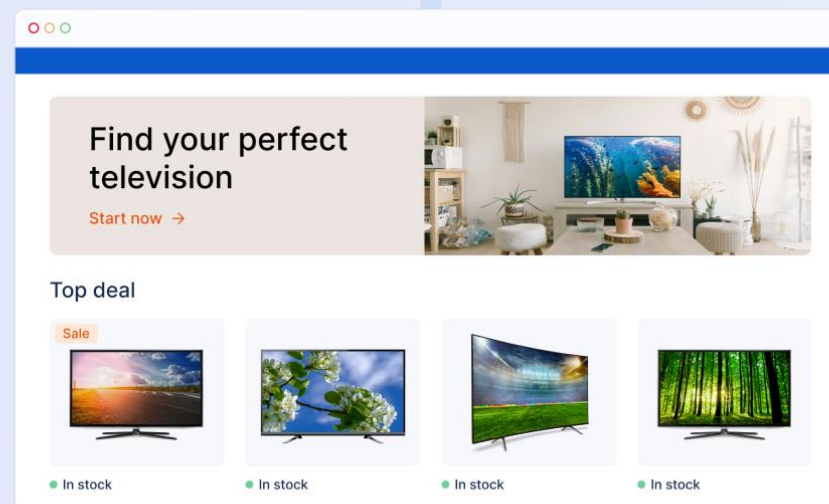
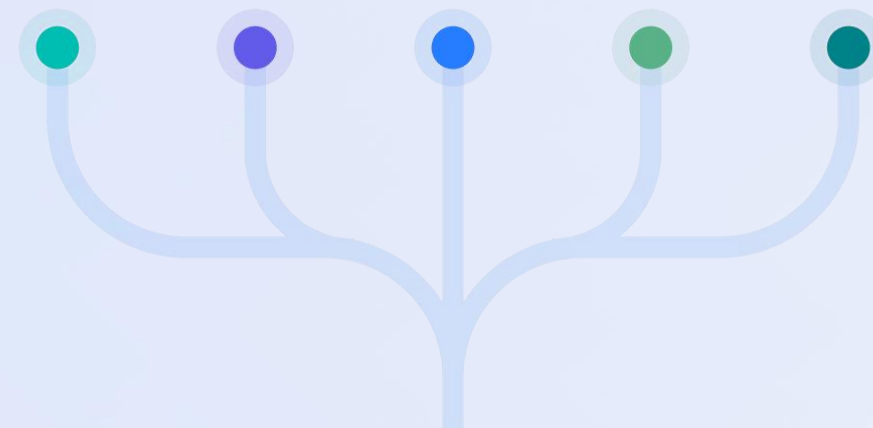




Masterclass

Set yourself up for success:

How to create effective entry points for your Zoovu experiences



March 5, 2024

Why does it matter?

Maximizing success through strategic entry points



Accessibility & Customer Experience

Offering easily accessible assistance ensures seamless support for customers in their purchasing journey.



Performance & ROI Enhancement

Companies that excel in managing entry points experience higher engagement, conversion and sales.



Customer Insights & Optimization

Efficiently managed entry points generate qualified traffic, providing valuable data for conversion optimization.

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Topics

- Integration Strategies
- Entry Point Banners
- Inspiration: Examples we love
- Q&A

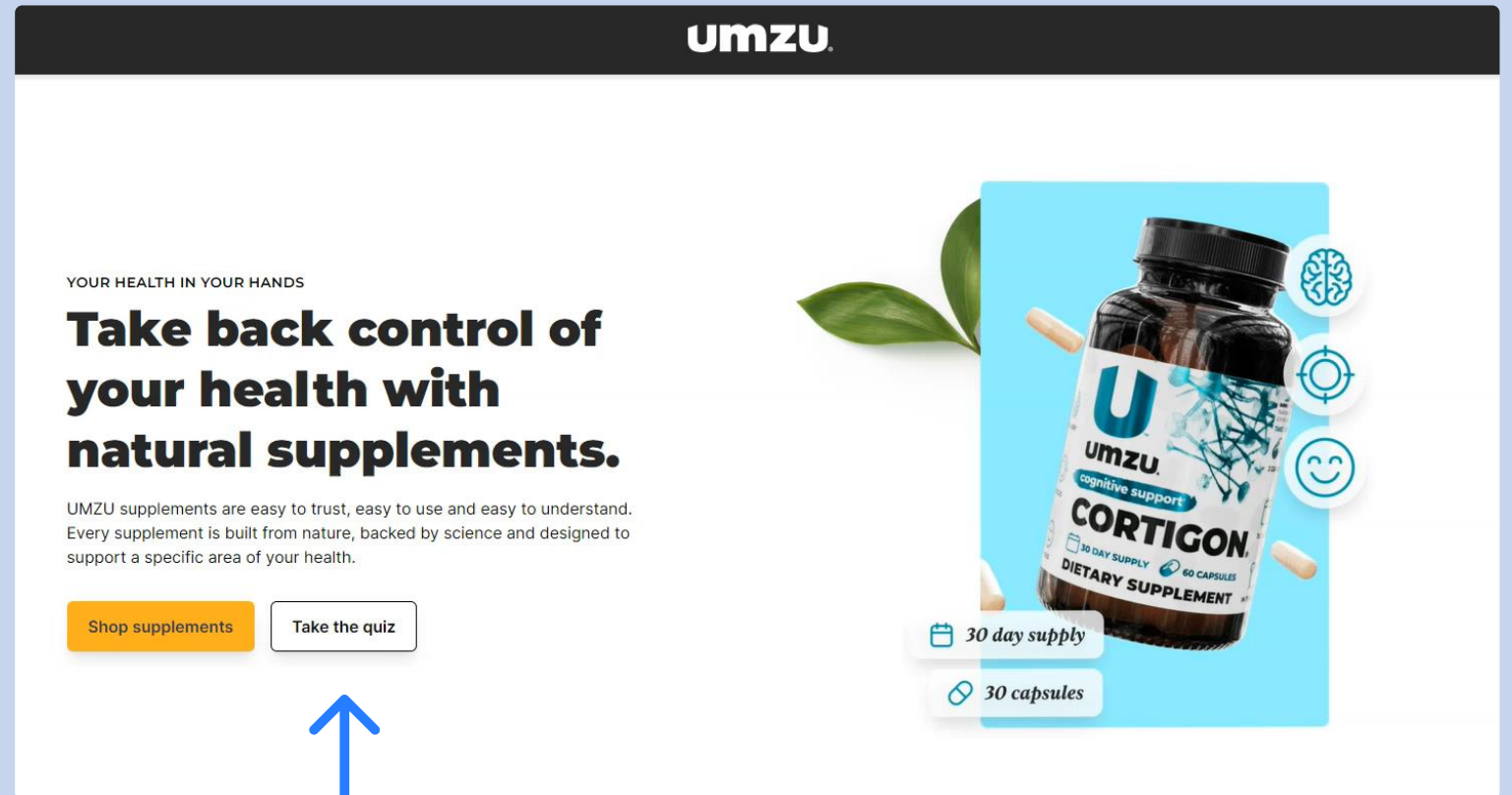
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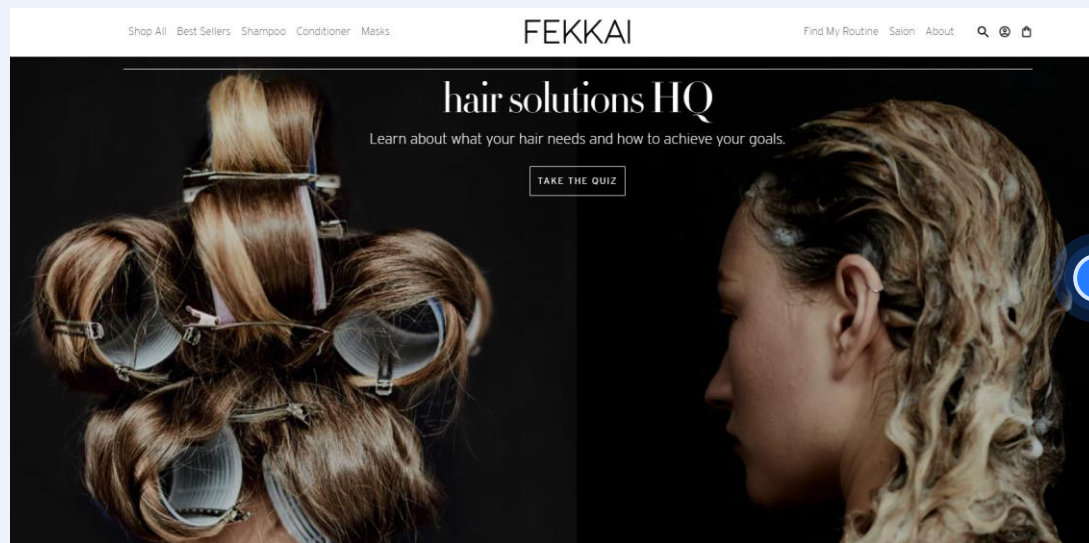
Integration Strategies

1. Homepage

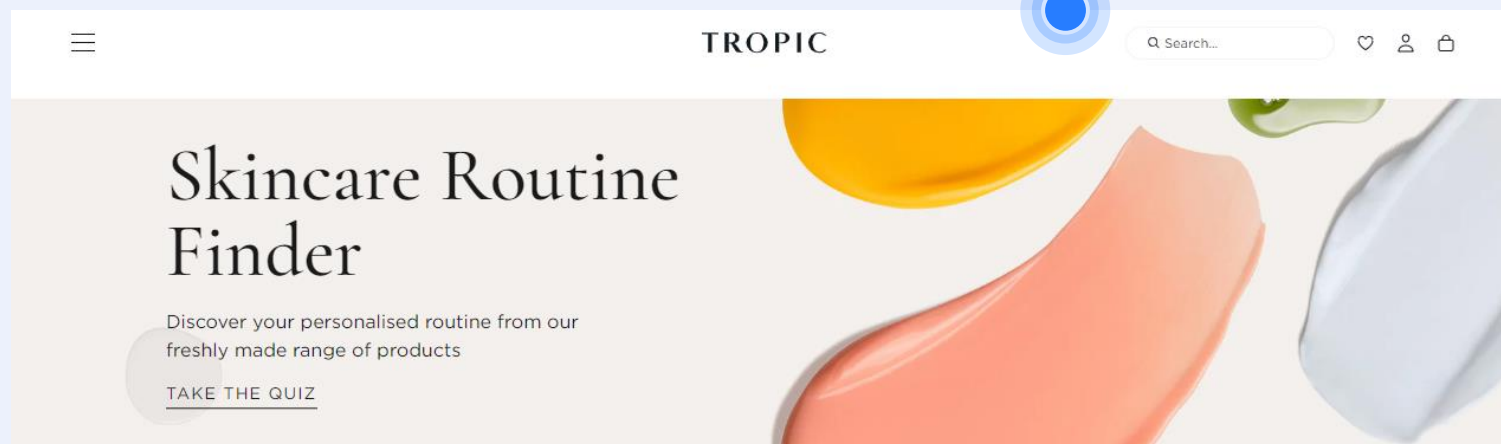
The homepage of a website typically receives the highest traffic, with an average of **30% of sessions**. As the initial point of contact, it serves as the starting point for visitors navigating the site, especially for newcomers unfamiliar with your brand and products.

Integrating the entry point on the homepage, ideally positioned "above the fold," has shown significant success, particularly for websites experiencing high bounce rates and attracting many first-time visitors who do not convert.






Entry points on the Homepage



Entry points on a Landing page

Clicking on the banner takes visitors to a digital assistant that is already pre-configured to reflect their interest.



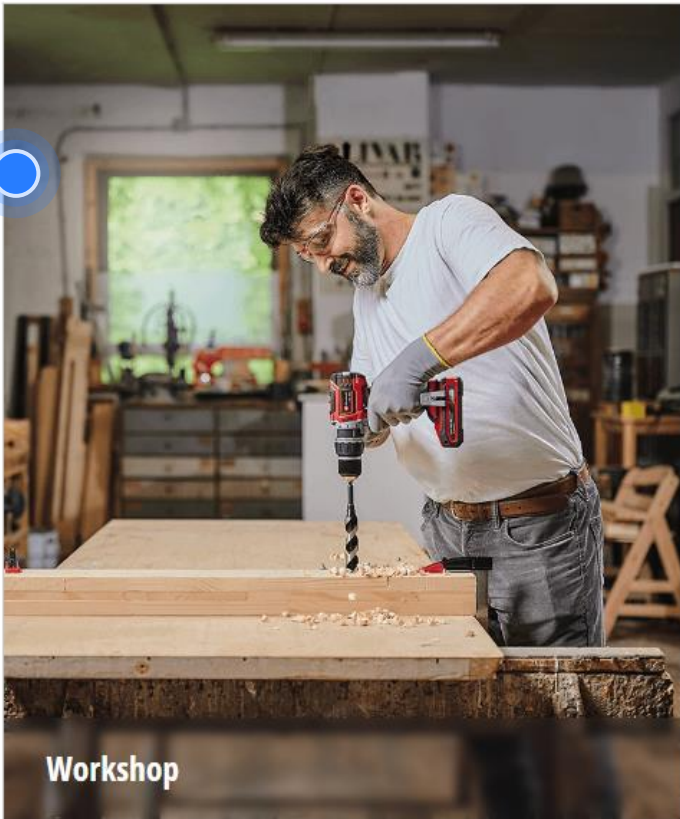
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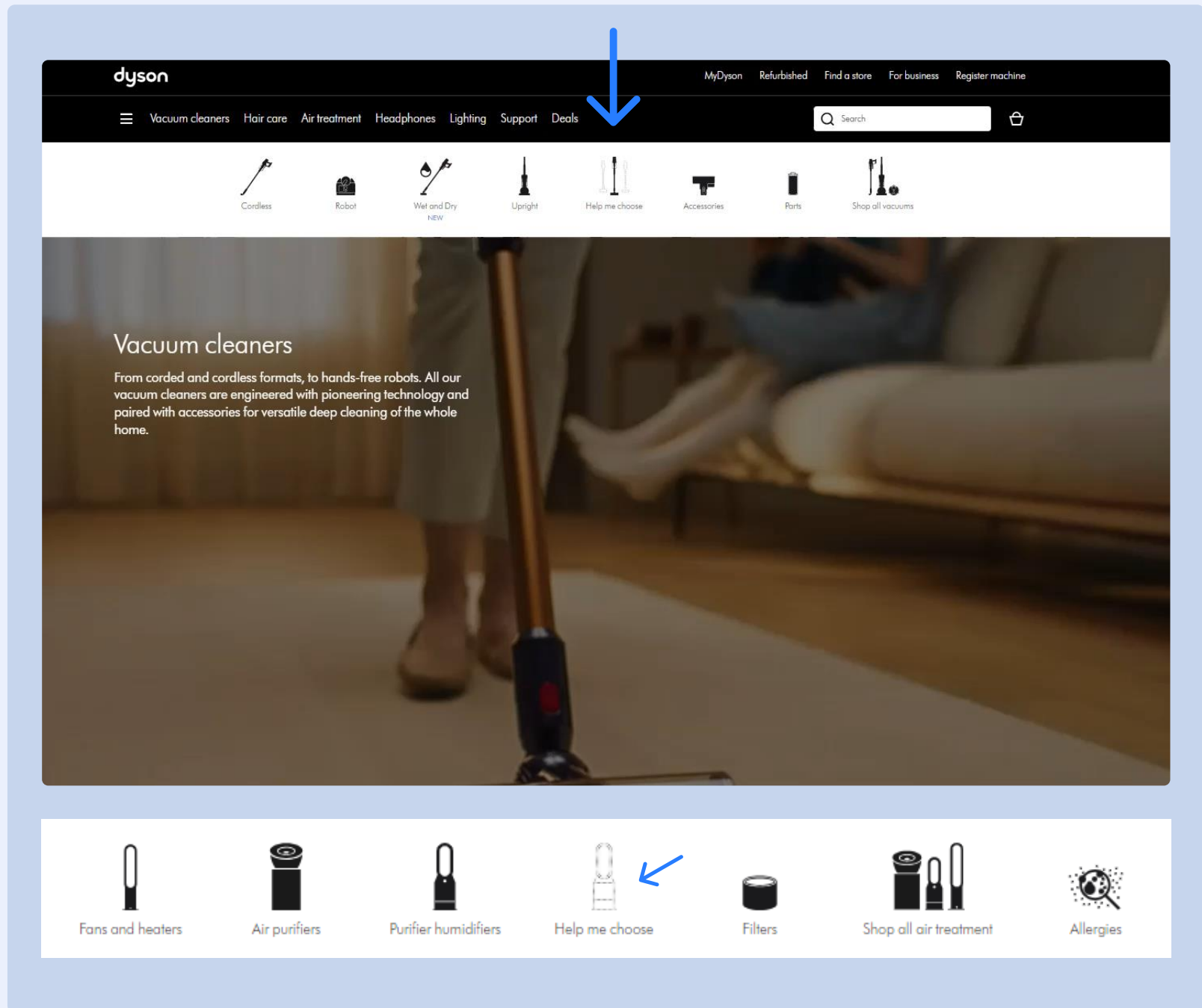
Garden

2. Navigation menu

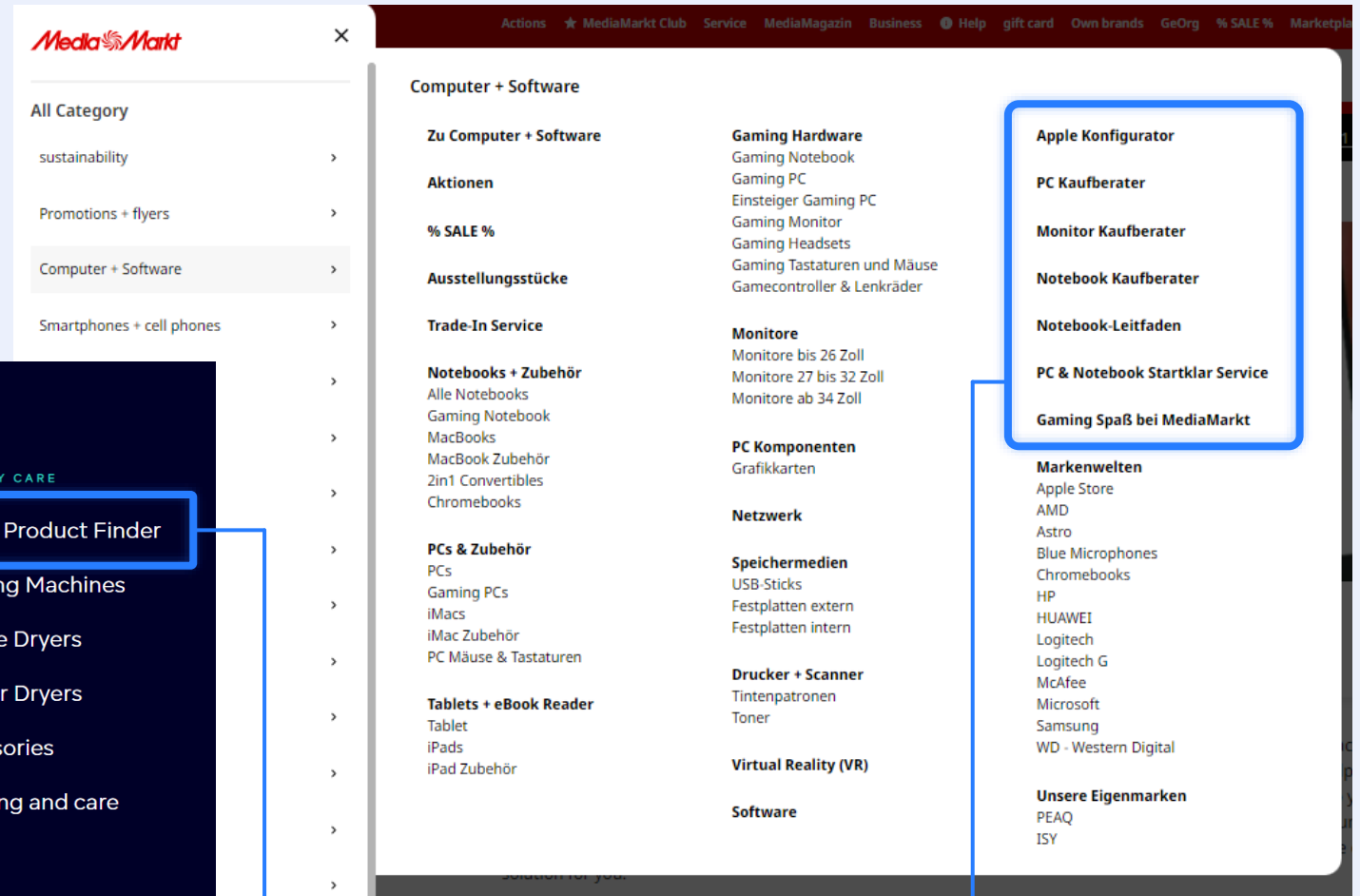
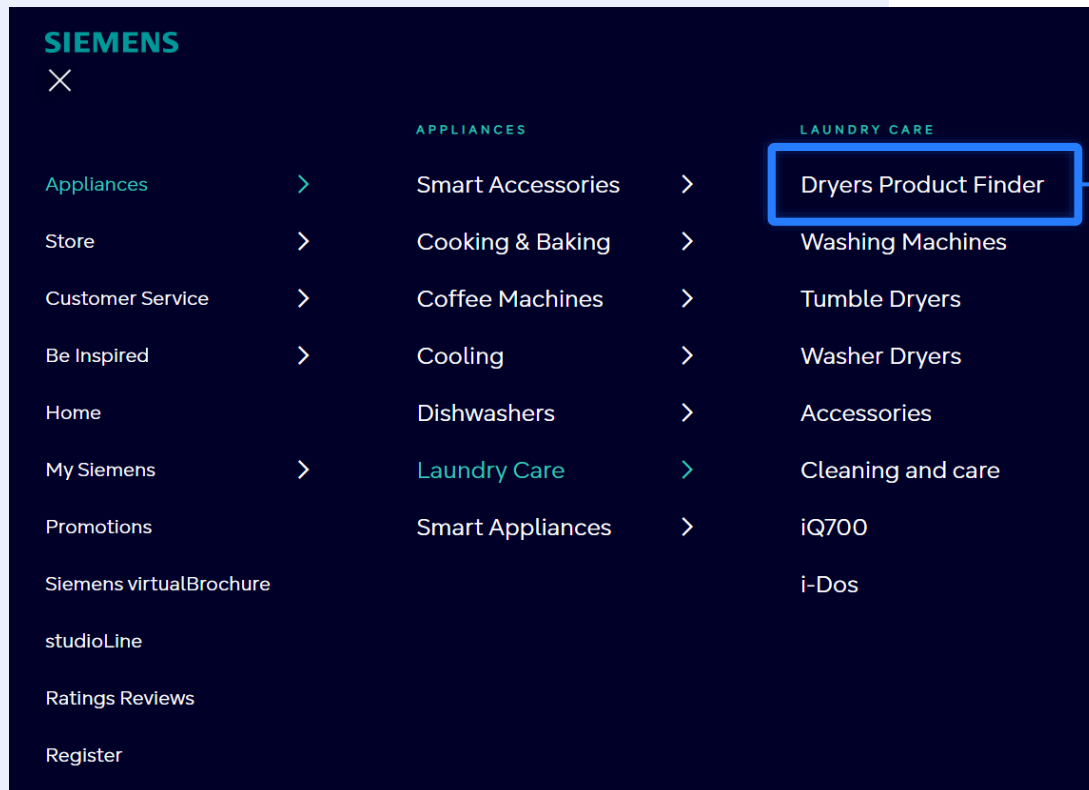
94% of buyers prioritize easy navigation.

By establishing a permanent entry point, you assist customers by maintaining consistency, ensuring ease of access, providing assistance without disrupting the user flow (especially for mobile users), and offering convenience.

Users can effortlessly access your Zoovu experience without the need to navigate back to any specific page.



Entry points in the Navigation menu



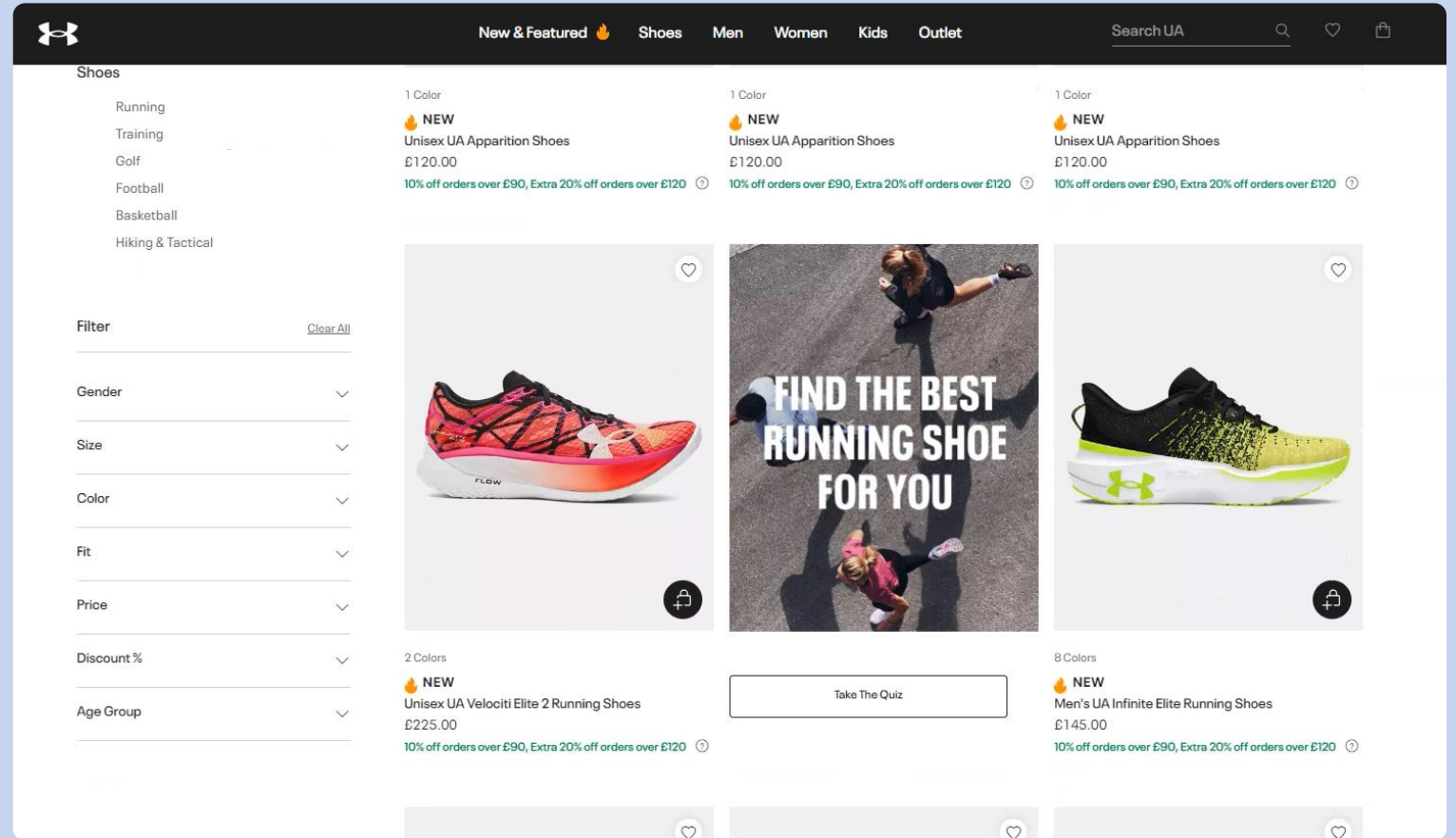
Permanent entry point in the drop down navigation menu

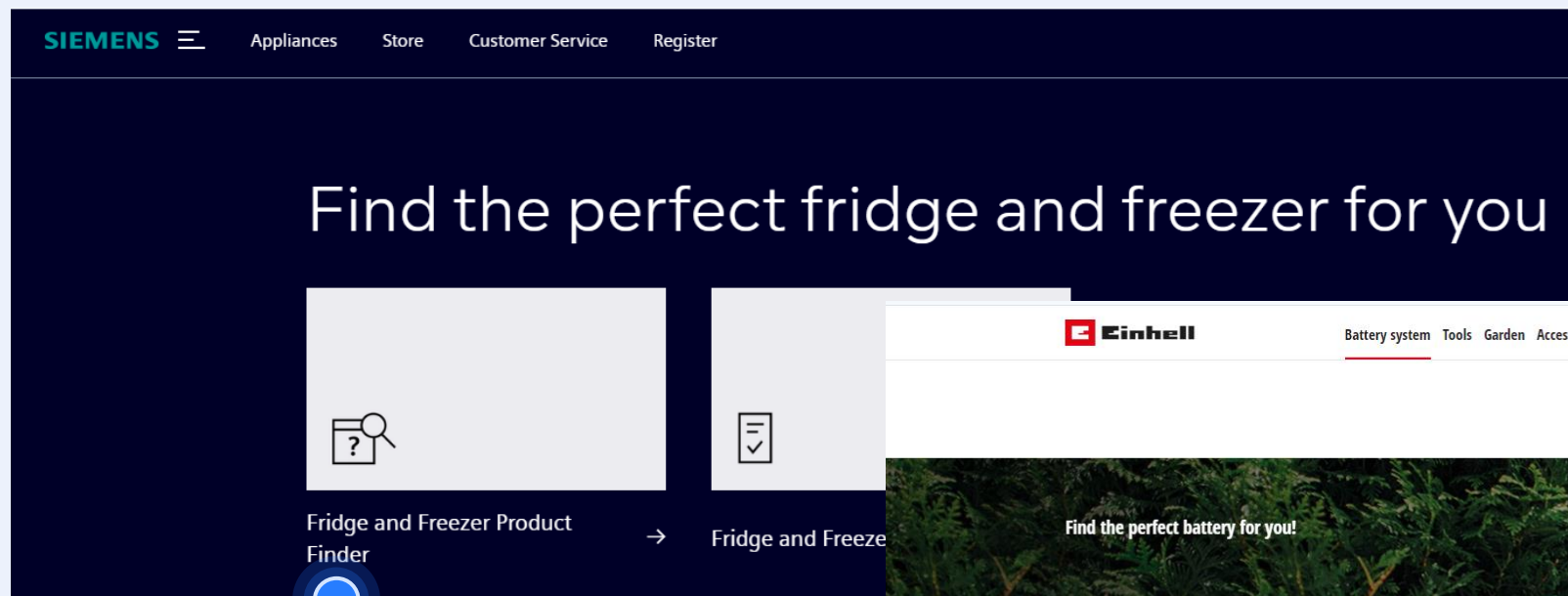
3. Category pages

54% of consumers abandon ecommerce sites when faced with difficulty in finding and selecting the right product.

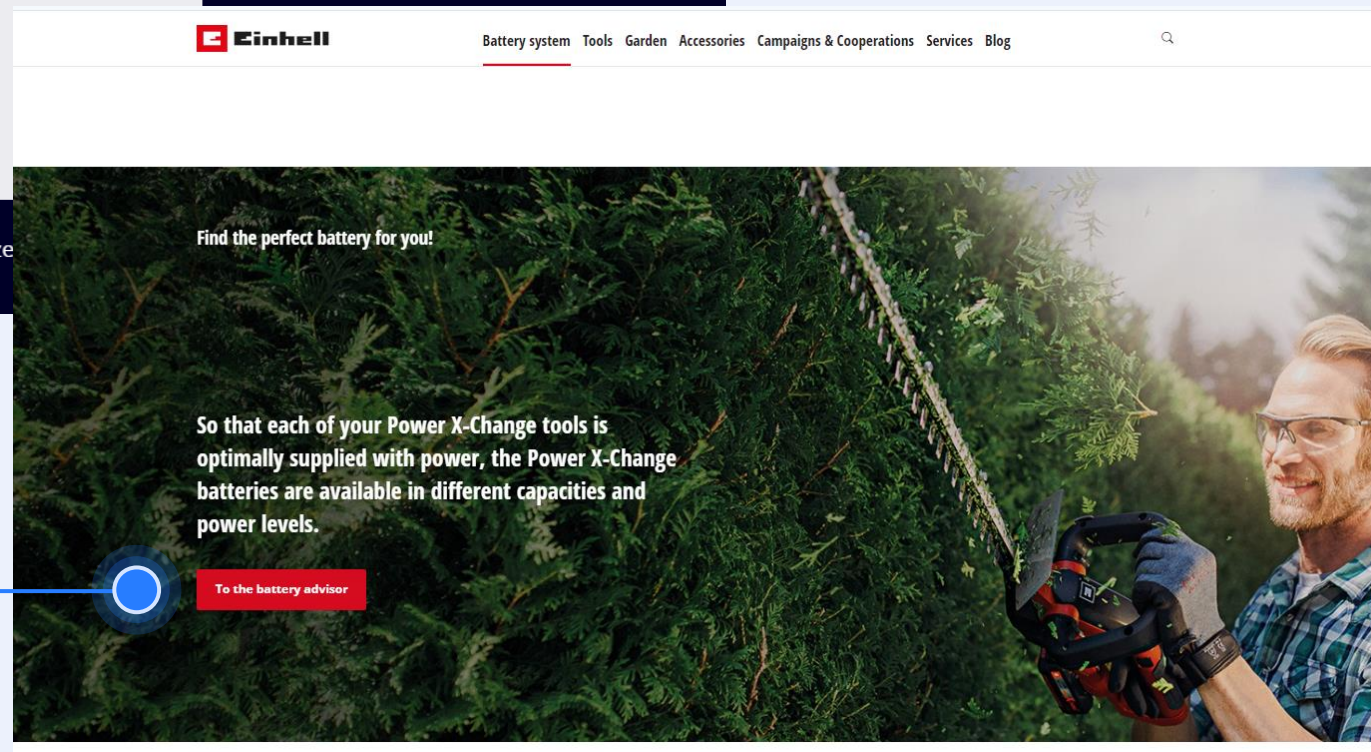
Category pages are predominantly visited by users with a specific purchase intent.

Integrating an entry point here can mitigate dropouts resulting from choice overload, as these product lists often present overwhelming options.

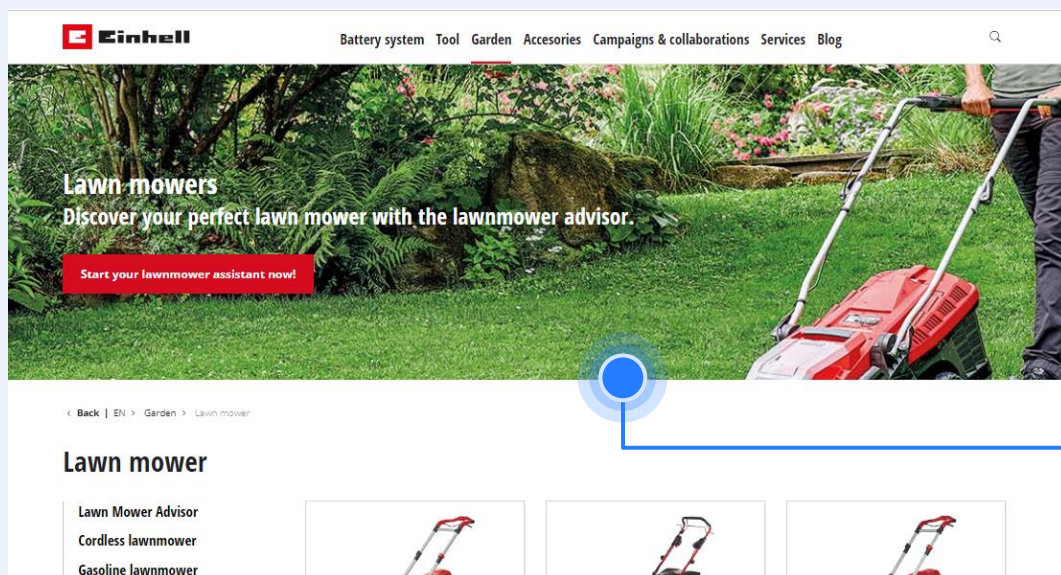
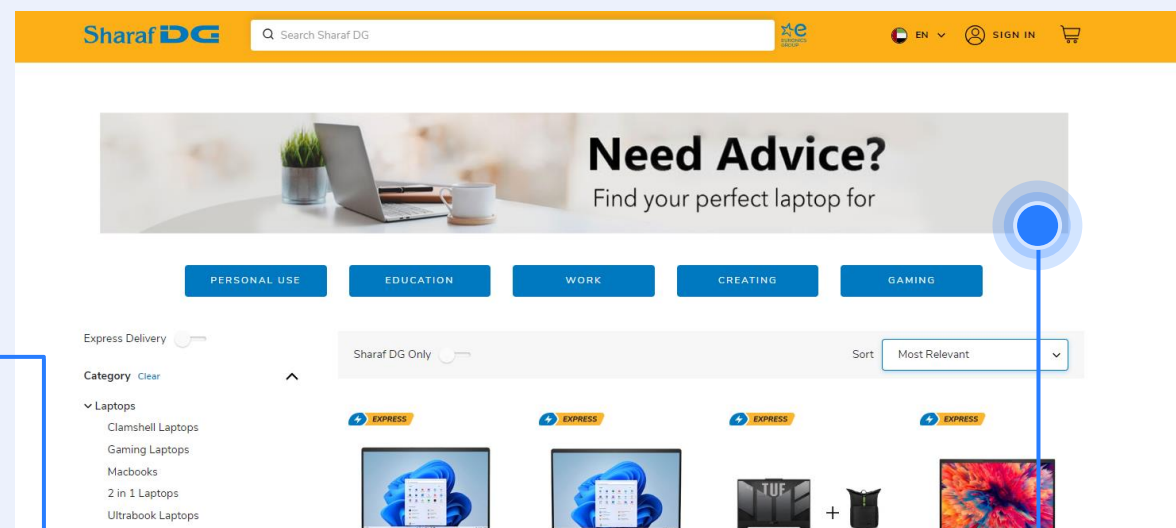
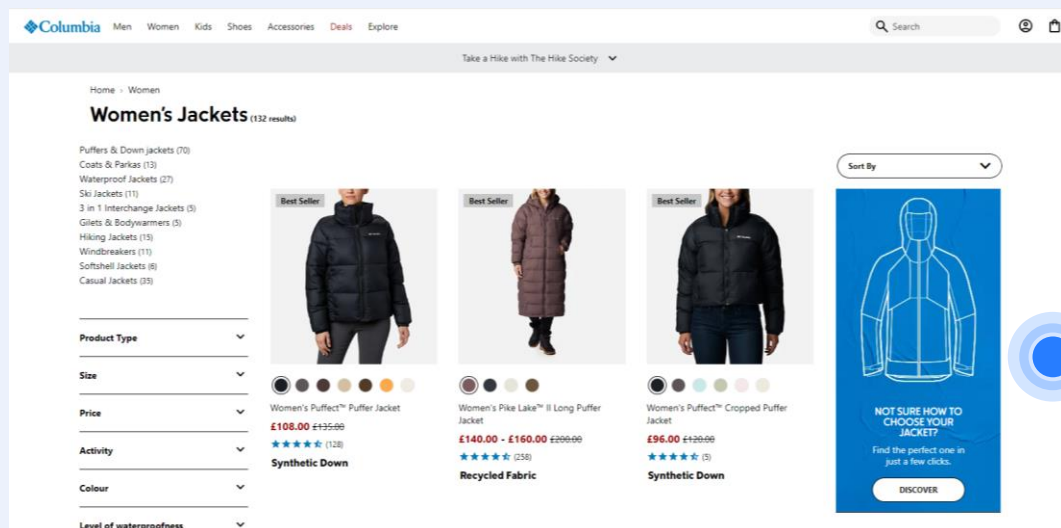




Entry points on
Category pages



Integration Strategies



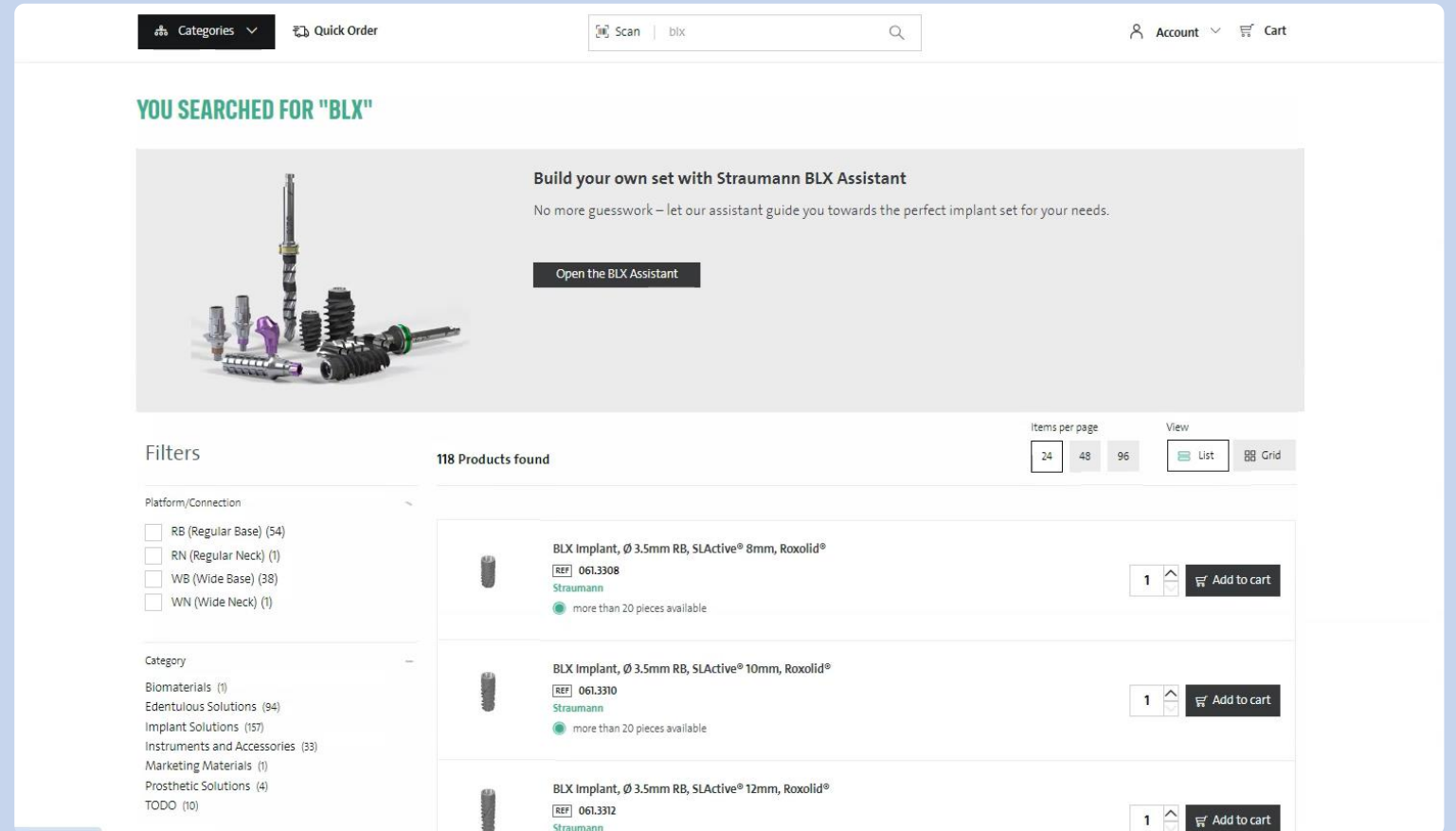
Making discovery experiences available where consumers might experience choice overload

4. Search integration

Around 80% of all online store visitors use the onsite search to find products or information


What has proven successful is integrating an entry point within the **automatic search suggestions** or **post-search navigation**.


By analyzing the search context, the appropriate assistant is automatically displayed, enhancing user experience and engagement.



Historique de commandes Suivi des commandes Commande rapide Contact Connexion

Dräger

Rechercher... 

 0

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Entry point banner on search result page

The Most Effective Entry Points

Entry Points Checklist

The better the integration, the greater the success and sales potential of your discovery experiences.

Key Entry Points



Home Page



Navigation Menu



Category Page



Search Bar

Additional Entry Points to Consider



Side Bars/Pop-Ups



Product Detail Page



Help & Support Hub



Emails & SMS





Newsletters




Social Media

Entry points on Hub pages

Products Store Customer Service Register







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02

Entry Point Banners

Best Practice

Do's and Don'ts



DO: Be transparent and clear about what to expect when a user clicks

- ✓ "Find Your Perfect Stove"
- ✓ "Stove Assistant"



DO: Use questions to address your customers directly, like a conversation

- ✓ "Which stove is perfect for you?"



A good call to action should be concise, clear, and action-oriented

- ✓ "Start Assistant"
- ✓ "Help Me Choose"
- ✓ "Find Your Perfect Stove"



DON'T use questions that suggest entering your customer support or FAQ section

- ✗ "Need Help"
- ✗ "Want to know more?"
- ✗ "Buying Assistance"



DON'T use an ambiguous and generic call to action button

- ✗ "Learn More"
- ✗ "To the guide"
- ✗ "Buying Assistance"



DON'T use confusing or unclear messaging that doesn't clearly communicate the Assistant's purpose and engage the shopper.

03

Inspiration: Examples We

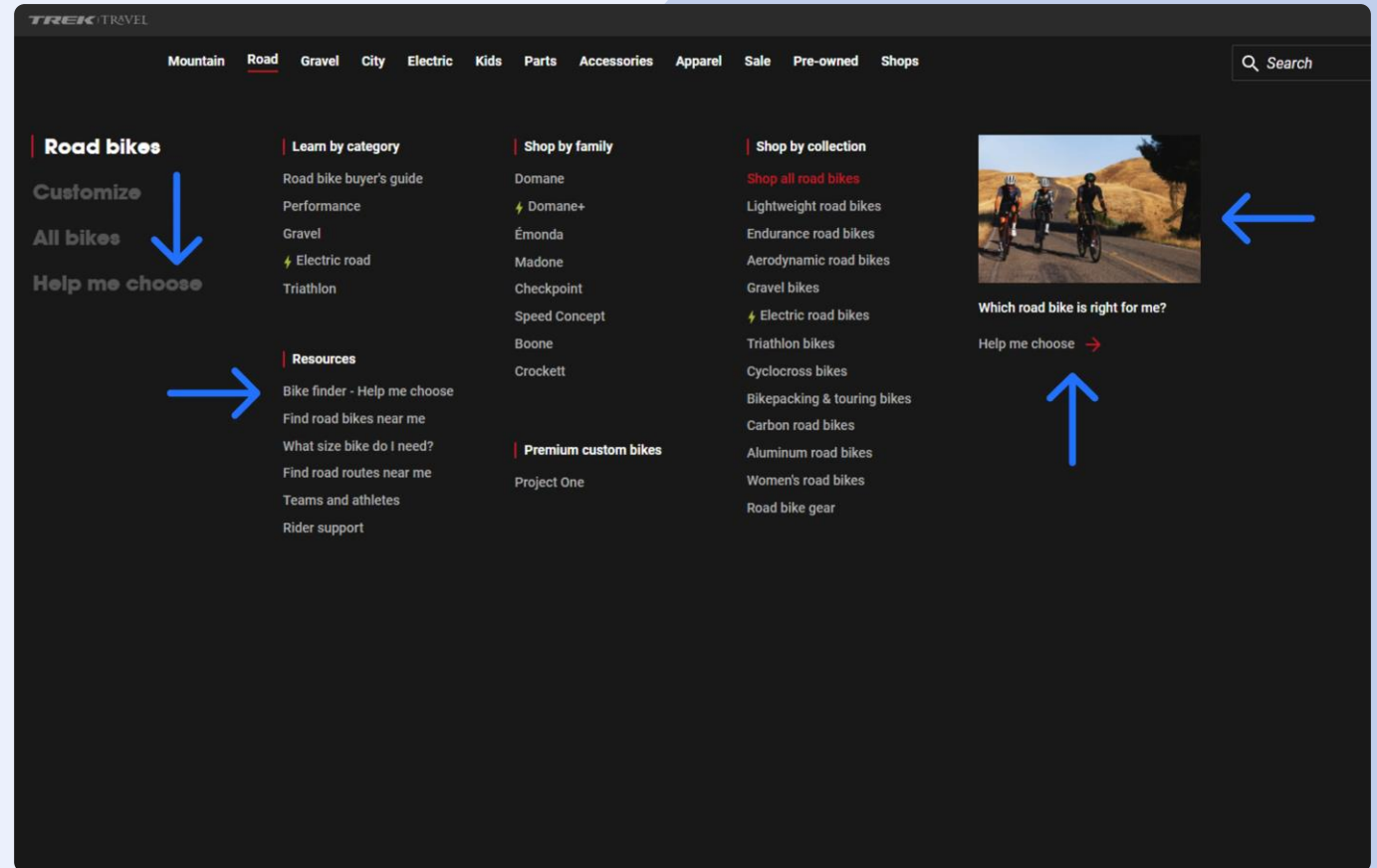
Entry Points Story • Trek

Bike Finder

- Key research and discovery tool used by Trek customers
- 10+ Entry points, across 29 localizations (290+ entry points globally!)

Why we love it

- Clear expectations "Help me choose"
- Concise & consistent call to action



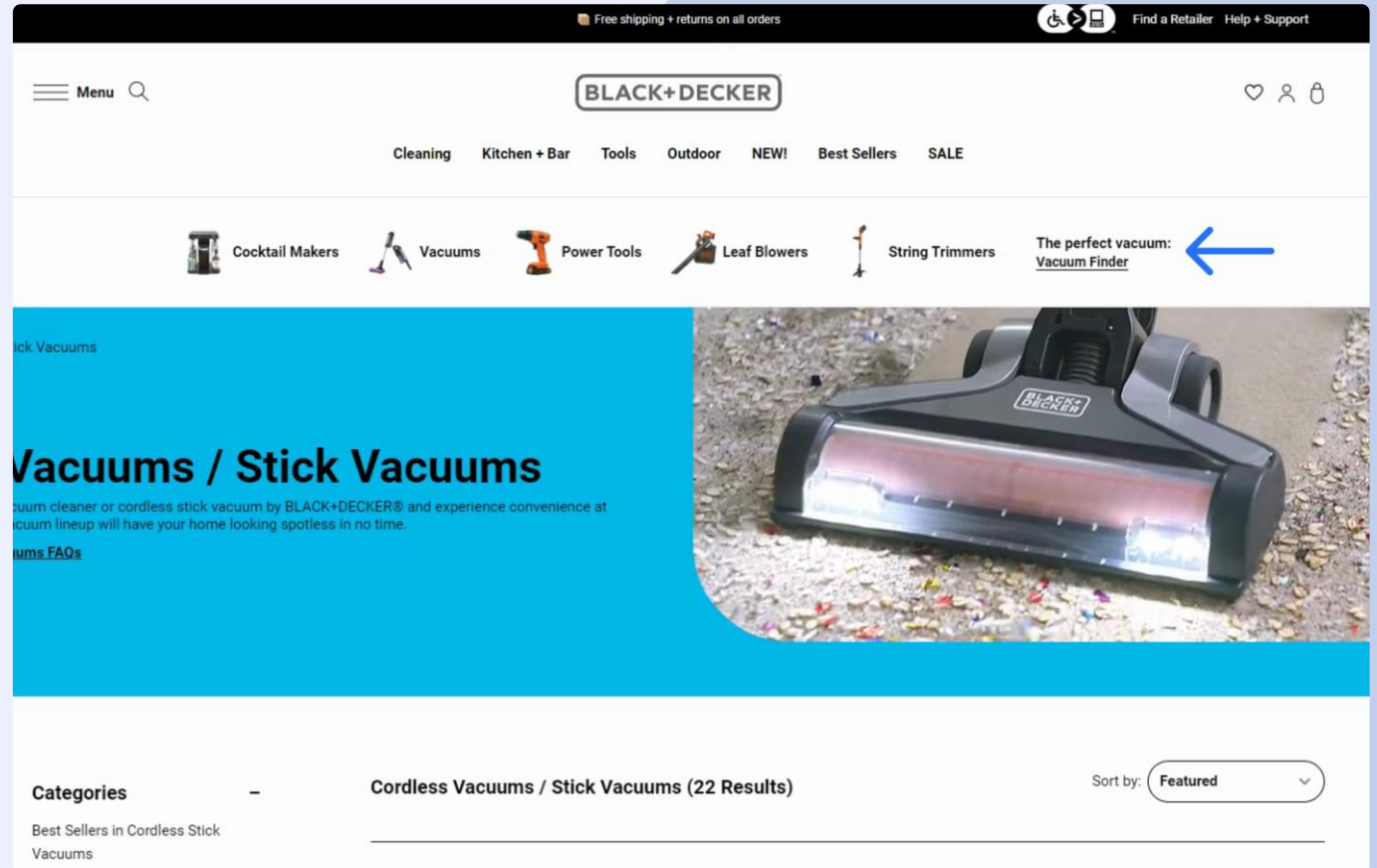
Entry Points Story • Black & Decker

Vacuum Finder

- Easily accessible & consistent
- Entry points located in:
 - Top navigation menu
 - Category pages
 - Search bar
 - Sidebar menu

Why we love it

- Accessibility!



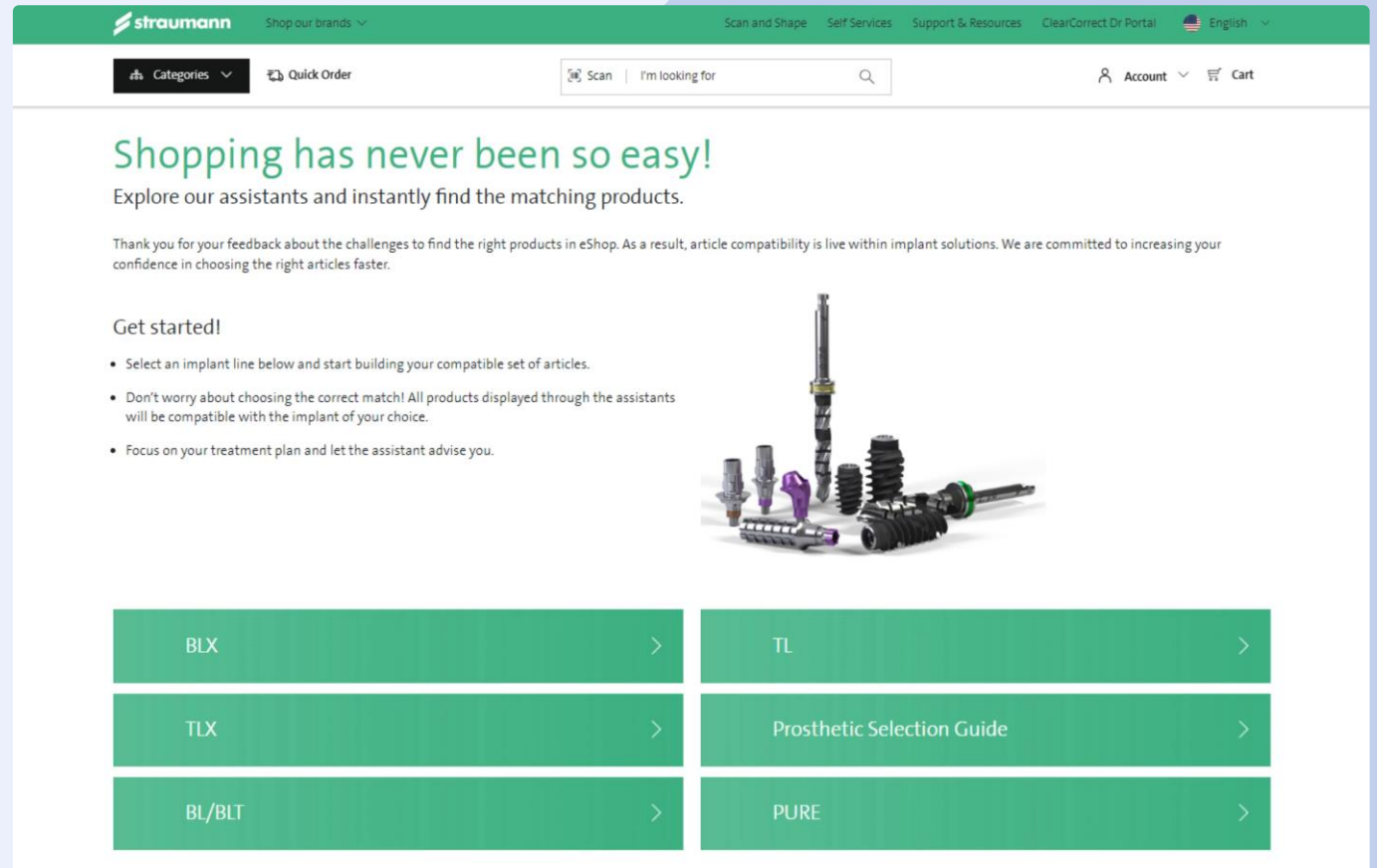
Entry Points Story • Straumann

Implant System Configurator

- Lots of permanent entry points:
 - Navigation menu
 - Product listing pages
 - Search result pages

Why we love it

- Pop-up banner introduced to break a usual buying routine of returning visitors
- Month over month the traffic to the finder increased by 147%!



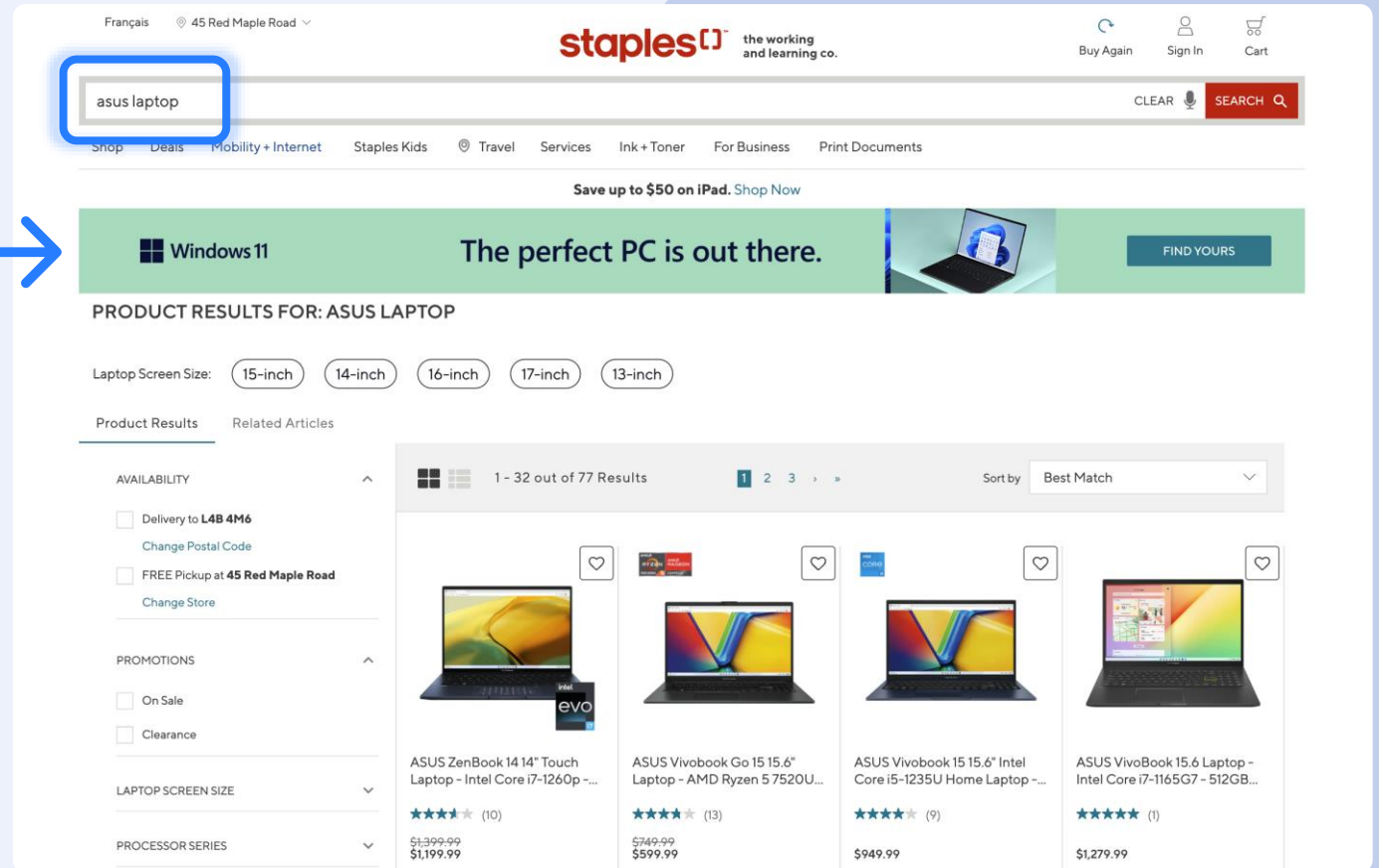
Entry Points Story • Microsoft & Staples

Microsoft Laptop Finder

- Banner on search result pages for laptops
- Addressing customers when they need help the most (choice overload)

Why we love it

- Adding banner to search result pages increased their qualified traffic by 48%!





Tips

1. **Evaluate your customer journey** – Where do people drop off? That's where an entry point can improve your ecommerce performance.
2. **Consider integrating strategic entry points** such as on the homepage, navigation menu, category pages, and search.
3. **Measure the performance** of different integration strategies to identify what works best for your website and audience – We are happy to support you.
4. **Stay Customer-Centric:** Prioritize the needs and preferences of your audience. Design integration strategies that prioritize their convenience, satisfaction, and overall shopping experience.



We are here for you

Do you have any questions or need support to identify the right Zoovu entry points for your business?

Contact us:

external.customer.success@zoovu.com