

Targeting an Audience with Chatbots

When a visitor lands on your website, OnceHub assesses whether they meet the defined parameters for a specific audience. Each visit initiates a new session, which automatically resets 30 minutes after the visitor's last page view.

Based on the targeting rules you've set up, a chatbot may be triggered to display on the webpage, engaging the visitor proactively.

Target Your Audiences with Chatbots

Targeting an audience involves setting specific parameters that decide when your chatbots will engage website visitors. Follow these steps to define which chatbots will target your audiences:

Navigating to Automatic reach out

1. Click on **Chatbots** in the left-hand navigation menu.
2. Click on the blue target with an arrow in the top-right.

Targeting an Audience

1. Click on **Targeting** in the lefthand menu.
 2. Click on an **Audience** to target.
 3. Define rules to determine which chatbot will appear.
 4. Click on **Save**.
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What makes up a Rule?

Each rule comprises 3 core components:

- **Conditions:** These are criteria that must be met to activate the rule. Conditions can be based on:
 - Time on the website.
 - The Url of the page they are currently on.
- **Targeted bot:** This determines which chatbot will appear if the conditions of the rule are met.
- **Advanced settings:** Lets you choose how often the chatbot will reach out to a website visitor.

Using Multiple Rules

You can include multiple rules when targeting an Audience. If multiple rules are used, the visitor will be included in the audience if any of the rules are true.

You can include multiple rules when targeting an Audience. The OnceHub will evaluate the rules in order, starting from the top. When the conditions for a rule is met, the chatbot designated in that rule will appear for the website visitor.

If the top rule's conditions are not met, then OnceHub will proceed to test the next rule. If no rules are met, no chatbots will appear for your visitor.
