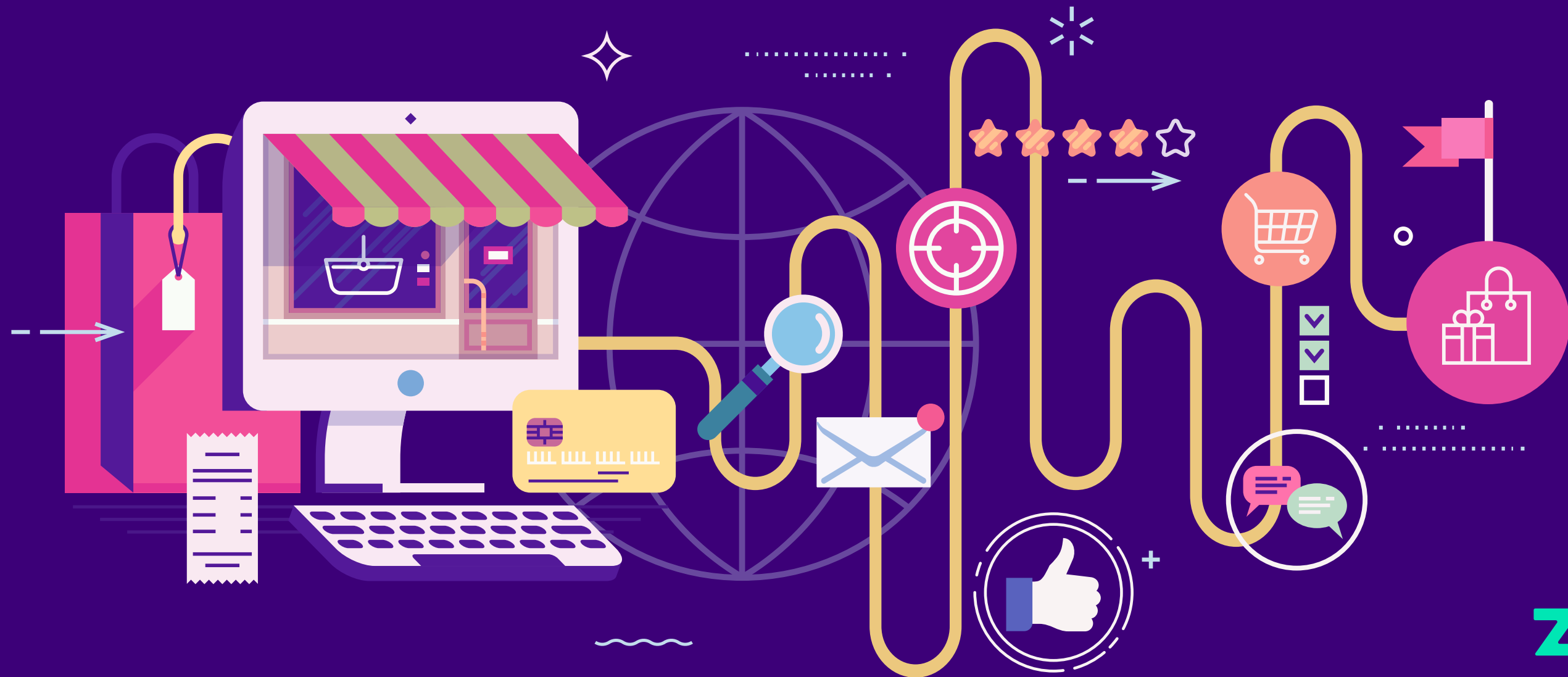


# A two-part guide to digital entry points

## PART 1: DTC & CHANNEL PARTNER SITES

Where to embed digital assistants across your customer journey for maximum ROI



zoovü

# Contents

Making Zoovu part of your customer’s journey	3
DTC & Channel Partner Sites	4
Static banners	4
Interactive teaser banners	5
Home Page	6
Search Bar	7
Navigation Bar	8
Product Category Page	9
Brand Storefronts	10
Mobile	11
Bonus Opportunity: Pop-Up CTAs	12
Bridging the online/offline gap	14
How to write a call-to-action to engage	15
Checklist	16

# Making Zoovu part of your customer's journey

## Maxmizing DTC & Channel Partner Sites

The success of your Digital Assistants depends on where and how they are integrated across channels and you navigate buyers to them. This guide will help your business identify the wide range of entry point opportunities for digital assistants to ensure your investment in AI conversational search moves customers down the path to purchase.

### Benefits of embedding digital assistants across multiple channels & entry points:

#### Your Business:

- Consistent and differentiated search experience wherever your consumers are
- More visits to the assistant  
>increased sales opportunities
- Upsell possibilities
- Fewer customer requests
- Higher user engagement
- And more opportunity to learn about buyer preferences

#### Your Customer:

- Increased consumer confidence and satisfaction
- Suitable products found faster
- Accelerated purchase decision-making
- Enhanced user experience

# DTC & Channel Partner Websites

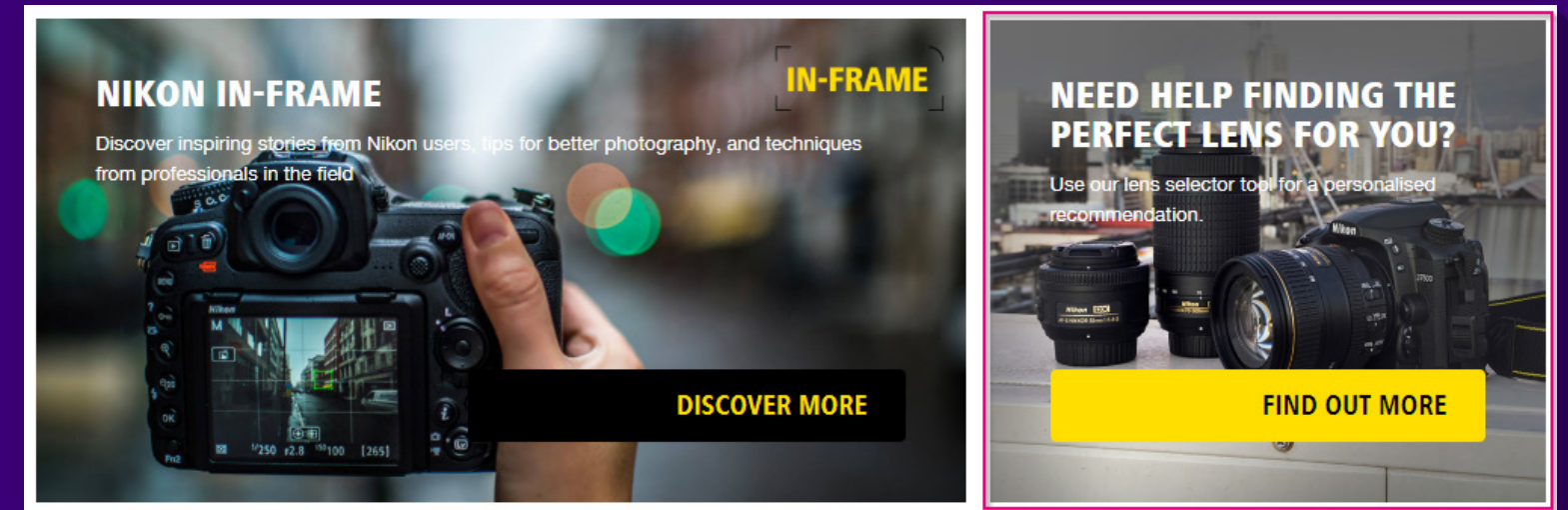
## Static Banners

Drive customers to digital assistants with a static banner that signals expert help is a click away.

Attract attention with an engaging call to action like “interactive finder” “find your perfect match in a just few steps,” or “help me choose.”

A clear call to action is critical to differentiate it from standard ad banners or an information page.

Designing the banner correctly is important if you want to avoid a case of banner blindness (a phenomenon in web usability where website’s visitors consciously or subconsciously ignore banner-like information).

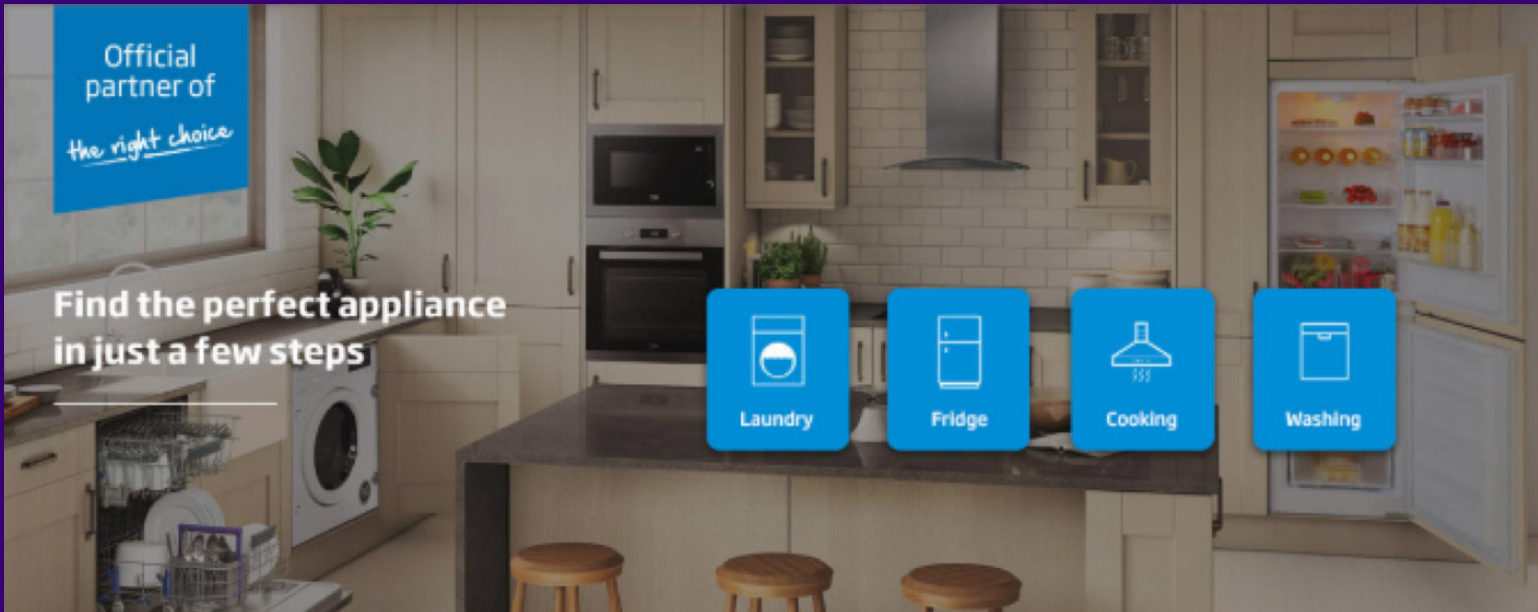


**Pro-tip:** Make sure the entire element is clickable, not only the call-to-action.

# DTC & Channel Partner Websites

## Interactive Teaser Banners

Boost engagement by having the first question on the banner. This lets the customer know they are about to be guide through a search experience.

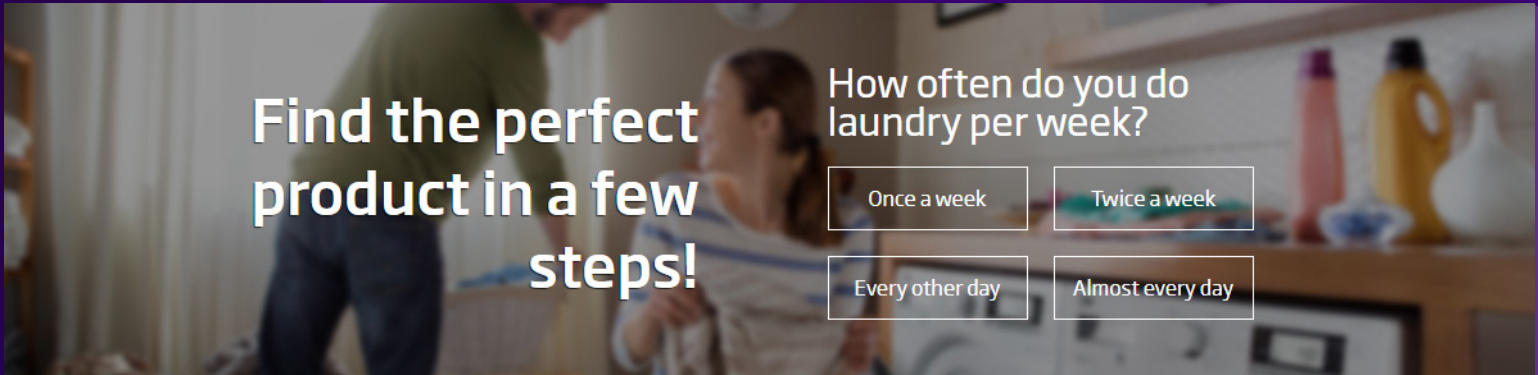


### Did you know?

Interactive banners see **3x more** engagement than static banners.

They also see a **90%** click-out rate vs 25% for static banners.

**Pro-tip:** The assistant should launch with the first answer preselected when the ad is clicked on.

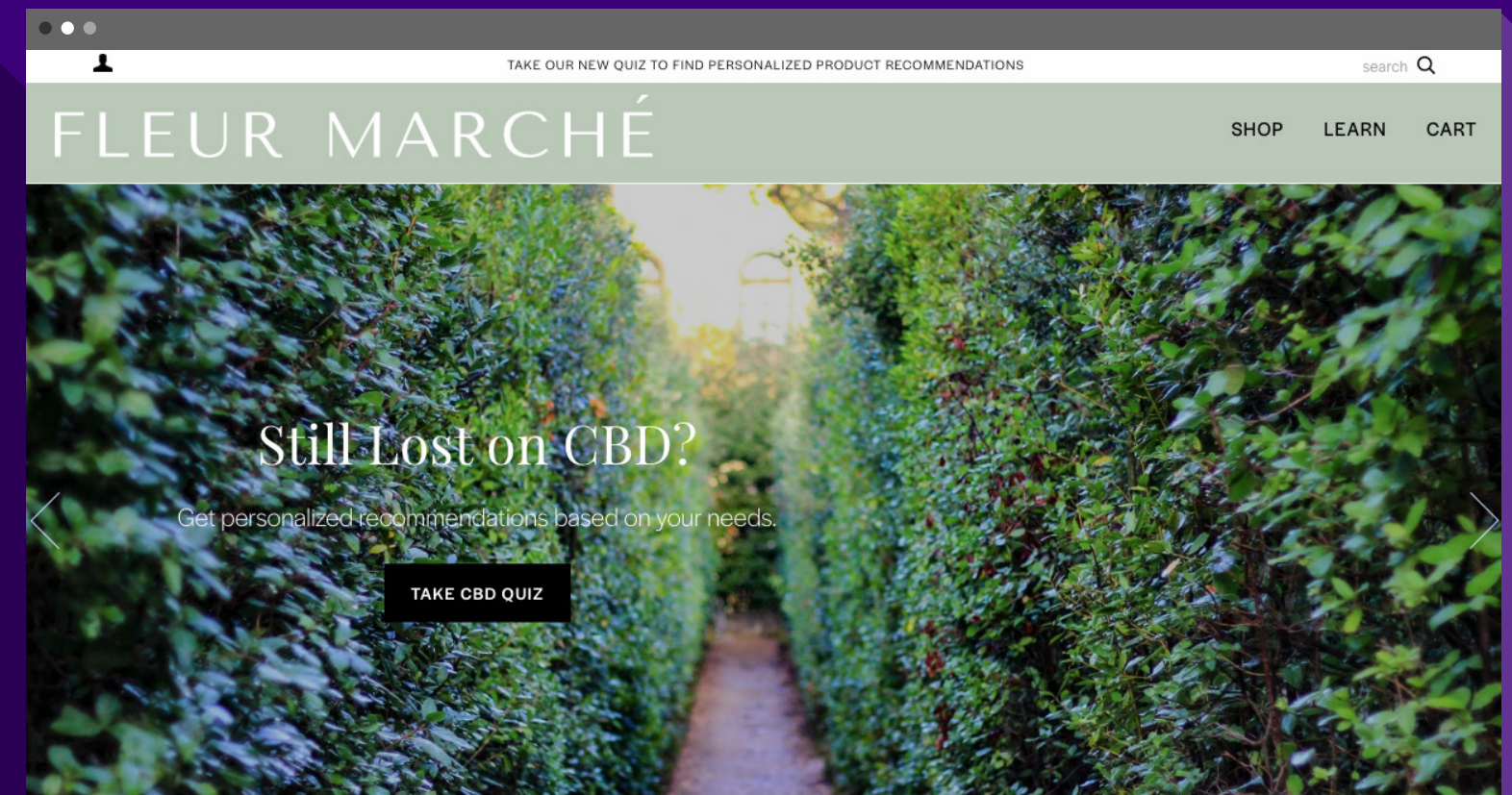
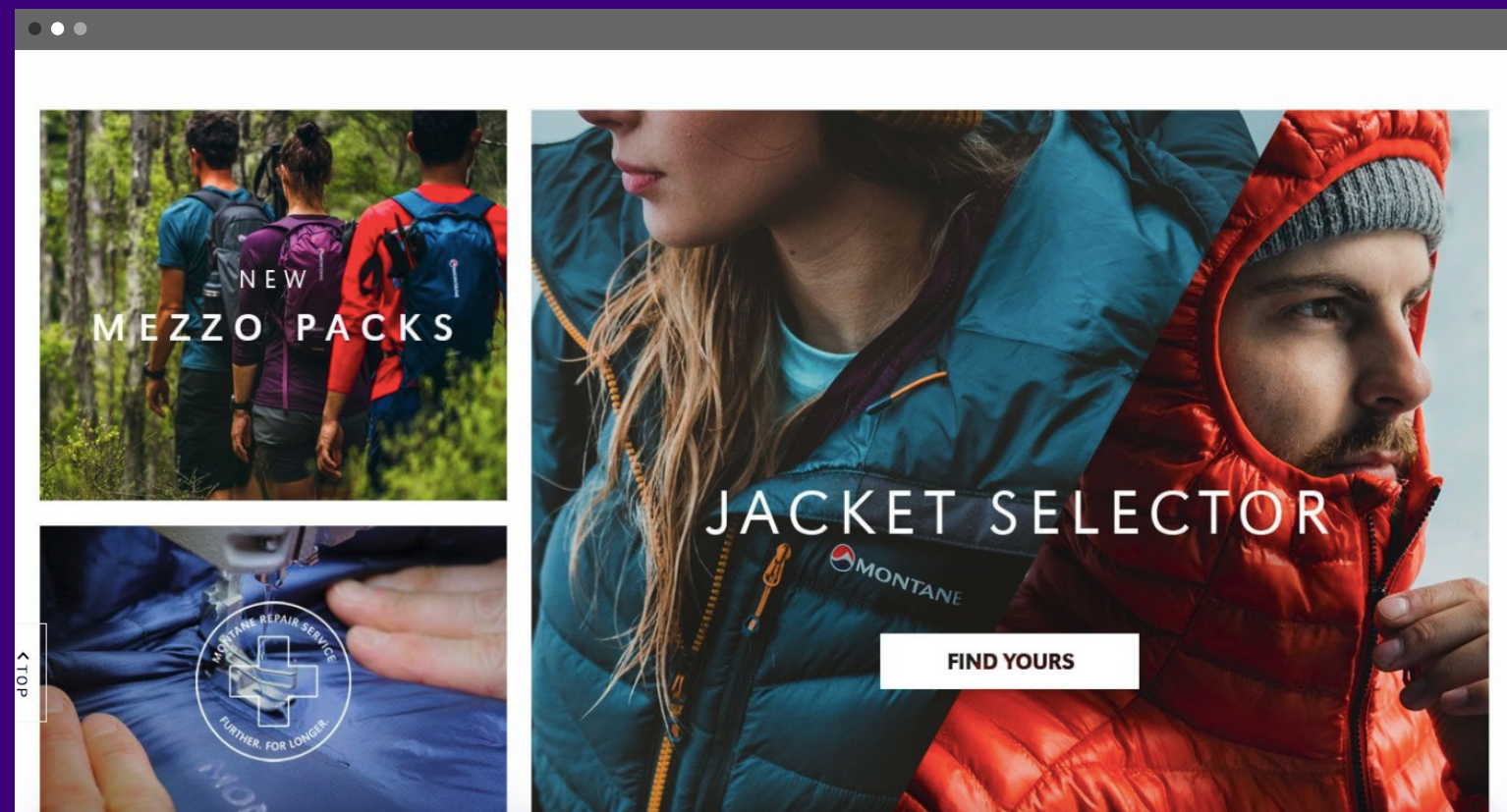




# DTC Entry Points

## Homepage

Use engaging imagery and a strong CTA to drive users from the home page by seamlessly integrating digital assistants on your site.



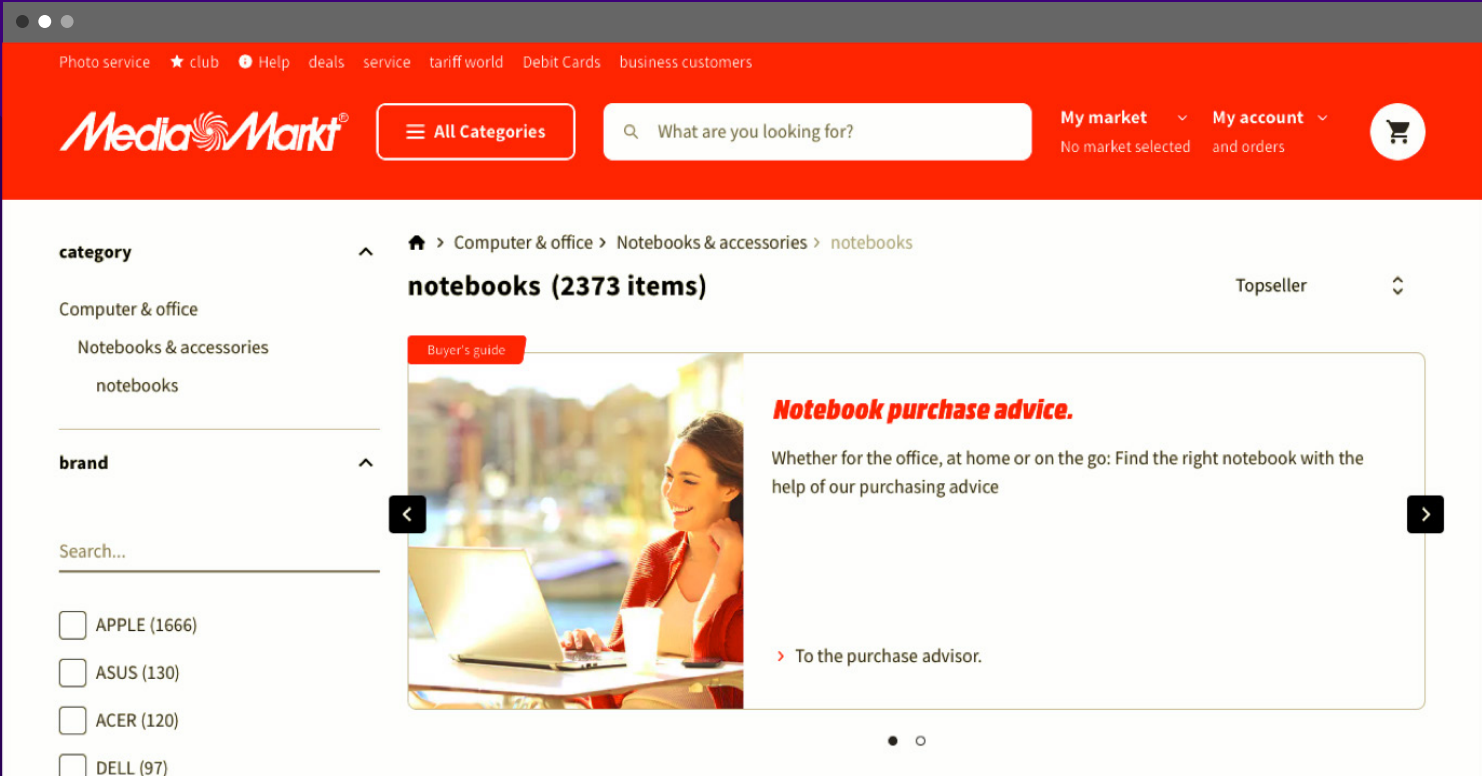
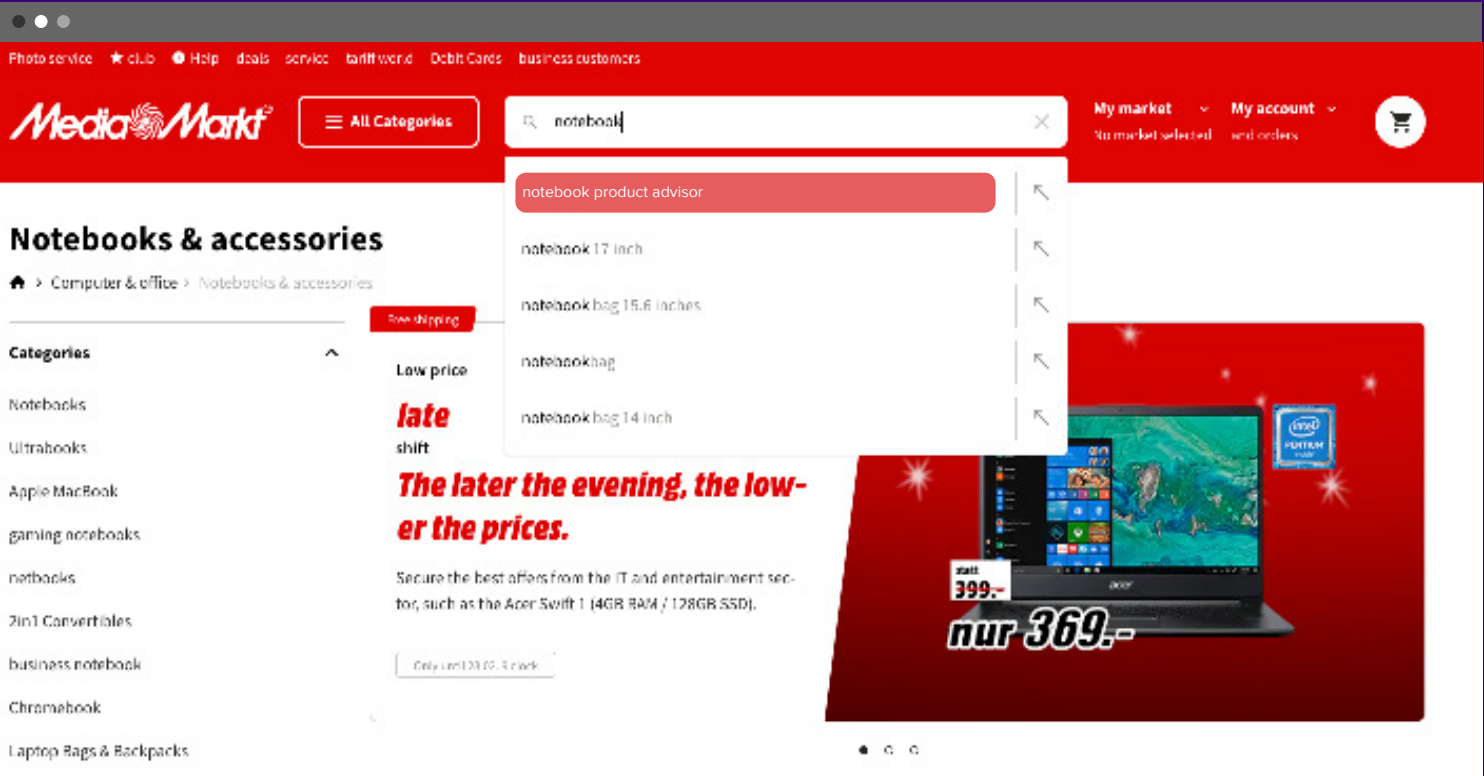
**Pro-tip:** keep digital assistants top of mind top with a static top of site banner for priority categories.



# DTC & Channel Partner Entry Points

## Search Bar

93% of searches start in the search bar. When a customer enters a keyword into the search bar, a digital assistant for that product should pop-up before product assortments.

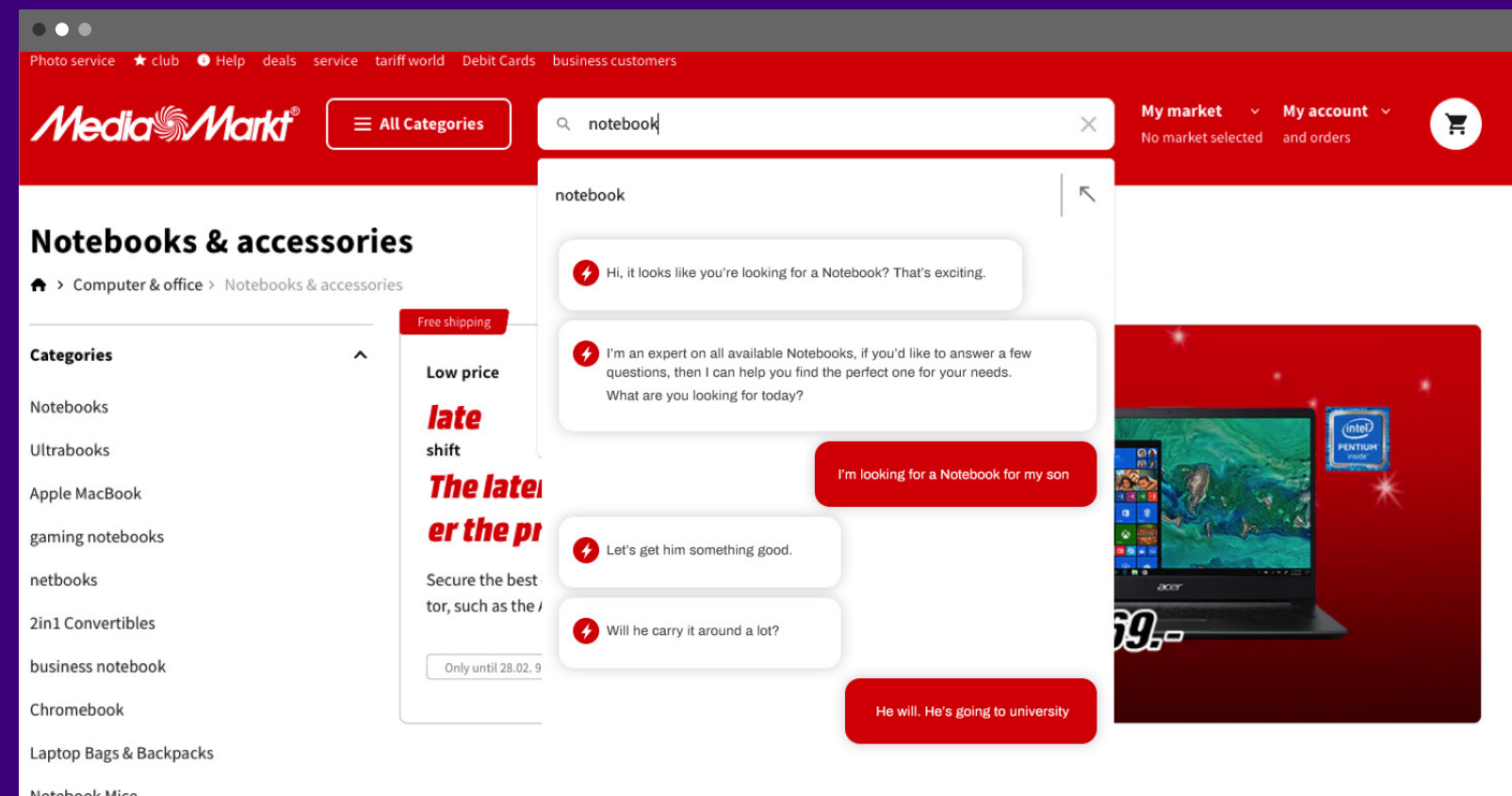


**Pro-tip:** Have the assistant as the first item in the drop-down navigation. Include a static or interactive teaser banner in the drop down.

# DTC & Channel Partner Entry Points

## Interactive Search Bar

Deliver the ultimate search experience. Forget static keywords and get conversational inside your search bar.



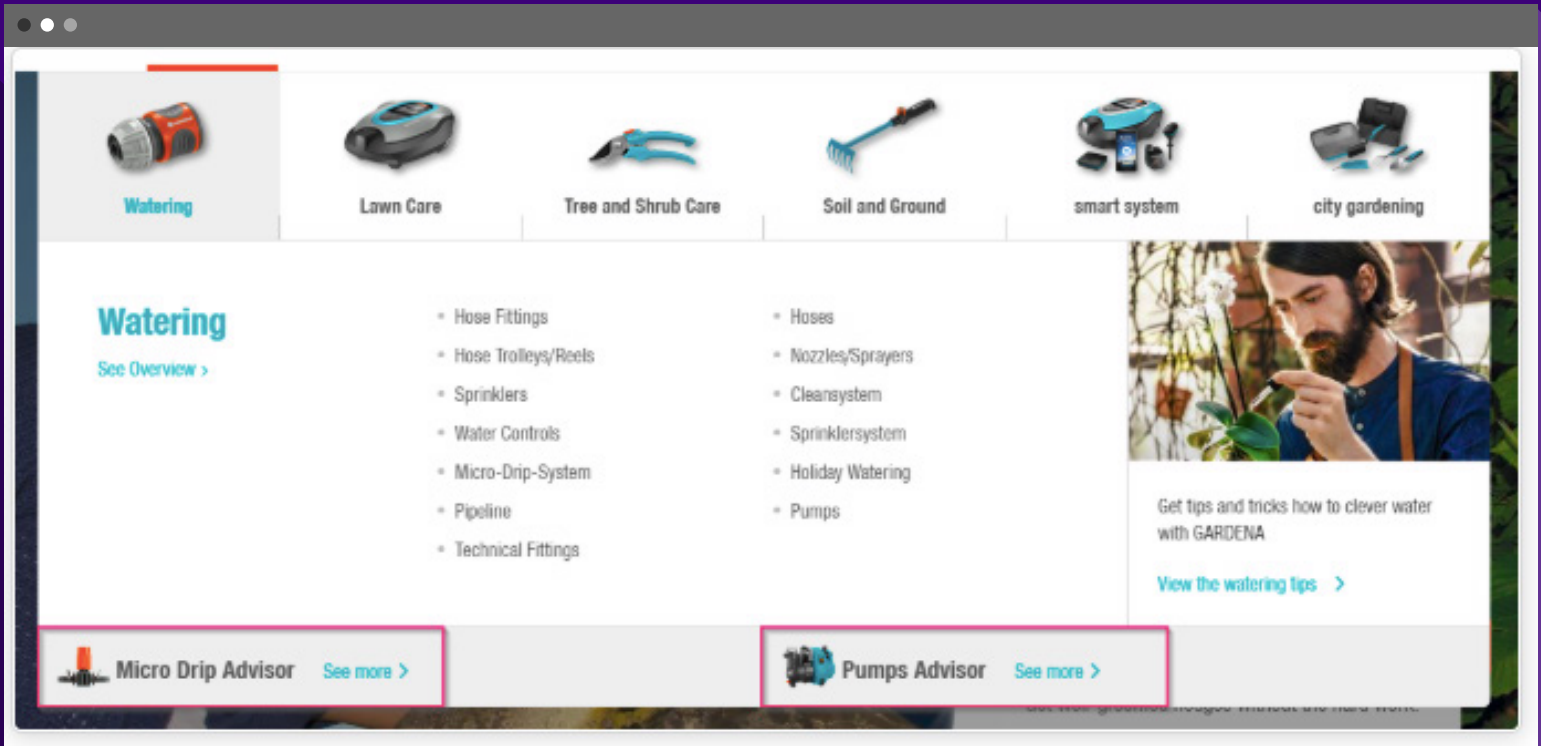
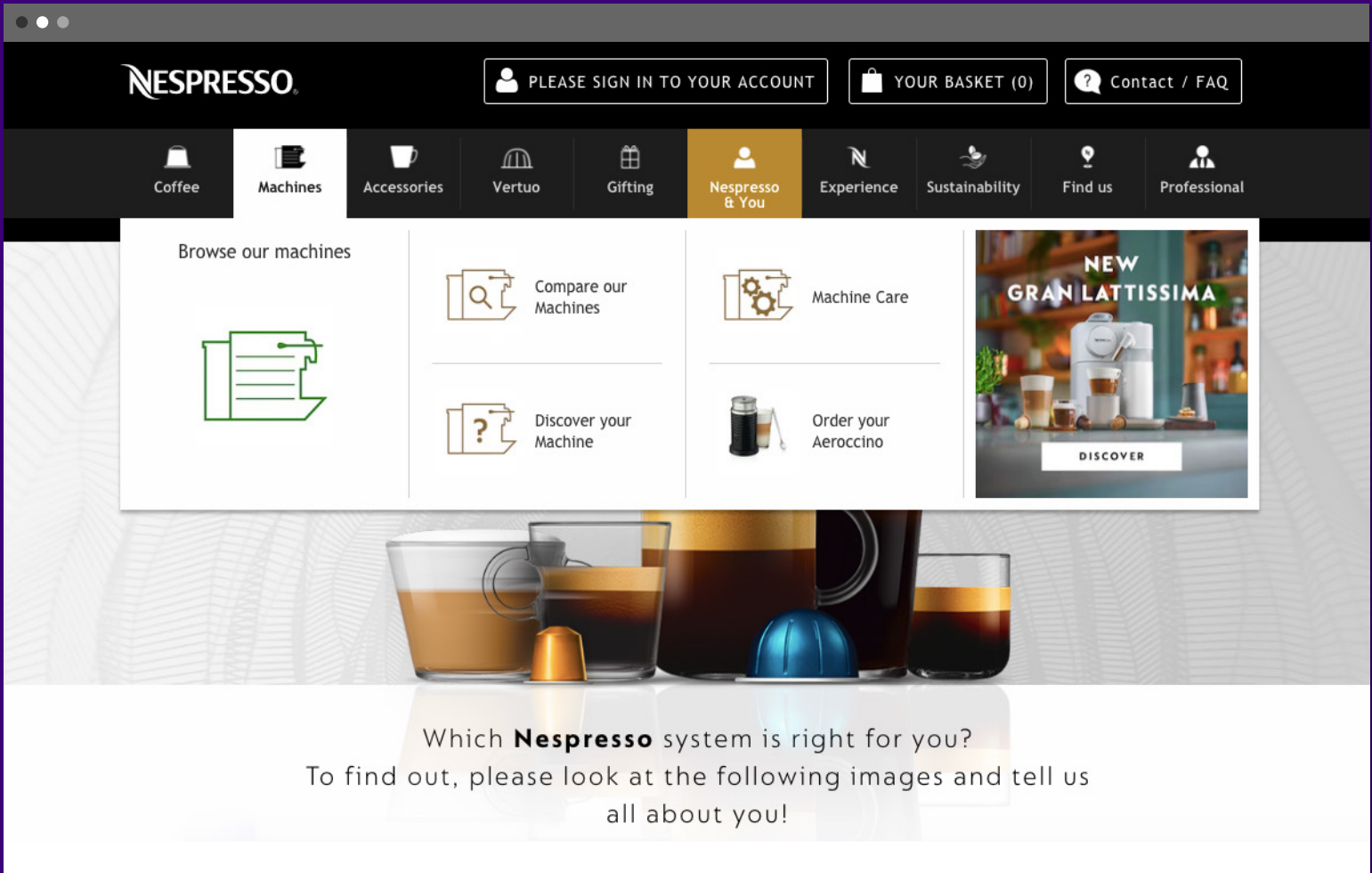
**Pro-tip:** Use the drop down as an opportunity for conversational search instead of having the user open up to another page.



# DTC & Channel Partner Websites

## Navigation bar

Leveraging the navigation bar to drive users when they first land on a website helps increase usage of digital assistants. Placing an entry point here is a great way to let your users know that there is an assistant available when they are browsing your website, making them eager to stay and explore further.

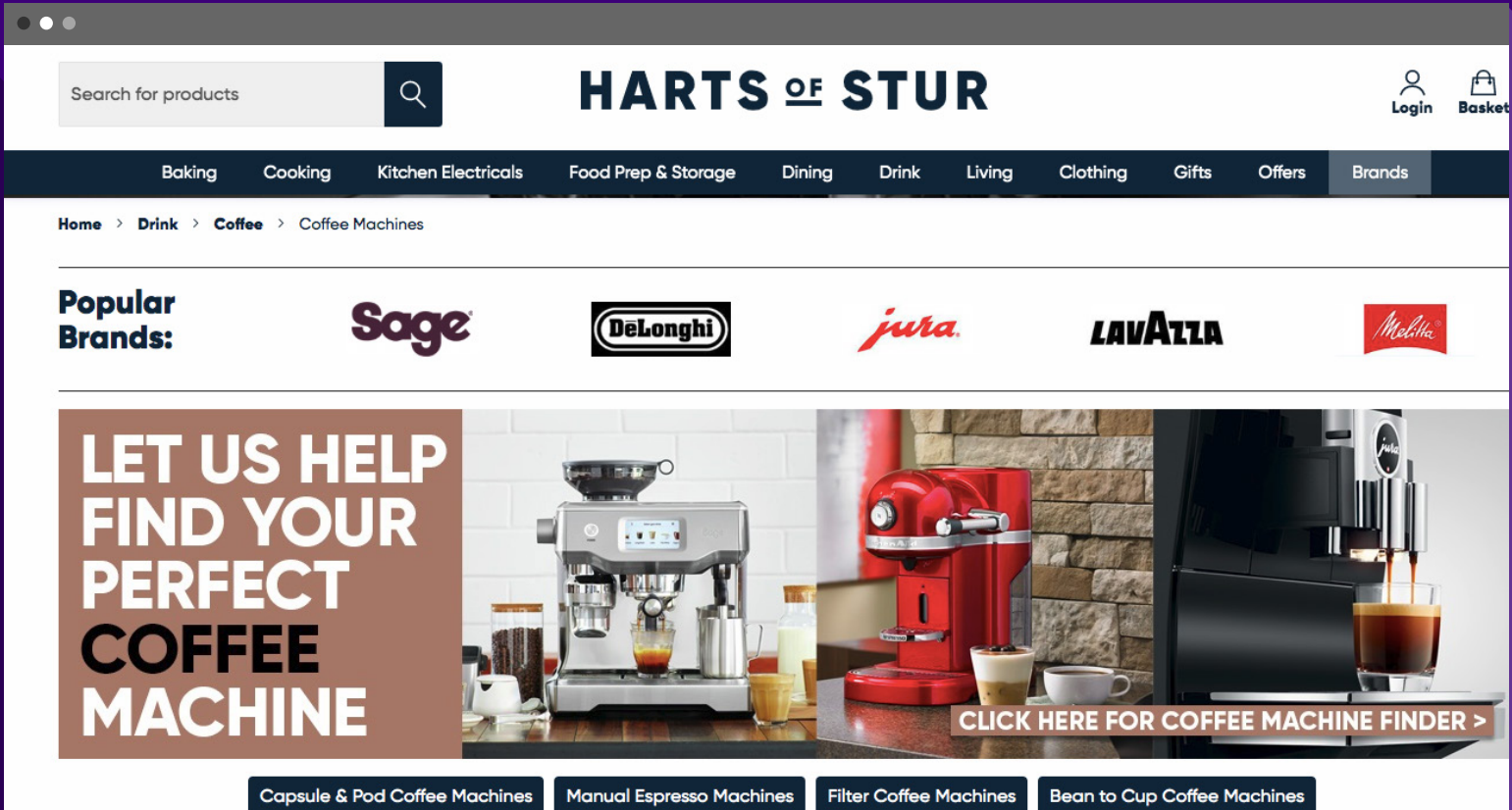
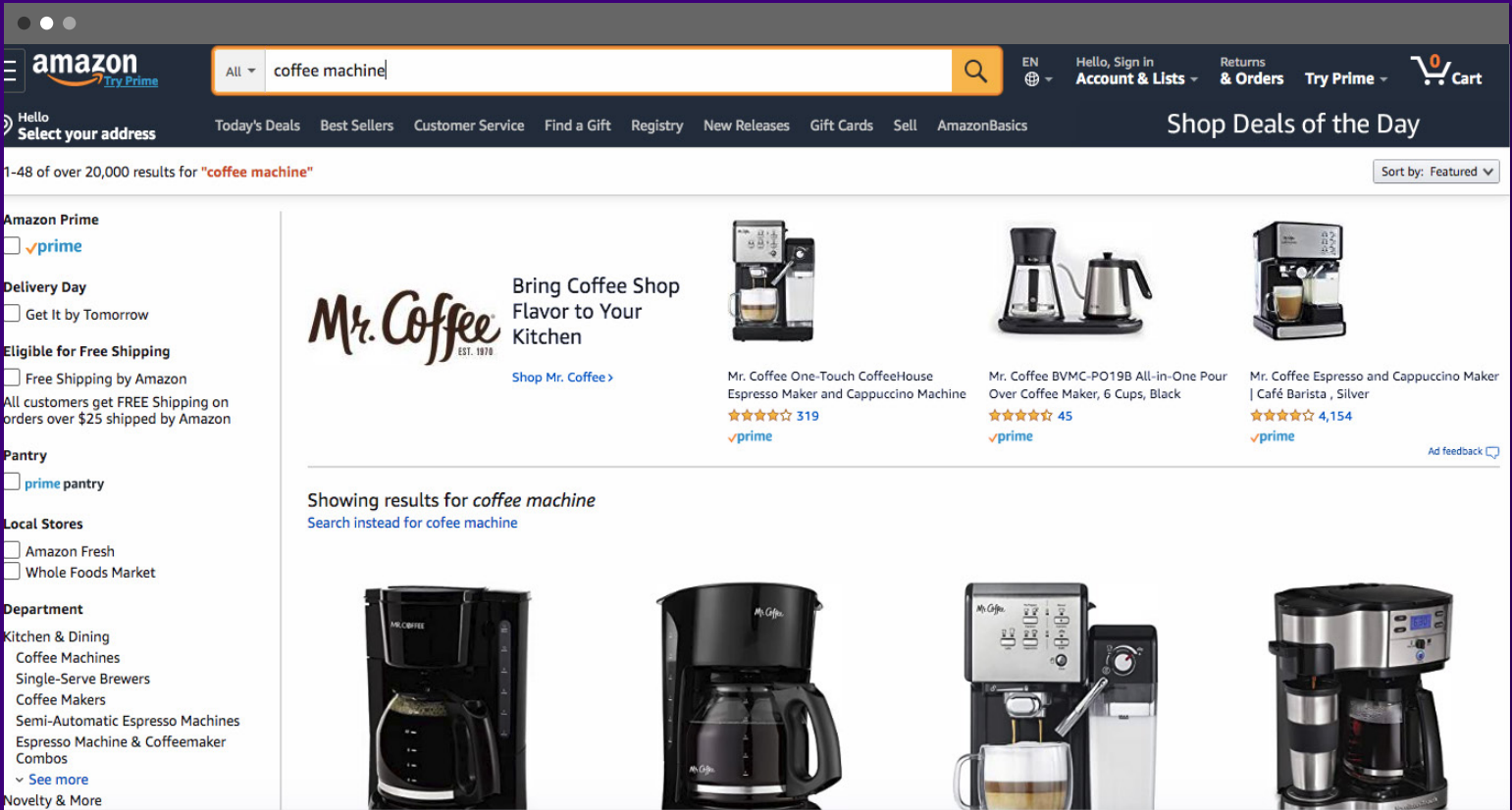


**Pro-tip:** Ensure users will start their journey with a digital assistant by making it clear it is there to help them narrow down their choice. “Help Me Choose” “Product Advisor.” Customers who keep their digital assistant in the navigation bar can see more than 25% of site traffic using it.

# DTC & Channel Partner Websites

## Product Category Page

Embedding an assistant into a category page allows users shopping on retailers' pages to find our tool and easily narrow down their options when searching for the right product.



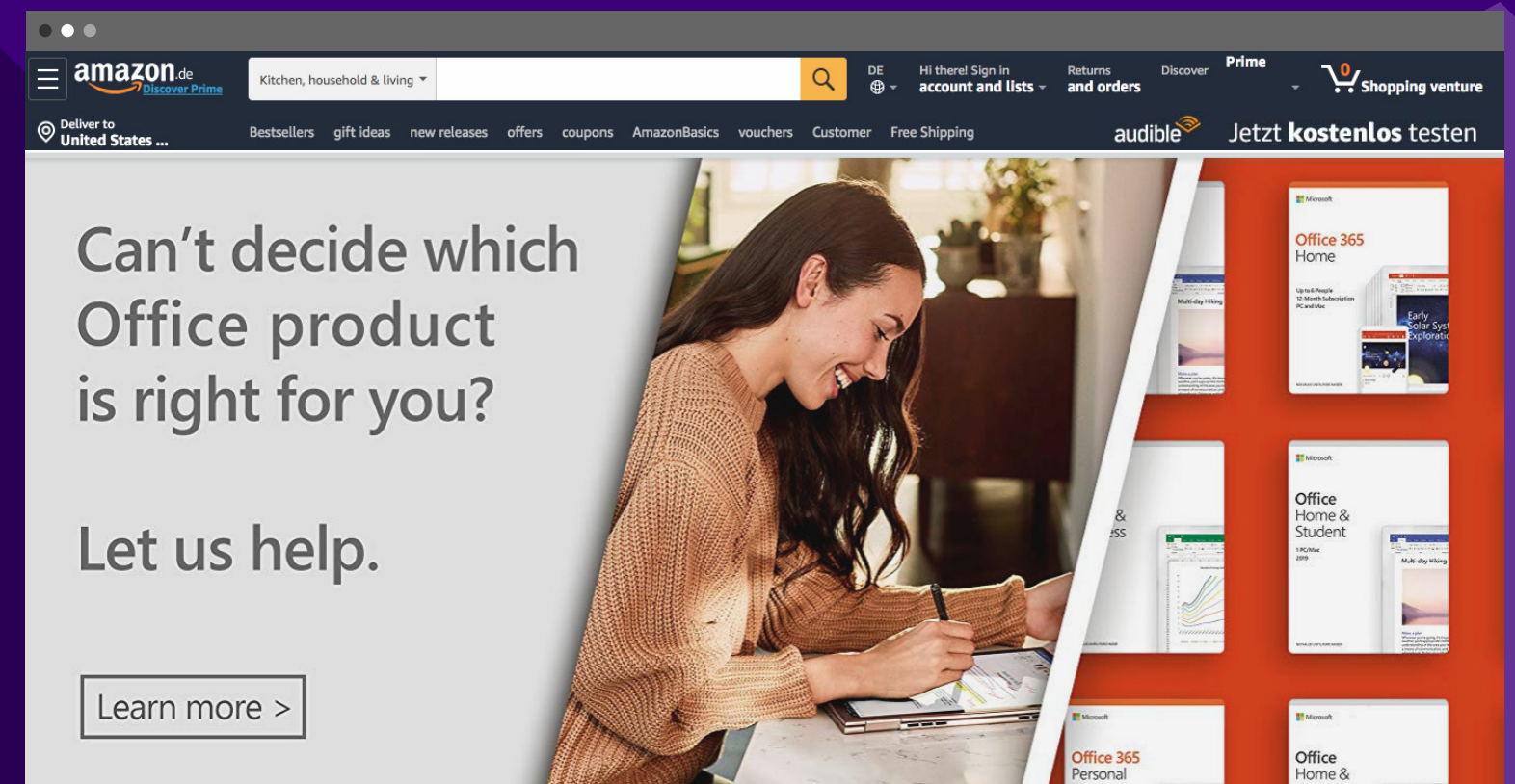
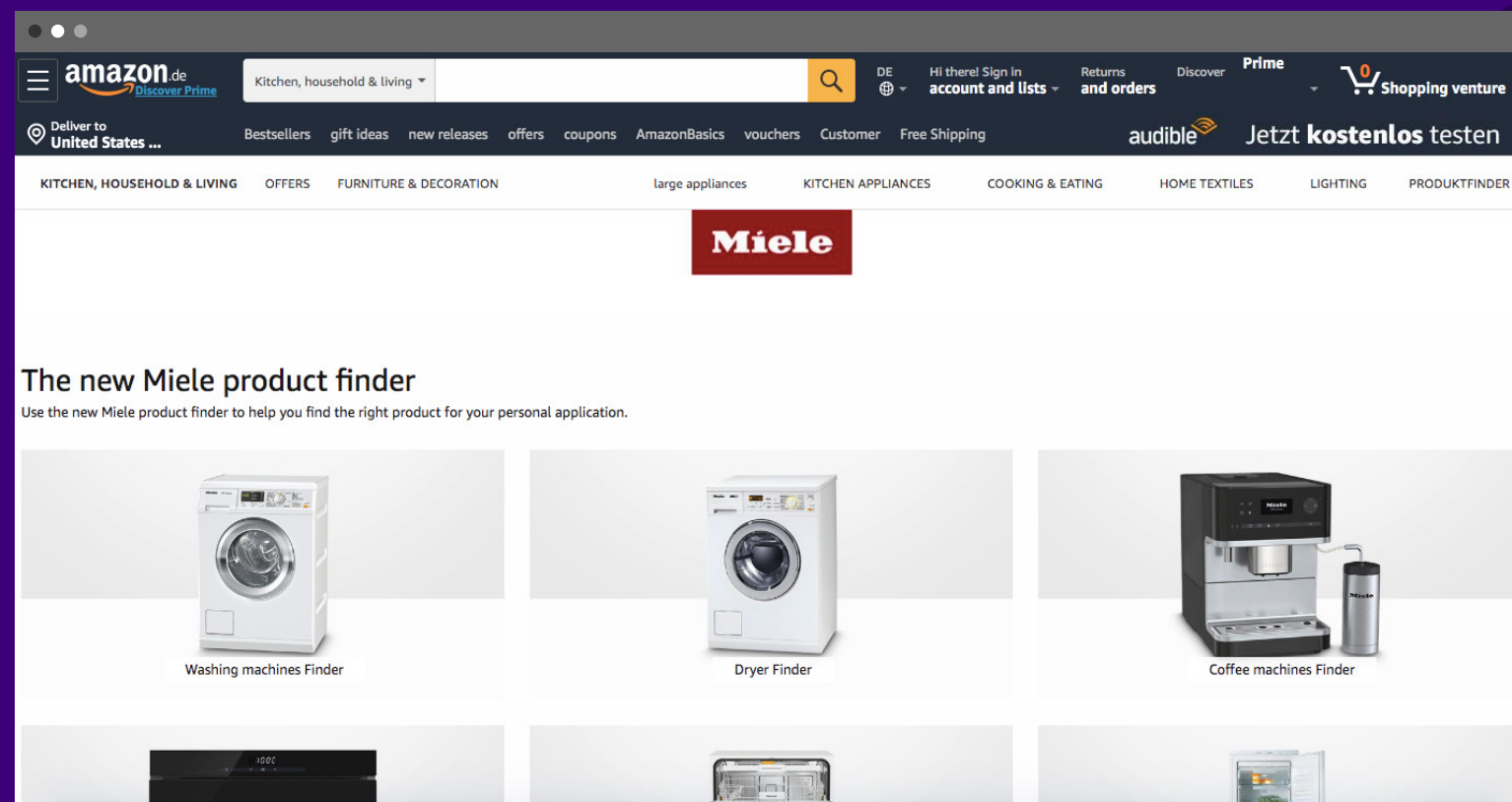
**Pro-tip:** Digital assistants can be embedded in 4 ways on product category pages: a banner on top or bottom of the page, a link or a simple button.



# Channel Partner Websites

## Brand Storefronts

When it comes to retail partners, use your brand's storefront to drive consumers to immediately see the value of your search experience versus competitors who leave them guessing and comparing.



**Pro-tip:** Using empathetic language like “Can’t decide?” and “Let us help” is a nice nod to the in-store experience of a helpful store associate consumers enjoy.

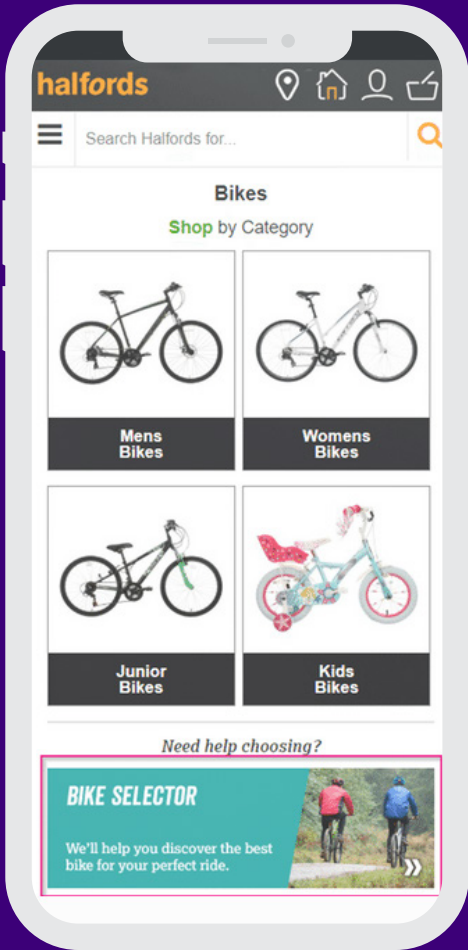


# Channel Partner Websites

## Mobile

With mobile ecommerce purchases to reach 54.5% by 2021, it's important to make sure your digital assistants are easy to access and promoted on mobile sites. Here are 4 examples of how to consider integrating for your responsive site.

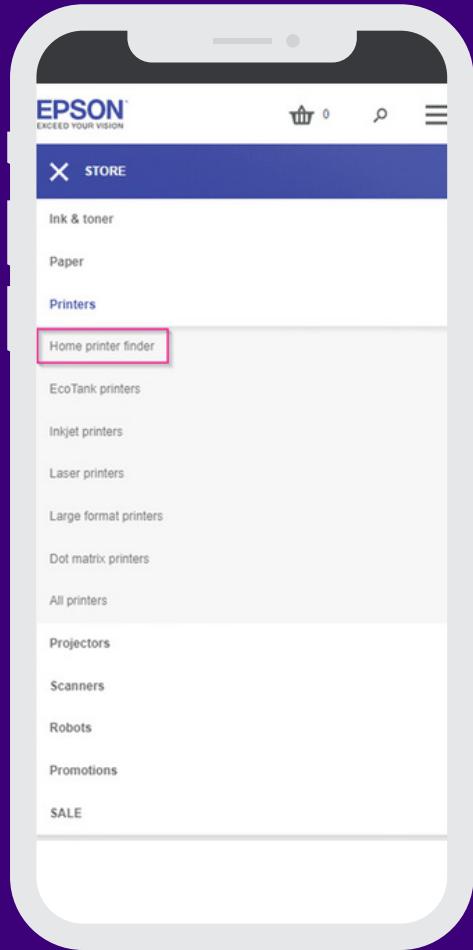
Category  
Page  
Banner



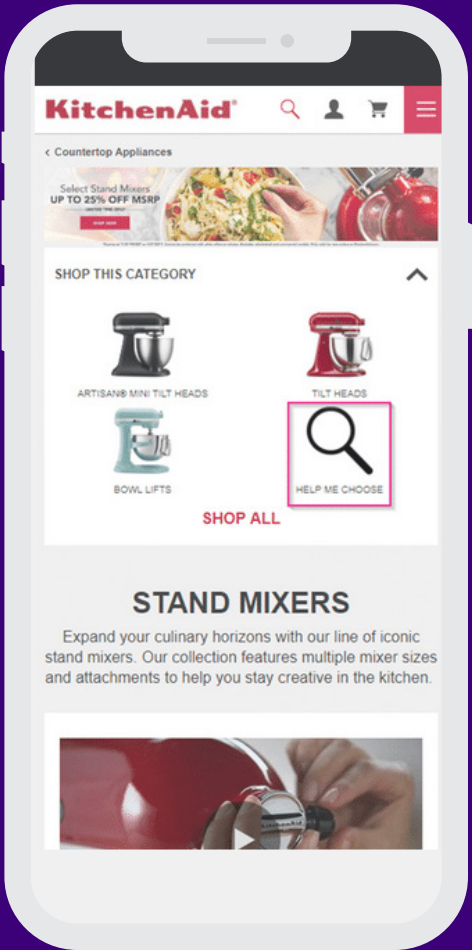
Homepage  
Banner



Entry  
Point in  
Menu

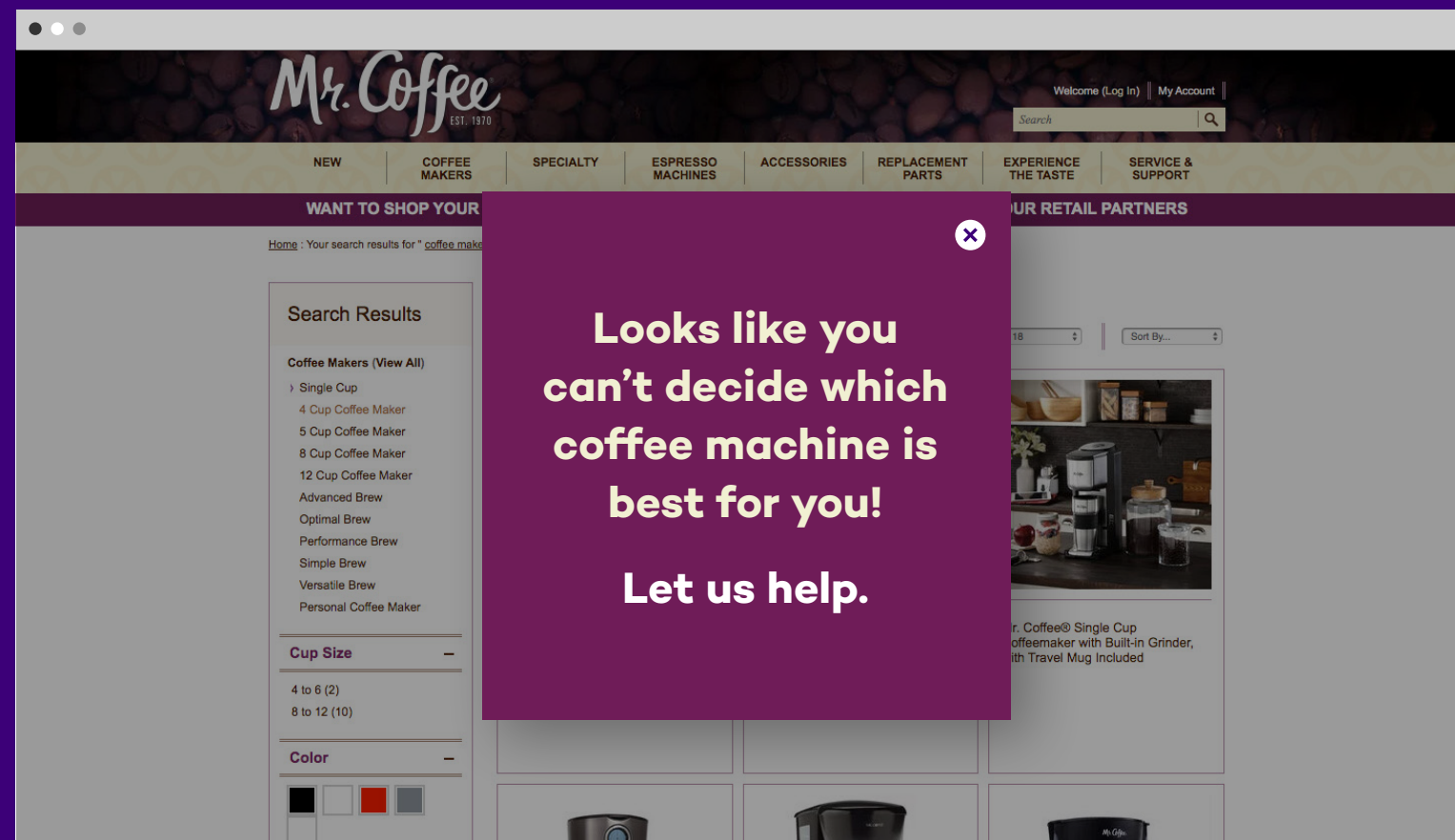


Category  
Page  
Icon



# Bonus Opportunity

## Pop-Up CTAs



**Sometimes consumers, no matter how much you try to encourage them to use a digital assistant to simplify their buyer's journey, go straight to comparing product pages.**

They will go back and forth between a few product pages (#choiceoverload), and all the data speaks to: they need guidance. Setting up a trigger on your site after a certain amount of time and page jumps that enables a digital assistant to pop up and reads “Looks like you’re trying to find a coffee machine! We’re here to help. [insert first question of the assistant].”

# Bridging the online/offline gap

Despite the seemingly apocalyptic state of retail, nearly 60% of consumers shop equally online and offline. It's important to recognize a consumer may use a digital assistant to narrow down options before going into a store to test it out and purchase the product.

## 3 ways to encourage in-store purchase:

1



Include a link to their personalized recommendations that won't revert back to the beginning of the assistant

2



Prompt them to provide their email address "Not ready to buy? We can send you an email with these recommendations"

3



Drive them to the store closest to them (when applicable/privacy compliant) to find the item in person. "This item is available at a store 3 miles from you, bring this link to an associate to help find it"





# How to write a call-to-action that engages

While great entry paths are crucial for the success of your Digital Assistant, creating an engaging call-to-action button is just as important because it's how the user learns you are there to help

Below, you can find some of our tips on how to phrase your CTA and what to avoid.

## DO:

### Be as transparent as possible.

It should instantly tell a user what to expect when clicking it:

- Find your perfect wine
- Laptop Finder

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**Use questions in your CTAs** to intrigue and make the user want to enter your Assistant.

- What's your style?
- Which bike is perfect for you?

### Remember:

Your CTA should be consistent with the rest of the tone of your website. If your style is more easy-going, try to formulate the CTA in a similar way to make it fit in as a part of your website.

## DON'T:

**Be ambiguous** and not help the user know what the destination after clicking will be:

- Learn more
- To the guide

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**Use questions that suggest entering your customer support or FAQ section.**

- Need help?
- Want to know more?

### Remember:

Digital assistants and their CTAs should be immersive within your site -- a natural path to purchase. Mismatching words and tone with the rest of your brand's messaging won't lead to increase conversion and greater consumer confidence.

# Checklist

- ☐ Static Banner
- ☐ Interactive Banner
- ☐ Navigation Bar
- ☐ Product Category Page
- ☐ Brand Storefronts
- ☐ Pop Ups

## Why Zoovu

Zoovu is the ultimate AI-driven conversational search platform helping customers find the things they're looking for by having a conversation. We turn every search into a conversation that leads to an engaging and tailored shopping experience for the customer, the brand, and the retailer!

More than 2,500 brands and retailers use Zoovu to have conversations that convert including Amazon, Coty, Whirlpool and Canon. Zoovu operates worldwide in 500+ product categories, across all languages.

[www.zoovu.com](http://www.zoovu.com)



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