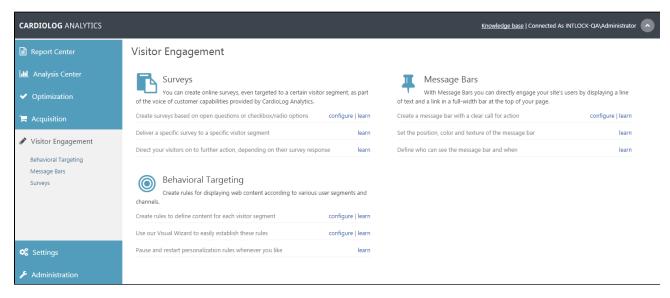# Visitor Engagement

Visitor Engagement helps you target viewer groups in different ways by creating real-time website personalization rules to display content designed to appeal to specific visitor segments. Here you can also learn what your viewers have to say by creating, designing and implementing surveys and message bars throughout your website. Visitor Engagement has three sub sections:

- **Surveys** - You can create online surveys targeting specific visitor segments included with the voice of customer capabilities provided by CardioLog Analytics.
- **Message Bars** - With Message Bars you can directly engage your site's users by displaying a line of text and a link in a full-width bar at the top of your page.
- **Behavioral Targeting** - Create rules for actively displaying web content according to defined user segments and channels.

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