

Industry

Telecommunications

The Challenge

Sales team needs more leads

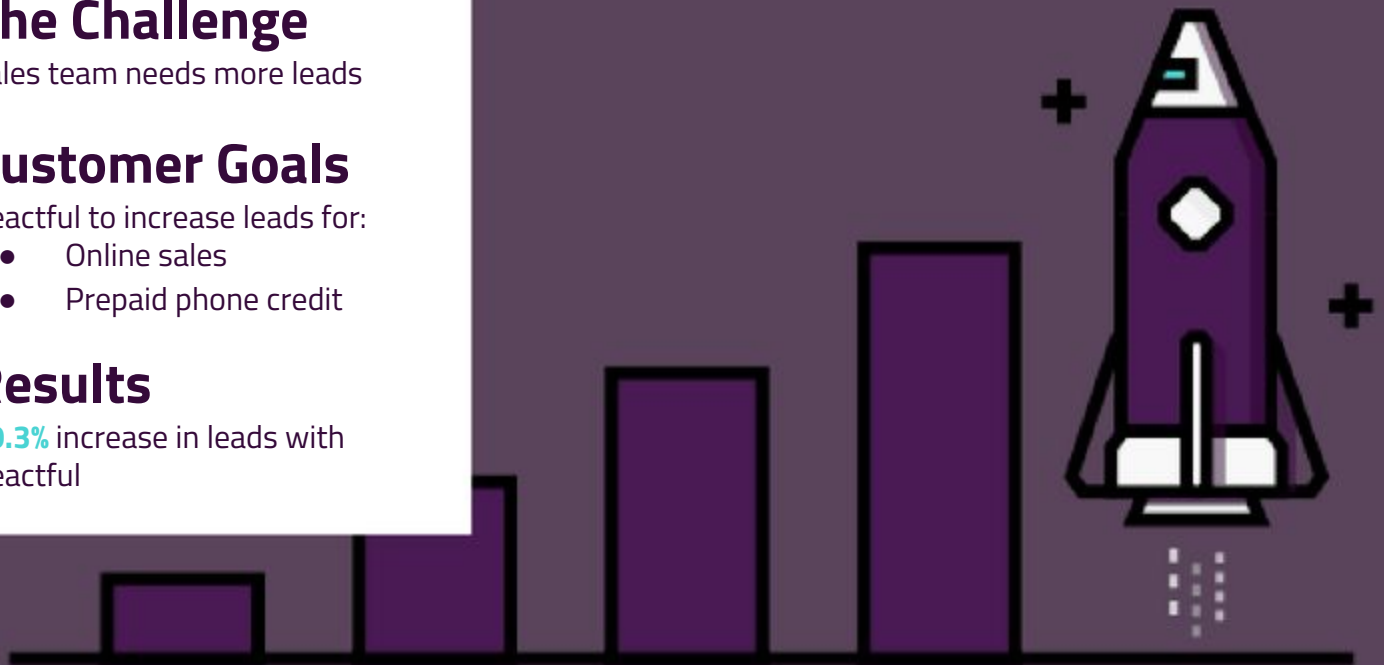
Customer Goals

Reactful to increase leads for:

- Online sales
- Prepaid phone credit

Results

50.3% increase in leads with Reactful



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

SEND THE RIGHT MESSAGE, TO THE RIGHT VISITOR, AT THE RIGHT TIME & PLACE

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.



Page Entrance



Left Notification



136.1% increase in online sales

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



Page Entrance



Bottom Bar



200.2% increase in purchases



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



Idle



Left Notification



7.36% increase in form submits



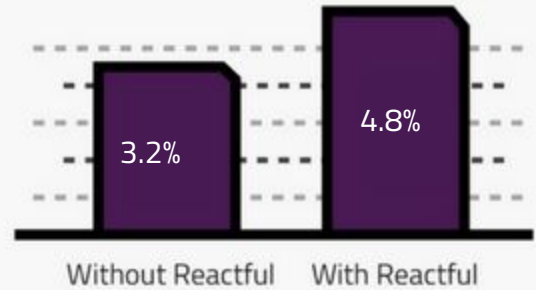


Results



96% Statistically Significant

Site-wide conversion rates increase with Reactful.



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

- Damián Cruz

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



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.

