Content Personalization
Best Practices

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In This Issue: Content Personalization

Why to Personalize Content?

By Eleonora Babayants

Personalization is the process of targeting content to individuals based on one or more of the following: who they are; where they are; when, why, and how they access content; and what device they use to access it.

Content personalization in content management makes your users' experience more rewarding. Content personalization targets specific content to specific people. One simple example is showing code samples to developers and whitepapers to business users.

Why is this relevant? People are drowning in information and options. Personalization reduces the amount of information and the number of options to help guide visitors through a funnel that's designed just for them and their individual needs.

Increased visitor engagement, improved customer experience and increase conversion rates are seen as the biggest benefits to personalization.

Personalization is powered by big data, which means you have a lot of options when choosing how to segment your audience for personalization purposes.

Personalization in CMS

It would help to develop a content model and taxonomy for your CMS that is aligned to your audience segmentation approach. By tagging content appropriately you can often automate many areas of personalization. For example, display all white papers from a specific vertical industry.

Regardless of what tool is used to manage all of this complexity, it will require custom configuration. Some systems are naturally more user friendly than others but none of them come out of the box knowing your audience segments, content mapping, and scenarios. All of this information, once determined and defined, will need to be entered to the system.

Rules-based configuration is the most common type of work you'll do with a CMS which is literally going through a series of "If, Then" statements to tell the CMS what content to show to what users. It's important to have someone inside your organization or agency partner that owns the product strategy for personalization and can ensure it is consistently applied and within the best practices for that specific platform.

Sitefinity content management system has a simple interface for defining segments through various criteria such as where the visitor came from, what they searched for, their location, duration of their visit, etc. You can define custom criteria and have any combination of AND/OR criteria to define your segments.

Consulting has experience implementing content personalization for few clients. We can do the same for you. Contact us today for a free consultation!
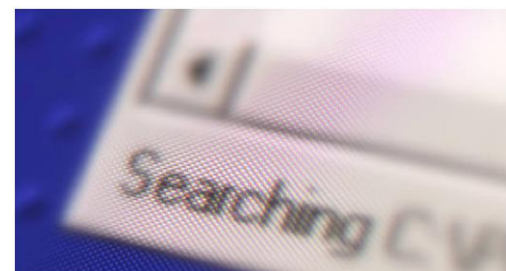
Why to Personalize Content?

Personalization is the process of targeting content to individuals based on their characteristics.

Best Practices in Content Personalization

Best practices in content optimization are presented in this article.

Industry News

- SharePoint Social Collaboration from Incentive
- Data Search and Analytics from Nuix
- Managed Analytics Platform from Datawatch
- SharePoint Classification from BA Insight

Best Practices in Content Personalization

by Eleonora Babayants

These are best practices in content optimization.

Segment Your Users

The first step to delivering a personalized customer experience is to segment your visitors so you can present them with what's most relevant to them.

Any good personalization strategy starts with a fundamental understanding of your customer's behavior, needs and goals. Upfront research goes a long way to building out the personas and having the insight from which to develop an approach to personalization. This may already be gathered through ongoing customer insight or voice of the customer programs, or to be more ad hoc and project based. Regardless of the approach, be sure that any approach to personalization is grounded in a solid understanding of your users.

The next step in the process is to define the audience goals and objectives so you can know if the personalization efforts are successful. These may include top-line key performance indicators such as conversion rate or online sales, or be more specific to the personalization scenarios (i.e. landing page bounce rate). Try to be specific as possible and ensure that your measures of success directly relate to the areas of focus for your personalization efforts impact.

Personalize Your Content

In order to provide personalized content, it is necessary to determine which content is most effective for each audience segment.

This content mapping process can be done alongside the audience segmentation model to ensure you have the right content for the right user at the right stage. If we use the business users and developers example from above, we can personalize the home page for the developers segment to talk about things related to the technology and how it can be extended while we serve business users with information related to how they can achieve their goals using this solution.

The biggest mistake organizations make with personalization is thinking too big and getting overwhelmed before they even start. Starting with a few specific personalization scenarios can help you more rapidly adopt the processes and technology and see what works on a small scale before expanding.

As you begin to think about the overall customer journey and digital experience, this list of scenarios is going to be far more detailed. However, it should not be more complicated than is necessary to accomplish the organizational goal of making it easier for audience segments to achieve their objectives while having the best possible user experience.

The process of content mapping and scenario planning will inevitably surface holes in the inventory of your existing content. Obviously, they will need to be filled. This will require some combination of

recreating existing content for different audiences in addition to generating some which is completely new. Not to mention the ongoing process of updating and managing these content variations based on what's working and what's not.

Testing Your Personalization

Once your audience and content plans are sorted out and the technology is configured, it is time to test the experience from the perspective of each segment and scenarios within segments. You should test each variation on multiple browsers and mobile devices.

Some CMS allow impersonating to test your results. For example, Sitefinity allows you to impersonate any segment and preview the customer experience on any device with the help of the mobile device emulators. This way you can be sure how your website looks like for every audience on any device.

Measure the Results

After you've segmented your audiences, personalized their experience and checked how your website/portal/CMS is presented for different audiences on different devices you should see the results of your work. They can be measured by the conversions and other website KPIs for the different segments compared to the default presentation for non-segmented visitors or to the KPIs prior to the personalization. Measuring will help you iterate and improve the results further.

Going forward it will be possible to revise previous assumptions with new information which is substantially more valid. Using the built-in analytics within your CMS or third party analytics, you'll be able to watch how each segment interacts with the personalized content and if it was effective.

Segment your visitors and determine which content is most effective for each audience segment

Industry News

SharePoint Social Collaboration from Incentive

Collaboration tool provider Incentive has added seamless integration with Microsoft SharePoint, allowing SharePoint users to search, visualize and collaborate on files natively within Incentive. All SharePoint files and folders are indexed and searchable within Incentive, eliminating the need to import or copy files.

Incentive said its SharePoint integration allows all content, whether a wiki, blog, document, IM or video conversation, to be centralized, making it accessible by every employee through a simple, intelligent search.

Data Search and Analytics from Nuix

Nuix has launched V. 6.0 of its search, e-discovery and analytics engine, which adds new data formats, languages and operating systems, as well as new ways to group and filter important data types.

New Document Navigator filters help to locate relevant information faster by grouping and interrogating important types of data across multiple sources. Filters include browser history, browser cache, cloud storage, instant messages, phone calls, USB devices, user accounts, network information and logs.

Managed Analytics Platform from Datawatch

Datawatch launched the Managed Analytics Platform, which is designed as an enterprise solution for self-service data preparation and visual data discovery. The company reports it's able to bridge the gap between self-service and enterprise requirements and is said to offer the only solution that combines the ease of use and agility that business users require with the scalability, automation and governance demanded by IT.

The new data preparation capabilities are available both as a standalone offering (for using any third-party analytic frontend or to load into a data warehouse/data mart) as well as tightly coupled with the visual authoring tool for quickly building visualization applications.

SharePoint Classification from BA Insight

BA Insight has released a new app version of AutoClassifier, making it possible to extend automated metadata generation to cloud and hybrid environments. The company says AutoClassifier eliminates the need to manually tag content while it increases findability, improving information governance and enhancing any business process that uses metadata.

AutoClassifier allows organizations to maintain high-quality metadata and a consistent information architecture automatically across unstructured and semi-structured content where it resides.

AutoClassifier is tightly integrated with SharePoint and leverages the Managed Metadata Service (MMS) to store taxonomies and ontologies that precisely define the metadata to be automatically applied. A new feature to synchronize Term Sets between on-premises MMS and Office 365 supports consistent metadata across hybrid environments.

About Galaxy Consulting

Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.