INCREASE VISITOR ENGAGEMENT WITH PERSONALIZATION

Imagine if you could customize your website's content to the needs and interests of visitors? They'd stay on your site longer and visit more pages. They'll be more satisfied with their visit, which makes them more likely to return. The solution: Evoq's real-time personalization.

Using an intuitive drag-and-drop interface, create personalization rules that combine one or more attributes like user role, geographic location or language. Edit the personalized page for visitors who fulfill the rule criteria, changing the headline, price, image or anything else on the page to encourage engagement and conversions.

BENEFITS OF CONTENT PERSONALIZATION

• Content personalization is seen as an essential digital marketing capability that increases conversion, according to recent research by Econsultancy.

• Improve important website metrics, such as time on site, time on page and pages per visit, by tailoring content to visitors.

• Drive more conversions by tailoring site content to where visitors are in the sales cycle.

HOW IT WORKS

1. **Editing personalized pages**. Each master page is grouped alongside its personalized pages, making it easy for you to view and edit the personalized versions.

2. **Combining rules**. Two or more rules can be used in conjunction for more precise targeting (e.g. User Role **and** Geographic Location).

3. **Single URL**. All personalized pages are rendered via the same URL, which is an SEO best practice for avoiding duplicate content penalties.

4. **Analytics**. Review key metrics on your personalized pages, including page views, top referrers, conversions and unique visitors. In addition, review which personalized pages are driving traffic to other pages on your site (see image below).
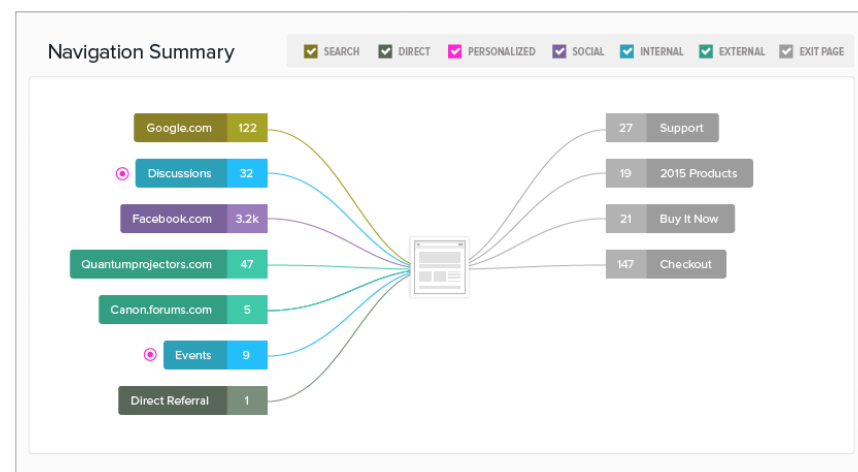
AVAILABLE PERSONALIZATION RULES

1. **User Role**. Evoq enables you to associate each registered user with a user role. By segmenting customers into particular user roles (e.g. by the product they purchased), you can create personalized pages tailored to each customer segment.

2. **Geographic Location**. Tailor site content to the country from which a user is visiting.

3. **Language**. Customize pages based on the user's language. This rule applies to registered users with a populated language field.

4. **Device Type**. Personalize pages for desktop vs. tablet vs. smartphone.

5. **Page Visited**. Leverage insights on other pages visited by the user.

6. **Link Clicked**. Leverage insights on links (on your site) clicked by the user.

7. **Last Activity Date**. Personalize page content based on when the user last visited your site.

PERSONALIZATION EXAMPLES

- **User Role:** Create a custom welcome page for registered users, and show anonymous visitors a site registration page.

- **Geographic Location:** Display your home page in different languages based on visitor location.

- **Pages Visited:** Customize your Contact Us message based on specific product pages visited.

- **Device Type:** Present a different price to mobile visitors who may be comparison shopping in a physical store.