



12 *Proven Ways to* CONVERT

Abandoning Website Visitors into

SUBSCRIBER\$

Did you know that over 70% of visitors who leave your website will never return?

In most cases, this means that 95% – 98% of your marketing efforts are going to waste, not to mention that you are losing more money in customer acquisition cost than you need to.

As a business owner, the time and money you put into your marketing efforts is extremely valuable.

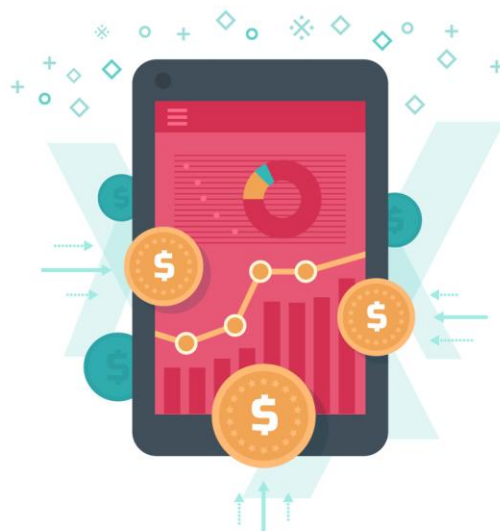
So why let it go to waste?

In this book, we will share 12 proven ways to convert your abandoning website visitors into subscribers and customers.

Using these ground breaking techniques, our users have seen staggering improvements in conversions with insane growths of 150% going upwards of 785%.

Ready to unlock the highest conversion revenue from each of your website visitors?

Let's get started.



Best Lead Capture Opportunities

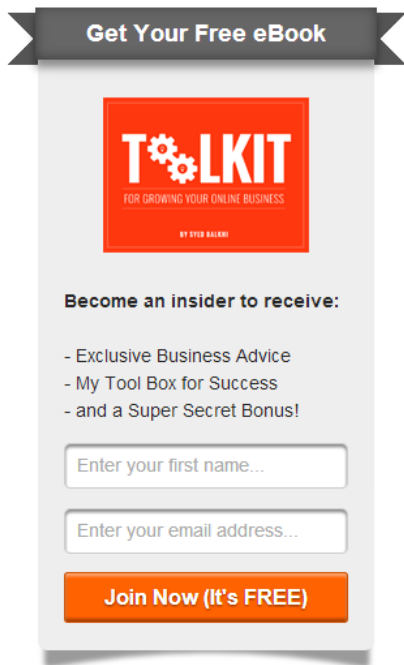
When was the last time you visited a website and specifically looked for a subscribe option?

It doesn't happen too often because we all have busy schedules and an extremely short attention span. That's why as a business owner, it is essential that you provide multiple subscribe opportunities at various touch points of your website.

Just by offering proper subscribe opportunities, you will notice a significant increase in conversions.

Let's take a look at the best places to add your lead capture forms to your website.

1. The Famous Sidebar Forms



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Sidebar forms are by far the most common email list building method mainly because they are built-in to most website templates.

Due to its wide popularity, website visitors are trained to expect a subscription form in the sidebar. This is great for converting the most loyal users who are specifically looking to subscribe to your site. Offering them a way to subscribe at a familiar touch point is a no-brainer.

The downside of sidebar forms is that some audiences completely tune-out the sidebar because they associate it with a place full of ads.

Another problem is that most built-in sidebar forms give you no conversion data, so you are not able to make data-driven decisions.

We have identified both problems and fixed them. Our eye-catching, high converting sidebar optin forms give you all the metrics you need to make smart decisions about your digital real-estate.

2. After Post or Inline Forms

Do you have a lot of content heavy pages or blog posts? If so, then you can easily get more subscribers by simply adding opt-in forms after your post or within your content.

The user who is reading your content is already engaged. By adding the after post and inline forms, you are able to subtly capitalize on this touch point.

On average, these forms convert better than the sidebar forms because they don't suffer from the sidebar blindness factor.



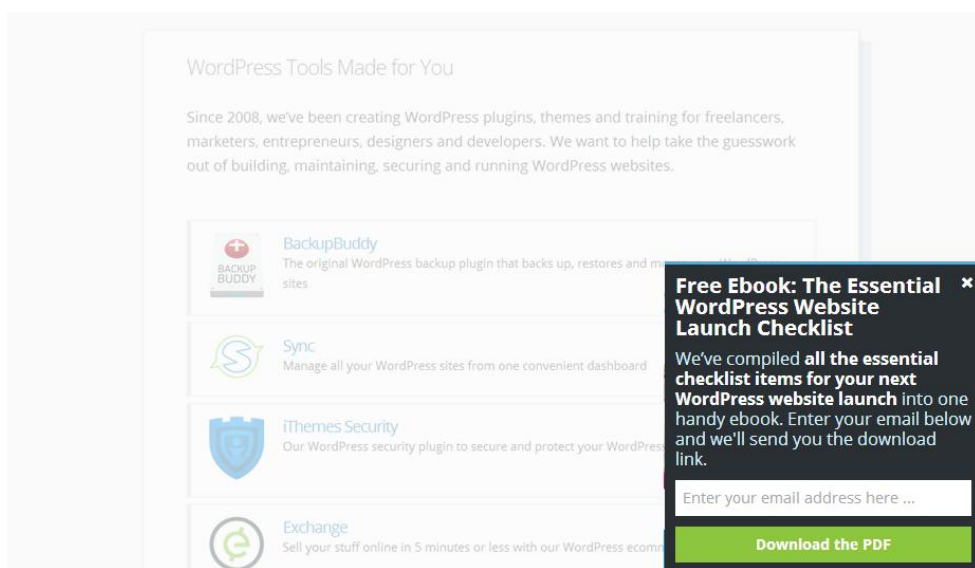
3. Polite Scroll Trigger Slide-In Boxes

Slide-ins appear on the bottom right hand corner as the user scrolls down on your website.

They can be added on any page of your website without hindering the user experience. It politely slides in as the user scrolls. The slight animation and interactivity makes slide-in boxes highly effective.

Think of slide-ins as sidebar forms except 100x more effective.

Slide-ins are becoming the new norm, and users are reporting significant boost in their email sign-ups when using slide-ins.

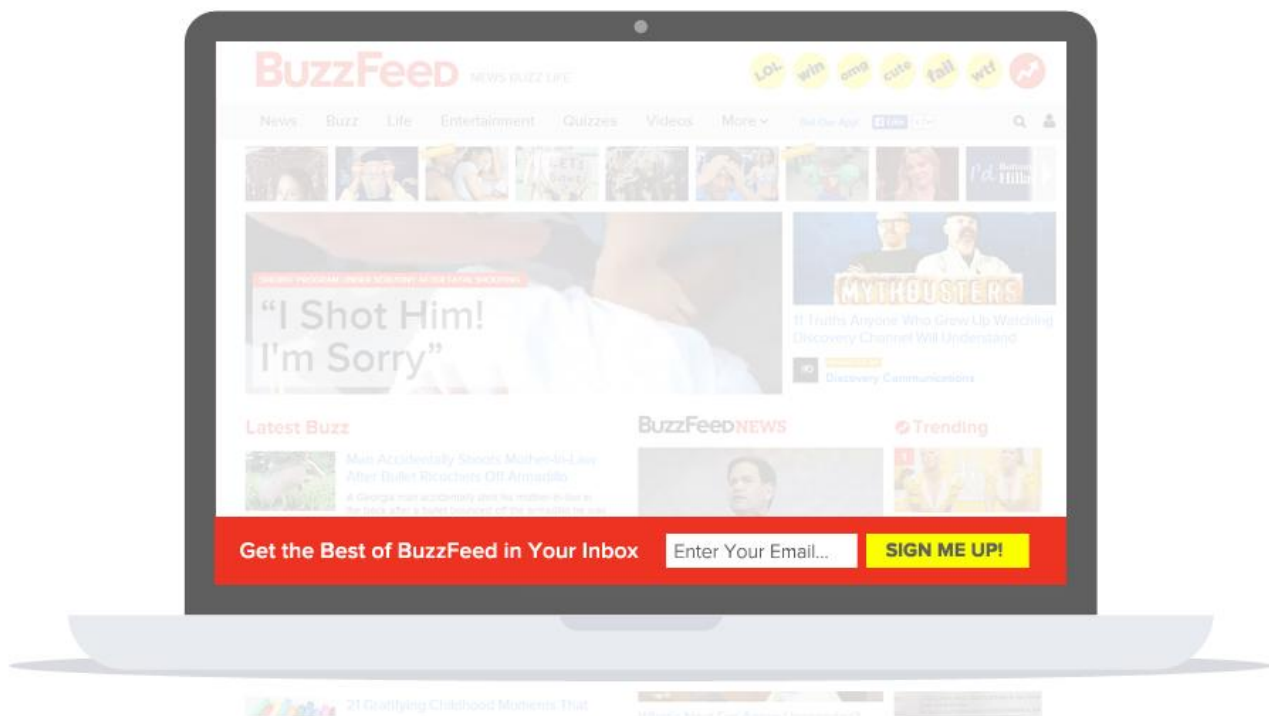


4. Highly Noticeable Floating Bars

Floating bars attach themselves to the top or bottom of your visitor's screen and scroll along with them. This makes floating bars highly noticeable and effective.

They are often used for bringing attention to time-sensitive exclusive offers on some of the largest websites on the internet.

Like slide-ins, they are also design agnostic. You can add them on any page of your website and expect to see a boost in conversions.



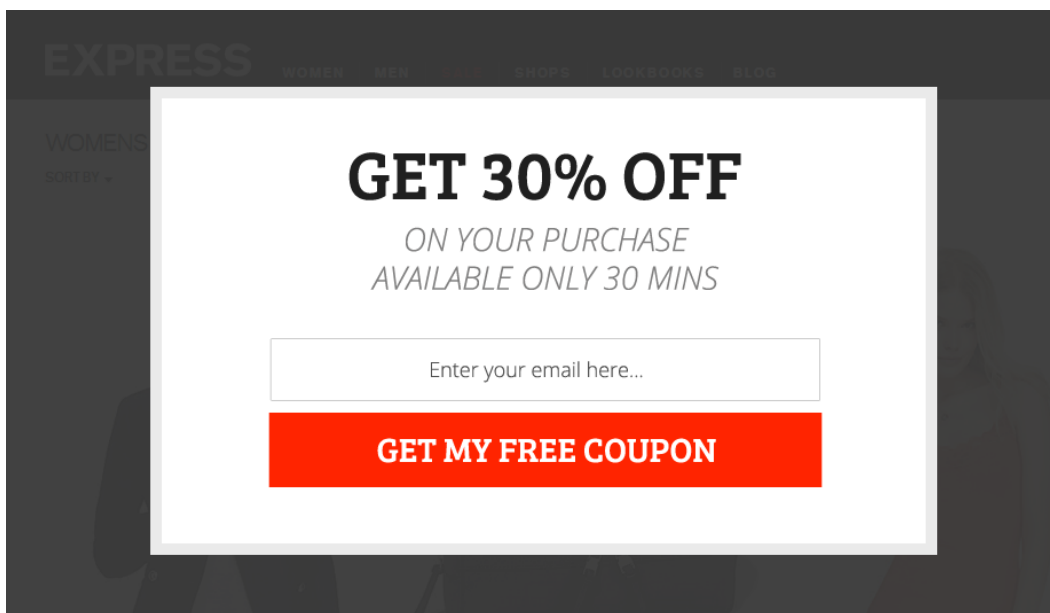
5. Well-Timed Popups

Popups by far are the highest converting lead capture forms on the internet. A well-designed popup can increase your conversions by as much as 785%.

However they can be extremely annoying if not designed well. That's why all OptinMonster templates are carefully crafted to ensure maximum results.

Timing is everything when it comes to popups - it is just as important as the content itself.

Instead of guessing what's the perfect time to show a popup, we will share the smart behavior automation techniques that you can use to significantly boost your conversions.





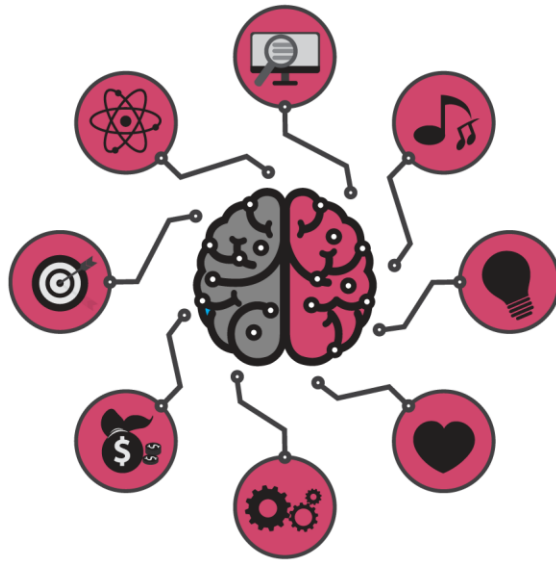
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I hate popups, so I was hesitant to try one on my site. But the results from OptinMonster exit-intent popup speak for themselves. I **doubled my subscription rate** immediately without annoying my users. I haven't had a single complaint. My only regret is that I didn't start using OptinMonster sooner. I can only imagine how many subscribers I could have added to my email list! If you have a blog, then I highly recommend you start using OptinMonster. I've researched them all, and it's the **best in market**.



Michael Hyatt

*New York Times Bestselling Author
Platform: Get Noticed in a Noisy World*



Behavioral Automation

Taking conversions to The Next Level

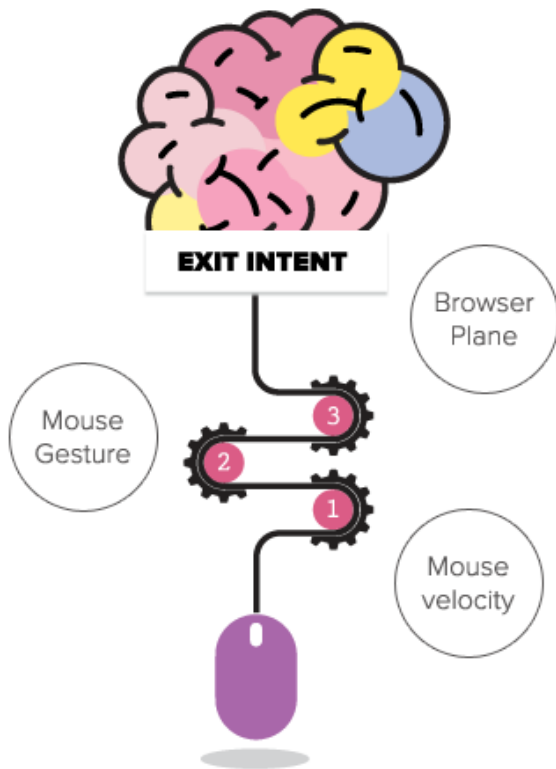
Every website visitor behaves differently. Some are engaged and demonstrate conversion intent while others display disengagement patterns.

Yet most websites treat them all the same. Want to take your conversions to the next level?

You can use smart behavioral intelligence technologies to read the digital body language of your website visitors and target them real-time to re-engage the abandoners, nudge the idlers, and sway the engaged customers to subscribe and purchase.

Let's take a look at some of the behavioral automation that you can use to boost conversions.

6. The Powerful Exit-Intent®



As we mentioned earlier, over 70% of the visitors who abandon your website never return.

Exit-intent technology detects a user's mouse behavior and allows you to prompt them with a targeted message at the precise moment they are about to leave.

This allows you to re-engage the visitor and encourage them to subscribe. It can also help reduce cart abandonment.

OptinMonster is among the pioneers of exit-intent technology, and our users have seen increases of 200 - 600% in email signups with this powerful behavioral intelligence.

* Exit-Intent® is a registered trademark of Retyp, LLC d/b/a OptinMonster



In only 7 months, we added **more than 95,000 names to our email list** using OptinMonster's Exit Intent[®] technology. We strongly recommend it!



Michael Stelzner

Founder of Social Media Examiner

7. Advanced Scroll Detection

Optin Loading Delay

The amount of time the page should wait before loading the optin (defaults to 5 seconds) *in milliseconds*.

Scroll Trigger Percentage

The percentage of the page (0-100) that user must scroll before the optin can be loaded. Respects the loading delay setting.

Exit Intent Sensitivity

Sets the sensitivity of exit intent detection on the horizontal X axis. Higher numbers make exit detection more sensitive.



Scroll depth is often used as an indicator to determine user engagement. It's said that companies like Google use it as part of their search algorithm when determining ranking.

Smart marketers are using scroll detection to track users' scroll movement and trigger a targeted message once they have scrolled past a certain point on the page.

This allows you to convert your most engaged users into loyal subscribers and customers.

8. Smart 2-Step Optin Process



MonsterLinks - also known as a 2-step optin process - allows you to turn any link or image into a lead capture form.

When a user clicks on the link or an image, a popup opens up asking them to subscribe.

According to a psychology principle known as the Zeigarnik Effect, those who initiate are more likely to finish the process.

Since the user has already begun an action (by clicking the link or a button), they are much more likely to complete the action (subscribe) which makes MonsterLinks far more effective than any traditional subscribe form on your website.

Marketers all across the industry are raving about this technology because it has the power to increase your conversions by as much as 785% (without A/B testing).



Targeting & Personalization

Marketers' Dream Come True

Advertisers have known for centuries that targeted offers work best. Now smart marketers are applying this to content and boosting conversions.

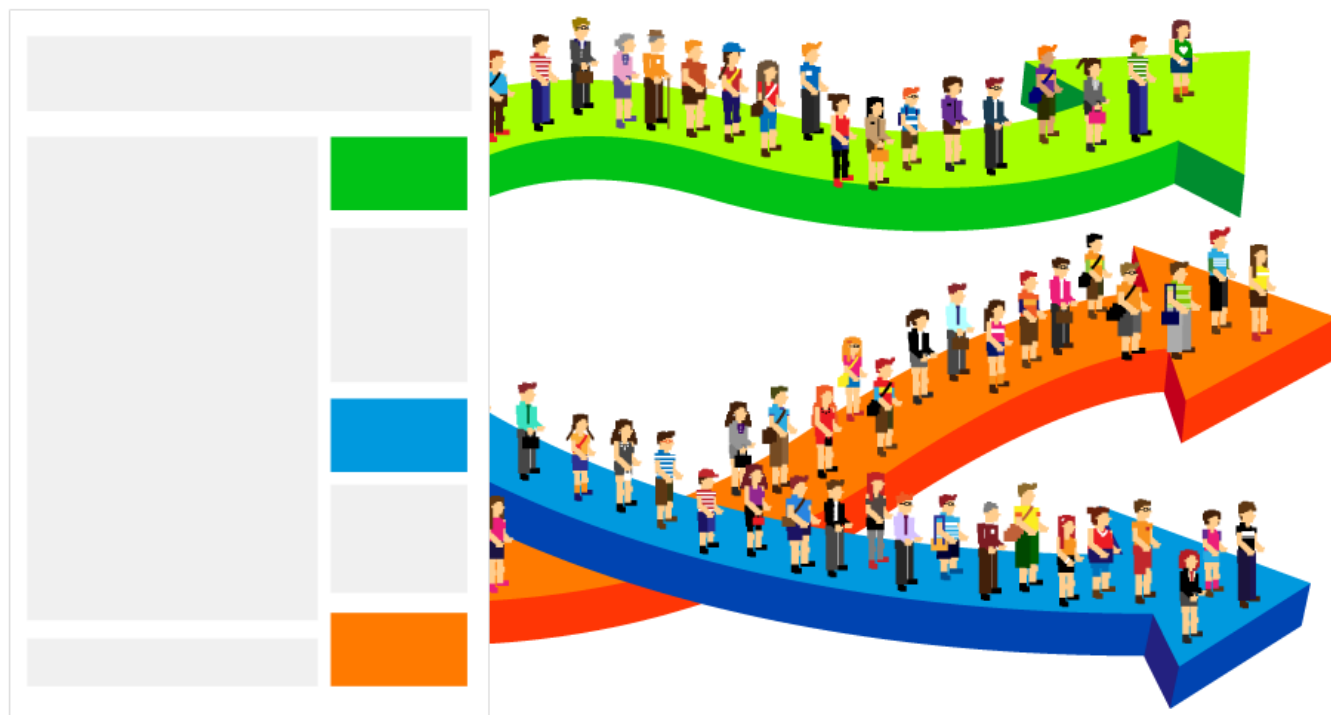
What if you could display personalized offers based on a visitor's location and interaction with your website, so you can segment your email list based on subscriber interest?

List segmentation allows you to send relevant emails to your subscribers which results in higher open rates, higher click through rates, increased sales, greater revenue, greater customer retention and lower unsubscribe rates.

According to a MarketingSherpa report, 32% of marketers say segmenting their email list is one of their organization's top objectives in the next 12 months. You may ask why aren't companies already segmenting their list?

Because most folks perceive it as a really complicated task. We are going to show you how to get it done within just a few minutes.

9. Advanced Page Level Targeting



One of the best ways to offer personalized content is by creating highly targeted campaigns based on specific pages and sections of your website.

With page level targeting, you can show custom popups or opt-in forms for specific posts, pages, categories, and other sections of your website.

Showing targeted messages allows you to boost your conversions and build a hyper-segmented email list.



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OptinMonster played a critical role in **increasing** my email optin conversion rate **by 469%**. In real numbers, that is the difference between **\$7,765** and **\$47,748** per month in revenue.



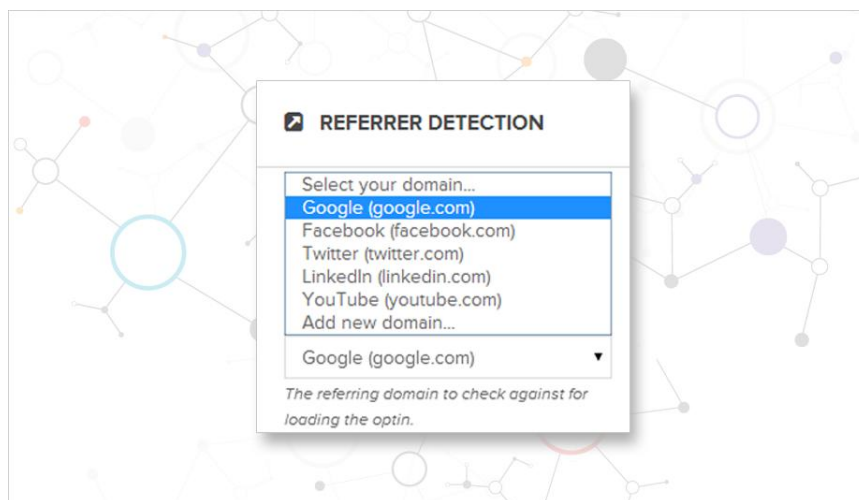
Matthew Woodward

SEO Expert & Professional Blogger

10. Traffic Referrer Detection

Not all traffic is created equal. You may find that certain traffic sources convert better than others.

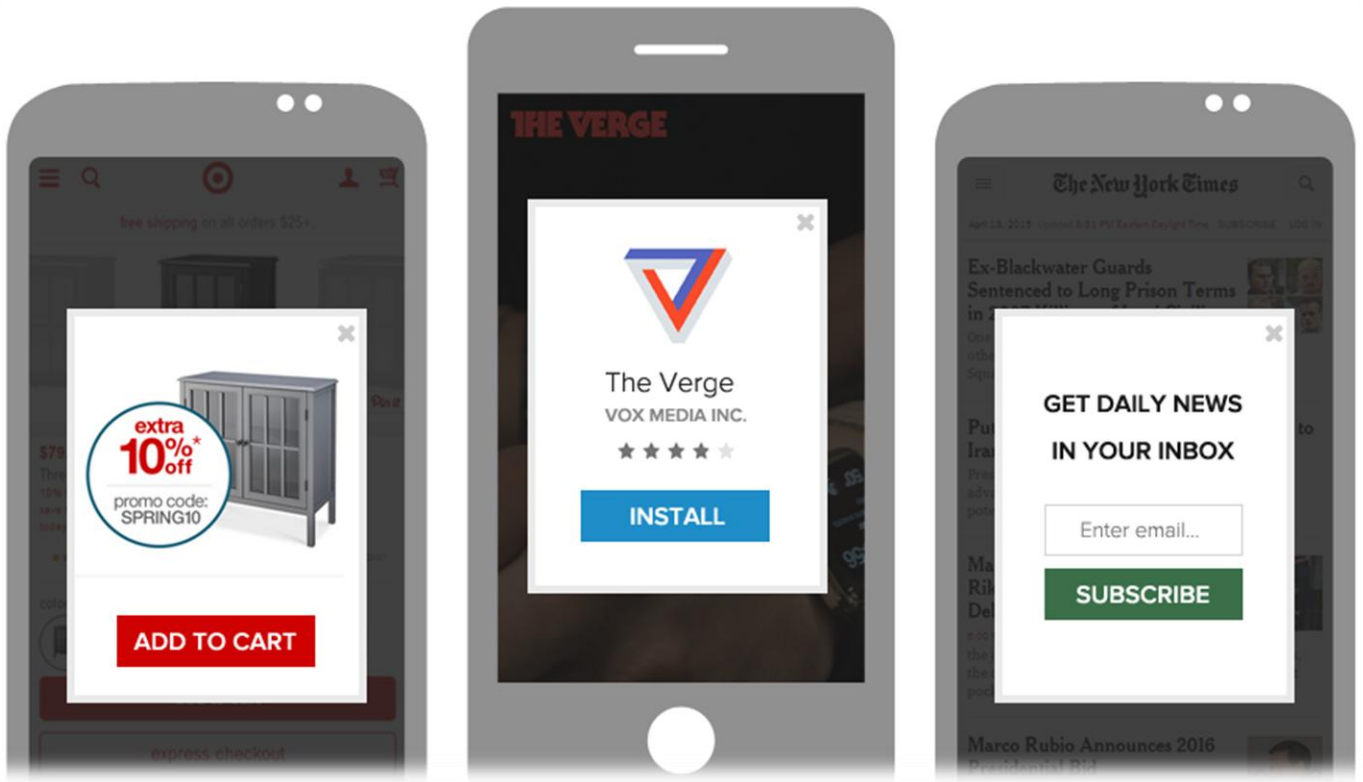
Traffic referrer detection allows you to identify the traffic source (i.e Google, Facebook, etc) and display a targeted campaign just for them.



This is great for welcoming users if you are featured in a top publication. You can also use it to display a special discount only to users coming from your partner websites.

Some users have used it to show a Facebook like popup to users who visited from Twitter and vice-versa to find great results. Traffic referrer detection can be super powerful when combined with page level targeting.

11. Mobile Device Targeting



Most lead-generation solutions come with mobile-friendly responsive templates which are great, and we have those too.

But if you really want to boost your mobile conversions, then you should seriously consider creating targeted messages specifically for your mobile audience.

You can use mobile-specific popups to increase your mobile app downloads as well as to build your email list.



Test, Learn, Improve

Making Data-Driven Decisions

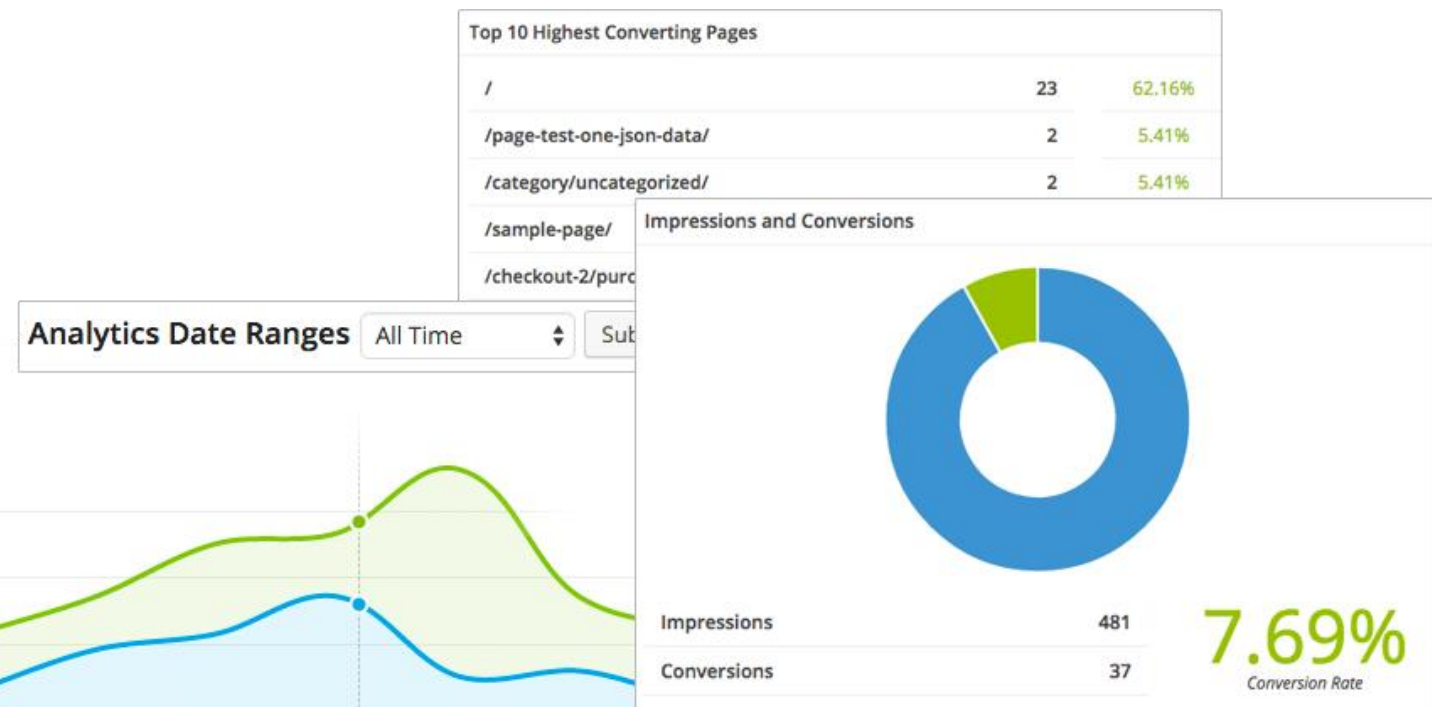
The only way to improve is by learning. When it comes to email marketing and conversions, testing is the best way to learn.

If you want to make a progressive impact on your marketing efforts and bottom line, then you have to start making data-driven decisions.

So far we have covered adding creative lead capture forms, behavior automation, and personalization.

Now let's take a look at how you can use the data that's being collected and leverage it to improve your conversions.

12. Analytics + A/B Testing



Most people don't know what to do with analytics because they don't understand them.

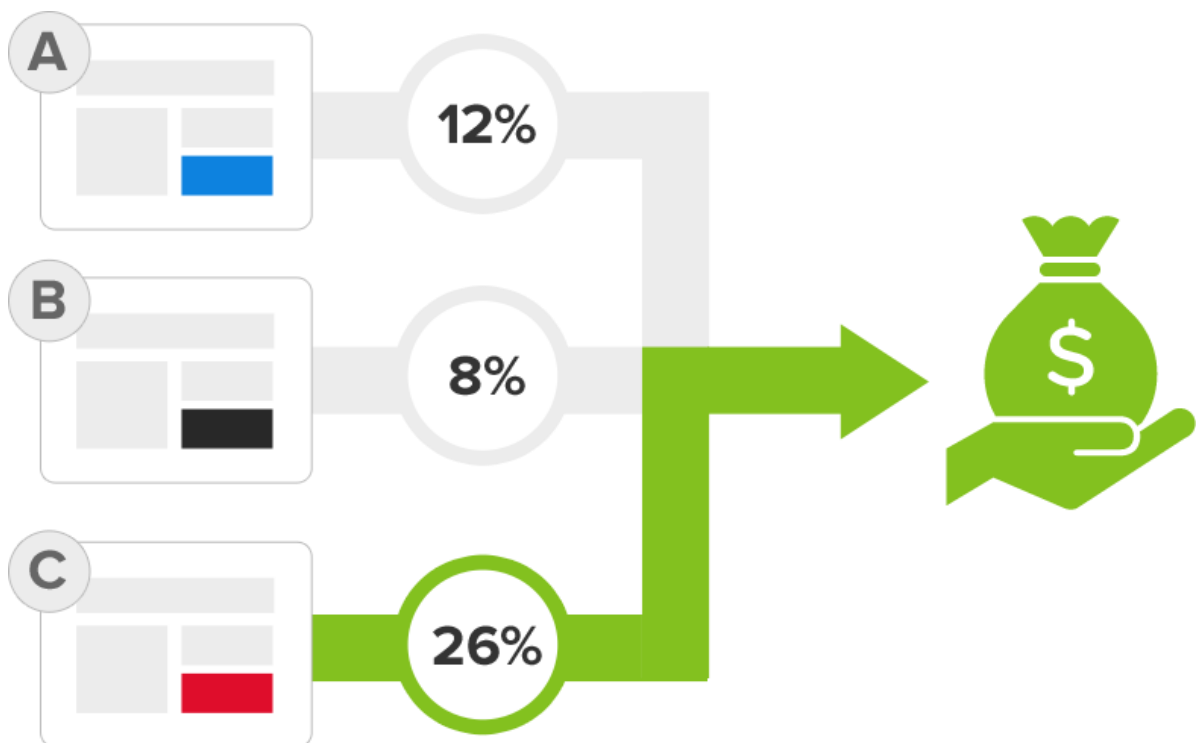
We changed that at OptinMonster. Our analytics show you how your lead capture forms are performing by analyzing clicks, views, overall conversion rate, and which page on your site is performing well.

Simply put, you are getting the stats that matter!

You can leverage this data to run A/B split tests. Perhaps you can tweak your headline, use different images, change colors, or even try out a new design.

Setting up A/B split tests can be hard. That's why we made extra efforts to make it super easy. Once you are done making your tweaks, let our automated system do the rest.

It will serve each variation and offer detailed analytics to help you make decisions in real time, so you can increase your ROI.



If you implement all the tips mentioned in this book, then you are guaranteed to get maximum conversion revenue from each of your website visitors.

What are you waiting for?

Start Converting Abandoning Visitors into Subscribers

GET OPTINMONSTER NOW

YES, I want more subscribers!

