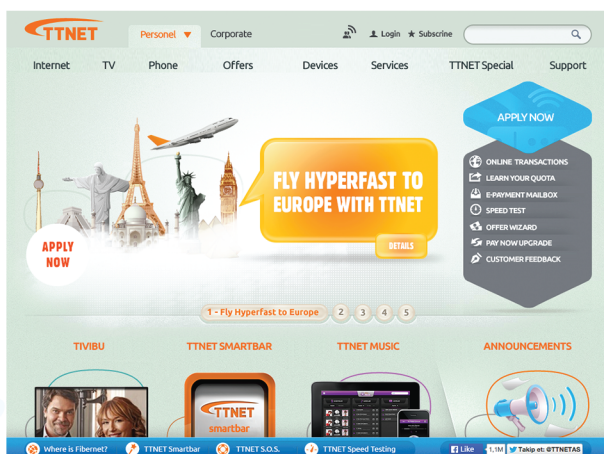
TTNET

IF the visitor has visited the "Speed Test" page within the last 2 weeks

AND fiber connection services are available in his/her location









Past Visits & Geolocation Based Targeting

THEN on next visit, show related offer first.










Targeting Criteria

BehaviorPad tracks a multitude of visitor attributes and actions including:



-  Referrer (Which website did the visitor come from?)
-  Search Keywords (Which keywords did the visitor use on site's search feature?)
-  User Agent (Which browser, operating system, platform etc. is the visitor using?)
-  Geolocation (Which country or city is the visit originating from?)
-  Visit Count (New or returning visitor? If returning, how many times did he or she previously visit our site?)
-  Page/Directory Visits (Which pages or directories has the person previously visited on our website, and how many times?)
-  Cookie Check (Does the visitor have a cookie we have placed previously by our site?)
-  External Data Sources/Social Media Accounts (In addition to all visitor attributes tracked, BehaviorPad also allows you to base targeting actions on any data retrieved via social media account login or already have about a visitor on your database (e.g. gender, age or any other existing customer segmentation))

Actions

Actions can be defined as any of the following:

-  Display Targeted Content (Easy content creation via rich-text HTML editor.)
-  Prioritize Content (Prioritize your content blocks by moving from original location to the beginning of the target selector.)
-  Display Targeted Content via External Data Sources/Social Media Accounts (Easily integrate and display selected data from external data sources and/or social media accounts.)
-  Client-side Script Execution (Run client-side JavaScript blocks and/or trigger JQuery events)
-  Redirect (Redirect the visitor to another page/url)
-  Insert A Trace Cookie (Insert a custom cookie for future use)
-  Send an E-Mail (Send an e-mail to users)

Measuring Success

-  Reporting Dashboard (Total & unique rule execution numbers and measuring success through conversion rate comparisons against default action)
-  Google Analytics Integration (Analyze BehaviorPad's effect on total performance and conversion through integrated custom events)

Selected Clients

