

## 25 Online Marketing Challenges You Can Meet and Beat with Monetate

1.	Control your customer acquisition costs by extending different offers to returning customers versus new visitors.	✓
2.	Vary the shipping options you offer to new visitors, based on their location, right on the landing page.	✓
3.	Hide the Coupon Code box on the checkout page to stop cart abandonment by shoppers who go looking for a coupon.	✓
4.	Offer a discount specifically for returning customers that have not registered on your site yet.	✓
5.	Hide some payment options, such as Bill Me Later, from some customers, while offering them to others.	✓
6.	Stop visitors bouncing out of your site because the page they land on seems unrelated to the ad that brought them there.	✓
7.	Display a pop-up message to reassure shoppers they're getting the discount you promised, right on the checkout page.	✓
8.	Display auto-generated, customized home page welcome banners for visitors from all 50 states and 200+ metro areas.	✓
9.	Give a special discount for shoppers coming from comparison shopping sites to make sure they stay and buy from you.	✓
10.	Perform an A/B test of payment options by covering them up for a fixed percentage of your visitors.	✓
11.	Display details of an offer with a pop-up so customers can read them without leaving the order page.	✓
12.	Extend offers at the category, brand, and product level without having to download or export your catalog data.	✓
13.	Extend personalized offers like Amazon.com does, without an Amazon.com-sized budget.	✓
14.	Increase conversion rate for overseas visitors by pointing out that you ship to their country.	✓
15.	Offer free in-store pickup to people visiting your online store from locations close to your brick-and-mortar locations.	✓
16.	Improve conversion of shoppers from California by displaying messaging and creatives that create affinity for your brand.	✓
17.	Figure out which segments of traffic are under-performing and create personalized campaigns to improve them.	✓
18.	Repeat the wording of your Google Adwords offers to visitors who come to your site from those ads.	✓
19.	Create new landing pages in a hurry because a new SEM campaign is about to launch.	✓
20.	Show brand-specific offers to visitors who click thru from a brand display ad to reduce bounces and increase average order value.	✓
21.	Notify new visitors from certain states that there will be no sales tax on their orders.	✓
22.	Coordinate offers from referring sites with your landing page, the product page, the shopping cart and checkout page.	✓
23.	Implement discounts at checkout and create special landing pages for a new email campaign, in minutes not hours.	✓
24.	Display special messaging for product pages when an item is out of stock and a visitor lands there from a social network site.	✓
25.	Start doing segmented messaging and promotions even though you're in the middle of major back-end overhaul.	✓