**Engage Website Visitors**

Visitor Retargeting Use Case Example

**Website Visitor**
- **UNKNOWN**
- **KNOWN**
- **RETURNING**

**Website**
- **WEBSITE URL**
  - Drift.com

**Website Page**
- **PRICING**
- **PRODUCT**
- **SOLUTION**
- **RESOURCE CENTER**
- **BLOG**
- **CONTACT US**

**Engage Options**
- **Regular Playbook**
- **Triggered Playbook**
- **Embedded Playbook**
- **Conversational Content**
- **Live Chat**
- **Email**
- **Video**

**Engage Hook**
- **ENGAGE HOOK**
  - 100 characters or less
  - Hey there 😊 Welcome back! Still wondering if we are a good match? Let's find out!

**Engage Response**
- I'd like to chat with someone
- I'd like to learn more about your solutions
- I'm just browsing
- I'm looking for customer support

**Primary Call-To-Action**
- **ROUTE TO SALES**
- **DROP A CALENDAR**

**Secondary Call-To-Action**
- **MARKETING OFFER**
- **SELF-SERVICE RESOURCE**
- **ROUTE TO CUSTOMER SUPPORT**

**Business Outcome**
- **NEW LEAD**
- **MEETING BOOKED**
- **SALES ACTIVITY**

**Buyer Outcome**
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- File Support Ticket
- Chat with Support
**ENGAGE HOOKS**

1. Hey there! Welcome back! Still wondering if we are a good match? Let’s find out
2. Hey there 🙋‍♀️Welcome back! Are you ready to get started with [solution name]?
3. Hey there 🙋‍♀️Welcome back! Would you like to speak to a human right now?
4. Looks like things are getting serious...want to speak to a human right now?
5. Hey [account name] 🙋‍♀️You’re becoming a regular around here. What brings you here today?
6. Back again? I think I can help you!
7. Hey 🙋‍♀️Welcome back! Still not sure if you’re a good fit? I can help you!
8. Hi 🙋‍♀️Still deciding? Maybe I can help!
9. Hi [company name] Welcome back! Still trying to figure out if we’re a good match? We are too! Maybe we could get to know each other better?

**ENGAGE VALUE PROPOSITIONS**

N/A

**ENGAGE RESPONSES**

**[Yes, let’s chat now]**
*<Routes to Sales>*

**[Not yet, I’d like to learn more first]**
*<No problem>*
*<What brings you here today?>*

*I’d like to learn more about your solutions*  *I’d like to check out some resources*
*<Self-service resource>*

*I’d like to talk to a human*
*<Routes to Sales>*

**[I’m looking for customer support]**
*<Route to Support>*