

# Evoq™ Content:

## A CMS built for marketers to deliver modern web experiences

Content is central to your ability to find, attract and convert customers. According to Forrester Research, buyers spend two-thirds (or more) of the decision-making process gathering information online before engaging a vendor. As a result, marketers must reach buyers as early in the sales process as possible.

In addition, marketers need to ensure that prospective customers can easily find key information and insights. The tracking, aggregation and analysis of this behavior will allow a company to personalize each visitor's experience based on their unique user profiles.

It's a fact: your website is imperative to the success of your organization. It attracts prospective buyers, customers, members and partners. An effective website gives visitors the information they need, when they need it.

A Web CMS (Content Management System) provides essential elements that enable organizations to build and manage effective websites. Some of these elements include:

- ✓ Scaling website management across the entire organization: content managers can update particular pages (or sections of pages), while content editors can use workflow features to review and approve updates before they're published.
- ✓ Creating engaging website experiences on any device (e.g. desktop, tablet, smartphone) using mobile responsive design.
- ✓ Structured content capabilities that separate content from layout, making it available for re-use across your site, and for multichannel publishing beyond your site.
- ✓ A library of 100+ built-in visualizers to format and render your structured content on pages. Our mobile-responsive visualizers save you the cost and time of having page designs and templates created.
- ✓ Providing personalized experiences, with content and features tailored to the profile of individual visitors.
- ✓ Seamless connection to third-party services, such as marketing automation (Marketo) and cloud storage services (e.g. Dropbox, Box).

*"Using Evoq Content, we've been able to create an affordable, sustainable and scalable website that is easy to manage and is helping provide better service to constituents."*

-- Brad Laing, Manager Technology Services, City and County of Denver



Evoq Content from DNN provides all of this. And more. Evoq Content Includes:

## Content Creation

### • Liquid Content™ and Visualizers

Content editors can create and manage Liquid Content content items, while content managers can create custom content types without programming knowledge. A library of 100+ built-in visualizers are available to render items created in the Liquid Content repository.

**Benefit:** Create once, publish everywhere. Re-use content across your site, and make it available for omnichannel publishing to other destinations.

### • Permissions and Workflow

Permissions and workflow can be used together to manage a growing team of content managers. As more people contribute content to the site, you'll be able to instrument quality controls (via editor-based reviews and approvals), as well as monitor and enforce consistency with brand standards. Evoq Content's granular permissions feature allows you to dictate the actions enabled by particular groups of users.

**Benefit:** Grow your team of website content contributors, while ensuring quality control and brand consistency.

### • Asset Management

Evoq Content provides centralized access to cloud-hosted content repositories. We provide built-in connectors to Box, Dropbox, Amazon S3, Azure Storage and SharePoint, making it easy to access any piece of content or digital asset from a single window. Marketers can conveniently share documents with third parties, without the need to contact IT to upload large files.

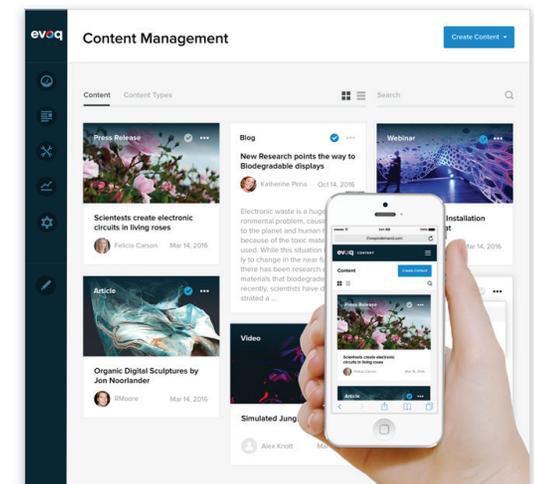
**Benefit:** Allows marketers and content producers to use preferred content storage services or use multiple services, without moving files, duplicating effort, or wasting valuable time.

### • Flexible Content Layouts

You can select from a collection of built-in layouts (e.g. 25% + 75%, 50% + 50%, 5x20% and more), or assemble your own via a simple-to-use, drag-and-drop interface. If you create a custom layout, you can save the new layout as a template, making it available for re-use on other pages.

**Benefit:** Build pages and edit content more quickly and efficiently. Reduce duplicate effort and rework.

Liquid Content™ separates content from layout, making content available for re-use on your Evoq site, and for multi-channel publishing beyond your site.



## Optimization

### • Content Personalization

Today's web visitors expect personalized experiences. In other words, they need to see what they want, when they want it.

Evoq Content enables you to build personalization rules that tailor site content based on the visitor's profile.

Rules are based on user role, geographic location, language, device type, page visited, link clicked, last activity date, user profile, referrer and cookie.

**Benefit:** Personalizing content to the visitor's individual profile has been proven to increase conversions and customer engagement.

### • Analytics

Marketers can quickly see how their content is performing without needing a high level of proficiency with analytics or access to a separate Web analytics system. Evoq provides insights on page traffic, engagement trends, traffic trends, metrics by visitor segment, conversions and on-page clicks.

Analytics are presented as an overlay on each page. Evoq provides these insights by leveraging data from customers' Google Analytics instance.

Marketers can also view a navigation summary, to see how visitors are coming to a page and how they are leaving.

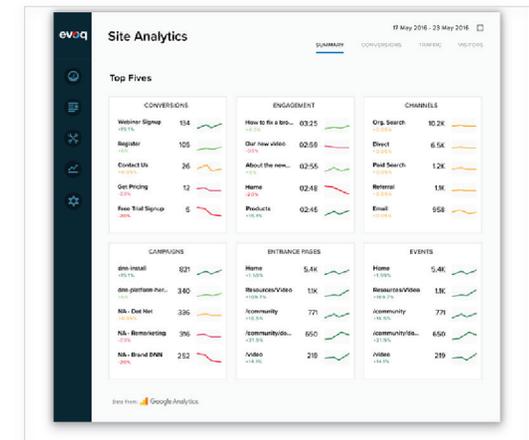
**Benefit:** Helps you quickly understand the performance of each page of your site, without having to log into a separate web analytics tool.

### • Search Engine Optimization

Evoq Content provides on-page search engine optimizations tools to help your website rank higher in search results. Features include re-direct management, custom page titles and automated sitemap generation.

**Benefit:** Save time on URL management, while gaining more organic search traffic to your site. In addition, reduce the risk of errors and broken links from manual processes.

Immediately understand how content is performing, without navigating to a separate web analytics system.



## Performance and Scalability

### • Webfarms for Scalability

Webfarms enable you to use two or more web servers to power your website. One server can be “primary” and the second can load-balance traffic during peak periods. Our webfarms feature provides cache synchronization (across servers), ensuring that a session spanning more than one server has a consistent user experience.

### • Site Groups for Multi-Site Management

Site Groups give you the ability to group multiple websites together and share users and user profile data across sites. It also enables you to offer single sign-on (SSO) across multiple sites.

### • Page and Module Caching

Keep static components of your web pages in memory, so content is served to visitors more quickly. Evoq Content provides options to cache content on an entire page, or on a particular module (or modules) on that page.

## Mobile

### • Mobile Experience

Evoq Content makes it fast and easy to deliver a tailored, online experience on any device, anywhere. Evoq Content is “mobile-ready” out of the box, with templates and page layouts that incorporate responsive web design.

In addition, Evoq Content provides a mobile previewer to see how pages will appear across different mobile devices (e.g. tablet, smartphone, etc.).

## Form Builder

Build forms via an easy-to-use user interface, helping your forms look just the way you want. Select from an assortment of modern styles, then size and organize your input fields via a drag-and-drop user interface. Form submission data can be stored in Evoq, or passed to a custom endpoint.

*“No other Content Management System touches DNN in terms of cost effectiveness and rich features.”*

-- Robin Parker, Web Programming Manager, Johnson Graduate School of Management, Cornell



Cornell University



## Integrations

### Marketing Software

Evoq connects easily to popular cloud marketing software, so you can use familiar and preferred solutions to extend your website's functionality:

- **Marketo:** Integrate Marketo easily without programming knowledge. Add the Marketo Munchkin code and deploy Forms 2.0 in just a few keystrokes.
- **Google Analytics:** Add Google Analytics to your website and start collecting valuable data on visitor behavior, traffic sources, search terms, and more.
- **Optimizely:** Connect Evoq to your Optimizely account, then add an Optimizely module to your Evoq page. From there, you'll specify the details of your Optimizely A/B test or multivariate test.
- **MailChimp:** Allow site visitors to manage subscriptions of your MailChimp email lists by adding Evoq's MailChimp module to a page. In addition, site users added to an Evoq user persona can be automatically subscribed to one of your MailChimp lists.

### Authentication

Evoq provides seamless integration with the following authentication systems:

- Active Directory
- Facebook
- Twitter
- LinkedIn
- Microsoft Account
- Google

### Add-On Extensions from the DNN Store

Visit the [DNN Store](#) for popular modules, applications, and themes. Modules from the DNN Store enable you to extend the functionality of your site without the need to develop custom code. Modules are priced affordably and include commercial support from the module vendor.

## Service and Support

Your Evoq Content subscription includes the following:

- ✓ Access to DNN's Customer Success Network, which provides access to our online Knowledge Base. From the Customer Success Network, you can

*"DNN's customer support team is fantastic. Because of their deep product knowledge, questions and issues are resolved right away. In fact, DNN provides the best customer support from any vendor I've worked with in my entire career."*

-- Davit Veng, Senior Systems Analyst Programmer, Gundersen Health System

**GUNDERSEN**  
HEALTH SYSTEM®

download the latest version of Evoq Content and submit technical support requests.

- ✓ Online and Phone Support, available Monday through Friday, 6am to 6pm PT, with a maximum response time of two business hours.
- ✓ Included (no cost) non-production license that can be used for development or testing.
- ✓ Installation or Upgrade Assistance: A one time, phone-based installation or upgrade session with a DNN technical support engineer. This session does not include assistance with the upgrade of third party software apps or the creation of custom software code.

## Why Choose Evoq Content?

Evoq Content is a purpose-built solution for today's modern marketers. Evoq Content is backed by a vibrant ecosystem of implementation partners and provides hundreds of commercial, third party modules in the DNN Store. Evoq Content gives modern marketers everything they need to create compelling and engaging digital experiences.

## Flexible Delivery Options

Evoq Content is delivered via one of two options:

1. Evoq Content: OnPremises
2. Evoq Content: OnDemand

With **Evoq Content: OnPremises**, you install, configure and manage the Evoq Content software. The software resides on servers that you own, or on servers managed by a cloud or hosting provider that you select.

**Evoq Content: OnDemand** is a fully-managed, Software as a Service (SaaS) offering from DNN. Evoq Content: OnDemand is delivered from a highly redundant, flexible and powerful cloud environment that dynamically scales as your traffic grows.

Whether on-premises or on-demand, we're here to help you get started with Evoq.



### About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

**Get started with Evoq™ Content today - call us at (650) 288-3150 or visit [dnnsoftware.com](http://dnnsoftware.com)**