

2019



dotCMS Product Brief

# Personalization & Content Targeting Module

Trusted, Continuous & Connected

Customer Experiences

dotcms





## Inside the Brief

The Personalization & Content Targeting Module allows marketers to create more relevant content experiences across the different channels and devices, driving engagement, customer loyalty, and conversion. Anonymous visitors build a progressive profile based on behavior, context and historical data. dotCMS helps marketers to deliver the right message, for the right device, at the right moment.

### Key Benefits

- An intuitive '**NoCode**' business rules engine
- **Open APIs** to leverage external data
- Progressive profiling and dynamic **persona mapping**
- Works well with **Content as a Service** deployments



# Personalization & Content Targeting Module

## Creating Relevance

With the rise of the Internet of Things (IoT), **the number of digital devices will only continue to increase**, putting higher demands on enterprises to produce relevant content quickly – and at scale.

Content targeting is not so much just creating massive amounts of content, but it's about **creating relevant content that resonates with the targeted audiences** throughout the various customer lifecycles a user goes through with your brand. Creating hyper-personalized experiences is where brands can differentiate from their competition and drive success.



## Manageable Targeting

dotCMS offers a simple, yet very effective content targeting and personalization module to marketing teams. **Content and presentation are completely separated by design**, allowing for dynamic and personalized content delivery at scale.

## Business Rules Engine

Adding rules does not require any coding expertise and is supported by an intuitive UI.

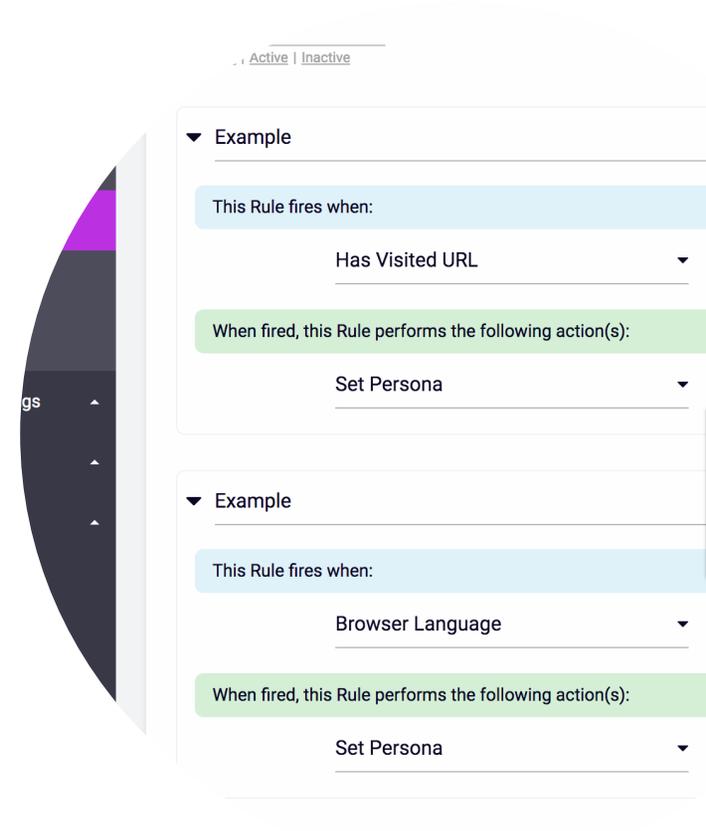
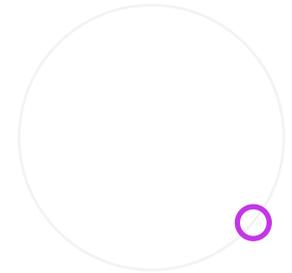
**It allows marketing teams to create simple and complex rules without the need for coding skills or any other limiting factors: #NoCode.**

In addition, dotCMS offers **inline editing of targeting rules** to make the experience for marketers even easier.

The rules engine comes with a library of business logic to compose your rules, but this is an extensible framework where custom items can be created leveraging OSGi plugins to tailor for your digital marketing team's specific business needs.

## Personalization granularity

dotCMS gives digital marketing teams the NoCode tools they need to execute on their digital ambition. When it comes to personalization, **dotCMS offers granular personalization at content container level.** This allows to create unlimited variants of a (landing) page, where parts of the page in the personalized container varies for each persona. This is a key differentiator for CMS solution that only offer personalization at page level, which has a negative impact at digital marketing efficiency.



Site/Folder:

demo.dotcms.com

Name:

Wealthy Prospect

Key Tag:

WealthyProspect

EDIT

Photo:



INFO

REMOVE

## High-Performance Targeting

dotCMS stores visitor interactions in a high-performance **NoSQL database** which allows for fast access and equally dynamic and personalized content rendering.

Smart and multi-tiered caching mechanisms on top of this means that **marketers can utilize state-of-the-art targeting across their entire digital landscape** while retaining excellent performance for each web application.

Already in 2015, dotCMS was able to generate 11M personalized pages within an hour on a single server, which translates to 2500 pageviews / second. This illustrates the scalability that is required to hyper-personalize digital experience in digital era.

## External Data

External data (coming from adjacent MA, eCommerce, CRM, etc.) **can be leveraged in the rules engine**, as conditions, via a flexible REST APIs and allows for a **continuous** and **connected** experience.

## Personas

dotCMS offers persona-driven content targeting and personalization, where the persona definition can be set Personalization & Content Targeting on **multiple characteristics such as device type, referrer URL, Geolocation, New Visitor, Tags, etc.**

During the authoring process, pages can be previewed for the different personas and/or devices to make sure the right experience is delivered at all times.

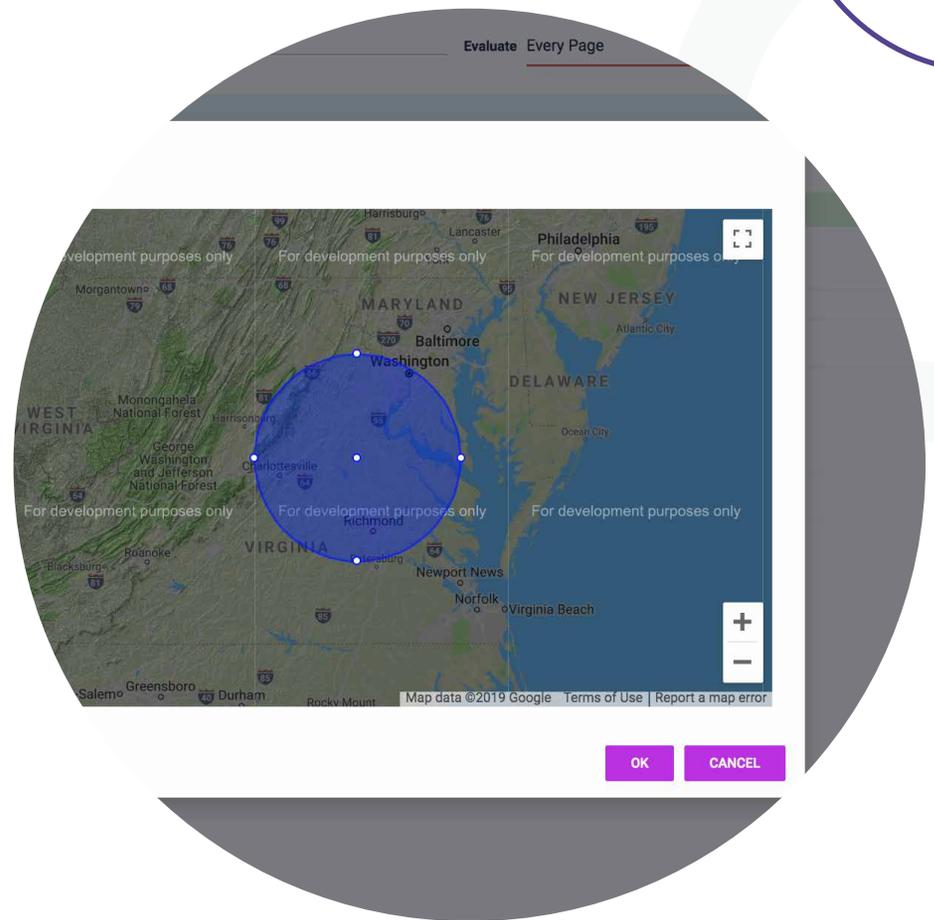
## Geo-Targeting

Geo-targeting can be set up as granularly as you need: **city, state, county or country level and even an interactive radius tool** help the marketing team to get the geotargeting setting laser focused.

## Headless Personalization

Creating hyper-personalized experiences is one of the key differentiators of headless dotCMS. Digital marketers continue to have the **content targeting & personalization tools at their disposal when running headless dotCMS to power their websites and applications**. While technology teams have the freedom of driving innovation with the latest and cutting edge technologies, digital marketers have uninterrupted access to drive customer experiences. dotCMS 5.2 brings enhanced personalization capabilities.

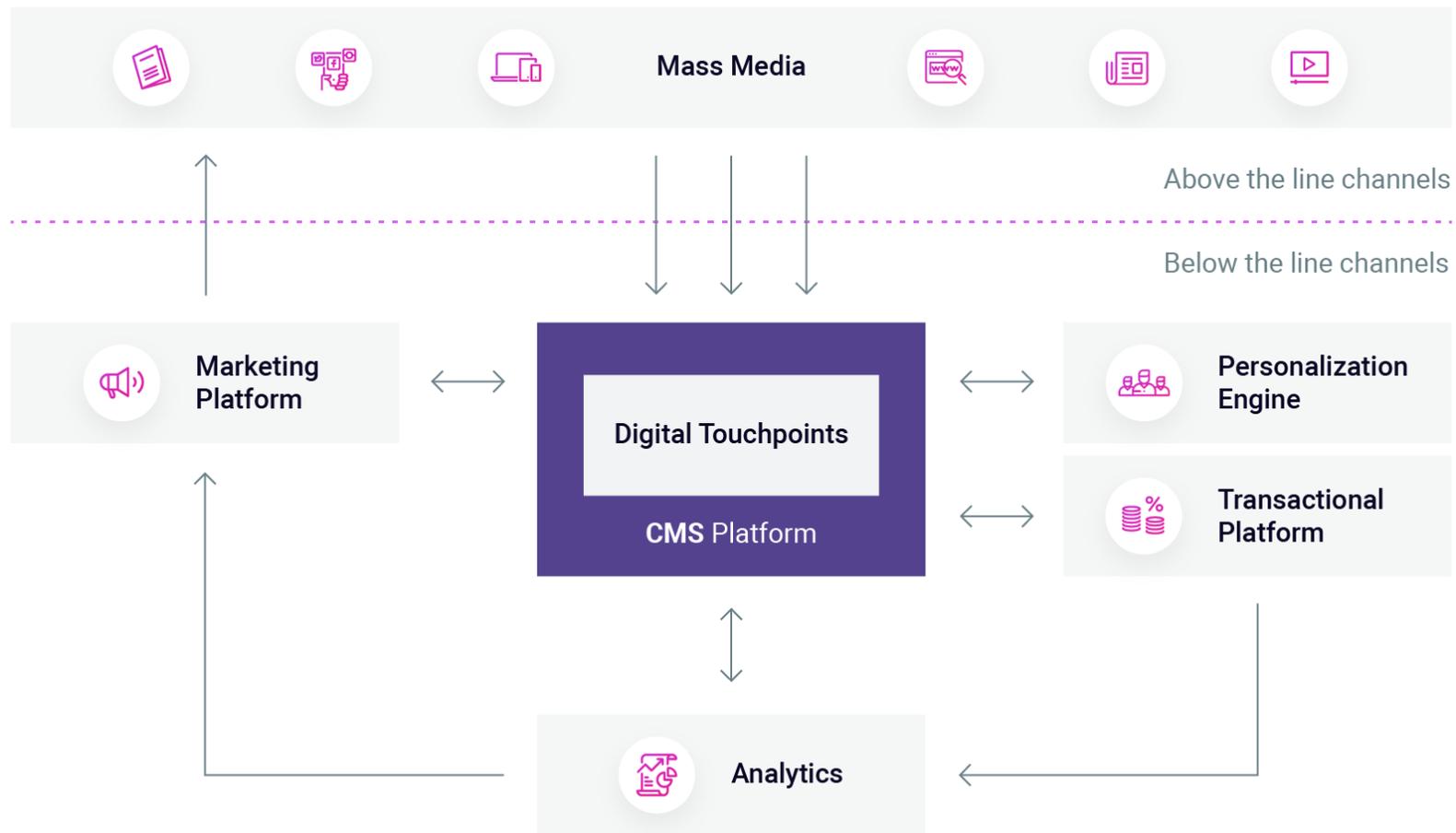
[Watch Video Here >>](#)



# Personalization for Retail

There is a distinction between content targeting and personalizing site search or browsing product catalogues with product-rich websites that one typically sees with retail brands (B2C and B2B)  
This is not the specialty of Content Management Systems.

And that is where **third party vendors like Unbx**d and the likes can supplement the overall personalization strategy. Most recently, we launched a **Commerce Experience solution based on dotCMS, commercetools & Unbx**d to support customer looking for a headless commerce approach & supporting the following use-case.





## 01. Relevance

**Machine Learning Site Search** goes beyond traditional text-pattern **matching and understands the intent behind each word** in the query as it relates to your catalog. Thus, providing a highly relevant product discovery experience.

## 02. NoCode Merchandising

With easy-to-use merchandising features, your merchandisers are empowered to **optimize Site Search without any IT intervention.**

## 03. Personalization

**Machine Learning algorithms monitoring your shoppers' behavior** on the site, each interaction is personalized based on their affinities.

## 04. Automated Correction & Visual Autosuggest

Leveraging **Natural Language Processing** capabilities for **automated spell correction and stemming issues.** Also, the Visual Guided Autosuggest shortens path to purchase.

**More details on the Commerce Experience Solution [here>>>](#)**

## GDPR

As of May 25th 2018, the General Data Protection Regulation is in effect in Europe. This has an impact on how companies use content targeting and personalization tools. **dotCMS supports you to be compliant with this legislation** and has no limitation in that regard from a product perspective.



## What's Next for dotCMS

What was and is new in previous & upcoming dotCMS releases:

- [What's New in dotCMS 5.0](#)
- [What's New in dotCMS 5.1](#)
- [What's New in dotCMS 5.2](#)

## Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy. It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support [here>>>](#)



## Personalization Roadmap

In upcoming dotCMS releases,

**we will address key marketing tools that help digital marketing teams to deliver hyper-personalized digital experiences.**

### 01. Predictive Analytics:

Getting actionable insights at a content level that third party analytics tooling can't offer, allowing marketing teams to see what content & experience performs with their key personas along the entire customer journey.

### 02. Experiments and testing:

Tools to optimize your brand experience and drive conversions with intuitive and NoCode digital marketing tools to set-up content and persona experiments.





## About dotCMS

**dotCMS is a leading, open source content and customer experience management platform** for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

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ON-DEMAND DEMO



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## References

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