Reactful Solutions

Our AI platform predicts visitor intent and triggers custom animations and messages to better engage, guide and convert visitors.

**Triggers:**
- Page Entrance
- Interest
- Idle
- Scroll to
- Form Leave

**Reactions:**
- Button shake
- Spotlight section
- Sidebar text
- Lightbox text
- Bottom and top bar text
- Notification text

**Industry**
Telecommunications

**The Challenge**
Sales team needs more leads

**Customer Goals**
Reactful to increase leads for:
- Online sales
- Prepaid phone credit

**Results**
50.3% increase in leads with Reactful

**How Does It Work?**

CREATE A NEW GOAL
TRIGGER A REACTION
MEASURE & ANALYZE
To prompt users to complete a sale, a Left Notification reaction was used when users entered the website.

When users were on the wrong pages, a Bottom Bar Reaction triggered to help guide them to make a purchase.

When users stopped showing activity on the website, a Left Notification reaction re-engaged with them and guided them to desired action.

Sample Reactions

- 200.2% increase in purchases
- 136.1% increase in online sales
- 7.36% increase in form submits
Using Reactful allows us to react to users’ behavior, guide them through the site and encourage them to take action (submit a form to watch a demo, take a product tour and more).

Movistar is a major Spanish mobile phone operator owned by Telefonica S.A. Movistar’s main challenge is bringing visitors back to their online store to complete a purchase without engaging with their customers in an intrusive way.

Case Study: Movistar

- Damián Cruz
  Digital Sales, E-Commerce, and Online Channel Representative at Movistar

"I find Reactful very useful, it is helping us with our conversions"

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Movistar’s main challenge is bringing visitors back to their online store to complete a purchase without engaging with their customers in an intrusive way.

Site-wide conversion rates increase with Reactful.

- Without Reactful: 3.2%
- With Reactful: 4.8%

96% Statistically Significant