Website Intercept

Have you ever been browsing a business website, when after three or four pages of browsing, a survey pops up to ask you about your experience using the site? That is what we call a Website Intercept and Alchemer has this functionality built in! It allows you to target visitors with content that can drive conversions or engagement through feedback surveys.

We would love to get your opinion on your experience with our site with a short survey

Take Survey

Example Website Intercept Invitation
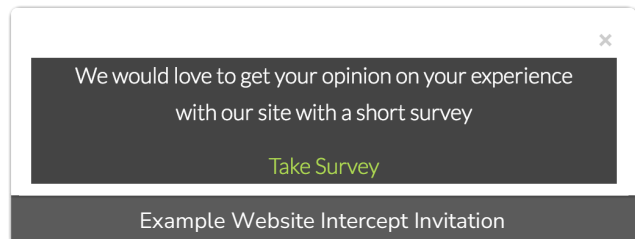
Create a Beacon

In order to set up a website intercept survey you will need to place a Beacon (a piece of JavaScript code) onto pages of your website where you want the survey to appear. You will need *access to edit your website code* or access to someone who can!

The first step to adding an Intercept survey to your website is to create a Beacon. A Beacon contains the Javascript code that you will paste at the bottom of all pages in your site that you want to track. *You must be an Account Administrator to create or edit Beacons.*

1. Select **Integrations > Website Intercept**.

2. Select **New Beacon** and provide a **Name**. We recommend having this name reference the site and page(s) you plan on using with this Beacon.

3. Input the domain(s) of the site(s) where you will be installing this Beacon. Be sure to input only the domain name (everything up to .com), and not specific page paths. Additionally, the domain names *MUST* be lowercase. The **Domains of the sites you are installing the beacon** textbox can be left blank so that it may be installed on any site, or separate each domain added manually to the field by a comma:

Beacon Name
Test Beacon 1

Domains of the sites you are installing the Beacon

example1.com, example2.com, exmaple3.com, example4.com

Leave blank to allow the beacon to be installed on any site or enter a comma separated list of domains to allow the beacon only on those sites.

4. (Optional) You can restrict access to a Beacon based on Teams in your account.

5. By default, a Beacon is active upon creation. You can disable the Beacon at any time.

6. Copy the embed code for this Beacon. You will then paste it at the bottom of the source code of all pages you want to track.

Embed Code

```
<script type="text/javascript">
(function(d,e,j,h,f,c,b){d.                    Beacon=f;d[f]=d[f]||function(){(d[f].q=d[f].q||
[]).push(arguments)};c=e.createElement(j),b=e.getElementsByTagName(j)
[0];c.async=1;c.src=h;b.parentNode.insertBefore(c,b)})
(window,document,'script','//d2bnxibecyz4h5.cloudfront.net/runtimejs/intercept/intercept.js','sg_beacon'
);
sg_beacon('init','MjA2NzE4LWJhY2ZjMTImMGI4N2U3NDc1ODg0ZjY5ZTYyOTM0YWI1MGUwYTYz
MWFjMzU2ZTTQwMDlj');
</script>
```

Paste this code just before the </body> tag on all pages in your site that you want tracking.

Beacon Embed Code

Once your beacon is created, it will be viewable and accessible via **Integrations > Website Intercept**. Here you can view general information such as **Beacon Name**, the date it was created, and the name of the user that created it.

Beacons

| New Beacon			
Beacon Name	**Date Created**	**Created By**	
Homepage	Dec 10, 2018 11:57 am	Jane Smith	✗
Blog	Nov 1, 2018 10:00 am	Marketing	✗

Create a Website Intercept link

Now it's time to set up the link between the Beacon and the survey you want to appear!

1. Go to the **Share** tab of your survey and click **Website Intercept Survey** (located on the bottom-half of the Share page). Give this link a memorable name.
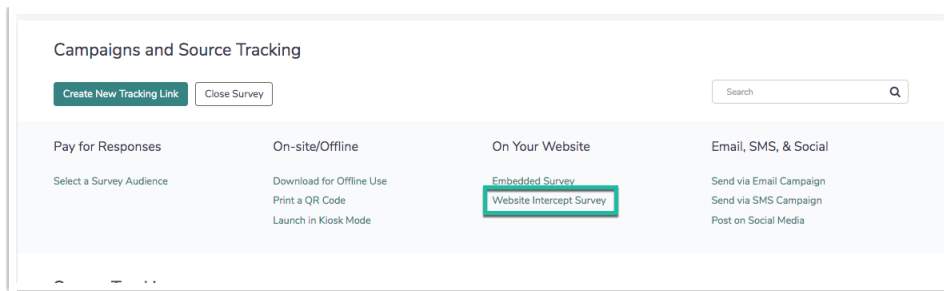
2. Choose the **Invite Type**. See the above examples of each of invite type .
   - **Top/Bottom Banner** - This will create a banner that is positioned statically at the top or bottom of the targeted page. If you choose a Top or Bottom banner, you'll also have an option to Fix to, which will anchor the banner to the top or bottom of the browser window instead of the page contents.
   - **Modal Dialog** - This will create a 'popup' modal window inside the targeted page. Popup blockers will not block this type of interaction.
   - **Inline** - This can target a specific CSS selector to make the Intercept appear inline on the chosen page.

3. You can customize the colors of the **Background** of the banner/popup, the **Invite** and **Link** text by clicking on the color next to each option. If you need to make a lot of style customizations CSS can be added on the Advanced tab.)
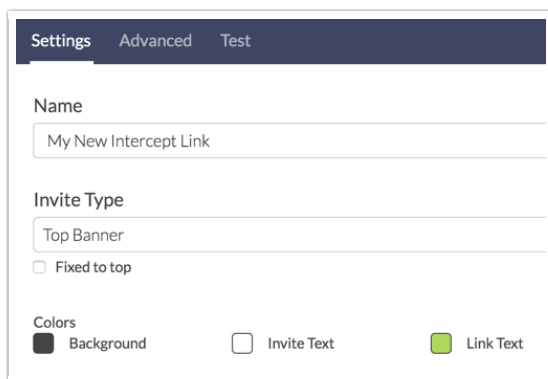
4. Now it's time to write your **Invite Text**. This text should encourage your website visitors to engage with your survey. This field supports basic HTML and inline CSS. (CSS can also be added to the Advanced tab if you have a lot of style customizations.)

5. Your **Survey Link Text** will be what the visitor actually clicks to get the survey. This field supports basic HTML and inline CSS (CSS can also be added to the Advanced tab if you have a lot of style customizations.)

6. Choose your previously-created **Intercept Beacon** from the menu. By default, this link will be open, you can come back here to close it!

Invite Text

We would love to get your opinion on your experience with our site with a short survey

Survey Link Text

Give Feedback

* Intercept Beacon

New Beacon ⇕   Manage Beacons

Link Status

● Open ○ Closed

> Site intercept link changes can take up to 30 minutes to take effect.

Advanced Controls

Once you have the initial setup complete, you now need to determine how and when the Intercept will appear to visitors. Click on the **Advanced** tab to get started!

1. The logic builder allows you to select what actions will trigger the Intercept to appear. You can add multiple conditions or groups of conditions. You can choose from the following options for a logic trigger:
   - **Last Offered this Survey (days ago) -** The survey will be triggered when it has either never been offered or was last offered more than X days ago. As a best practice, this condition should be added as an AND condition to most other conditions to prevent the intercept from being triggered repeatedly.
   - **Percent Chance (1-100) -** Percent chance that the survey will be triggered each time the Beacon code is evaluated. Since this is applied each time the beacon code is executed, if you set the chance to 50%, you can expect the survey to be triggered roughly every other page that has the beacon code as you move through the site.
   - **Number of Site Visits -** The survey will be triggered as soon as the user visits the site X times.
   - **Page(s) Visited by User -** The survey will be triggered as soon as the user visits the specified page(s). The intercept will be triggered immediately once the condition has been met and will trigger repeatedly on all subsequent pages where the beacon has been added.
   - **Time on Page (seconds) -** The survey will be triggered once the user has been on a page for X or more seconds. You can also specify *less than or equal to* X seconds, but this only makes sense when used with other logic conditions to prevent the survey from being triggered immediately.
   - **Time on Site (seconds) -** The survey will be triggered once the user has been on the site for X or more seconds. Only site pages where the beacon has been added will be counted towards the time on site.
   - **Browser -** The survey will be triggered on the specified browser(s).

- **Device** - The survey will be triggered on desktop, tablet, or mobile device as specified.
- **Advanced**
  - CSS Selector Clicked by User *(targets a specific CSS class name on your site that the respondent would interact with. This is on-click only)*
  - Cookie *(has to be setup on the same domain as the Beacon)*
  - Custom Data

2. Say you only wanted to present a survey to 20% of the visitors to your site that are using desktop computers, here are the triggers needed for that Intercept:

3. You can also set a **Quota** of responses to collect, as well as set an **Open/Close** date for the Intercept.

4. You can define any **URL Variables** you want to pass along with responses collected by the Intercept.

5. You can also specify a **Language** for the survey to display in. If left set to Auto the Intercept will automatically detect the language of the respondent's browser and, if a translation is available, it will present the survey to them in that language.

6. Finally, use the Custom JavaScript and Custom CSS fields to change the intercept invite styles or behavior. If you wish to style the *survey* use the Style tab controls or add Custom CSS via the Style tab.

Custom JavaScript

```
1
```

Custom CSS

```
 1 .sg-wrapper
 2 {border:none;}
 3 .sg-b-p,.sg-b-p.sg-b-p-s
 4 {background-color:#85bb23 !important;}
 5 .sg-b-p.sg-b-p-s
 6 {min-width:350px;max-width:700px; left:25%; right:25%;}
 7 .sg-b-p .sg-b-p-c
 8 {opacity:1; color:#fff; font-size:26px; text-shadow:none;}
 9 .sg-b-p
10 {padding:35px 15px 15px;}
11 .acerlogo
12 {max-width:100%}
13 .acerlogo img
14 {width:100%}
```

Scripting and Other Custom Solutions

We're always happy to help you debug any documented script that is used as is. That said, we do not have the resources to write scripts on demand or to debug a customized script.

If you have customization ideas that you haven't figured out how to tackle, we're happy to be a sounding board for Alchemer features and functionality ideas that might meet your needs. Beyond this, check out our Professional Services; these folks have the scripting chops to help you to achieve what you are looking for!

Themes

If you want surveys displayed via an Intercept link to use a different theme than the one you've chosen in the Style tab, you'll find the override options on the Themes tab. This can be useful if you want to brand the survey differently depending on which section of your website a visitor happens to be in when they launch the Intercept survey. This could be implemented with multiple Intercept links, each triggered by different page path logic, and each with different theme overrides.

Test

Once you are done with the setup, it's time to test! Click over to the Test tab and input the domain and page path where you've pasted the Beacon code. You can also switch from https:// to http:// depending on your needs.

Depending on whether the domains in the beacon are left empty or populated changes what is displayed in the Test tab:

- If there is a list of domains in the linked beacon, the domain portion of the tst link will be in a dropdown menu with the domains provided.
- If the domains textbox is left blank, there is a blank textbox field that displays.

Now click **Launch Test** to preview your page with the Intercept! This will bypass any logic you have set up, and force the Intercept invite to show.

A successful intercept invite will look like one of the above examples depending on the invite type you chose.

For Inline Survey Intercept Testing

When Testing via the Test Tab of an intercept survey with an Inline intercept; if the conditions are true to show the survey invitation *AND* users are following the Test link, users see the Inline survey invitation twice. This experience is not the same as a live survey test/embed, which displays the inline survey banner once.

Advanced Logic Triggers

CSS Selector Clicked by User

You can target a specific CSS selector that a visitor on your page will interact with to trigger an Intercept. Imagine a user interacts with a specific button on a targeted page and you want to ask why they did what they did. Perhaps they clicked a Back button, taking them away from a checkout page and you want to know why they didn't proceed.

You could use the CSS selector of that button (`.backButton`) to target that specific interaction.

Cookie

Many websites create session cookies that contain information about the usage of the site (did you add items to your shopping cart, have you logged in to the application) and you can have an Intercept appear based off of a cookie value. An example of a cookie would look something like this:

```
document.cookie =
'sgcookie=testcookie; expires=Thu, 26 July 2014 23:42:00 UTC; path=/'
```

An Intercept set to show when the cookie sgcookie is set to testcookie would look like this:

Logic

Remove All Logic

| Cookie ▼ | sgcookie | is exactly equal ▼ | testcookie |

+ Add Condition   + Add Group

Custom Data

> Boolean values like true and false, pushed as custom data, are not evaluated by the intercept logic, and the use of the word "false" (even as a string) as a value for any key also does not get evaluated.

Custom Data attributes stored on a page can also be used to trigger the Intercept. In this case, a custom value for cart that is set to item3 would trigger the survey. These are attributes that you or your web developer will have to program into the site.

Logic

Remove All Logic

| Custom Data ▼ | cart | is exactly equal ▼ | item3 |

+ Add Condition   + Add Group

To add custom data, simply call `sg_beacon('data', 'name', 'value');` right after the `sg_beacon('init', ...);` call in the default beacon code.

To put it a different way, let's assume various pages of our website will be loading the beacon code. The following is a normal beacon snippet; this stays the same for each page:

```
(function(d,e,j,h,f,c,b){d.AlchemerBeacon=f;d[f]=d[f]||function(){(d[f].q=d[f].q||[]).push(arguments)};c=e.createElement(j),b=e.getElementsByTagName(j)[0];c.async=1;c.src=h;b.parentNode.insertBefore(c,b)})(window,document,'script','//d2bnxibecyz4h5.cloudfront.net/runtimejs/intercept/intercept.js','sg_beacon');

sg_beacon('init','Mjg1MjcwLTRFOTMxQkRCMzMxRDRGRjBBMjc0RUU0MDAxMDFCOCNEU2');
```

We will then add the following code, right after the `sg_beacon('init', ...);` call. This changes depending on the page being loaded, or whatever else you want it to depend on:

```
sg_beacon('data','myName','someValue');
```

You can call this `sg_beacon` function more than once to include more than one piece of information. Think of custom data just like **URL variables**—partially because they do get automatically added as URL variables when loading the Intercept survey! This means, if the user is logged in to your website, you could pass along their username or ID as a piece of custom data, and record that in a **hidden value**. Or pass along their name and display it in a **merge code** ("Thanks for opting to take my survey, [url("name")]!"). So custom data isn't just about intercept logic—though it certainly can be used for that.

Custom Data Example

Say you want to show a survey when a customer adds more than 3 items to their cart. Here's the custom data call, to be put right after the beacon code:

```
var items = someFunctionOnYourSite(); // however you would normally check for the current number of items
in their cart when loading the page

sg_beacon('data','itemsInCart', items);
```

And in the beacon **Advanced** tab:

One important note: custom data must be added **soon after** the `sg_beacon('init', ... );` call.

That means if you use AJAX to dynamically do stuff on your page without actually reloading the page, calling `sg_beacon('data','name','value');` long after the original `sg_beacon('init', ... );` won't trigger the intercept to show (if the Intercept logic depends on the custom data).

> The Beacon code is called on the initial page load. If one is utilizing a framework such as *Angular* or *React* , the site in use *may not* reload the web page, and *will not* be able to re-trigger the Website Intercept after the initial page completes loading. Always check in with your developers to explore the possible impact of this in conjunction with the use of Website Intercepts.

FAQ

How do I set up my intercept survey to open in a new window?

Intercept invitations load two hyperlinks – one that opens your survey in an iframe, and one that opens your survey in a new window. The default behavior is to show the iframe link and hide the other link, <u>unless</u> you are using a bottom-bar banner invitation, and are on a device with a screen width between 300 and 1024 pixels. In this case only, we display the link that opens in a new window instead.

To override this behavior, and have your Website Intercept surveys always open in a new window, simply hide the .sg-b-l-t class and show the .sg-b-l-m class, like below. To do so, copy and paste the below code in the **Custom CSS** field on the **Advanced** tab of the intercept.

```
.sg-b-l-t {display: none;}
.sg-b-l-m {display: block;}
```

How do I record the page the website intercept respondent was on?
On the **Details** tab of each Individual Response the page the respondent was on will be available in the **Http Referrer** field.

Can I translate the invite?
At this time the invite cannot be translated.

Does my website intercept pass data via https or http protocol?
The website intercept does not have a setting to select link protocol (http vs https). As different websites have different security settings, intercepts are designed to be flexible:

- If the webpage that is hosting the intercept is secure (Ex: *https://www.alchemer.com*), the data will be transferred using a secure protocol.
- If the webpage uses a normal security setting (Ex: *http://yourdomain.com*), the data will be transferred using normal a normal protocol.

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