



# Chatbot campaigns for online shops

Before you start, let us give you a couple of lifehacks:



## Experiment

Do you know you can merge campaigns? You can use one campaign to qualify, engage, and consult your leads.



## Analyze

Launch several campaigns, see how they perform, and adjust accordingly.



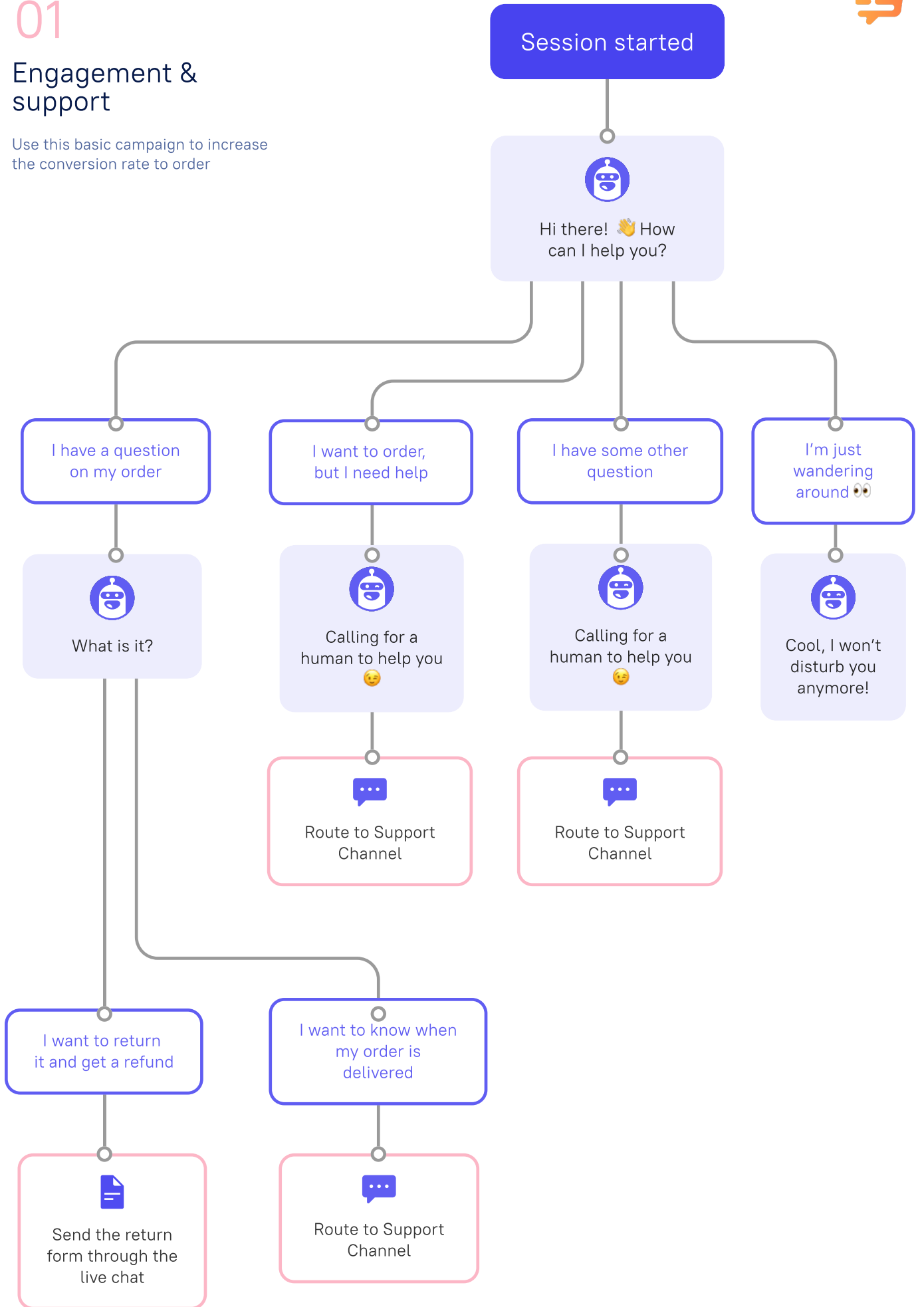
## Personalize

Don't forget to set timeouts and audience triggers. Yeah, just like in other triggered messages.

# 01

## Engagement & support

Use this basic campaign to increase the conversion rate to order

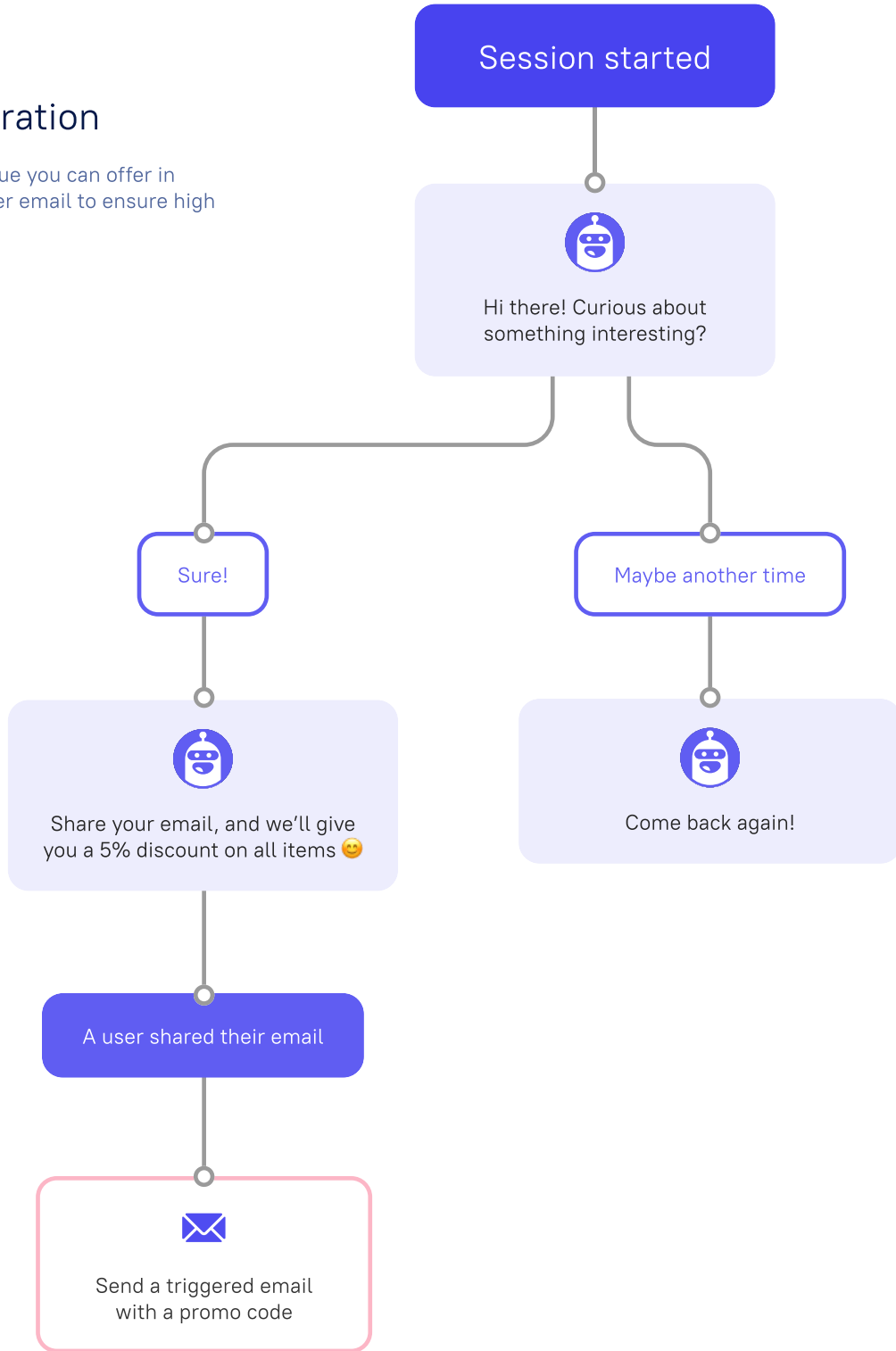




# 02

## Lead generation

Consider what value you can offer in exchange for a user email to ensure high conversion rates.

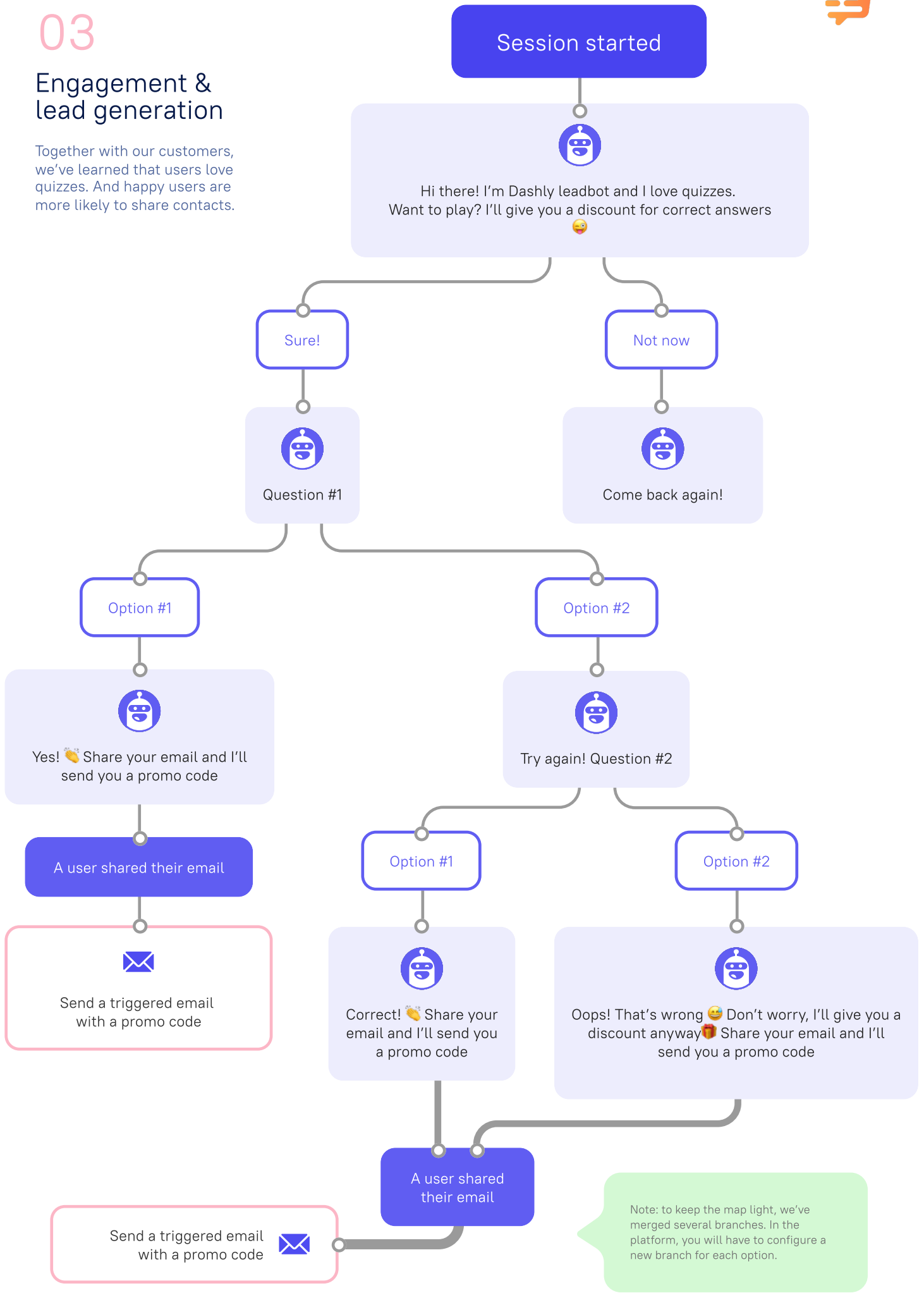




# 03

## Engagement & lead generation

Together with our customers, we've learned that users love quizzes. And happy users are more likely to share contacts.

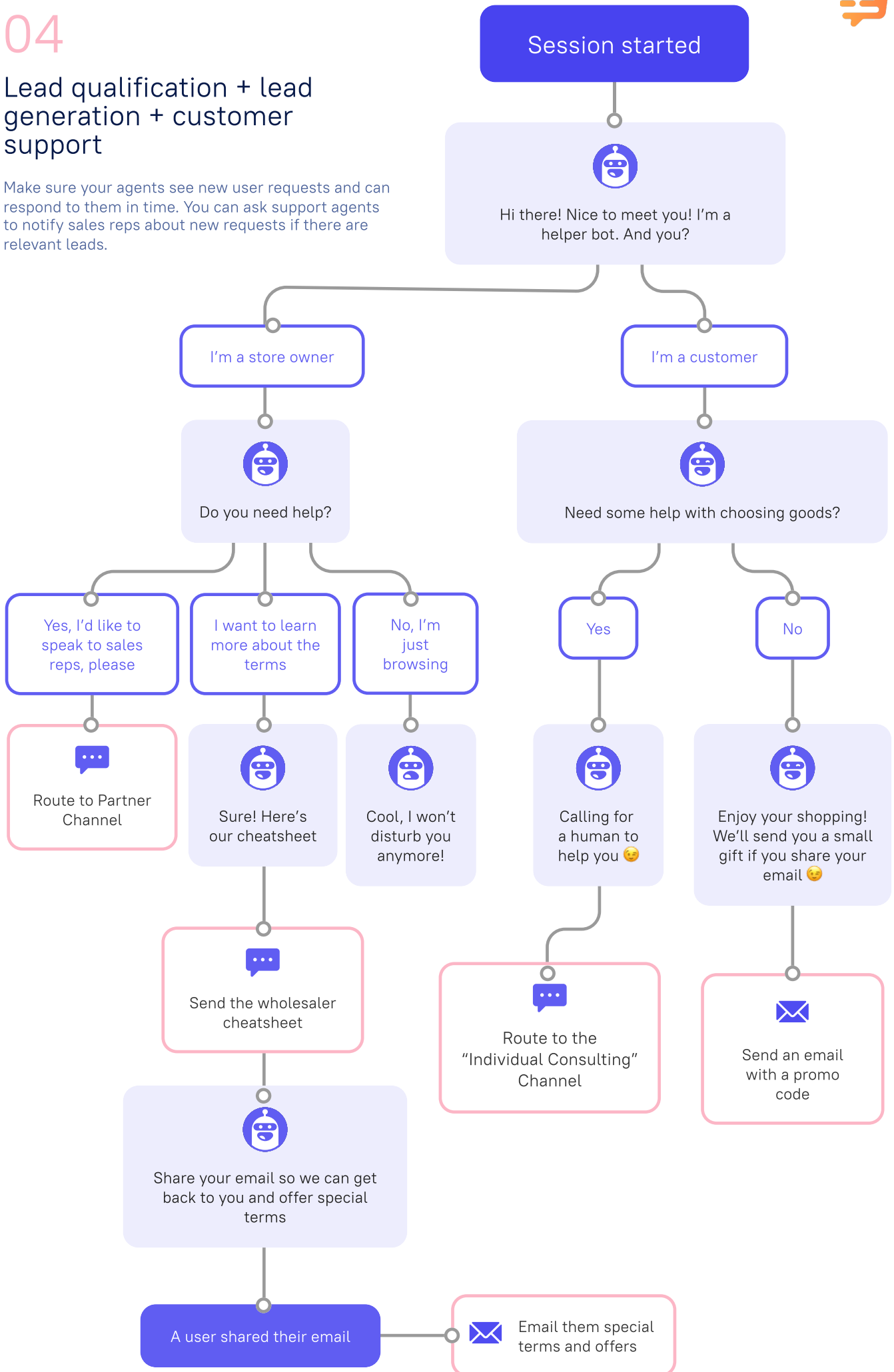




# 04

## Lead qualification + lead generation + customer support

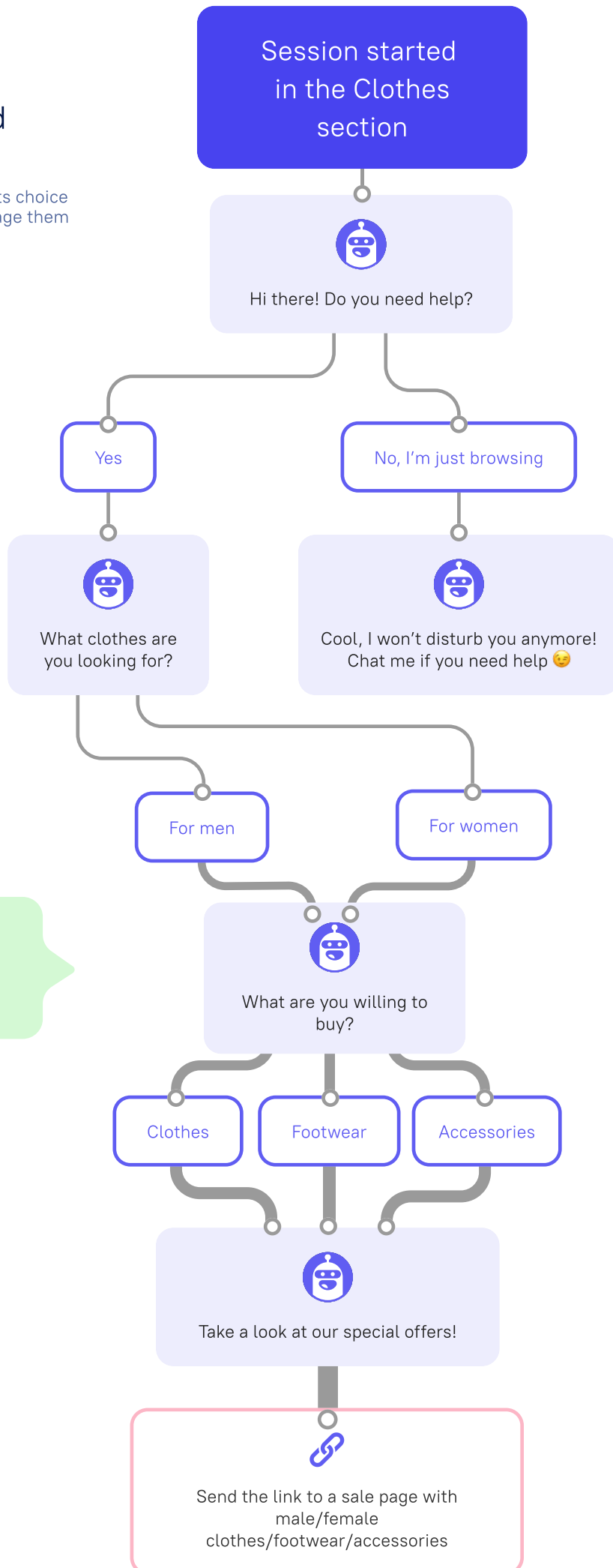
Make sure your agents see new user requests and can respond to them in time. You can ask support agents to notify sales reps about new requests if there are relevant leads.



# 05

## Engagement + lead qualification

Guide visitors on relevant products choice and offer special value to encourage them buy certain goods.

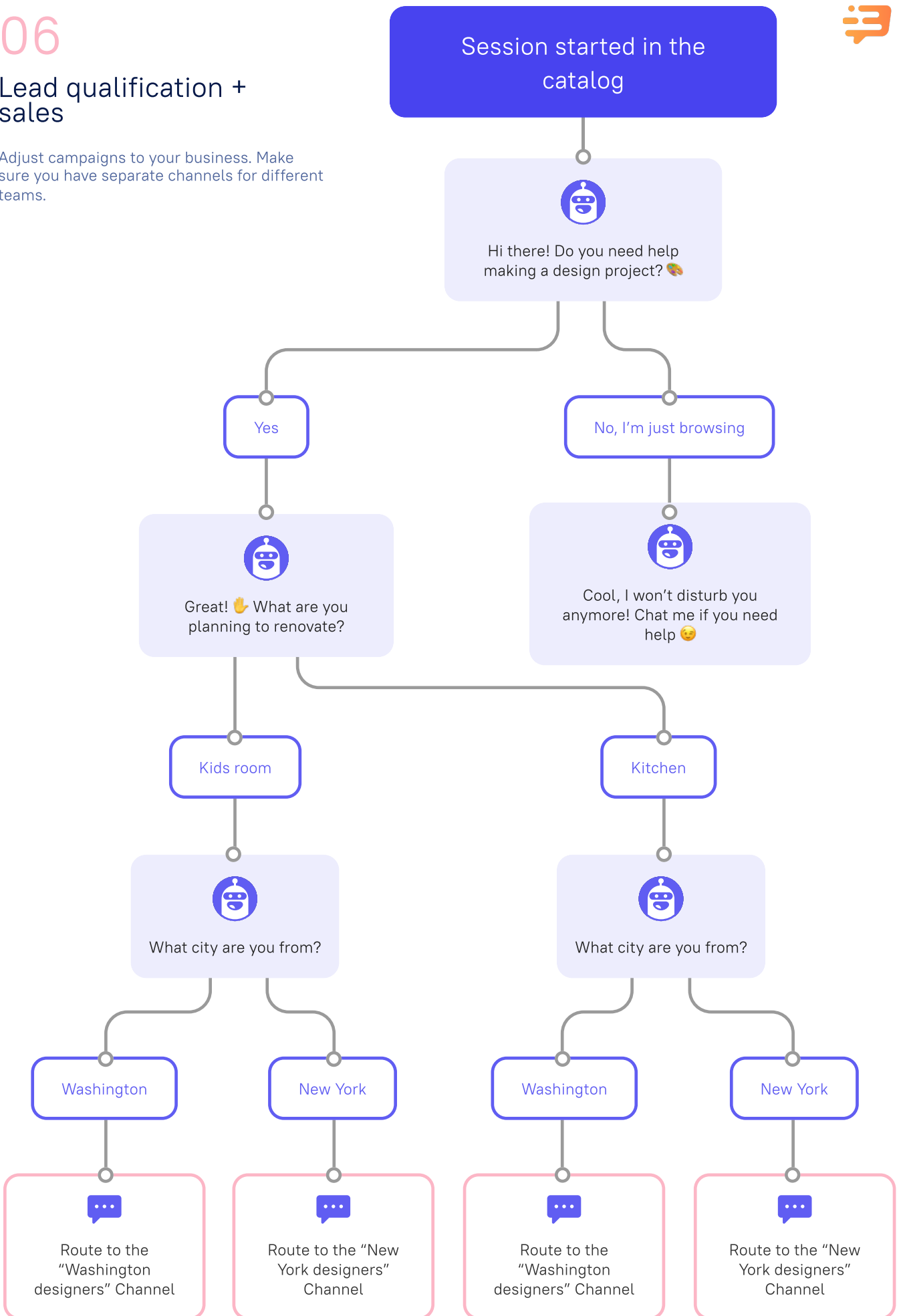


Note: to keep the map light, we've merged several branches. In the platform, you will have to configure a new branch for each option.

# 06

## Lead qualification + sales

Adjust campaigns to your business. Make sure you have separate channels for different teams.

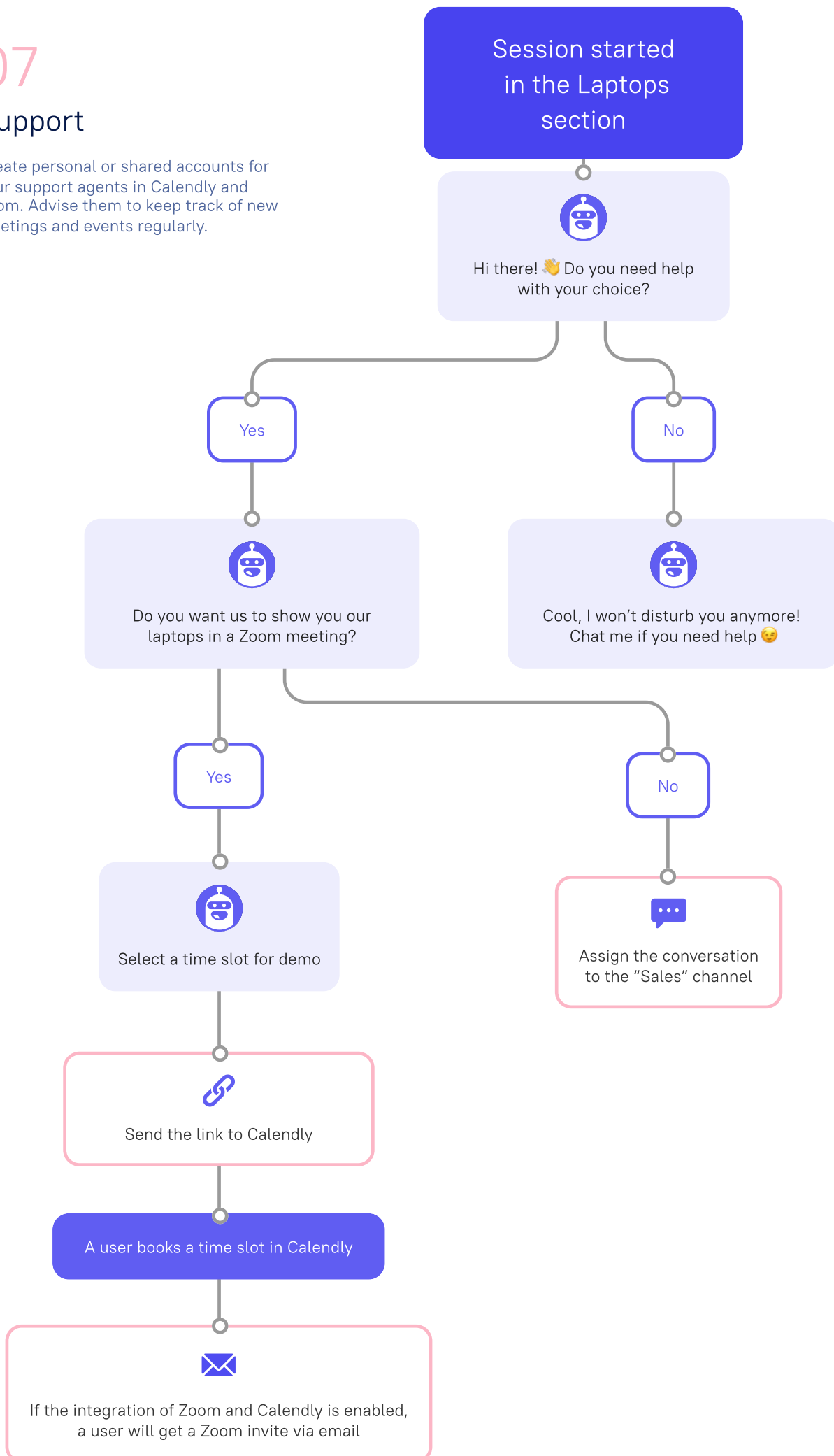




# 07

## Support

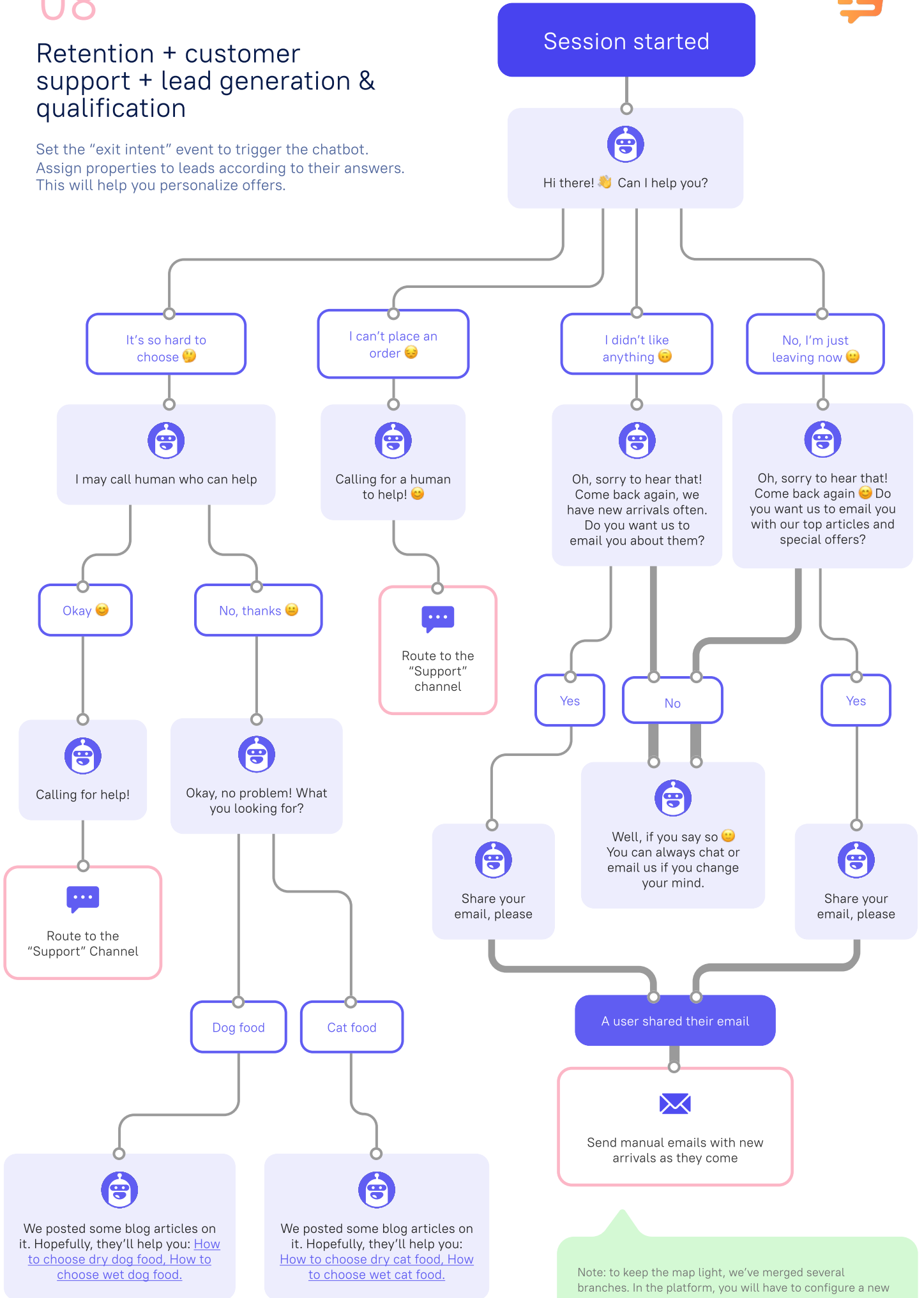
Create personal or shared accounts for your support agents in Calendly and Zoom. Advise them to keep track of new meetings and events regularly.





# Retention + customer support + lead generation & qualification

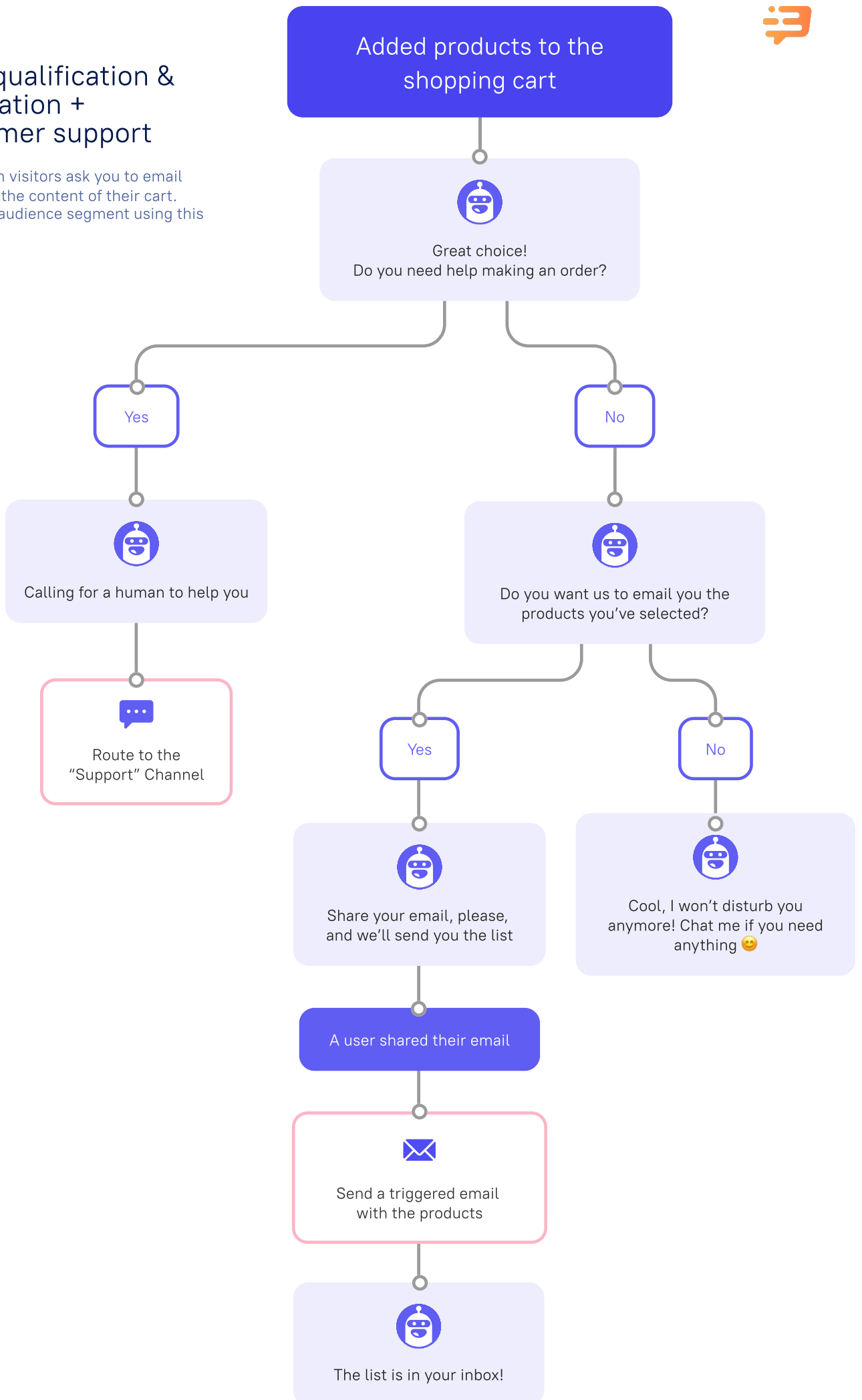
Set the "exit intent" event to trigger the chatbot. Assign properties to leads according to their answers. This will help you personalize offers.





# Lead qualification & generation + customer support

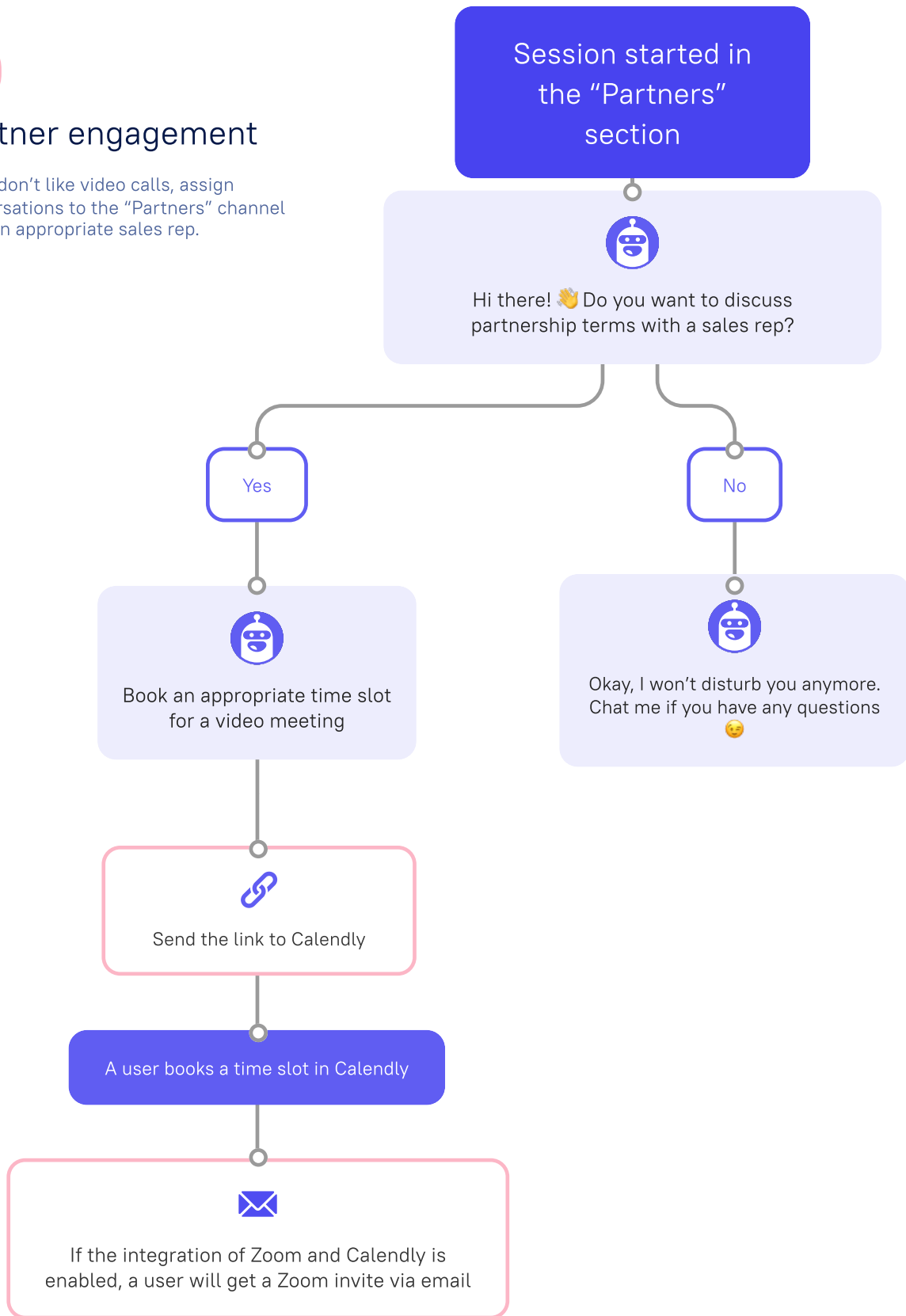
Track when visitors ask you to email them with the content of their cart. Create an audience segment using this event.



# 10

## Partner engagement

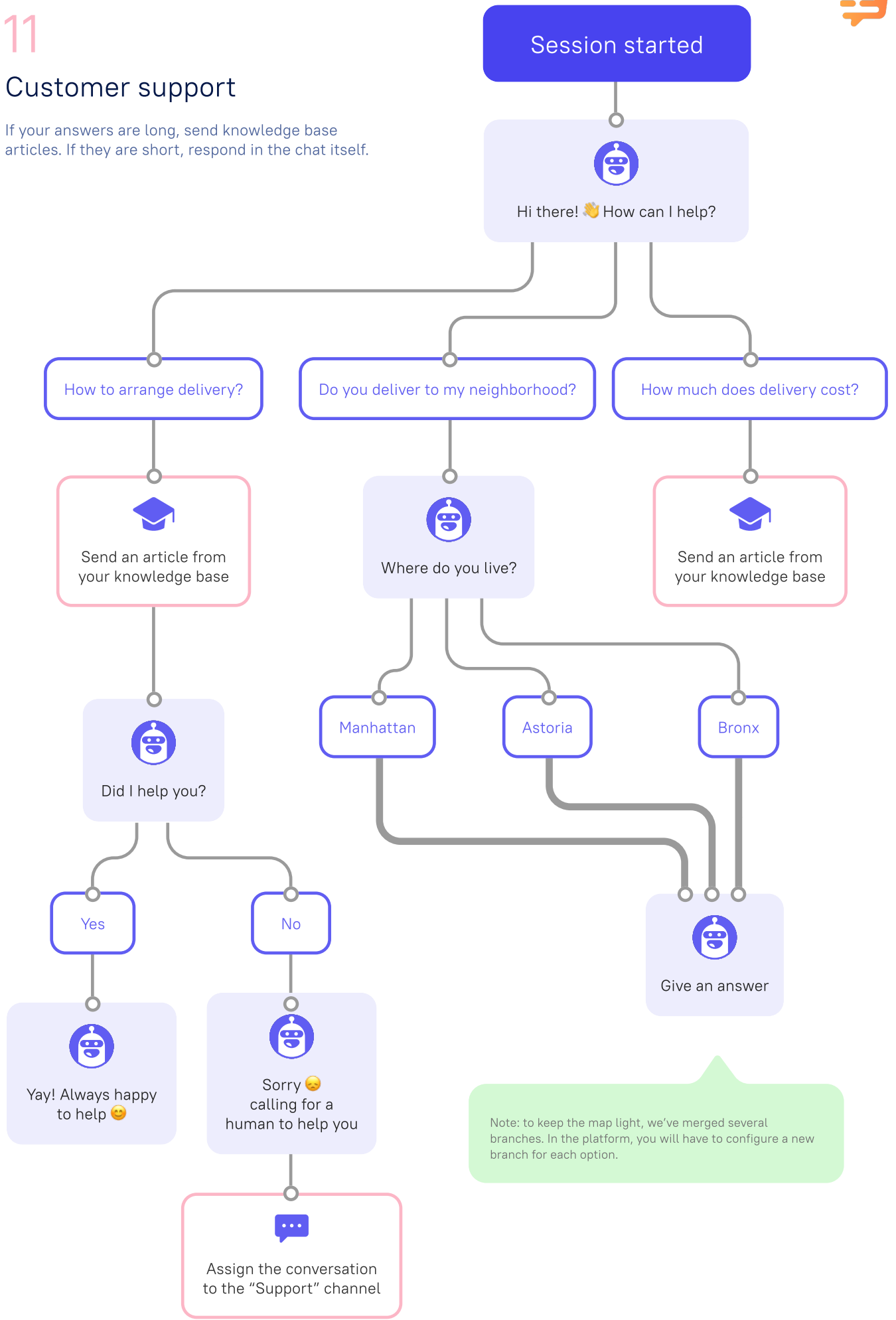
If you don't like video calls, assign conversations to the "Partners" channel or to an appropriate sales rep.





# Customer support

If your answers are long, send knowledge base articles. If they are short, respond in the chat itself.

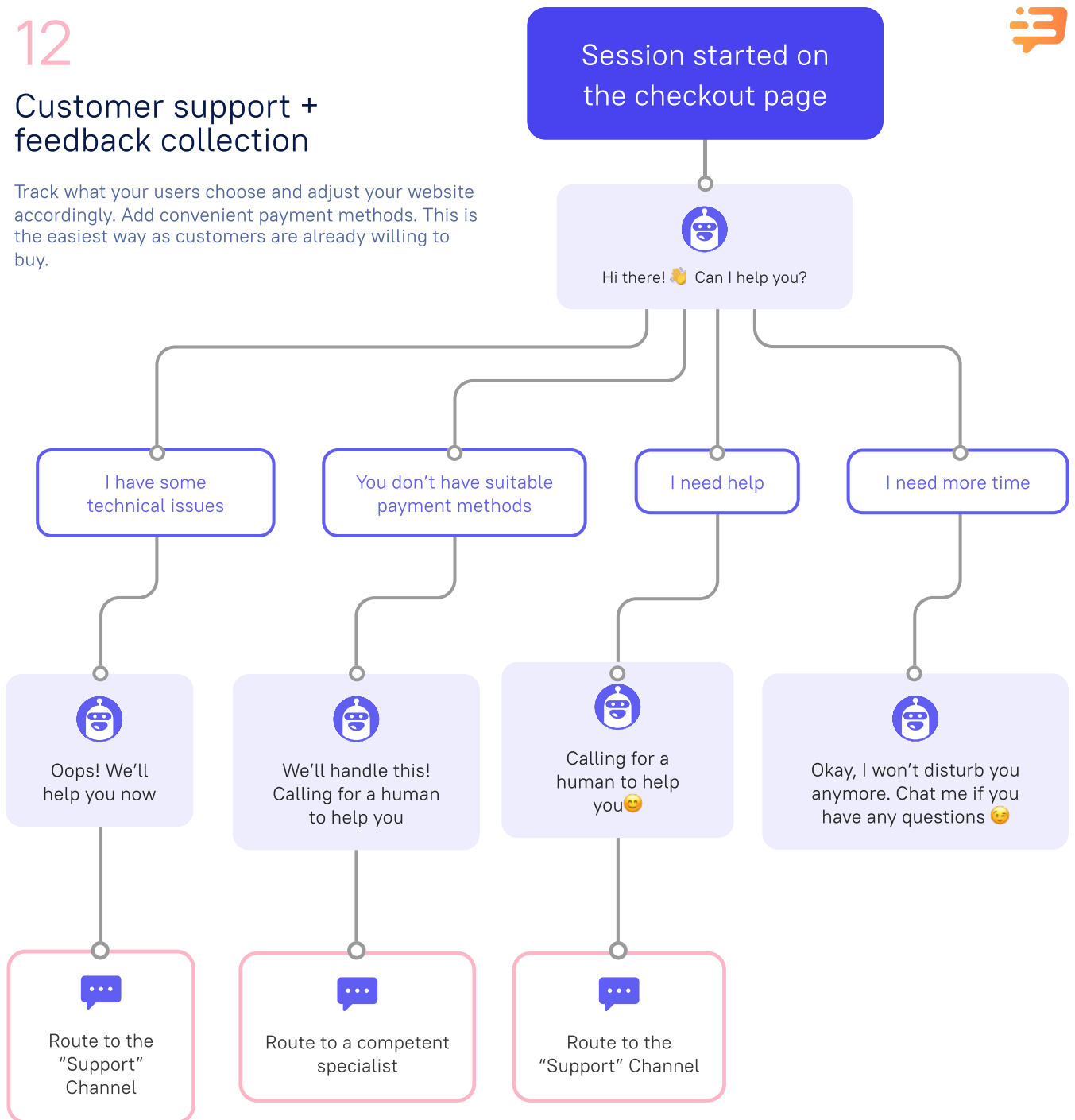


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## Customer support + feedback collection

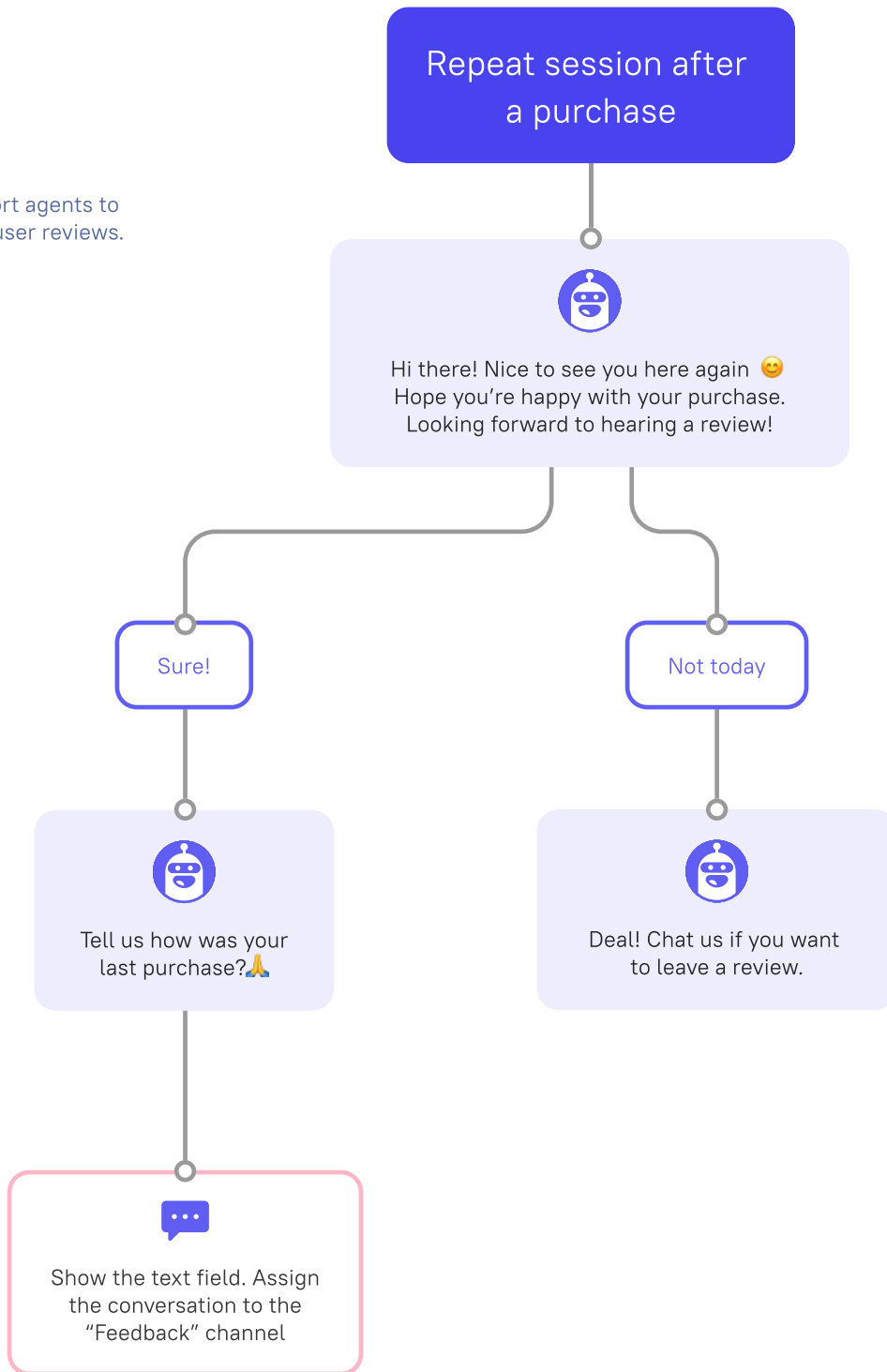
Track what your users choose and adjust your website accordingly. Add convenient payment methods. This is the easiest way as customers are already willing to buy.



# 13

## Feedback collection

Advise your support agents to collect and store user reviews.





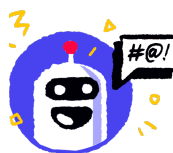
## Dashly helps you solve two major tasks of an online business:

- selling more with the same traffic;
- optimizing customer support.

## Tools to skyrocket your sales



Personalized live chat with audio and video calls



Chatbot for generating and qualifying leads



Behavior based pop-ups



Website visitors data tracking



Triggered email campaigns for customer retention

## Tools for customer support optimization



Personalized live chat with audio and video calls



Conversation channels for the distribution between agents



Knowledge base for customer self-service and accelerating agents' work



Email, messengers, and socials merged together not to lose a single customer



User base with all data on customers in one platform

# Launch the chosen chatbot scenario in Dashly. 7-days free

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