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# CoreMedia Personalization

# CoreMedia Personalization provides the basis for creating uniquely relevant digital experiences for any visitor on any device at any time

# Context: The key to true personalization

Genuine personalization involves more than knowing a person's interests. It requires an understanding of the person's "context," which could include data on past Web activity, recent transactions, time of day, location, social networking history, and even the device being used. CoreMedia refers to this as "contextualization."

# **Design the Experience**

Business users have a unique understanding of the context of their audiences, yet they are often limited in their ability to control the online digital experience.

To address this, CoreMedia has deeply integrated its Personalization module with the CoreMedia Studio, an innovative editorial solution that provides all of the tools needed for business users to easily design, preview and publish contextualized experiences. An integrated real-time preview window shows them the immediate impact of their changes to digital content, giving them much clearer insight into any customers' online experience.

#### **Match Visitors to Content**

CoreMedia Personalization offers the ability to create and manage a configurable set of contextualization rules for different pre-defined visitor segments. This is combined with visitor profiling to support the discovery of user interests from both explicit user input (i.e. manual data entry) and implicit visitor input (i.e. behavior patterns).

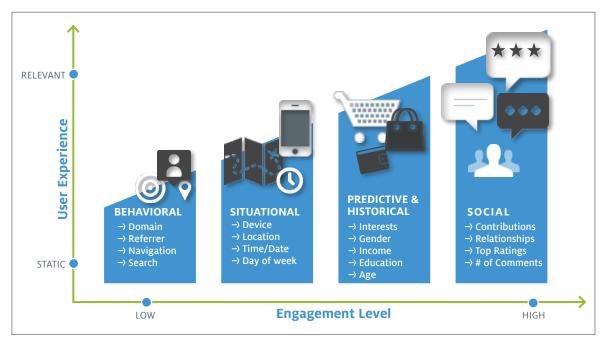
Visitor profile data can also be integrated from external systems such as a Customer Relationship Management (CRM) solution. Editorially manageable Test Personas allow editors to immediately validate their rules in the Studio Contextualized Preview.

Dynamic content selection is the ability to match Web content to the specific context of the current visitor. Contextual content publishing is extremely powerful and flexible with CoreMedia, supporting just about any content selection scenario imaginable.

#### AT A GLANCE

- Design and Preview contextual experience using the CoreMedia Studio interface
- Create contextualized digital experiences based on behavioral, situational, historical, predictive and social user data
- → Customize business rules to match the specific business needs
- → Target content based on tracking relative and accumulated visitor behavior
- → Target content to first time visitors based on predicted interests and demographic segmentation
- → Create flexible customer profiles that support implicit, dynamic and explicit visitor data
- → Easily integrate external context sources (CRM, e-commerce, etc.)
- → Deliver contextualized content on demand





Contextual building blocks show the correlation between visitor experience and engagement level. The more dynamic and relevant the online experience is for the visitor, the more engaged the visitor will be. This translates into increased possibility to convert that visit into a sale or an up-sell/cross-sell opportunity.

### **Deliver Content Dynamically**

Dynamically adapting online properties for each individual visitor or visitor group can place enormous demands on the underlying content management platform. CoreMedia handles the load easily, however, since it was designed from the ground up for high-traffic, dynamic publishing scenarios. Few, if any, competing platforms can make this claim.

CoreMedia Personalization is driven by CoreMedia Content Application Engine (CAE) technology. Designed to publish dynamic online experiences in high-performing environments, the CAE ensures the immediate delivery of contextualized results without putting the website's performance at risk.

#### **Business Benefits**

### Increases clicks and conversions

By understanding visitor interests and delivering targeted content that best matches a visitor's unique context, each visit becomes a chance to enhance online conversion rates through increased cross-sell and up-sell opportunities, as well as generate more web-leads, advertising clicks, and online sales.

#### Increase visitor satisfaction and loyalty

CoreMedia Adaptive Personalization allows companies to enhance their Web properties to display highly relevant content to each visitor, which allows them to increase overall satisfaction as well as the probability that visitors will obtain their desired result from every website visit.

### Openness and flexibility

CoreMedia Personalization allows companies to start simply or create highly sophisticated customized marketing solutions. The CoreMedia approach is so flexible and open to external data and systems that it can be adapted to meet any business need or user requirement.

## **TECHNICAL FEATURES**

- → **Visitor profile:** understand visitor interests and context
- -> Content profile: understand content
  - Structured metadata for contextualization
  - Integrate real-time metadata from external systems
- → **Content selection:** correlate visitors with content to create the perfect match based on situational, behavior, predictive and social factors
- → Maintain editorial control: Create and preview contextual experience within CoreMedia Studio
- → **Increase performance:** Cached background integration of contextual data from slow third-party systems
- → **Optimize:** Integration with third-party analytics providers to measure the impact of contextualization
- Customize and extend: Highly configurable platform and UI gives business users freedom to create and preview their own contextualization strategy

