What's New in Evoq 9.0
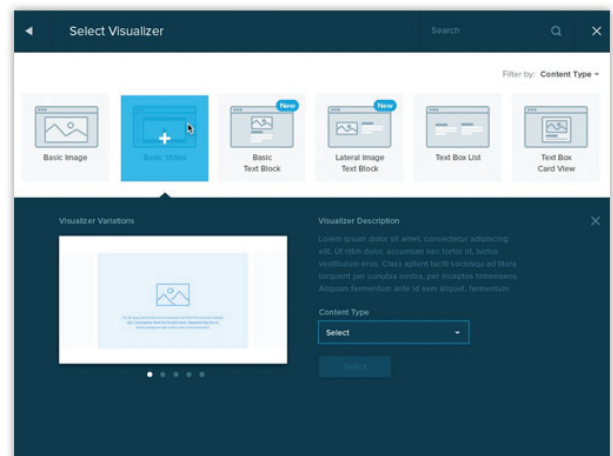
Evoq 9.0 is a major product release that contains important new features. This document provides an overview of selected features. For the complete list of new features, access our Customer Success Network, or contact your DNN account executive.

Structured Content and Visualizers

We reinvented our content model. Prior to Evoq 9.0, content had to be associated with a page. While convenient for in-context editing, this model made it challenging to re-use content, or have it published to channels beyond your site. With our new content model:

- **Structured Content** helps you manage, organize and store all of your content via a cloud-based microservice. From Evoq, host users will need to perform a one-time opt-in to Structured Content to permit your content to be stored in our cloud-based microservice.

- **Visualizers** helps you bring content to life on a page, with a look and feel you can select and customize. Evoq 9.0 provides a library of 100+ visualizers for publishing webinars, press releases, news articles and more.

Content Types are the building blocks of structured content. Each Content Type (e.g. "Webinars") will have one or more Content Items (e.g. "January 2nd launch webinar").

Dynamic Lists

Visualizers support dynamic lists that are updated as new Content Items are created. Let's take the example of a webinar visualizer, which appears on the homepage. When a marketer publishes a new webinar, the webinar visualizer automatically updates to include the latest webinar. This webinar could be specified to contain a special label of "Featured Webinar."

Form Builder Integration

Form Builder is a drag and drop user interface for creating forms without programming knowledge or IT involvement. Form Builder is integrated with Structured Content, which enables site visitors to create new Content Items. For example, Form Builder could be used to collect product reviews from customers. Each customer submission creates a new Content Item for the "Reviews" Content Type.

Note: Structured Content, Visualizers, Dynamic Lists and Form Builder Integration are only available in certain Evoq products.

A Re-Imagined Admin Experience

Evoq 9.0 includes a re-imagined admin experience that adapts to Marketing or IT use, all anchored to a persona bar that's accessible on the left side of your site.

Multi-site management in Evoq 9.0 is dramatically simplified and made more visual, making it easy for host users to manage child sites and site groups.
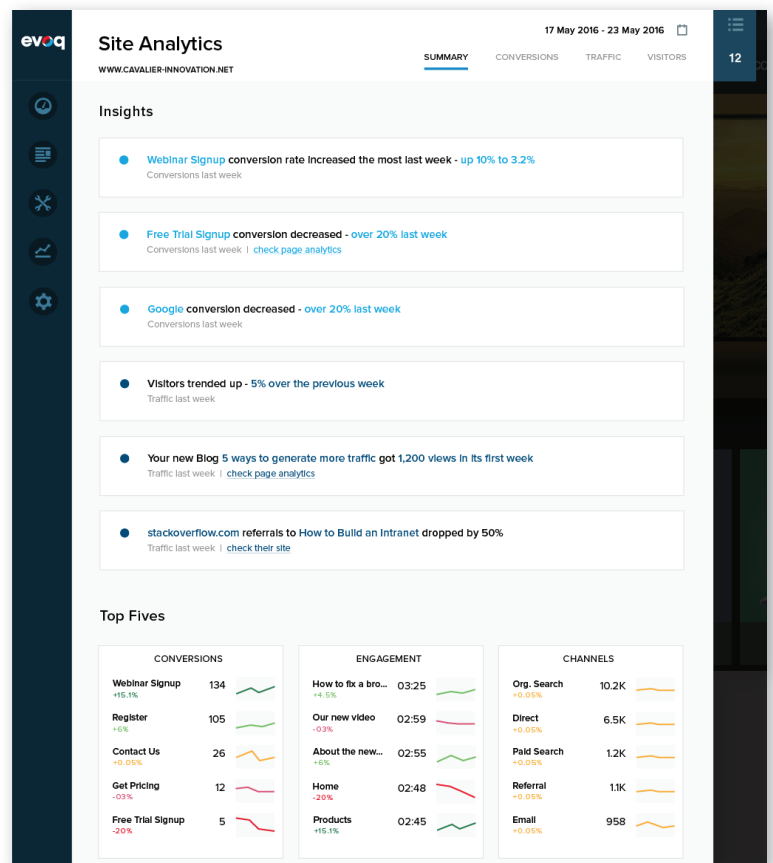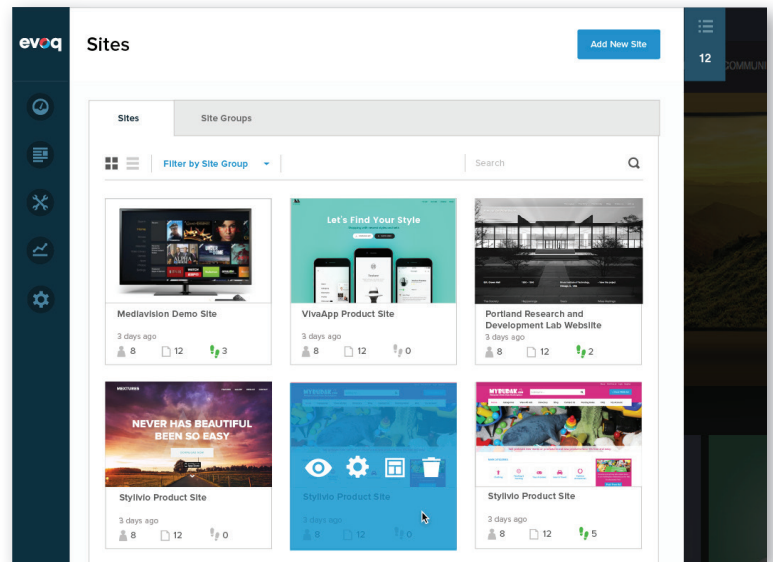
Analytics

In Evoq 8, we introduced a Page Analytics feature using data collected natively by Evoq. You've given us feedback that while the in-page analytics was useful, you required a much richer level of analytical detail.

Starting in Evoq 9.0, in-page analytics will use data from your Google Analytics account, rather than data collected natively by Evoq. We provide a built-in connector, which makes it easy to connect your Evoq site to Google Analytics.

By using data from Google Analytics, we've increased the amount of data presented within in-page analytics and made the charts more interactive.

Note: in-page analytics via Google Analytics is only available in certain Evoq products.
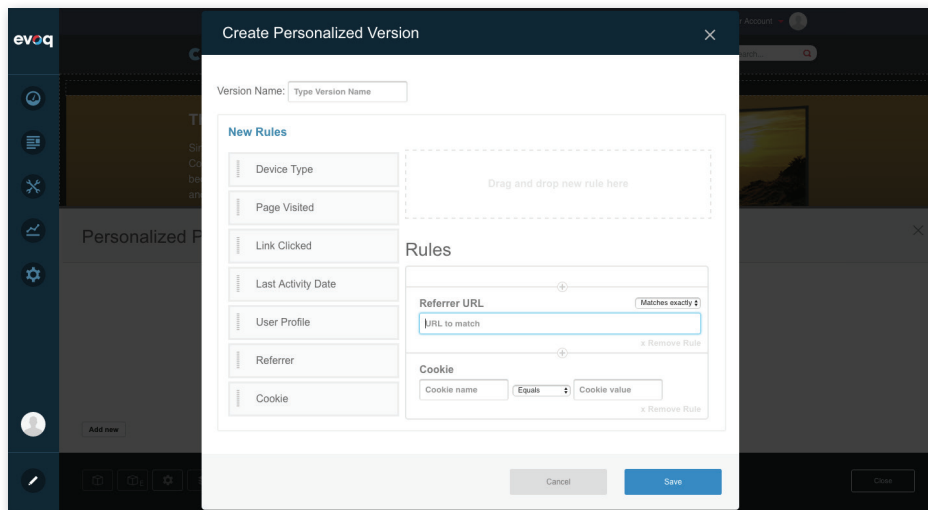
Personalization

Evoq 9.0 provides even greater flexibility for delivering a personalized experience to your visitors. You now have complete control over the entire page you want to personalize. You can add, delete and move modules, so that personalized pages are more directly relevant to each personalized segment of users.

Evoq 9.0 provides new criteria for personalizing page content. Two new personalization rules are now available:

• Cookie Value

• Referral Source

With Cookie Value, you can personalize content based on a visitor's activity on the site. With Referral Source, content can be personalized based on where a visitor arrived from (e.g. search engine, social media, or a link from another website).

Note: Personalization is only available in certain Evoq products.

Email Marketing

Evoq 9.0 provides deep integration with MailChimp, a leading email marketing solution. You can easily create forms to add subscribers to email lists, and provide convenient pages for visitors to manage their subscriptions. In addition, you can add visitors to email lists based on their activity on the site, or based on their addition to an Evoq user role.

Resource Library

Evoq 9.0's Resource Library gives marketers a convenient tool for organizing, managing and presenting site content, such as white papers, webinars, press releases and presentations. By better organizing and presenting your resources, visitors are more likely to find the information they're looking for. The Resource Library replaces the "Document Viewer" feature, which is no longer available in Evoq 9.0.

About DNN Software

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.

155 Bovet Road
San Mateo, CA 94402
650.288.3150