Justuno

Getting Started

Justuno

The visitor conversion suite that utilizes visitor data and analytics to help you capture more leads and convert sales far quicker and easier than ever before.

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Terminology

OUR GLOSSARY

Lead Capture Promotion

A promotion that is used to capture an email or social engagement. These promotions usually offer a coupon or discount in exchange for visitor information or opt-in consent. Learn More.

Website Messaging Promotion

A promotion used to present a message or coupon code, These can include exit offers, countdown timers, or free shipping notifications. Learn More.

Exit Offer

A promotion that usually offers a special discount when a customer "breaks the browser window." This means the mouse moves to open a new tab or exit the browser. Learn More.

Banners & Message Bars

A promotion displayed at the top or bottom of a webpage. These promotions often display messages like "free shipping for orders over $40" or "shop today's sale." Learn More.

Push Notifications

Messages that can be sent via a browser on desktop or mobile to customers who opted-in from a Justuno subscribe pop-up. Users don't have to be on your website to see these messages. Learn More.

Reset Your Profile

If while on your website, your pop-ups do not appear to be working correctly, 99% of the time this can be solved be resetting your profile. To do this, log in to your Justuno account, return to your website, and click the orange button that is displayed on the side. Learn More.

Email Service Provider (ESP)

This can also be called an ESP and is a software that provides email marketing services. For example: MailChimp, Constant Contact, Klaviyo, Bronto, Campaign Monitor. We integrate with over 30 ESP's.

Conversion Optimization

Altering a website or promotion to increase conversions. This is best done through continuous A/B testing and applying user experience best practices.

Cart Abandonment Rate

The percentage of visitors who add items to a cart but never check out.

Impression

Any time a promotion is triggered and viewed.

Engagement

When a customer clicks on the promotion, enters an email, or views the promotion for more than eight seconds. Learn More.

Session

A visitor's interactions with your website within a given time frame. A session is over once there has been no activity related to that session for more than 30 minutes. Any activity after this time would result in a new session being created.
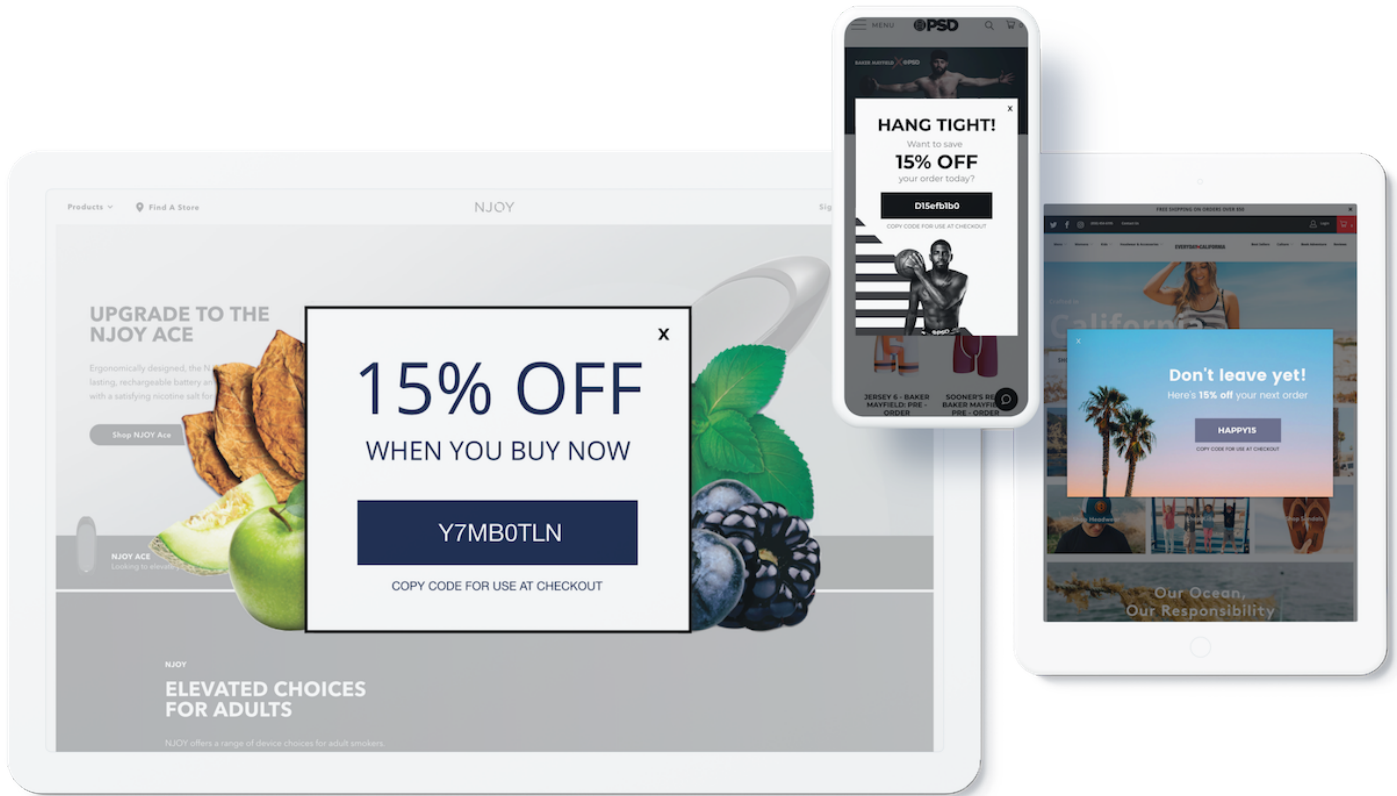
Promotion Screens

We have three screens in our design canvas when creating a promotion. Learn More.

KEEP IN MIND

The terms above are some of the most frequently used at Justuno, however, there are still more you might find helpful.

See our full Glossary for more:

See Glossary

Getting Started

OUTLINING YOUR GOALS

To begin, let's identify your goals. For example, do you want to capture more emails? Increase average order value? Decrease cart abandonment?

Identify the metric you are trying to improve will inform the type of promotions and targeting rules to create and give your promotions a purpose from the start.
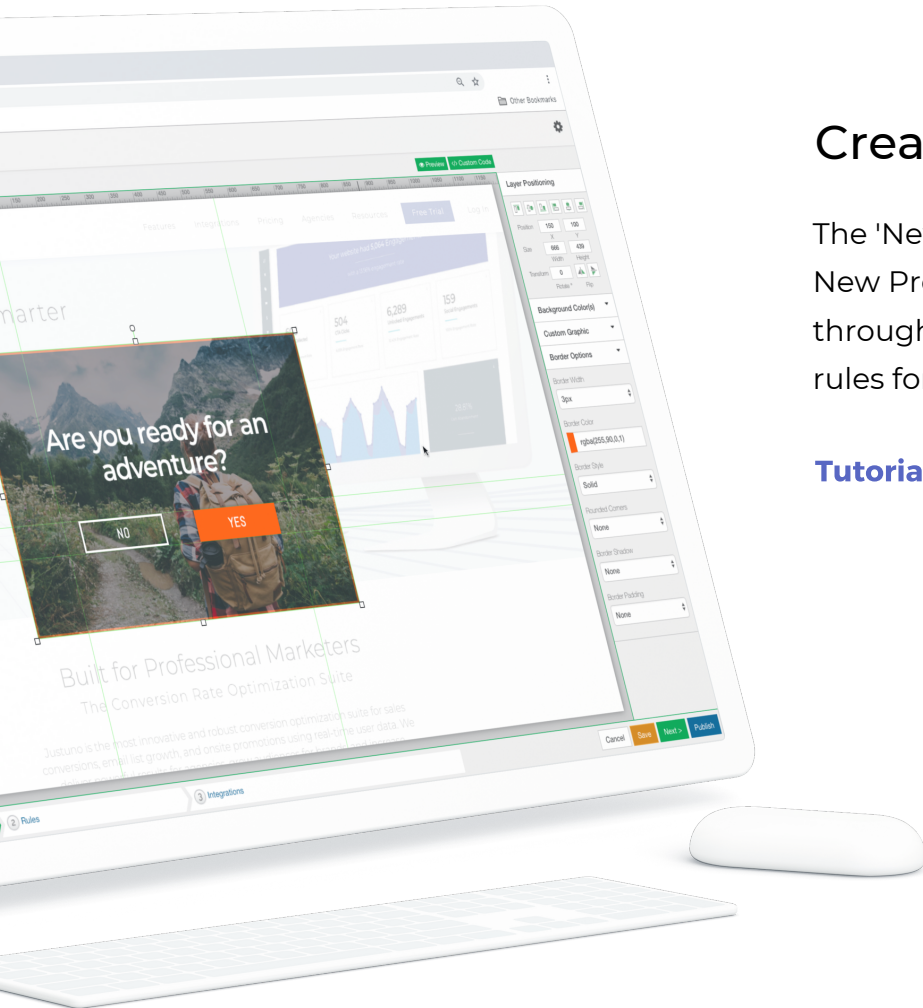
HELPFUL HINTS

Only one person should work on a promotion at a time. Multiple users in the same promotion can cause edits made to be erased or overwritten.

Continuously save your promotion as you are working.
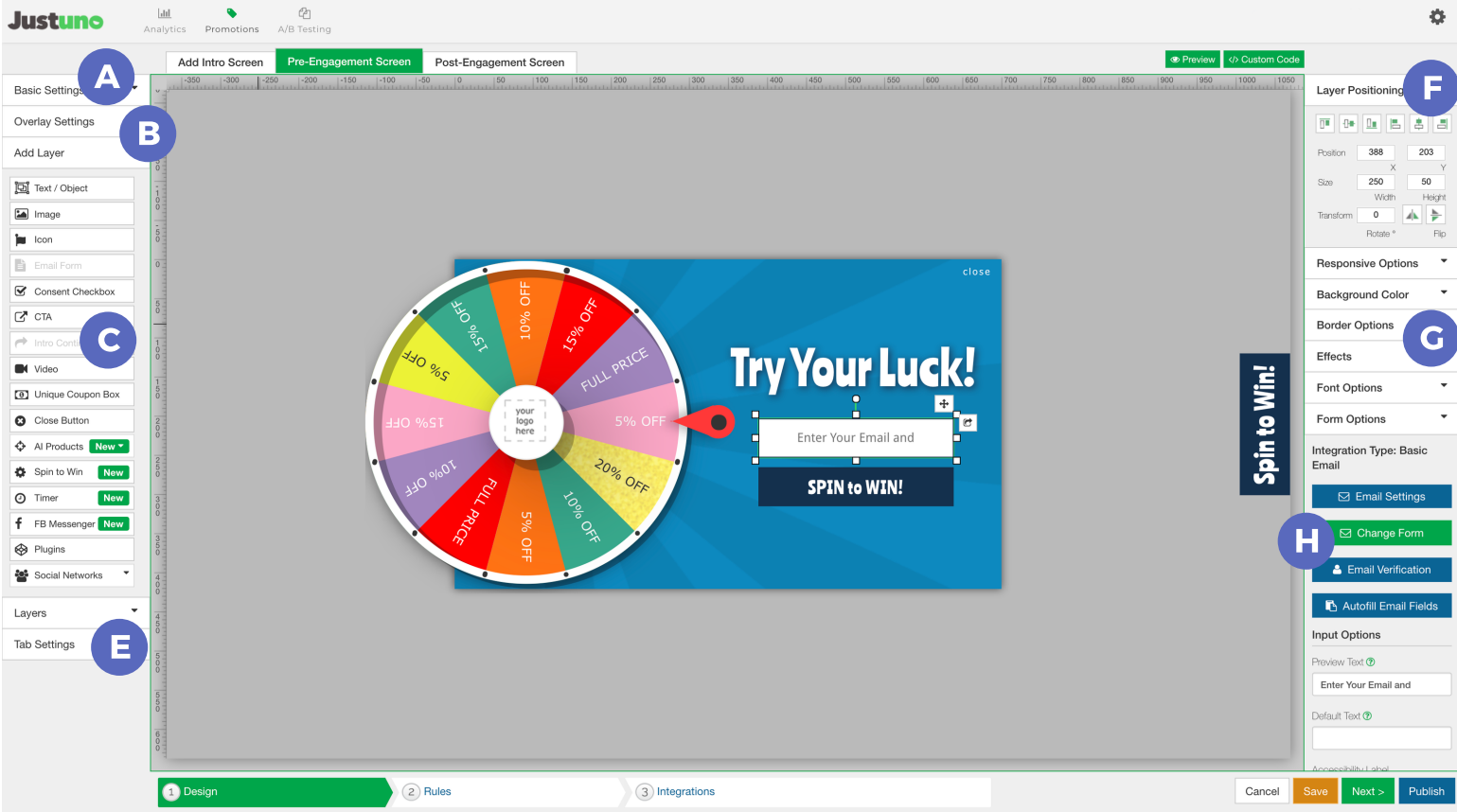
Design Canvas

Creating a New Promotion

The 'New Promotion' button will launch the New Promotion Wizard, which will walk you through setting up the initial design and rules for your promotion.

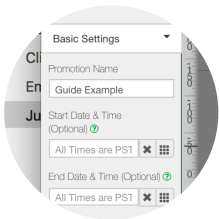**Tutorial: First Promotion Setup**

After the initial promotion setup, you can move into the design canvas for more detailed design editing. Here you will find all of the tools to customize your promotion.

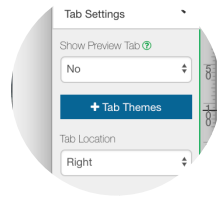Learn all about the features, options, and new releases in our Support Center.
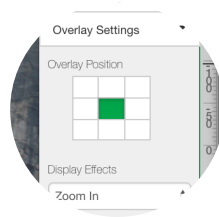
Design Canvas Overview

A

Basic Settings

Includes promotion name and scheduling options.
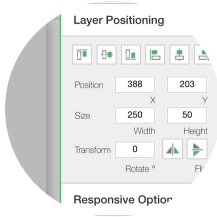

E

Tab Settings

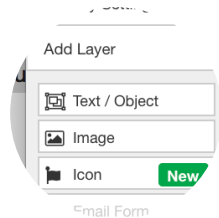From here you can edit the tab.

B

Overlay Settings

Edit display position, reveal effects, background dim, and full screen background image.

F

Layer Positioning

Adjust the size, position, rotation, or alignment of the layer.

C

Add Layer

Select the desired element and click and drag to add it to your design.
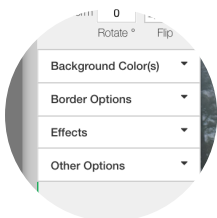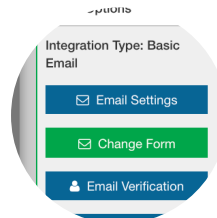

G

Layer Options

Different elements have unique options and settings that appear on the right column.

D

Layers

You can drag layers to arrange order, show/hide layers, or delete.
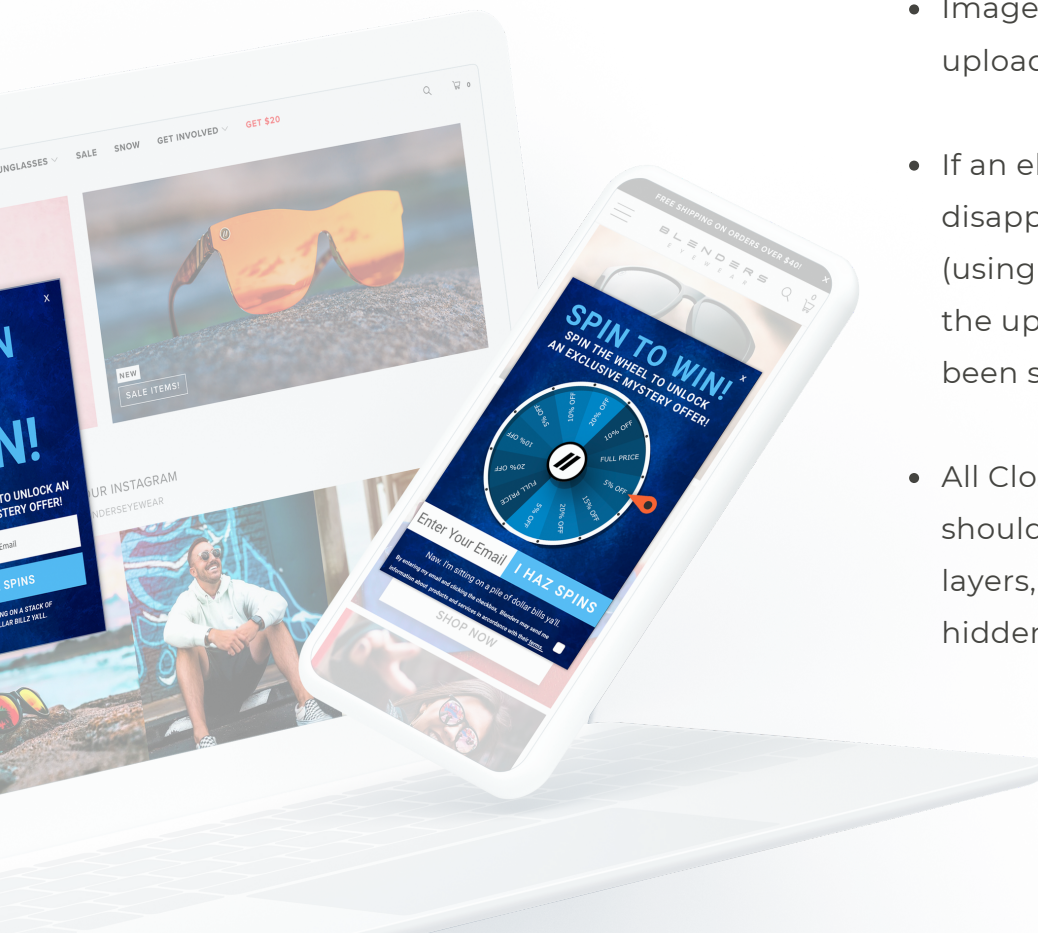

H

Integration Type

Set and edit your integration settings by first selecting the email input field.

Design Canvas Tips

- Images must be under 1 MB to upload into the Design Canvas.

- If an element moves or seems to disappear, re-align it to the center (using the realignment options in the upper right corner). It may have been shifted off screen.

- All Close Buttons and Coupon layers should always be ordered as the top layers, so they are clickable and not hidden behind other layers.
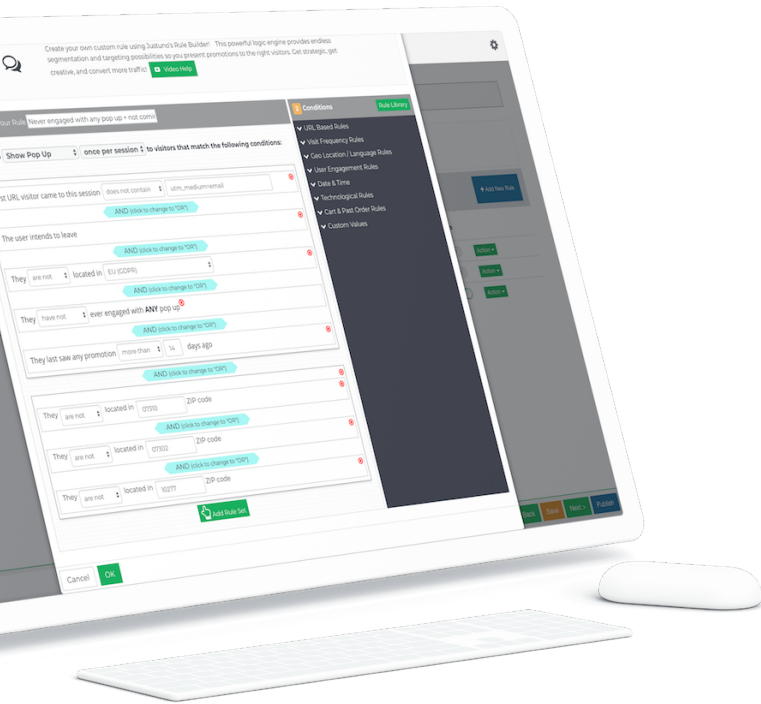
Make sure to save your work often!

- Always check that you have designed your Post-Engagement Screen, before publishing.

- Give your layers descriptive names to help you when editing and setting layer orders.

- To see more of the Design Canvas, zoom out in your browser.

- When scheduling any promotions, keep in mind the default timezone is PST.
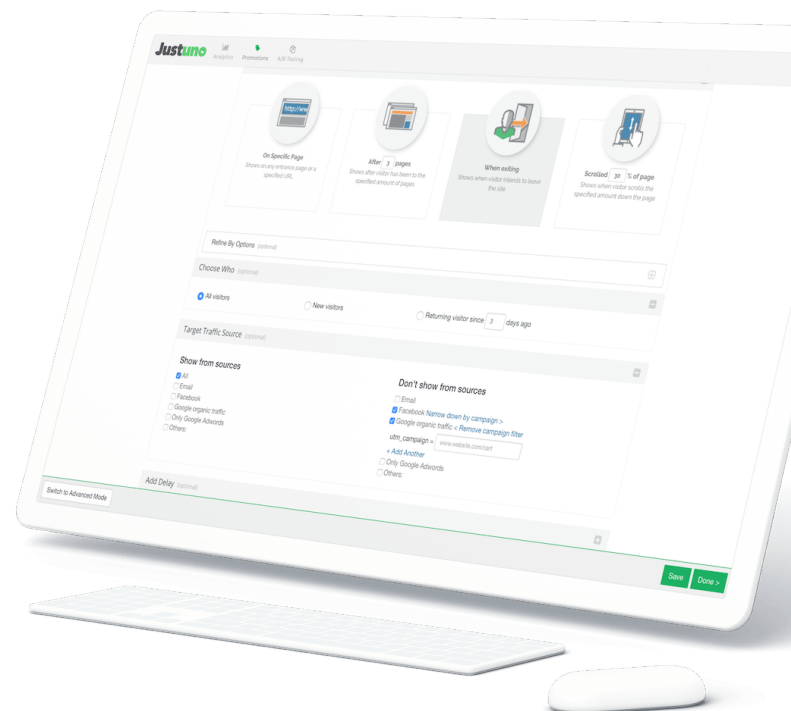
Targeting Rules

Once a promotion is designed, deciding when to trigger a promotion can be the difference between a highly-effective or highly-annoying pop-up.

Industry restrictions, GDPR, Google best practices, and company preferences must all be taken into account, in addition to your specific user behavior.

Understanding the various combinations and options for rules can make or break a promotion.

To access the rules, use the icon highlighted on the left from the Promotions section or use the bottom-most toolbar within the design canvas.

When first starting, we suggest using the Basic Rules first and transitioning into Advanced Rules once you feel ready. In the next section, we will walk through how to set up both Basic and Advanced Rules.

ADDITIONAL RESOURCES

How Can I use Advanced Targeting Rules

Exit Offer on Mobile

How to Trigger a Pop Up Based on Cookies

Target Order and Cart Values in Shopify

Targeting Users coming from Email or Paid Ads

How to Show/Remove your Pop-Up on a Specific Page

Basic Rules

If you are new to Justuno, starting simple is always the best. In this section, we walk through the rule setup options easily and clearly to help you get started.

This will determine the general trigger for the promotion.

Current Promotion : **Example for Marketing 1**

All Visitors #6

Action Show Pop Up ⬍

Choose When ⑦

On Specific Page
Shows on any entrance page or a specified URL

After 3 pages
Shows after visitor has been to the specified amount of pages

When exiting
Shows when visitor intends to leave the site

Scrolled 3c % of page
Shows when visitor scrolls the specified amount down the page

Determine specific pages where the promotion will show or not show.

Refine By Options (optional)

Show on specific page(s) ⑦
- ⦿ Any page
- ○ Others
  [contains ⬍] [www.website.com/car]
  + Add Another

Don't show on page(s)
[contains ⬍] [www.website.com/car]
+ Add Another

Show: ⑦
- ☑ On every page
- ☐ Once per visitor session
- ☐ Once Ever
- ☐ And again every [3] Days

Stop showing ⑦
- ☐ Never
- ☑ If promotion has been closed THIS visit
- ☐ After engagement with THIS promotion
- ☐ After engagement with ANY promotion
- ☐ After shown [3] Times THIS visit
- ☐ After shown [3] Times EVER

Select how many times you want the promotion to show to a visitor.

Select when you want the promotion to stop showing to a visitor.

Choose Who (optional)

Target Traffic Source (optional)

Add Delay (optional)

Choose Who (optional)

- ○ All visitors
- ⦿ New visitors
- ○ Returning visitor since [3] days ago

Select your general audience for the promotion.

Target Traffic Source (optional)

Show from sources
- ☑ All
- ☐ Email ⑦
- ☐ Facebook
- ☐ Google organic traffic
- ☐ Only Google Adwords
- ☐ Others:

Don't show from sources
- ☐ Email
- ☐ Facebook
- ☐ Google organic traffic
- ☐ Only Google Adwords
- ☐ Others:

Select specific traffic sources to include or exclude. If you leave this blank, it will default to show to all sources.

Add Delay (optional)

- ○ Show immediately
- ⦿ [15] [seconds ⬍] on [page ⬍]

Add a delay to the promotion or show it as soon as the page loads.

Warning! If you switch to Advanced, you cannot go back to Basic. We recommend only choosing this option once you have mastered the Basic Rules.

Switch to Advanced Mode

Advanced Rules

If you are confident with the Basics or would like to set up more complex targeting, start building in the Advanced Rules. Below you will find a general breakdown.

How often the visitor will see the promotion when they meet the trigger conditions

Adjust this section to include or exclude specific options.

Select to add another rule set.

1 Name Your Rule New Visitors #1

I want to [Show Pop Up] [once per session] to visitors that match the following conditions:

Current URL [contains] blog
OR (click to change to "AND")
Current URL [is equal to] www.example.com/welcome

AND (click to change to "OR")
Current URL [does not contain] cart
AND (click to change to "OR")
Current URL [does not contain] checkout

AND (click to change to "OR")
They last saw this promotion [more than] [3] days ago

AND (click to change to "OR")
They [have not] closed **THIS** pop up this visit

AND (click to change to "OR")
They have visited my site [exactly] [1] times

Add Rule Set

2 Conditions   Rule Library
- URL Based Rules
- Visit Frequency Rules
- Geo Location / Language Rules
- User Engagement Rules
- Date & Time
- Technological Rules
- Cart & Past Order Rules
- Custom Values

Rules grouped by general conditions types. See below for more information.

URL Based Rules
- Current URL
- Referring URL
- Previous Domain Referring URL
- First URL visitor came to this session
- First URL visitor came to all time

Rules based on URLs

Visit Frequency Rules
- Number of visits to my site
- Number of pages viewed **THIS** visit
- Number of pages viewed **ALL** time
- Days since visitor last saw **ANY** promotion
- Days since visitor last engaged **ANY** promotion
- Days since visitor last saw **THIS** promotion
- Days since visitor last engaged **THIS** promotion
- Days since visitor last saw **SPECIFIC** promo
- Days since visitor last engaged **SPECIFIC** promo
- Days since visitor last matched **THIS** targeting rule
- Sessions since visitor last saw **ANY** promotion
- Sessions since visitor last engaged **ANY** promotion
- Sessions since visitor last saw **THIS** promotion
- Sessions since visitor last engaged **THIS** promotion
- Sessions since visitor last saw **SPECIFIC** promo
- Sessions since last engaged **SPECIFIC** promo
- Sessions since visitor last matched **THIS** rule

Rules based on visitors frequency

Geo Location / Language Rules
- Visitor's language settings
- Country visitor is currently located in
- Region/State visitor is currently located in
- Zip code visitor is currently located in (US only)

Rules based on visitors location

User Engagement Rules
- Has seen **ANY** pop up this Visit
- Has ever seen **ANY** pop up
- Engaged with **ANY** pop up this visit
- Has ever engaged with **ANY** pop up
- Has seen **THIS** pop up this Visit
- Has ever seen **THIS** pop up
- Engaged with **THIS** pop up this visit
- Has ever engaged with **THIS** pop up
- Closed **THIS** pop up this visit
- Has ever closed **THIS** pop up
- Closed **ANY** pop up this visit
- Has ever closed **ANY** pop up
- Has ever seen **SPECIFIC** pop up
- Has seen **SPECIFIC** pop up this visit
- Has ever engaged **SPECIFIC** pop up
- Has engaged **SPECIFIC** pop up this visit
- Has seen **THIS** promo less than **X** times this visit
- Has ever seen **THIS** promo less than **X** times
- Has engaged **THIS** promo less than **X** times this visit
- Has ever engaged **THIS** promo less than **X** times

Rules based on visitors engagements

Date & Time
- Visitor's local date
- Visitor's local day of week
- Visitors local time
- Seconds spent on current page
- Minutes spent on site this visit
- Minutes spent on site all time

Rules based on visitors time/date

Technological Rules
- Intent To Leave
- Exit With Back Button
- Idle User
- Visitor's Device / Browser
- IP Address
- Has scrolled x percent down page
- Has scrolled x amount of pixels from top of page
- Matching Element Exists
- Matching Element Clicked
- Matching Element Hovered Over
- Optimizely

Rules based on visitors onsite behavior

Cart & Past Order Rules
Special Javascript is required **click here**
- Item Added To Cart **THIS** visit
- Item Added To Cart **LAST 7 DAYS**
- Cart Totals **THIS** visit
- Cart Totals **LAST 7 DAYS**
- Has placed an order before
- Item purchased before
- Purchased Totals/Days

Rules based on the cart

Custom Values
- Matching Cookies Name/Value
- Javascript Value

Special Javascript is required **click here**
- ju_options JSON Value
- Arbitrary Profile Session Key/Value
- Arbitrary Profile All Time Key/Value

Rules based on values, like cookies, javascript or JSON

Targeting and Rules: Pro Tips

Contains vs. Equals

When creating URL specific targeting rules, it's important to double check these options. Contains refers to any URL that contains that word. For example, if the rule specifies "Contains > blog," the promotion will show on any page that has 'blog' in the URL. Equals should be used when using a full URL, for example www.example/blog/article-one.

Show on specific page(s) ⑦
- ○ Any page
- ◉ Others

contains ⬍	blog	✖
contains ⬍	product	✖
✓ contains	www.example.com/welcome	✖
equals		

+ Add Another

And vs. Or

Using these incorrectly can cause your promotions not to fire. In general, 'AND' is used for negative conditions ('does not contain' and 'does not equal') while 'OR' is used for positives ('contains' or 'equals').

Current URL	does not contain ⬍	cart	⊗
	AND (click to change to "OR")		
Current URL	does not contain ⬍	checkout	⊗

Current URL	contains ⬍	blog	⊗
	OR (click to change to "AND")		
Current URL	is equal to ⬍	www.example.com/welcome	⊗

GDPR

On the right-hand side of the rules section, under 'Conditions' you will find a drop down for "Geo Location/Language Rules.' In this drop down is a rule entitled 'Country visitor is currently located in.' This rule allows your promotions to comply to GDPR. You can find 'EU (GDPR)' at the very top of the list.

They | are ⬍ | located in | EU (GDPR) ⬍

Mobile Exit Offers

For mobile promotions, Justuno best practice is to use two rules — 'Exit with Back Button' and 'Idle User.' These two rules ensure your promotion will trigger if the visitor tries to exit your website by either pushing the back button or if they stop interacting with your site over a short time frame (we suggest 15-20 seconds). These rules can also be used for cart abandonment promotions on mobile.

The user intends to leave your site via the back button
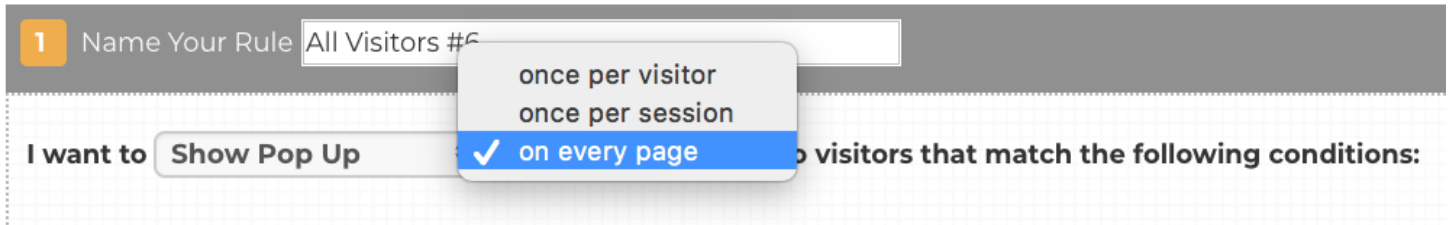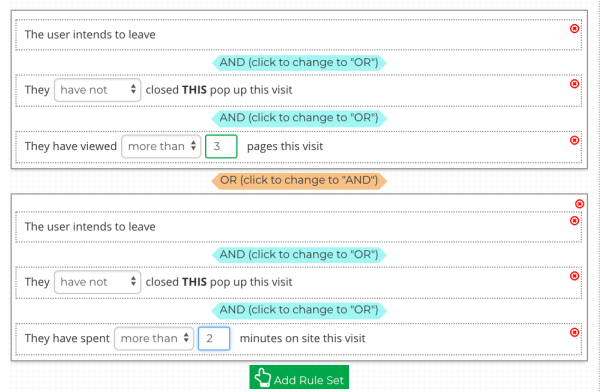
OR (click to change to "AND")

User has been idle on page for | exactly ⬍ | 15 | seconds

Targeting and Rules: Pro Tips

Setting Multiple Promotion Triggers

Use 'OR' between the rules sets if you want two separate situations to trigger a promotion.

Note: Any rules you want to apply to both conditions must be listed in each set.

Promotion Frequency

Always double check your frequency settings before publishing a promotion. If a promotion is firing over and over again on your site, it may be because it is set to show on every page.

Testing

Once a promotion is live, the next step is to test that the triggers are working properly. Go through the motions to get the promotion to fire and test on as many devices and browsers.

Use Justuno's Testing Method to ensure your cookies are not causing misfires. If you're having issues getting your promotion to fire, you should also try clearing your cache and resetting your Justuno profile.
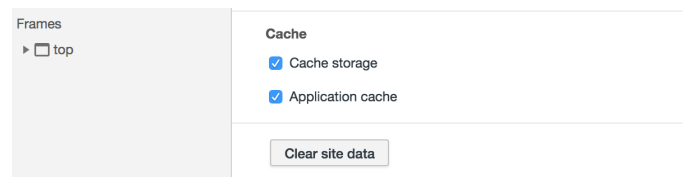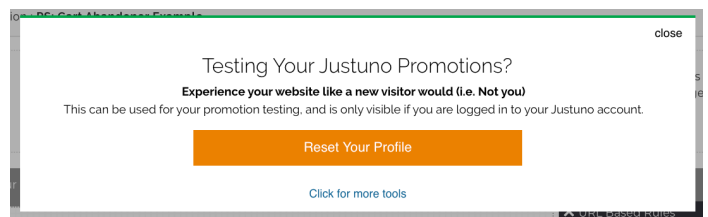
Analytics

GETTING STARTED

Justuno's analytics provide easy to read Key Performance Indicators (KPIs) to help optimize promotions. With options to present data by account, promotion, visitor type, or device, Justuno offers full coverage on your website performance.

Access to Analytics & Reporting can be found in the top navigation bar.

From here, you can select the time frame and visitor type you'd like to view, as shown below.

| All Traffic | Desktop | Mobile | All Visitors | New | Returning |

| Qtr | Month | Week | Day | 12/04/2018 → 01/03/2019 |
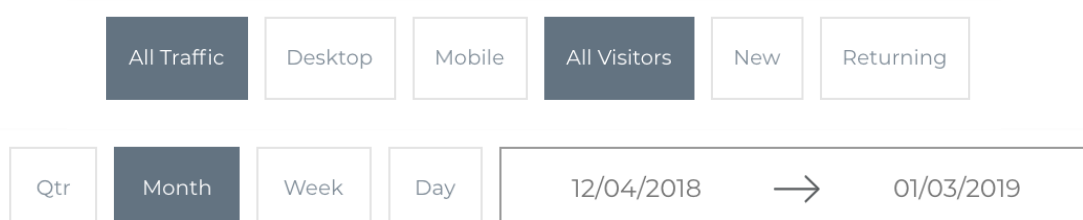
Analytics Navigation
LEARNING THE MENU

Dashboard

Dashboard
See an overview of your account with general data points such as conversions, revenue, and more.

Exit

Exit
A detailed review of your bounce rate, average time on site, top exit pages, and more.

Source

Source
The channels driving traffic to your website broken down by percentages.

Landing

Landing
In-depth analysis of your website landing pages.

Promotions

Promotions
A breakdown of all the promotions live on your site within a defined time range, as well as top performing promotions, engagements, impressions and conversion data.

Country

Country
An analysis of where your visitors come from broken down by country.

Conversions

Conversions
All conversion data including engaged vs. not engaged conversions, average session value, average order value, conversions by channel, and more.

Carts Abandoned

Carts Abandoned
All cart abandonment data including engaged vs. not engaged cart abandonment rate, average value of abandoned carts, items abandoned, and more.

Emails Collected

Emails Collected
An analysis of what promotions are collecting the most emails, on what devices, types of visitors submitting emails, and more.

Website Performance

Website Performance
Overall performance for your website with the data points listed above seen as a whole.

Analytics Navigation

While the Justuno analytics dashboard provides a large scope of data, there are a few key data points to pay close attention and check regularly to ensure high performing promotions.

The first area to always check is Emails Captured. We suggest capturing emails from both new visitors and returning visitors who did not previously engage.

In addition, cart abandonment is another important area to monitor. In the Cart Abandonment section, you can track carts abandoned without engagements, carts abandoned with engagements and the overall total. Keep in mind this only records by session — if you send out abandoned cart emails, you will have to factor that in separately.

Lastly and potentially the most important, conversions and conversion rate breakdowns are incredibly important to keep a close eye on. Increasing your engaged conversion rate should be a byproduct of all other goals. This section of your Analytics dashboard tracks the success of your promotions and shows conversions based on engagements, no engagements and the overall total.

Another area is engagement rates, or the percentage of your visitors who interacted with a promotion. These two statistics can be found at the top of the Analytics Dashboard page, as well as the number of engagements, broken down by type.

Engagement Types

Justuno records three different types of engagements — Views, Clicks, and Submits.

Views — When a visitor leaves a promotion open for more than eight seconds without any other action.

Clicks — When a visitor clicks on a promotion. This could be copying a coupon code or entering an email without completing a submission.

Submit — When a visitor submits a form. Traditionally, this means entering an email, but this can also mean opting into Facebook Messenger or submitting a phone number.
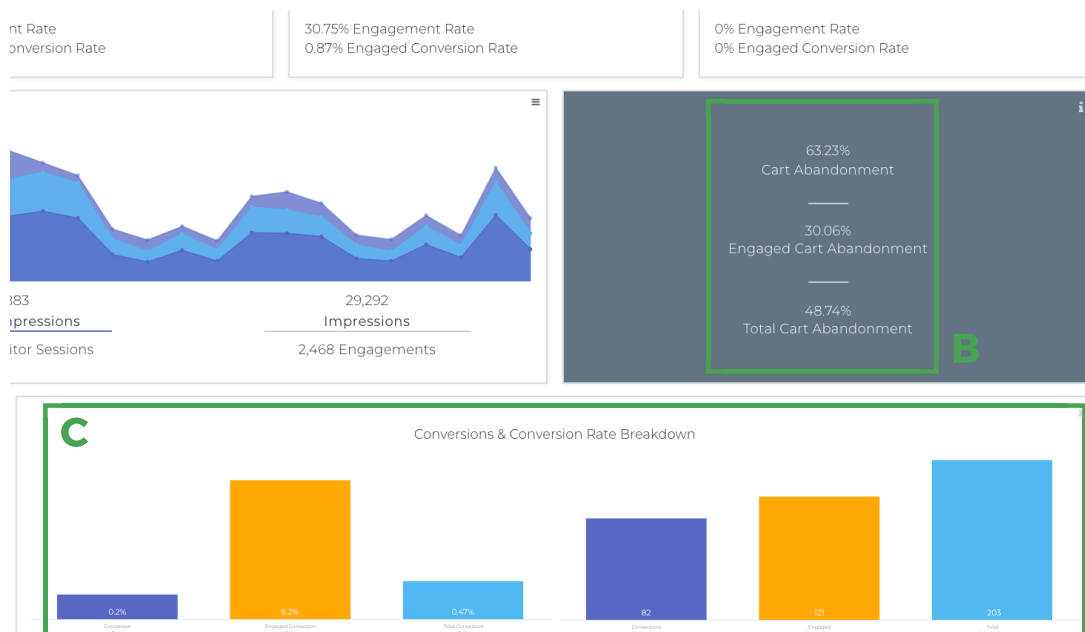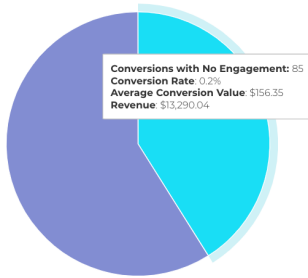
Analytics: Pro Tips

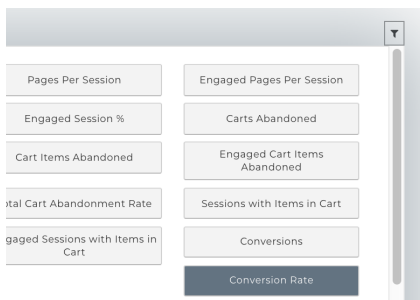Helpful tips for reading Justuno's data and sharing with your team
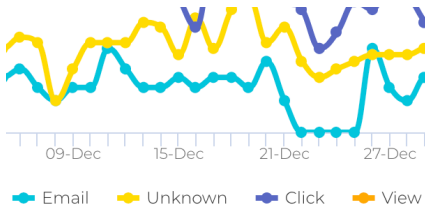
Reading graphs

Most graphs will have a key, indicating the data recorded, by clicking on keys, you can hide and show different data.

Know What You're Reading

If you are not sure what you are looking at, hover over the data in question and a box will appear breaking down the information.

Get the data you want

On data tables, usually at the bottom of data specific pages, you will see a little icon in the top right corner of the table. Selecting this allows you to customize the table with the data you wish to see. You can select and deselect to make the perfect spreadsheet.

Sharing your data

In the top right corner, the graph may show a triple bar. When selected, this presents your different download options. You can also download data tables by clicking on the download icon in the top left corner of the graph.

Promotion Specific Data

If you are looking for data on a specific promotion, you can find this in the 'Promotions' tab on the right-hand side. Simply select the Bar Graph button for the promotion you wish to see data. You can also access this by selecting the promotion in the bottom data table in the 'Promotions' tab.
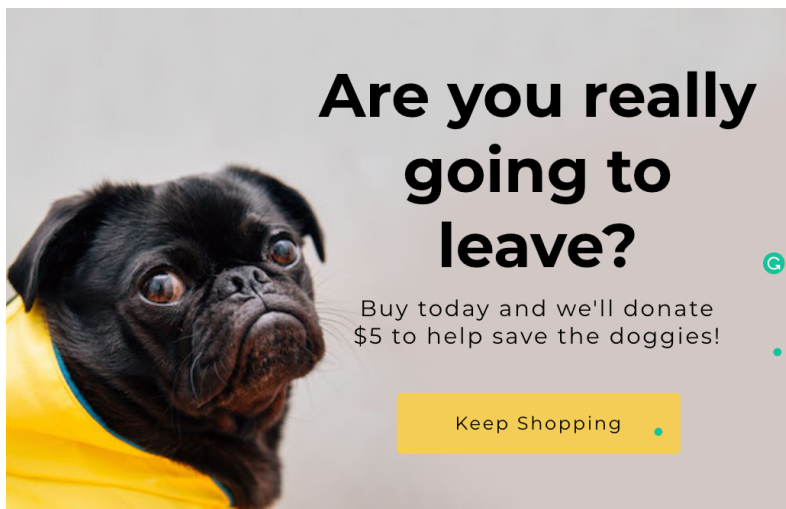
Foundation Promotions

When starting with Justuno, these three foundation promotions are the first promotions to set up. These are the building blocks of your promotion collection and can give more insight into visitor behavior.
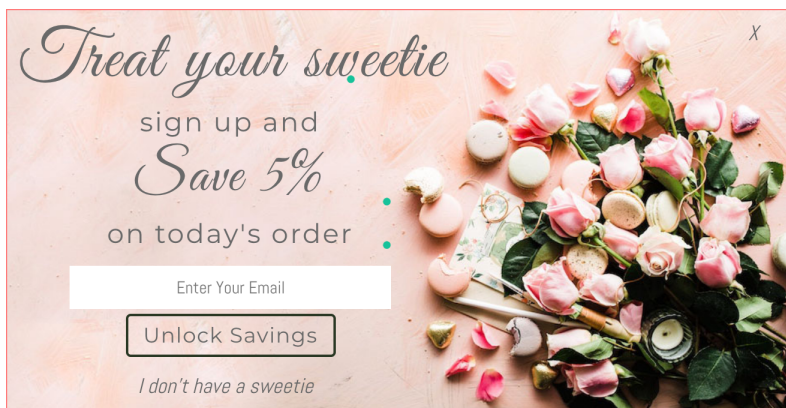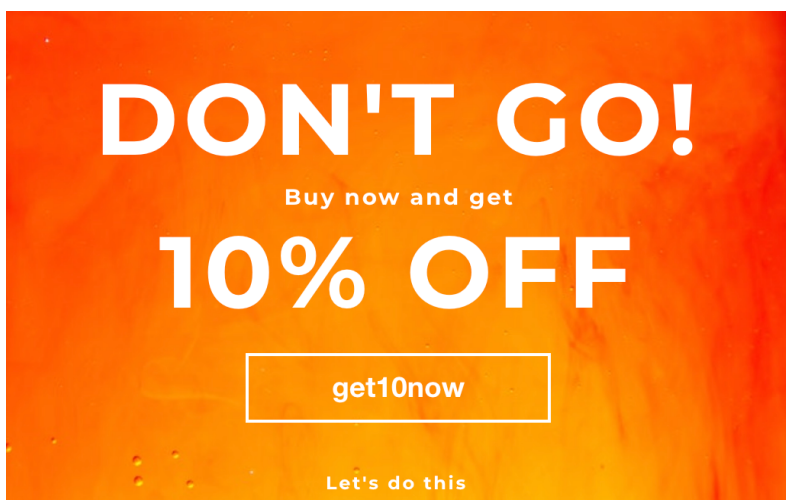

Welcome Offer

Email marketing can have a return on investment of around 4,300%. Collecting emails should always be a goal.
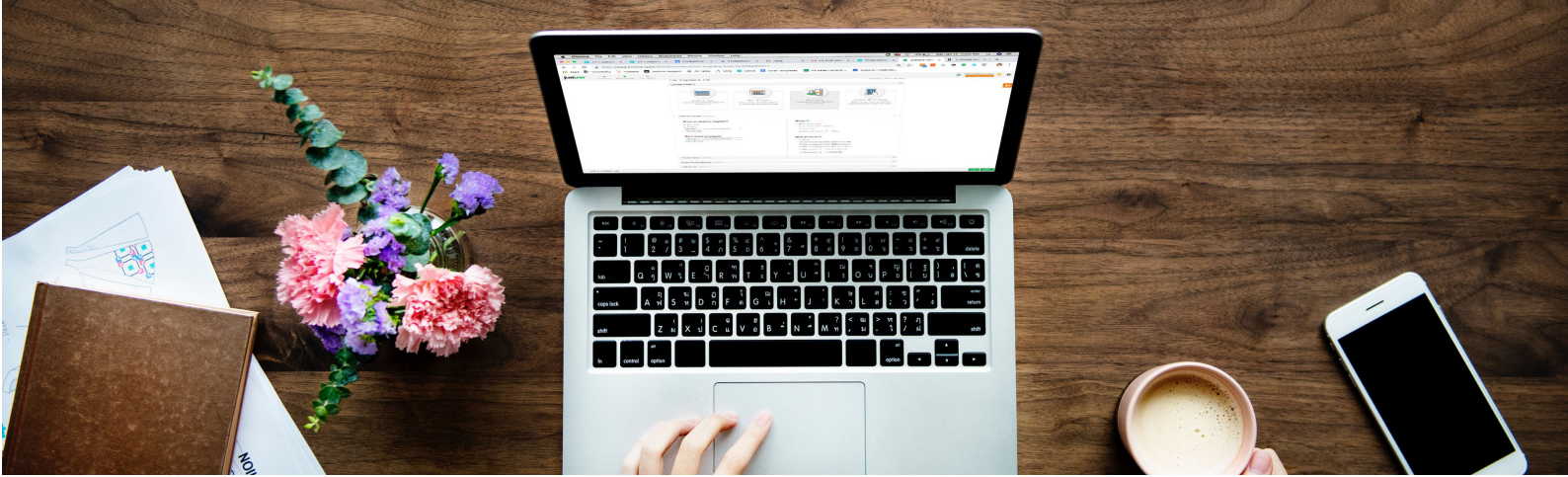

Exit Offer

Reduce your bounce rate and create more conversions. Having a site-wide exit offer can help keep top of funnel visitors on site and closer to converting.

Cart Abandonment

For bottom of the funnel visitors who added an item to their cart, cart abandonment promotions can entice visitors to commit to the final purchase.

WELCOME OFFER

When setting up a welcome offer, set the rules to get the most exposure without harming the user experience. An example of this can be seen below in the basic rules:

As shown above, restrict the promotion from showing on any thank you pages, as well as cart or checkout pages. In addition, set the promotion to stop showing after a certain number of times and add a delay so visitors can see the site before immediately being served a pop-up.

MOBILE WELCOME OFFERS

For mobile offers, the rules are similar, however, additional rules are required to ensure your promotions are following Google best practices and not negatively impacting your SEO.

For example, use the 'After _ Pages' rule to be sure the promotion fires after at least one page. The other rules will mimic the desktop rules.

New Visitor Mobile Example

Action | Show Pop Up ⇕

Choose When ⑦

On Specific Page
Shows on any entrance page or a specified URL.

After 1 pages
Shows after visitor has been to the specified amount of pages

When exiting
Shows when visitor intends to leave the site

Scrolled 30 % of page
Shows when visitor scrolls the specified amount down the page

Refine By Options (optional)

Show on specific page(s) ⑦

- ⦿ Any page
- ◯ Others
  - contains ⇕ | www.website.com/cart
  - + Add Another

Don't show on page(s)

- contains ⇕ | thankyou | ✖
- contains ⇕ | thank_you | ✖
- + Add Another

Show: ⑦

- ☐ On every page
- ☑ Once per visitor session
- ☐ Once Ever
- ☐ And again every 3 Days

Stop showing ⑦

- ☐ Never
- ☐ If promotion has been closed THIS visit
- ☑ After engagement with THIS promotion
- ☐ After engagement with ANY promotion
- ☐ After shown 3 Times THIS visit
- ☑ After shown 3 Times EVER

KEEP IN MIND

Welcome promotion rules will vary based on your website and visitor strategy. Try starting with a traditional email capture for new visitors and for visitors who don't engage, follow up with a more engaging Spin-to-Win promotion when they return.

EXIT OFFERS

Exit offers are a great way to quickly decrease your bounce rate. While the setup is simple, the most important part is to make sure the correct exclusions are set.

For example, exit offers should not fire on a thank you page (or cart or checkout pages if a cart abandonment promotion is already running).

When setting up mobile exit offers, switch to the advanced rules and add the following:

Since there is no way to track a visitor's intent to leave on mobile, we suggest setting rules based on visitors exiting via the back button and/or if the visitor is idle for a certain amount of time. We also suggest setting a page view minimum for exit offers with discounts to prevent discount codes showing to visitors who might still bounce.

A/B Testing

Testing your promotions is key when running successful onsite marketing. Changing copy, imagery, or colors and testing against controls lets you know if you are on the right path.
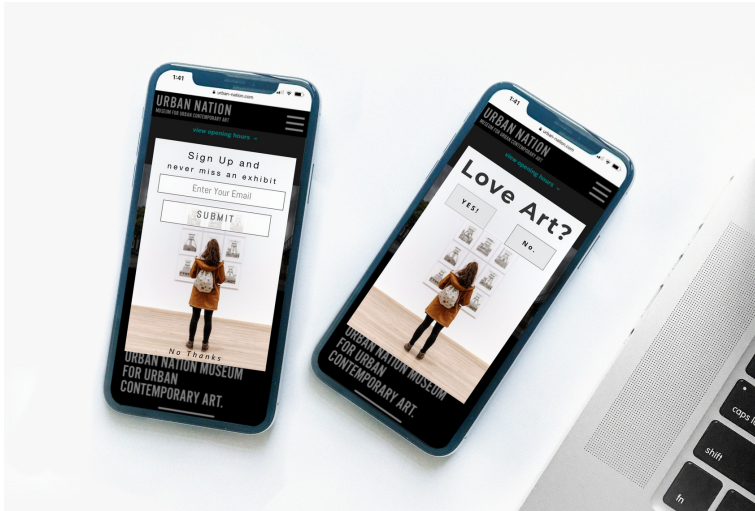
Getting Started

Select the blue button labeled "+ New A/B Test" on the right-hand side. From here, you can select to test two promotions (a control and a variant) or multiple promotions. Your promotions will follow the rules of Promotion A, or the Base.

+ New A/B Test

Create New A/B Test

Please note: targeting rules set for the Base promotion will be applied to all variants. We do not support the ability to test different audiences against each other.

A/B Test Name: *

> Example Test

Select Device: *

◉ Desktop / Tablet   ○ Mobile

Set Start Date & Time: *

> 01/03/2019 2:10 PM   ▦

(in PDT GMT-08:00)

Set End Date & Time: *

> 01/24/2019 2:45 PM   ▦

(in PDT GMT-08:00)

Below are your promotions currently available for testing

Base	Select a Baseline Promotion *

Variants	Select Variant Promotion(s) *

KEEP IN MIND

A/B Tests should test small changes. For example, adding a micro-engagement (into screen), slight changes in copy, small color changes, or different images. The more similar the changes, the easier it is to hone in on the perfect promotion for your audience.

Interpreting the Results

We suggest running your A/B tests for at least thirty days and at least 10,000 sessions. With this much data, most A/B tests will have a clearly defined winner by the end.
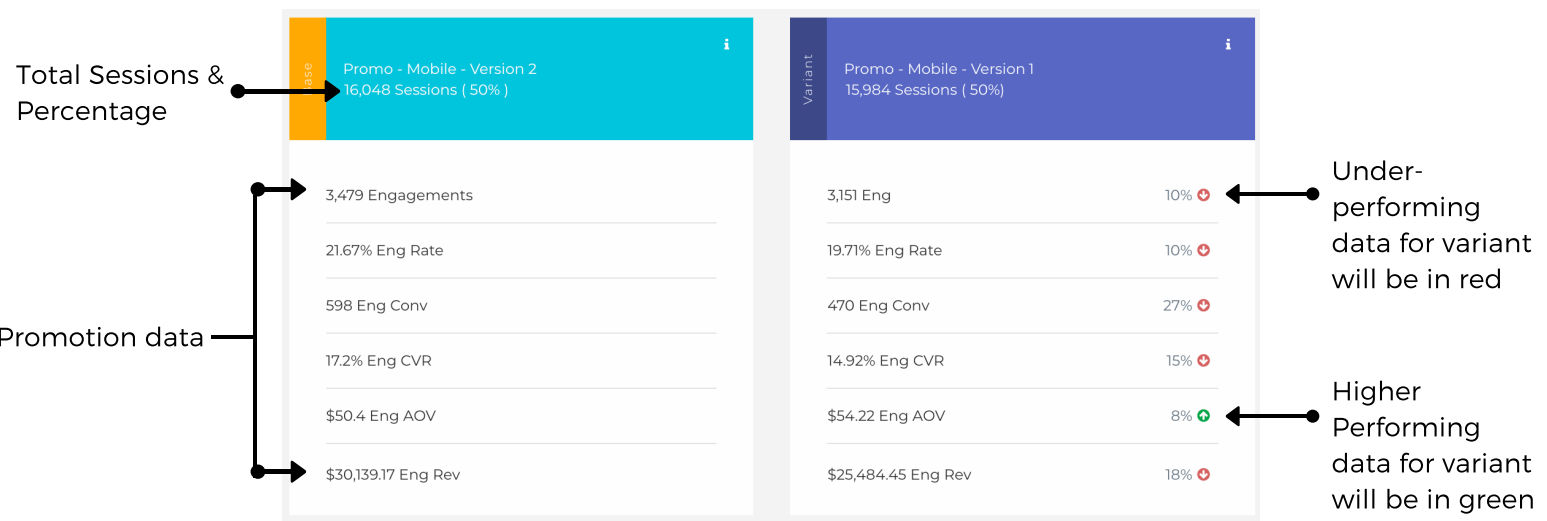
How a promotion 'wins' should be tied to directly to your goals and may vary between promotions. Below is what you will see when you first open the report for your A/B test.

Base
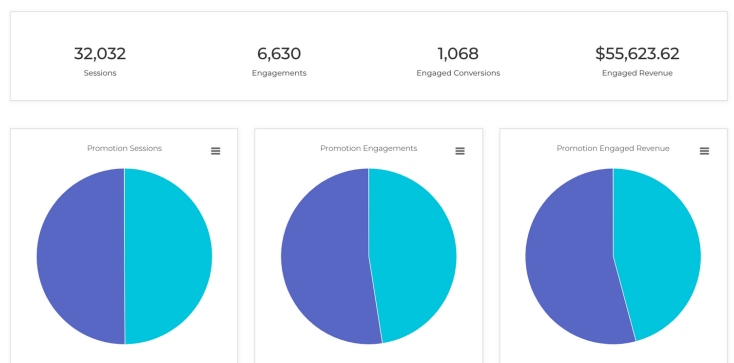Rules for the test are established in this promotion.

Variant
You can have multiple variants, including a control.

Total Sessions & Percentage

Promotion data

Base	Promo - Mobile - Version 2	i
	16,048 Sessions (50%)	

| 3,479 Engagements |
| 21.67% Eng Rate |
| 598 Eng Conv |
| 17.2% Eng CVR |
| $50.4 Eng AOV |
| $30,139.17 Eng Rev |

Variant	Promo - Mobile - Version 1	i
	15,984 Sessions (50%)	

3,151 Eng	10% ⊙
19.71% Eng Rate	10% ⊙
470 Eng Conv	27% ⊙
14.92% Eng CVR	15% ⊙
$54.22 Eng AOV	8% ⊙
$25,484.45 Eng Rev	18% ⊙

Under-performing data for variant will be in red

Higher Performing data for variant will be in green

The table above shows an overview of the entire test. Be sure the date range at the top of the page on the right-hand side is set appropriately.

Further down the page is more information like total sessions, engagements, conversions, and revenue, along with pie graphs comparing promotions performance.

32,032	6,630	1,068	$55,623.62
Sessions	Engagements	Engaged Conversions	Engaged Revenue

Promotion Sessions

Promotion Engagements

Promotion Engaged Revenue

ADDITIONAL RESOURCES

A/B Testing in Justuno

A/B Testing Reports

Mastering A/B Tests

9 A/B Tests to Increase Conversions

Optimizing Email Pop-Ups with A/B Tests

A/B Test: How Shopify Plus Merchant, The GLD Shop, Increased Conversions by 300%

Conclusion

Justuno Services

In addition to our self-service platform, Justuno offers a variety of troubleshooting and support resources to help you succeed.

Looking for more hands on help? We also offer tiered services to assist in a wide spectrum of projects:
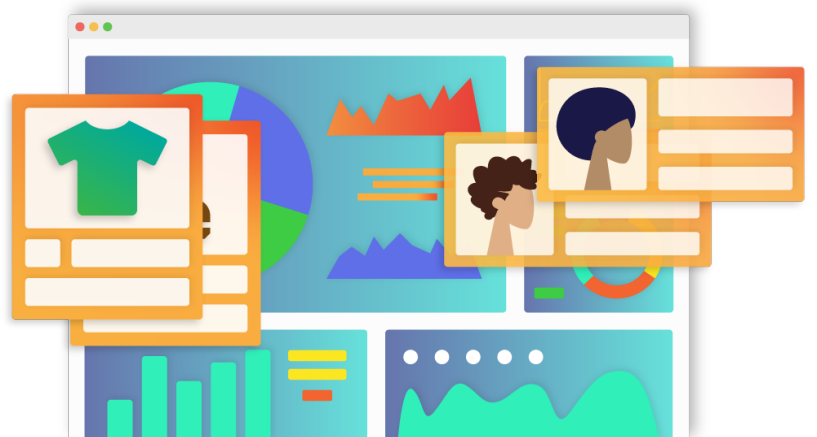Justuno Plus
Professional Services

For more information on our pricing packages and services included, contact us at sales@justuno.com. For technical support, email support@justuno.com.

KEEP IN MIND

Updates to the Justuno Platform are constantly in flux. Items in this guide are subject to change, however using these basic strategies paired with Justuno's Support Resources can help you create a successful strategy in no time.