EMAKINA

AN EPAM COMPANY

Tool bundle #3

7 activation tools

to help turn browsers

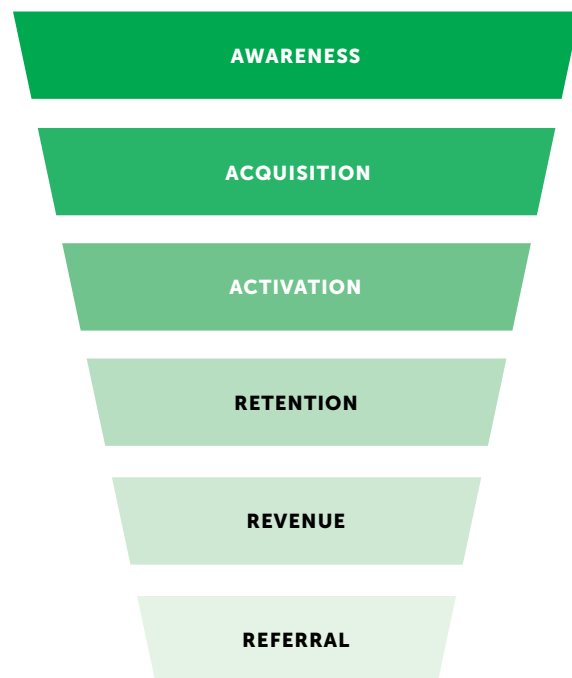into buyers

Roadmap to success

Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey (awareness) and data gathering and testing (acquisition) to spurring a user into action (activation). It teaches retention strategies, choosing the right revenue model and, finally, how to drive referrals.

We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

A	Awareness
A	Acquisition
A	Activation
R	Retention
R	Revenue
R	Referral

AWARENESS

ACQUISITION

ACTIVATION

RETENTION

REVENUE

REFERRAL

7 activation tools to help turn browsers into buyers

If you've landed on this blog, this is the third in our roundup of digital tools we love – tools that are specifically geared towards growth marketing (based on the AAARRR or pirate funnel strategy). In our previous two blogs we've discussed awareness tools, acquisition tools and now we're focusing on tools that help spur a potential customer into action (activation). All 7 of these activation tools are tried, tested and trusted by our experts in supporting our clients in their own growth marketing journey.
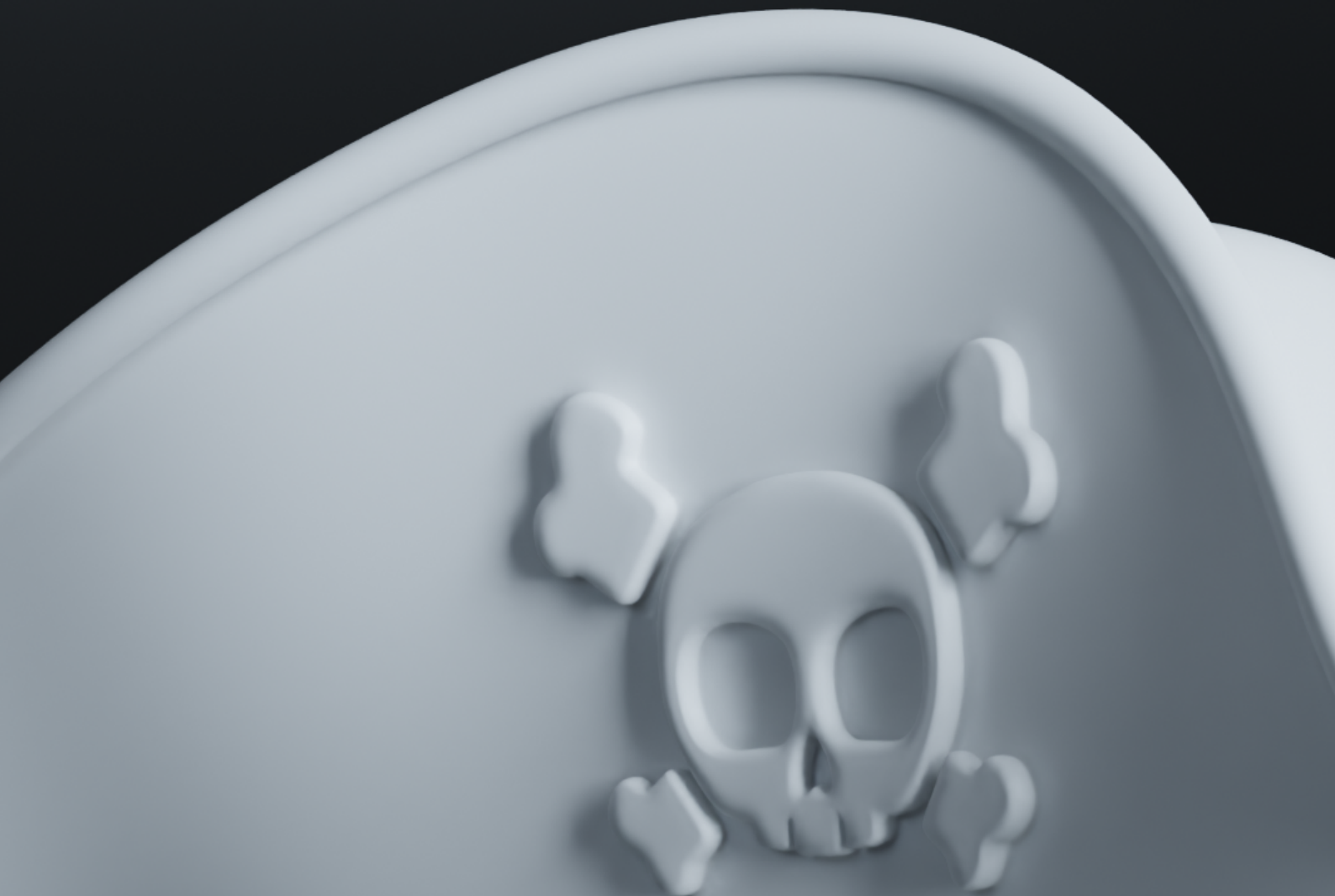
01

Hotjar

Hotjar gives you a deep understanding of your customers – their needs, wants, and behaviour – through qualitative and quantitative data, so you know exactly how to improve the customer experience at every stage.

With Hotjar, you can

- **See what customers are doing with your product**
  Heatmaps show you an aggregate of your users' behaviour on any given page. You'll see where customers tend to hover and click, what attracts their attention, and what they ignore.

- **Watch real user journeys**
  the Session Recordings feature lets you see the exact journey particular customers go through. While Heatmaps give you a visual of aggregate behaviour, this shows you individual customer experiences you can filter according to different user attributes. For example, you can examine how power users interact with your software and compare their journey with less active customers or those who've reported dissatisfaction. Maybe your customers are inactive because of frustration or confusion on your product page? With Session Recordings you'll be able to pinpoint confusing elements or frustrating features and improve the user experience (UX).

- **Collect valuable feedback**
  Hotjar's Feedback widget lets customers reach out and explain their product experience, meaning you never miss an opportunity to capture user opinions. Both positive and negative customer feedback helps you ensure customers are getting as much value as possible from your product and improve customer activation.

These powerful features help you

- **Empathise with your customers and spot user issues** or frustrations that prevent customer activation;

- **Understand not just what customers do, but why they do it**;

- **Listen to your customers** as they tell you what they love and what frustrates them in their own words;

- **Optimise your product for customer activation.** You'll be able to use product experience insights to prevent customers from getting frustrated or stuck.
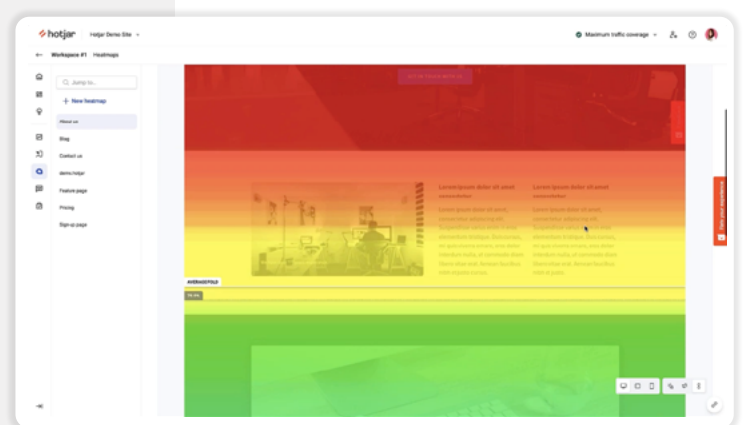
02

Userpilot

Userpilot is a customer success and product experience platform that helps you increase customer activation and product adoption by providing users with a complete onboarding experience, helping them understand all your features, and nudging them to take action.
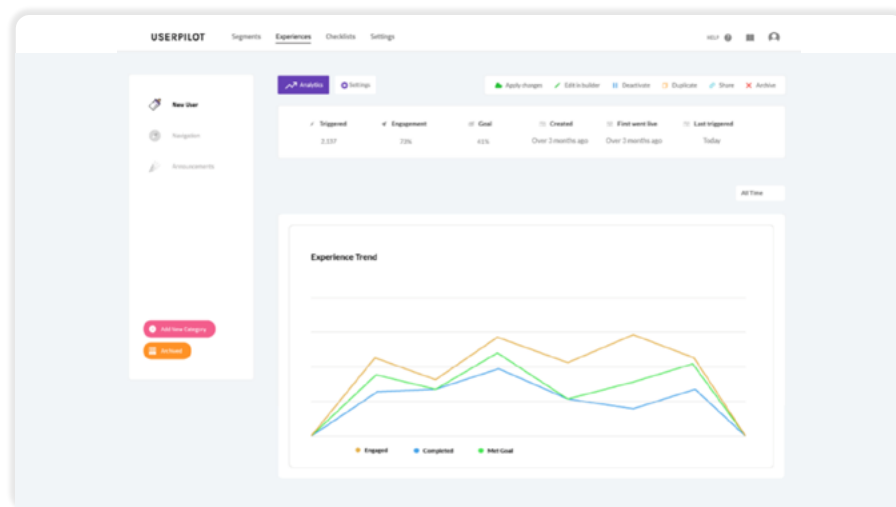
## With Userpilot, you can

- **Reduce 'time to value'**
  Design custom onboarding experiences to help new customers quickly get value from your product;

- **Segment users**
  Personalise your product experience based on user behaviour and the next stage of their journey, like converting a freemium user to a paid plan;

- **Set up helpful hints**
  Hints help new users get acquainted with your product on their own, and reduce frustrating first-time experiences that prevent customers from activating. They can also direct customers to the most valuable ways to use your tool, so they start seeing results fast;

- **Highlight relevant features**
  Send nudges that trigger customers to try out your best features to ensure they aren't missing out on ways to get maximum value from your product;

- **Track user activation**
  Userpilot tracks customer activation metrics, so you can see how well your customer activation strategy is working. If you notice that customers aren't activating, you can make adjustments to your strategy and continue tracking the results.

03

Intercom

Customer communications is a tricky thing to get right. In terms of outgoing comms, how much is too much? When's the best time?

And when it's incoming from a customer, let's face it, it's usually with a complaint or a problem. How do you turn a complaint into a positive experience? Intercom is designed to take the guesswork out of customer communications, helping you increase customer satisfaction and engagement, and provide effective customer service. Great customer support drives activation by solving problems fast and encouraging users to adopt your product solution.
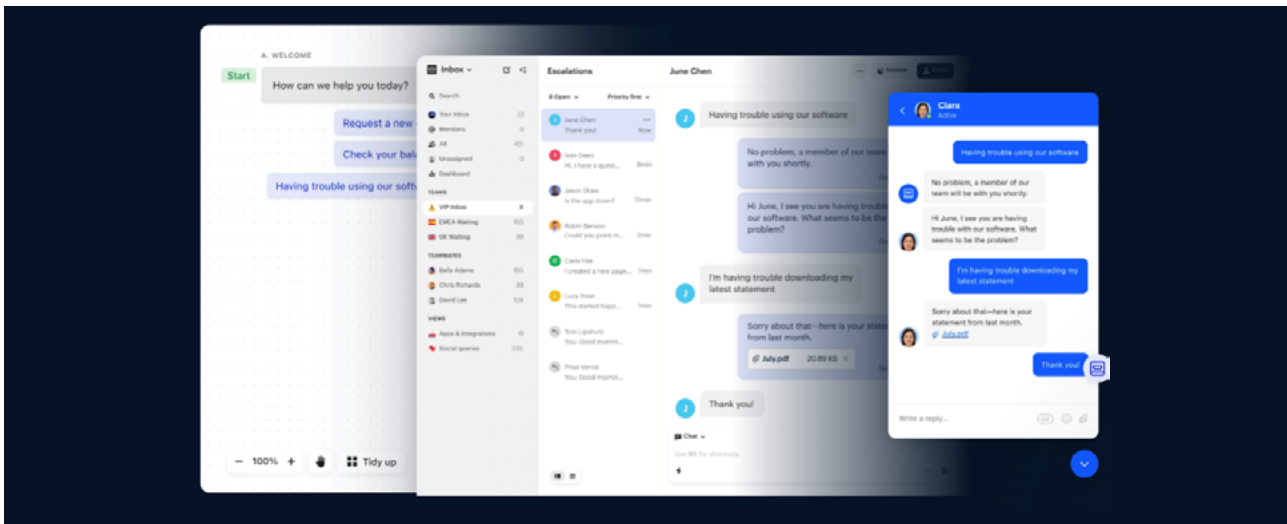

With Intercom, you can

- **Engage and communicate with customers**
  Using chatbots, personalised support, product tours, messages, email campaigns, and self-service support, you ensure customers always have somewhere to turn when they're confused or uncertain;

- **Proactive support**
  You don't have to wait for customers to reach out to you. Instead, you can step in to help when you see signs of frustration or abandonment, reducing churn;

- **Give customers fast support without the effort**
  Intercom uses chatbots, automations, and flows to reduce workload and support tickets without compromising on the quality of your customer service. You won't have to worry about losing activated customers due to inadequate or slow customer assistance.

04

Actito

Actito is a customer activation and marketing automation software that helps you make the most of every opportunity to connect with your customers throughout their user journey. It helps you reach incredible levels of personalisation for your customers.
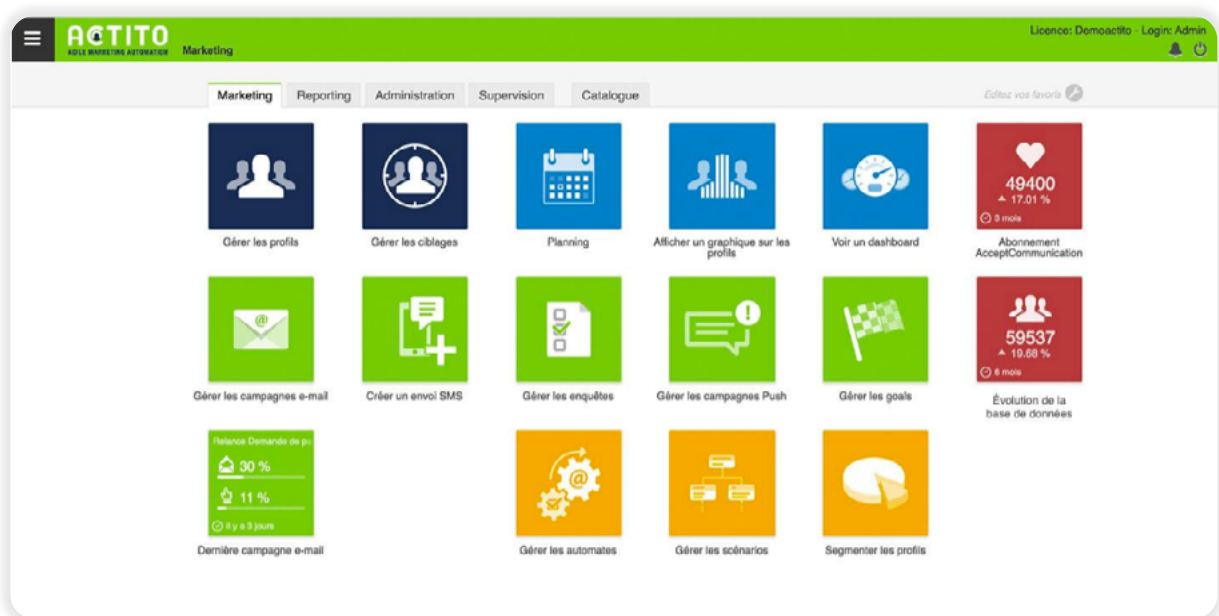

With Actito you can

- **Track customer preferences and behaviour**
  Figure out how best to reach customers, no matter where they are in their journey;

- **Build and test activation strategies**
  Try out different timings, channels, and messaging to find the best way to engage customers and perfect your customer activation strategies;

- **Create a customised customer data dashboard**
  Collect high-level customer data and view customer interactions in one place. Then, use this information to segment, customise, and design unique user experiences that increase activation.

05

Zendesk

Activation comes from happy customers. And, in the words of Zendesk, 'To make customers happy, you need conversational experiences — connected communication across any channel'.

Customers want a seamless customer experience, whichever channel they choose. Zendesk makes it easier for businesses to deliver amazing customer service across channels, resolve product issues and activate your customers.
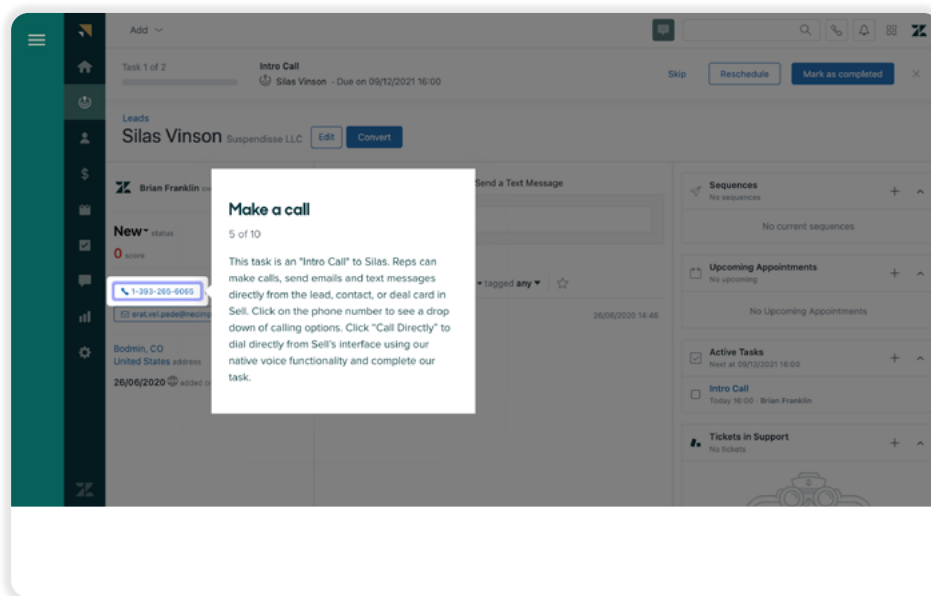

With Zendesk, you can

- **Provide support across various channels**
  Meet customers wherever they are and sync your conversations across different channels – over messaging, live chat, social, email, voice, etc, – so you never miss an opportunity to activate a customer;

- **Create self-serve support systems**
  Create a help centre and community forum so customers know where to find information anywhere they get stuck;

- **Efficient support with a personal touch**
  AI works alongside your human support team to capture relevant information from each query so customers don't have to repeat themselves and problems can be solved quickly and effectively.

06

Appcues

Appcues helps you increase customer activation by creating custom flows that encourage users to interact with and explore your product.

Appcues's user flows guide customers through your product and help you build personalised experiences to influence their behavior, allowing you to target the right customers at exactly the right time.
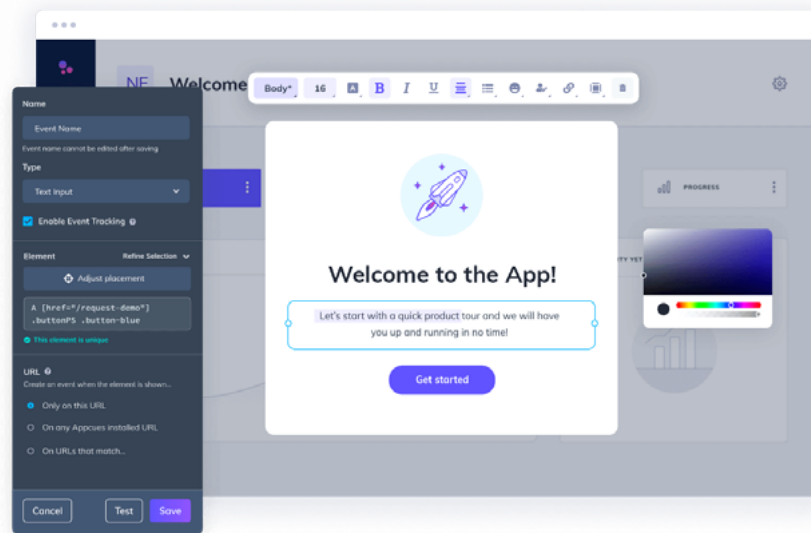

With Appcues, you can

- **Build in-app experiences without needing to code**
  The Appcues builder is a Google Chrome extension where you can create sequences, such as welcome flows, to guide users through your product and all its most valuable features;

- **Create customised events**
  Build sequences that are triggered by certain customer behaviors—such as the use of a particular feature– or by attributes like your user's location or job title. This helps your customers get personalised assistance and encourages them to use the features most valuable to them;

- **Manage flows and events**
  The Appcues studio lets you manage and review your flows and get an overview of customer behaviour. This helps you see the big picture and understand if you're successfully boosting customer activation.

07

Drift

Drift's Conversation Cloud breaks down the silos across your teams so you can deliver joined-up, personalised experiences that turn into more quality pipeline, revenue, and happy customers.
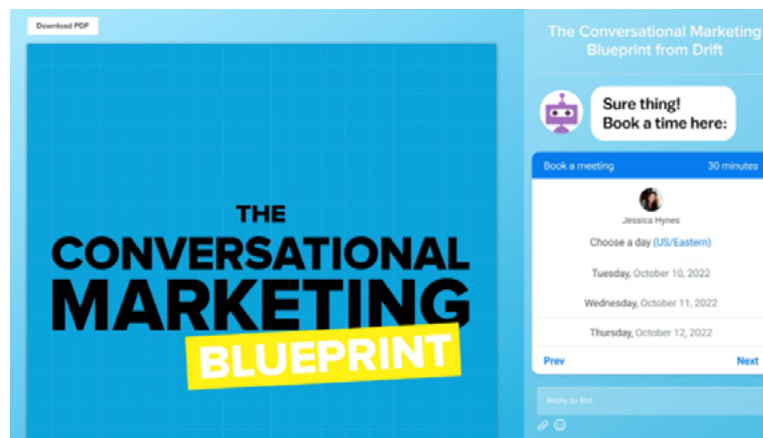
With Drift, you can

- **Gain a 360 view of customers**
  Drift brings together multiple layers of data to identify website visitors and engage them with a personalised experiences;

- **Manage your teams more effectively for a great customer experience**
  Easily see team availability, conversation and performance data, in real time, and all in one place;

- **Keep the human touch in customer conversations**
  AI is great, but sometimes customers just need human support. Custom routing rules, templates, and response timers ensure that customers get the right help at the right time.

Need help in monitoring or growing your brand presence?

At Emakina, we understand how important it is for your brand to take users from WOW to activation. Want to learn how to create a successful activation flow? Our growth marketing experts will would be happy to help, so get in touch with us today.

Contact us

About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at www.emakina.com.

EMAKINA

AN EPAM COMPANY

The ultimate digital brand experience for your users

Team up with our growth marketing experts to start designing the brand experience your users dream of. Start your journey with us.

www.emakina.com

Contact

Adrien Dotreppe
Growth Marketing Lead
adrien_dotreppe@epam.com

Feel free to contact us

Emakina Europe

Bd. du Souverain 25/6
1170 Watermael-Boitsfort
Belgium

+32 2 400 40 00
think@emakina.com

Emakina Middle East

FZ-LLC Office #909,
9th floor, DSC Tower,
Studio City Dubai,
United Arab Emirates

+97 4 589 57 22
info@emakina.ae

Emakina North America

79 Madison Avenue
New York, NY 10016
USA

+1 866 499 9591
info@emakina.com