Engage

Engage is a section where you define an action to be taken in the event of the condition [defined in Analyze -> opportunities] being met. The action could be to direct the visitor to customer service for help or could possibly be a selling opportunity. Based on the scenario, we could create different banners to extend support to visitors. A banner could contain text, question form or a callback form based on the type of the banner chosen.

> Note
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> A banner is always tied to a solution which states the way in which a visitor needs to be helped.

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