

# 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.

**CARDIOLOG ANALYTICS** Knowledge\_base | Connected As INTLOCK-QA\Administrator

**Visitor Engagement**

### Surveys

You can create online surveys, even targeted to a certain visitor segment, as part of the voice of customer capabilities provided by CardioLog Analytics.

- Create surveys based on open questions or checkbox/radio options [configure](#) | [learn](#)
- Deliver a specific survey to a specific visitor segment [learn](#)
- Direct your visitors on to further action, depending on their survey response [learn](#)

### Behavioral Targeting

Create rules for displaying web content according to various user segments and channels.

- Create rules to define content for each visitor segment [configure](#) | [learn](#)
- Use our Visual Wizard to easily establish these rules [configure](#) | [learn](#)
- Pause and restart personalization rules whenever you like [learn](#)

### 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.

- Create a message bar with a clear call for action [configure](#) | [learn](#)
- Set the position, color and texture of the message bar [learn](#)
- Define who can see the message bar and when [learn](#)

Visitor Engagement Main Window