

ENGAGEMENT LAYER

Engagement Layer Delivers Any Content

The TouchCommerce patented engagement layer offers a one-of-a-kind user experience designed to effectively communicate with online consumers.

Key Engagement Layer Features

Dynamic Window. This patented engagement layer is a dynamic multi-pane window that persists as consumers navigate a site so contact, content, and context are never lost. This floating DIV layer reflects site branding, supports proactive rules to engage consumers and allows various content elements to be pushed by agents into a configurable display.

No Secondary Browser Window. This unique and elegant experience allows for seamless engagement with online visitors. The floating DIV experience will persist from page to page without disappearing and without opening a secondary browser window, keeping consumers focused on your pages.

One Tag. The single JavaScript tag allows TouchCommerce to dynamically load any HTML5 content on the fly; from images, videos, guides, offers or other HTML5 pages and on any existing embedded DIV layer.

Flexible Interfaces. With one tag there are limitless configurations that can be proactively served based on our robust targeting engine. This configurability allows for multiple content areas depending on visitor needs, whether in combination, pushed by agents, proactively served based on business rules or selected by the consumer.



Why Our Engagement Layer?

DIV Layer.

The DIV layer design is completely customized to mimic your own site design.

Persistent Chat.

Your customers will be able to engage with the agent from page to page, never losing sight of the engagement window.

Flexibility.

The engagement layer's flexibility means a more meaningful, personalized online engagement experience for each of your customers.

HIGHLIGHTS

Completely flexible window can help meet or exceed any business goals.

Dual browsers may contain any kind of content: chat, surveys, videos, guides, rich content.

Page-to-page persistent layer.

Layer can be customized for any design or user experience.

