

Whether you're in Marketing or IT, we think you'll love ❤️ the Evoq Content Management System (CMS) from DNN Software.

CAPABILITIES FOR IT

IT managers love the [security](#), performance and extensibility of Evoq. They find it easier to build custom applications on top of Evoq compared to competitive platforms. In addition, they love that Marketing can independently manage their content and campaigns.



Security

At DNN Software, application security is built into all aspects of our development lifecycle. We ensure that the [Evoq CMS](#) is secure by design, secure by default and secure in deployment. We have a dedicated DNN Security team that includes engineers with CISSP certification. We provide software tools to analyze the security of your site. But don't just take it from us: the U.S. Department of Defense trusts the Evoq CMS to power hundreds of their public-facing sites.



Administration

Evoq provides you with all of the capabilities needed to set up and manage your sites. You'll create users, roles, themes, permissions, page templates, workflow and more. Evoq provides built-in integration with Active Directory, which saves you the time of creating user accounts manually. You can create scheduled tasks, [access the SQL database](#) and view the event log. You can also manage hundreds of sites from a single console.



Performance

Site performance is more important than ever. If your pages are slow to load, you may see a negative impact on your search engine rankings. Many Evoq customers take advantage of our [web farms capability](#), which balances traffic across two or more web servers. They also use our [page and module caching](#) feature, which stores recently requested content in server memory, resulting in quicker page load times.



Extensibility and Web Development

Our extensibility model is well-suited for building custom applications atop Evoq. Our provider model gives you integration points for custom-developed code. We have providers for authentication, database, editor, caching and more. We have a firm commitment to backwards compatibility and provide a clean separation between content, application logic and user interface. Developers can easily [package and deploy applications](#) without the need for code. We also provide built-in tools for deploying and versioning applications.

CAPABILITIES FOR MARKETING

Marketers utilize content to achieve business objectives. Unlike other CMS systems that only get in the way, Evoq enables and empowers marketers to achieve business goals by creating, distributing and measuring content.



Content Management

Evoq gives you powerful tools for creating content: blog posts, product pages, press releases, webinar pages and more. You can provide direct publishing to your users, or choose to implement workflows to have reviewers approve page changes before they're published to sites. With [Liquid Content™](#), you manage content independent of layout, which facilitates the re-use of content across your sites, as well as multi-channel publishing beyond your website.



Analytics

Evoq provides [in-context analytics](#): as you visit a page, analytics for that page opens as an overlay in Evoq. At a single glance, you can see page traffic, source URLs, visitor flow, click events and conversions, all from Evoq. There's no longer a need to login to a separate web analytics application. Marketers can use insights gleaned from in-context analytics to optimize the effectiveness of site content.



Visitor Engagement

It's no longer enough to push content out to users; they want to engage not only with your content, but with other visitors. Evoq provides a wealth of visitor engagement and user-generated content (UGC) capabilities, including discussions, ideas, activity feed, social groups and wiki. Evoq provides a [gamification engine](#), which incents user activities via points, badges, privileges and a leaderboard. Finally, our [advocate marketing](#) feature helps you activate the brand advocates already on your site.