

swap.com

# How Swap.com converted 15% of visitors on their mobile site into leads

Company Profile: Swap.com is the largest American online consignment marketplace for kids clothing, baby products, maternity clothing, women apparel and accessories.

## The Objective

Swap.com receives significant traffic through mobile devices. However, users transact mostly from desktop browsers. The Swap team intended to convert their mobile visitors into customers. Keeping all of the above in mind, this was the broad objective, To collect email of first time visitors from mobile device and generate leads for marketing follow-ups.

## The Solution

Swap team created a WebEngage lead generation survey to capture email of unregistered mobile users. The survey was an "on entry" modal window for Swap's mobile site i.e. any first time user, landing on their mobile site, on any page, would be intercepted with a modal window as shown below. Signed-in and repeat visitors were excluded from the "targeting rule" for this campaign. In our experience, an incentive on such forms always leads to a higher response rate; Swap team was quick to gauge that and they offered a one time FREE Shipping as an incentive to users to submit leads.

## Key Result

The lead generation survey registered over 100K impression (was shown to first time visitors only) out of which over 15% got converted into leads! It turned out to get huge win for the CRM team; the best they had prior was browsing data of anonymous visitors from their favorite analytics tool.



15%

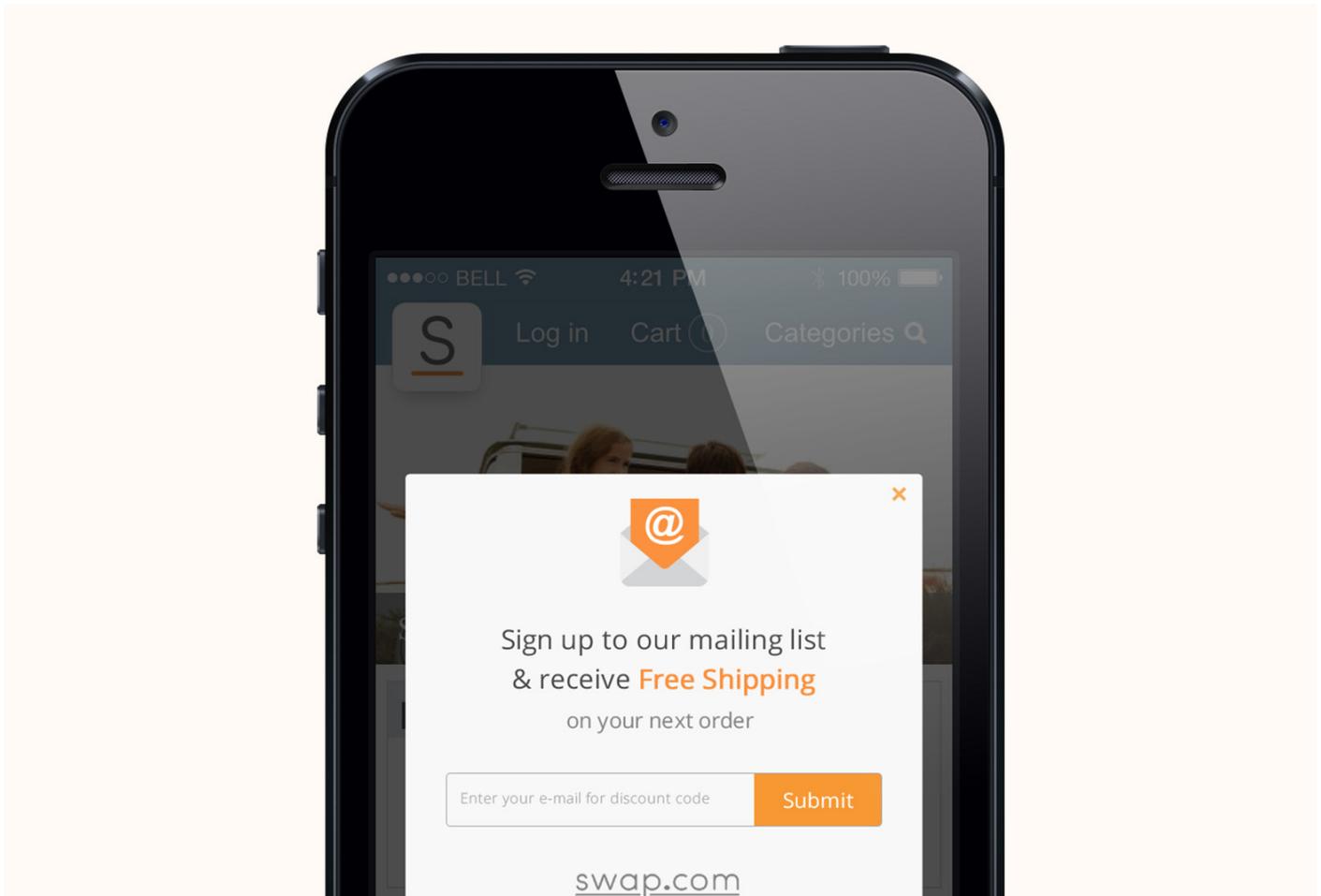
visitors converted into leads

Vincent Beerman,

“ I tested several services before choosing WebEngage. It provides by far the widest flexibility in terms of layout designs, customization, targeting, reporting and integration. We use WE for several different notifications and surveys and it has proven out to be an extremely valuable tool. Their customer support has also been really great.”



**Jussi Koskinen,**  
 Co-founder  
 Swap.com



It takes less than 10 minutes to set up a modal lead generation intercept for your website. You start by choosing Surveys > Layout > Modal (ref: [creating surveys with WebEngage](#)).

Once you fill in the contents inside modal window, you define targeting rules. We support a wide range of targeting options – right from choosing page URLs on your site

where the intercept should appear, to the geo-location of your visitors who should see this, to the amount of time they spend on your site etc. Here's a comprehensive guide on how to set-up targeting rules for your WebEngage surveys and notifications. You can use device and cookie targeting (shown below) to target a segment of users that will find the notification/survey most relevant.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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