

CONVERSION MACHINE

MODULE 2

Data Collection

VIDEO 7 Transcript
Website & Exit Intent Polls

Website & Exit Intent Polls

Polling visitors to your website is an amazing way to collect qualitative data and build on your customer theory.

By using pop up polls you can learn about visitors feelings and reservations around converting.

Website and exit intent polls are also referred to as pop up polls, you may recognise them in this form:

You'll be setting up two types of polls on your website to collect data.

The first type are website polls, these pop up polls are triggered based on time on page.

The second type are exit intent polls, exit intent in simple terms means that the polls is shown when the user tries to leave page or moves their mouse towards the browser window cross to close the window.

To inform us on what poll questions to ask and on which pages we are going to dig into your Google Analytics accounts, specifically your content reports.