

Experience Optimization: Targeted and personalized

Tridion®

Tridion Sites Experience Optimization gives you tools to gather customer information, and test, optimize and deliver targeted content

Experience Optimization enables you to manage, simulate and fine-tune your website visitors' digital experiences depending on their context and your segmentation criteria.

Experience Optimization features

Progressive profiling

Experience Optimization lets you progressively build individual profiles based on a variety of data points. For example, information about how visitors have accessed your site, search terms they've used, contextual data points like their browser and location are assembled to allow you to provide them with relevant content.

Sophisticated searches

Tridion Sites uses Elasticsearch to index and query content based on your customer data, customer context, segmentation and profiling rules. You can use it to run A/B/N tests and deliver targeted content on individual pages, in specific areas or even throughout entire websites.

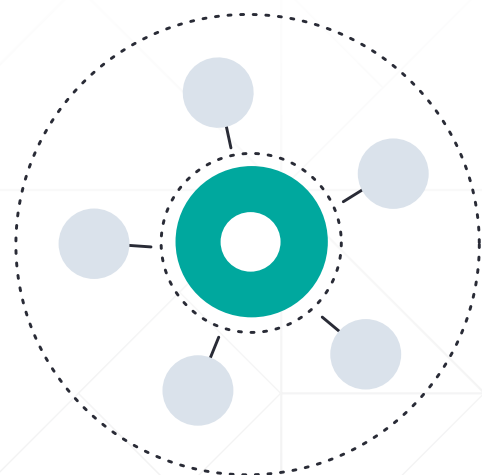
Integrations

Share customer behaviour and preferences between Tridion Sites, CRM systems, web analytics and ecommerce applications. This enables you to use and enrich the customer data you already have and share customer context across channels and touchpoints.

Create impact through relevance

In a split second, today's online customers decide whether the content they see on your digital channels matters to them.

Your ability to capture their attention with relevant content ultimately leads to conversions and engagement.



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Real-time perspective

By using the customer information you have, content editors can set up personalization rules that determine what content your customers see in real time.

Because Tridion Sites uses componentized content, you can personalize individual content assets rather than just entire pages. Tridion Sites Experience Optimization matches content based on a wide range of data points that include a customer's profile, behaviour and browsing device.

Personalized delivery

Every aspect of your site – including content, promotions, search and navigation – can be tailored to let your customers know that you understand their interests and context.

Ongoing improvements

Even the best marketer is not clairvoyant. With Experience Optimization you can set up experiments to test different versions of content and design. Built-in analytics identify the best performing version so you can choose and deliver the content that has had the greatest impact on your customers.

Benefits

- Automatically deliver relevant content
- Personalize content based on customer profile, browsing patterns, search behaviour, device, geo-location or any other contextually relevant data point
- Connect with existing customer data points in your digital marketing ecosystem
- Predict and deliver content based on in-the-moment customer behaviour
- Test and improve different versions of content to increase conversions

To learn more, visit

[rws.com/tridion](https://www.rws.com/tridion)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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