Contents

Kentico Xperience 13 for Marketers: Content Management Module Overview

1. Introduction to Content Management

- **DXP**
    - Digital Experience Platform
- **Latest Release**
    - October 2020
- **Key Features**:
    - Redesigned marketing automation
    - Reusable content
    - Updates to search functionality
    - Dynamic routing
    - Page builder
    - Page templates

2. Basics of Kentico Xperience Administration for Editors

- **Development**:
    - Built with MVC development pattern
- **Advantages**:
    - Faster performance
    - More SEO-friendly
    - Secure
    - Easier to work with
- **Architecture**:
    - Two applications: front-facing MVC application and administration interface
    - Both run on their own URLs but share the same database.
- **Working with the Administration Interface**
    - Access by typing /admin in the browser's URL to log in.
    - View the **Application Dashboard** upon login.
- **Working with Documentation**
    - Accessible at docs.kentico.com
    - In-app help articles available.
    - Request new features via ideas.kentico.com.
- **My Profile Application**
    - **Tabs Available**:
        - Details Tab
        - Change Password
        - Subscriptions Tab
        - Categories Tab
- **Understanding Roles and Permissions**
    - **User Types**: Website visitors and signed-in users.
    - **Roles**:

- Define user actions (e.g., accessing content, editing pages, translating, managing users, approving content)
- Assigned in the Permissions application.
  - **User Types**:
    - Editors, Administrators, Global Administrators
    - Users can manage personal info in the My Profile Application.
    - Administrators can impersonate other users.

3. Working with the Pages Application

- **Importance**:
  - Vital for content editors.
- **Layout**:
  - **Left Panel**: Content tree.
  - **Right Panel**: Content editing
- **Modes**:
  - Edit, Preview, Listing
- **Actions**:
  - Add, copy, delete items, reorder pages.
- **Tabs**:
  - Page tab and Content tab for content management.
- **Icons**:
  - Blue plus sign: Indicates child items.
  - Green checkmark: Item published.
  - Red mark: Not published.
  - Blue clock: Scheduled for future publication.
  - Gray mark: Item archived.
  - Orange diamond: Under editing workflow
- **Developer Note:**
  - Content tree items display in the live site application; developers must ensure code reflects the order of items.
  - Consider restrictions on moving certain pages based on allowed types.
- **Delete and Destroy Options**:
  - Manage page deletions effectively.
- **Culture Variants**:
  - Support multiple languages.
- **Recycle Bin**:
  - Restore, view, or permanently delete items.
- **Versioning**:
  - Enable to track content changes; restrict destroy permissions to high-level users.
- **Linked Pages**
  - Create reusable content references for shared content.
  - Useful for creating site taxonomy (e.g., articles, products).
- **Developer Note:**
  - Linked pages creation requires admin configuration.
- **Related Pages**

- **Developer Note:**
  - o Display full pages with URLs; developers need to prepare this feature.

4. Editing Content in Kentico Xperience

- **Structured Content**:
  - o Focus on content quality.
  - o Developers prepare the content structure.
- **Page Builder**:
  - o Adjust layout and content for specific messages (e.g., campaign landing pages).
- **Rich Text Editor**:
  - o View source, adjust text, and insert media.
  - o **Developer Note:**
    - ▪ Developers can customize styles and toolbar options.
- **Widget Zones**:
  - o Content areas for adding various elements.
- **Copying Pages/ Widgets**:
  - o Xperience stores up to ten copied widgets for 12 hours.
- **Hyperlinks and Anchors**:
  - o Link other content types based on website settings.
- **General Selector**
- **Developer Note:**
  - o Developers define selectable options.
- **Search in Xperience**
  - o **Search Indexes**: Two types - Azure Cognitive Search and local indexes.
  - o Index structured content.
  - o **Integration with Algolia**: Advanced search capabilities.
  - o Ability to add rel="noreferrer" and rel="noopener".

5. Working with URLs, Page Metadata, and Multilingual Content

- **URLs**
- **Content-tree Based Routing**:
  - o Recommended for URL handling.
  - o Automatically generates URLs based on content tree position.
  - o **Developer Note:**
    - ▪ URL features must be enabled during page type creation.
- **Slug:**
  - o Editable part of the URL for content tree-based pages.
- **URL Collisions**:
  - o No identical URLs allowed.
- **Page Operations**
- **Copying/Moving Pages**:
  - o Generates new URLs based on content tree location.
- **Deleting Pages**:
  - o Restoring retains the URL slug to the latest version.
- **Restoring Pages**:

- o   All language versions' URLs are restored.
- **Former URLs Application:**
    - o   Tracks change to page URLs in content tree-based routing.
- **System Admin Notes**:
    - o   Feature requires admin enabling.
- **Alternative URLs**:
    - o   Dedicated URLs redirect to main URLs.
- **Redirect vs. Rewrite**:
    - o   Redirect visible to users; rewrite occurs behind the scenes.
- **Using Culture Aliases in URLs**
    - o   Options for multilingual URLs include separate domains or language prefixes.
    - o   Use aliases for changing language prefixes.
- **Working with Page Metadata**
    - o   Edit page meta tags in the Metadata tab of page properties.
    - o   Developer Note:
        - ▪   Metadata needs enabling for live-site display.
- **Meta Properties**:
    - o   **Page Title**: Displayed in browser header.
    - o   **Page Description**: Summary of page content.
    - o   **Page Keywords**: Generally ignored by major browsers.
- **Working with Multilingual Content**
- **Language Variants**:
    - o   Store content in different languages.
    - o   Switch languages using the culture selector.
    - o   Supports Google Translate and Microsoft Translate services.

6. Form Basics

- Use the Forms application for creating, updating forms, and viewing submissions.
- **Form Builder**:
    - o   Drag-and-drop interface for creating forms.
    - o   Pin forms to the dashboard for easy access.
- **Use of Smart Fields in Forms**
    - o   Smart fields enhance user experience by tracking submissions.
    - o   Developer Note: Developers need to implement contact tracking considering legal factors (e.g., GDPR).
- Use smart fields strategically in forms displayed on multiple pages.

7. Media Libraries

- Centralized repositories for files with access control.
- Structure content using folders; limit uploads to one hundred files per folder.
- Developer Note:
    - o   Moving files may break links; developers need to set permanent URLs.

8. Workflows and Versioning

- Automate workflows from idea generation to content publication.
- Set notifications for approvals in workflows.
- Role-based permissions for workflow steps.
- **Check-in/Check-out**:
  - Prevents concurrent editing.
- **Versioning**:
  - Access version history to track changes and roll back if needed.

Kentico Xperience 13: Online Marketing

1. Online Marketing Introduction

- Transition to Kentico Xperience DXP (June 2020)
- Definition of Digital Experience Platform (DXP)
  - Integrated technologies for managing digital experiences.
- Development Framework
  - Utilizes .NET Core and future-proof technologies.
- Key Features
  - Marketing automation, reusable content, enhanced search, dynamic routing, page builders, and templates

2. Contact Management

Tracking Visitor Behavior

- Logs actions and interactions on the website

Centralized Contact Profiles

- Merges multi-channel interactions into single profiles

Personalization

- Tailors content based on visitor activities.

Visitor Insights

- Analyzes activities and purchase likelihood.

Contact Types in Xperience

- **Identification of Visitors**
  - Uses first-party cookies for tracking with consent.
- **Categories of Contacts**
  - Anonymous contacts vs. registered contacts
- **Transition to Customer Status**
  - Changes in status based on purchase and registration.

Tracking Visitors

- Types of Cookies
    - Session cookies: temporary tracking
    - Persistent cookies: long-term visitor recognition
- **Usage of Cookies**
    - Improve user experience and tailor messaging.

Data Protection and Compliance

- **Visitor Consent**
    - Importance of informing visitors about data collection
- **GDPR Compliance**
    - Applicable scenarios for EU-based services and visitors
- **Legitimate Interest Tracking**
    - Conditions under which tracking can occur without consent.

Automated Responses and Contact Management

- **Responding to Contacts**
    - Ensuring accuracy before automated messaging
- **Backward Contact Recognition**
    - Handling untracked contacts who submit forms.

Importing and Segmenting Contacts

- **Importing Contacts**
    - User-friendly methods and requirements for CSV files
- **Segmenting Contacts**
    - Creating contact groups based on shared characteristics.
- **Mapping Values**
    - Ensuring proper alignment of contact properties during import

Using the Xperience Import Toolkit

- **Overview of Toolkit Functionality**
    - Importing various data types beyond contacts
- **Custom Solutions for Importing**
    - Developer involvement for tailored solutions

Importance of Contact Segmentation

- **Benefits of Segmentation**
    - Optimizing communication strategies and targeting
- **Setting Up Contact Groups**
    - Utilizing static vs. dynamic contact groups

Contact Groups and Legitimate Interest Tracking

- **Ensuring Compliance**
    - Conditions for sending communications to tracked vs. untracked contacts.

Best Practices for Content Segmentation

- Maintaining an Updated Database
- Defining Segmentation Goals
- Targeting Relevant Content

3. Online Forms

Importance of Online Forms

- Effective data collection methods

Creating Online Forms

- Step-by-step process for form creation

Smart Fields Implementation

- Collecting data progressively through multiple submissions

Forms Best Practices

- Data Collection Strategies
- Ensuring User Engagement
- Mapping Forms for Accurate Data Tracking

Customizing and Enhancing Forms

- **Key Features for User Experience**
    - Submit button customization and redirect options.
- **Additional Features**
    - Notifications, autoresponders, and security settings

Consent Agreements and GDPR Compliance

- **Importance of Consent**
    - Managing visitor permissions for marketing communications

4. Marketing Automation

Introduction to Marketing Automation

- Purpose and Benefits
- Growth facilitation and timesaving
- Focus on Core Activities
- Frees teams to acquire new customers and increase sales.

Advantages of Marketing Automation

- Lead Nurturing
- Gradual warming of visitors from cold to warm leads

- Customer Engagement
- Enhances interactions with products and brand.
- Workflow Efficiency
- Streamlines nurturing process to boost brand loyalty and revenue.
- Content Personalization
- Delivers relevant content to the right audience without overwhelming them.

Abandoned Shopping Cart Process

- Overview of the Abandoned Cart Template
- Template features in Kentico Xperience
- **Process Design**
    - Triggering follow-up emails for abandoned carts
    - Initial steps: defining triggers and email reminders.
- **Purchase Check**
    - Conditional reminders to avoid spamming customers who make purchases.

Marketing Automation Steps Overview

- **Flow Steps**
    - Moving contacts through the process based on conditions.
- **Contact Actions**
    - Actions such as sending emails or changing contact properties.
- **Notes Section**
    - Documenting processes and communicating tasks among team members

Time-Based Triggers

- **Scheduling Processes**
    - Setting up specific date triggers or recurring intervals
- **Trigger Configuration**
    - Creating and editing triggers for scheduled marketing automation

Adding Wait Steps to Processes

- **Purpose of Wait Steps**
    - Allowing delays in processes based on time intervals.
- **Configuration**
    - Setting specific wait periods before executing further actions

Segmenting Contacts for Better ROI

- **Targeted Scheduling**
    - Triggering processes for specific contact conditions
- **Importance of Contact Conditions**
    - Ensuring processes only engage relevant contacts.

Sending Birthday Messages

- Utilizing Time-Based Triggers
- Automating birthday greetings through marketing automation

Preventing Duplicate Marketing Emails

- **Common Challenges**
  - Issues with multiple automation processes triggering simultaneously.
- **Solution Implementation**
  - Creating contact groups to manage contacts within automation processes

5. Lead Scoring

Introduction to Lead Scoring

- **Purpose**
  - Identifying ready-to-purchase customers and those needing further nurturing
- **Benefits**
  - Enhances sales focus and efficiency in the customer journey.

Understanding Visitor Engagement

- **Tracking Visitor Actions**
  - Activities such as browsing, clicking, and downloading are monitored.
- **Point Assignment**
  - Points assigned based on visitor actions inform engagement level.

Types of Data Collected

- **Implicit Data**
  - Engagement metrics: pages visited, return visits, watched videos, downloaded content.
- **Explicit Data**
  - Demographic information: region, phone number, job title, mailing address.

Lead Scoring Framework

- **Custom Scoring Rules**
  - Scoring leads based on engagement and business fit.
- **Lead Grouping**
  - Categorizing leads: hot leads (high engagement and fit), warm leads (need nurturing), cold leads (low priority)

Sales Funnel Overview

- **Funnel Stages**
  - Prospects: Initial interactions with the brand
  - Contacts: Engaged through email or events
  - Leads: Actively seeking solutions
  - Finalists: Qualified leads for the sales team
  - Clients: Final goal as paying customers

Lead Scoring Best Practices

- **Assess Suitability**

- o   Determine if lead scoring is appropriate for the business.
- **Team Collaboration**
  - o   Align marketing and sales teams on lead scoring strategies.
- **Conduct Research**
  - o   Analyze existing customers to identify common traits and behaviors.
- **Use Relevant Data**
  - o   Focus on demographics and behavioral data for scoring.
- **Negative Scoring**
  - o   Assign negative scores for undesirable actions.
- **Importance-Based Scoring**
  - o   Evaluate and assign scores based on condition significance.
- **Continuous Improvement**
  - o   Regularly re-evaluate and adjust scoring rules.
- **Integration and Patience**
  - o   Incorporate scores into overall strategy and allow time for refinement.

Setting Up Lead Scoring

- **Defining Ideal Customer Conditions**
  - o   Establish criteria for identifying the best fit customers.
- **Engagement Criteria**
  - o   Target customers who frequently visit, subscribe, or make purchases.
- **Regional Focus**
  - o   Prioritize customers from high-potential markets (e.g., the US)

6. Landing Pages

Introduction to Landing Pages

- **Definition**
  - o   Vital part of campaigns that convert website visitors into potential customers.
- **Role**
  - o   Often the first interaction point for visitors, designed to engage, and guide them through the customer journey.

Importance of Creating Landing Pages

- **Conversion Goal**
  - o   The primary aim is to turn visitors into customers.
- **Focused Design**
  - o   Highly targeted pages with a single purpose for a specific audience
- **Lead Nurturing**
  - o   Example: Offer resources (e.g., DIY projects) in exchange for email addresses to engage warm leads

Xperience Page Builder

- **Creating Pages**
  - o   Allows for self-creation of pages divided into sections.

- **Section and Layout Options**
  - Various sizes and column divisions for organized content
- **Widgets**
  - Pre-made components (e.g., images, texts, forms) to enhance functionality and content display.

Page Builder Structure

- **Editable Areas**
  - Must contain sections for adding content.
- **Adding Sections and Widgets**
  - Use the "Add section" and "Add widget" buttons for customization.
  - Built-in custom sections available with specific properties

Steps to Create Landing Pages

- **Accessing the Landing Pages Section**
  - Navigate to the Pages application and select the Landing pages section.
- **Adding a New Page**
  - Click "Add" to create a page with editable areas.
- **Content Styling**
  - Use WYSIWYG editor for appealing text presentation.
- **Save and Test**
  - Save changes and test the page on the live site.

Xpandable Section

- **Purpose**
  - Enhances layout flexibility beyond standard templates.
- **Functionality**
  - Allows customization of widget zones, styling, and easier identification of sections
- **Developer Note**
  - Requires testing for compatibility as it is an extension, not a default feature.

Headless Content with Kentico Xperience API

- **Content Reusability**
  - Supports structured content reuse across multiple websites and applications.

Best Practices for Landing Pages

- **Single Purpose Focus**
  - Clear, singular reason for the landing page
- **Alignment with Visitor Expectations**
  - Ensure content matches what visitors expect.
- **Unified Messaging**
  - Present clear and concise information
- **Avoid Unnecessary Content**
  - Keep pages focused and relevant.
- **Use of Testimonials**

- o   Incorporate social proof to enhance credibility.
- **Short Forms and Clear Calls to Action**
  - o   Keep forms concise and ensure CTAs are prominent and attention-grabbing.
- **Highlight Key Areas**
  - o   Emphasize important content to guide visitor actions

7. Email Marketing

Introduction to Email Marketing

- **Definition**
  - o   A key communication tool between businesses and customers
- **Integrated Tool Benefits**
  - o   Allows creation, management, and optimization of effective email campaigns.
- **Tailored Offers**
  - o   Ability to send personalized offers to specific recipient segments.
- **Revenue Impact**
  - o   Relevant emails generate eighteen times more revenue than generic broadcasts.

Benefits of Email Marketing

- **Time and Cost Efficiency**
  - o   Reduces effort and costs in customer outreach.
- **Continuous Communication**
  - o   Facilitates ongoing engagement with customers.
- **Enhanced Personalization**
  - o   Increases customer engagement through targeted messaging.
- **Measurable ROI**
  - o   Provides metrics for tracking success and sales boosts.

Email Feeds

- **Types of Feeds**
  - o   **Newsletter:** Single recipient list for all emails
  - o   **Email Campaign:** Different recipients for each email.
- **Feed Creation**
  - o   Organizes emails for better management and targeting.

Importance of Newsletters

- **Content Delivery**
  - o   Ensures audience sees valuable content.
- **Engagement**
  - o   Encourages visits to the website and reminds contacts of the brand.

Best Practices for Email Marketing

- **Content Relevance**

- o Provide content that interests the audience.
- **Compelling Subject Lines**
  - o Start with catchy subject lines and engaging preheaders.
- **Clear Presentation**
  - o Present ideas clearly and visually appealing
- **Personalization**
  - o Tailor emails to individual recipients
- **Call to Action**
  - o Include clear CTAs in every email.
- **User-Friendly Options**
  - o Easy unsubscribe and preference update options.
- **Plain-Text Variants**
  - o Include a text-only version of emails.
- **Mobile Optimization**
  - o Ensure emails are mobile-friendly.
- **Continuous Improvement**
  - o Regularly test, analyze, and optimize campaigns

Best Practices for Newsletters

- **Purpose Assessment**
  - o Decide if a newsletter is necessary.
- **Content Focus**
  - o Provide valuable content rather than just product listings.
- **Mobile Optimization**
  - o Ensure compatibility with mobile devices.
- **Personalization**
  - o Customize newsletters for different segments.
- **Subscription Management**
  - o Utilize double opt-in and set clear expectations.
- **Consistency**
  - o Send newsletters on a regular schedule.
- **Promotion**
  - o Actively promote the newsletter to increase visibility
- **Easy Unsubscription**
  - o Simplify the process for unsubscribing.

GDPR Compliance

- **Consent Requirement**
  - o Obtain valid consent from subscribers for marketing emails.
- **Data Management**
  - o Use the Data Protection application to manage consents.
- **Developer Implementation**
  - o Ensure developers implement necessary data protection features.

Email Campaign Strategies

- **Consent Usage**
    - Segment contacts based on consent for targeted campaigns.
- **Default Macro Rules**
    - Use predefined rules to create condition-based contact groups.

Email Personalization Techniques

- **Macros**
    - Utilize macros for creating personalized experiences.
- **Widget Personalization**
    - Developers can create customizable email widgets for specific contact segments.

Additional Information for Email Marketing

- **Subscriber Engagement**
    - Avoid unsolicited emails and focus on engaged recipients.
- **First Impressions**
    - Make a strong impact when subscribers join.
- **Visual Appeal**
    - Use images to capture reader attention.
- **Traffic Generation**
    - Leverage personalized emails to drive website traffic

8. Campaigns

Introduction to Marketing Campaigns

- **Purpose**
    - Effective for reaching customers across various channels and platforms.
- **Xperience Campaigns Application**
    - Centralizes data related to single marketing activities.
    - Facilitates tracking of traffic, views, and orders from various sources

Setting Up a Campaign

- **Creating a New Campaign**
    - Name the campaign and define its UTM name for tracking.
    - Add a description for team reference.
- **Adding Pages**
    - Use absolute live site URLs without query strings.
    - Automatic generation of UTM parameters with Kentico URL builder
- **Promoting the Campaign**
    - Select emails for driving traffic.
    - Set campaign conversions and objectives for tracking.
- **Tracking Journey**
    - Monitor landing page views, form submissions, and purchases.

Adding Pages to Campaigns

- **URL Requirements**
  - Full absolute live site URL needed.
  - Must include protocol and domain name; no query strings allowed.
- **Alternative URL Generation**
  - Option to create SEO-friendly URLs if conditions are not met.

Campaign Best Practices

- **Goal Definition**
  - Establish a clear and focused objective.
- **Consistency**
  - Maintain aligned content and design across channels.
- **Audience Segmentation**
  - Target campaigns effectively and personalize messages.
- **Performance Analysis**
  - Continuous monitoring and optimization during the campaign

Importance of UTM Parameters

- **Tracking Visitor Source**
  - Identify traffic sources using UTM parameters.
- **Detailed Tracking**
  - Analyze specific links, channels, and campaign performance.

Promoting Through Various Channels

- **Channel-Specific Links**
  - Use URL builder to create links for each promotion channel.
- **Traffic Source Tracking**
  - Monitor the origin of traffic through campaign-specific links.

Campaign Tracking Mechanism

- **Visitor Activity Logging**
  - Store cookies to track visitor activities linked to campaign parameters.
- **UTM Parameter Management**
  - Allow only one set of UTM parameters per visitor session.

Campaign Conversions

- **Definition**
  - Specific activities performed by users within the campaign.
- **Objective Tracking**
  - Set a major goal for each campaign (e.g., newsletter subscriptions, product purchases)
- **Conversion Monitoring**
  - Track multiple touchpoints leading to campaign objectives.

Campaign Journey

- **Customer Flow Comparison**
  - Analyze expected customer steps versus actual behavior.
- **Required Parameters for Tracking**
  - Include campaign display name, UTM campaign, and UTM source.

9. A/B Testing

- **Importance**
  - Plays a key role in website optimization.
  - Crucial for optimizing website and marketing emails.
  - Allows for comparison of different versions to determine effectiveness.
- **Applications**
  - Helps identify which images or content led to more subscriptions.
  - Improves call-to-actions to drive more conversions.
  - Determines effective headings and content that keep visitors engaged.
  - Assesses which images and design elements resonate best with visitors.
  - Informs decisions on layout, colors, and design.
- **Best Practices**
  - Avoid large-scale modifications, test small changes.
  - Test hypotheses about audience preferences to optimize marketing activities.
  - Use Kentico Xperience for A/B tests with the page builder feature.
  - Test content created in the Page builder, including widgets and templates.

How A/B Testing Works

- **Visitor Experience**
  - Visitors are shown one of the tested page variants.
  - A cookie is stored to track the variant shown to the visitor.
  - Visitors will see the same variant on return visits until the test ends or cookies are cleared.
- **Data Collection**
  - Ensure all variants receive equal traffic.
  - Larger sample sizes provide more accurate results.
  - Tests can be scheduled to end automatically or manually.
- **Results and Implementation**
  - The winning variant replaces the existing page in the content tree after the test.

A/B Testing Best Practices

- **Hypothesis**
  - Formulate a specific and concrete hypothesis.
- **Variable Testing**
  - Test only one variable at a time.
  - Focus on variables with significant impact.
- **Measurement and Sample**
  - Define clear measurement criteria for results.

- o   Use a large test group for relevant results.
  - **Duration**
    - o   Run tests for at least two weeks to ensure sufficient data collection.

10. Reports

Why Analyze Traffic on Your Website

- Web analytics provides valuable insights into website traffic and sources.
- Key metrics include top landing pages, exit pages, visitor retention, time spent on pages, and visitor intent.
- Benefits: Understand audience needs, assess campaign effectiveness, and make informed business decisions.

Web Analytics

- Essential for understanding visitor behavior, content resonance, and areas for improvement.
- Kentico Xperience includes a built-in Web analytics application.
- Measures key metrics such as visits, page views, and traffic sources.
- Tracks data only from the live site, excluding admin interface data.

Web Analytics Overview

- Provides an overview of various traffic-related reports.
- Dashboard widgets offer a snapshot of common reports.
- Customizable dashboard allows adding widgets for frequently followed data.
- Examples: Widget displaying contact activities on the website.
- Insights on traffic sources, referrals, visitor status (new or returning), and other relevant information.

Marketing Automation Reports

- Details about contacts within processes and their current step, including those who have completed the process.
- Email performance metrics if the process includes email steps.
- Displays performance of individual emails, including a pie chart of contacts by process step and a demographics report with geographical, persona, and age data.

Managing Marketing Automation Process for Each Contact

- Contacts move through the process based on trigger conditions and flow steps.
- The Manage process button provides a diagram showing the contact's current position and previous steps, with options to manually adjust their progress.

Analyzing Marketing Emails and Newsletters

- Analysis goes beyond sending emails to include delivery and engagement metrics.
- Access basic reports for emails, including delivery rates, opens, clicks, and subscriptions.

Email Report

- Detailed reports available for individual emails.
- Reports tab includes specifics such as UTM parameters and visual graphs.
- Opens tab shows who opened the email; Clicks tab shows click-through rates for specific links.

Demographic Report

- Provides detailed engagement and unsubscription data.
- Shows which contacts interacted with emails and unsubscribed.
- Displays demographic information including contact origins, persona fit, gender, and age.
- Data can be presented in lists or graphical formats.
- Option to connect email performance data to third-party visualization tools like Microsoft PowerBI.

Campaign Reports

- The campaign objective tab shows overall campaign results and whether goals were met.
- Detailed reports include Conversions and Campaign Journey tabs.
- Conversions report assesses the performance of defined conversions.
- Source report column shows email performance within campaigns.

Evaluating the Campaign Journey

- Review the sequence of steps in your campaign and validate assumptions.
- Campaign journey report chart displays performance of each step.
- Identifies irregularities and allows for corrective actions.

A/B Testing Reports

- Analyze results after collecting statistically significant data.
- The overview tab provides test statistics and a summary table.
- Avoid premature test conclusions; a minimum of 14 days is recommended to account for anomalies.
- The Conversion goals drop-down list shows performance metrics for each variant.

Overview of A/B Testing Reports

- The variants table at the bottom includes detailed information on each tested variant.
- Metrics include Conversions, Conversion Rate, and Chance to Beat the Original.
- Chance to Beat the Original reflects the confidence level of a variant outperforming the original, with a 3% probability of error at a 97% confidence level.

Introduction to Content Personalization

1. Importance of Personalization

- Essential for building customer loyalty in the digital age.
- Ensures smooth interaction and completion of goals on your website.
- Enhances likelihood of repeat visits and referrals.

- **Objective**

  - Remove friction points to save visitors time and reduce frustration.

2. Personas

- **Purpose of Personas**

  - Vital for effective contact segmentation.
  - Helps deliver relevant content based on audience characteristics.

- **Benefits**

  - Facilitates efficient segmentation of growing contact databases.
  - Enhances understanding of visitors' needs and interests.

Why Create Personas

- **Understanding Visitors**

  - Identifies common characteristics among visitors.
  - Helps predict interests and purchasing behavior.

- **Content Delivery**

  - Tailors content to fit specific personas.
  - Provides a clearer picture of customer needs and preferences.

Personas Best Practices

- **Database and Goals**

  - Start with an updated contact database.
  - Define clear objectives for segmentation (e.g., customer journey focus).

- **Segmentation Strategy**

  - Avoid creating segments for all contacts; focus on relevant ones.
  - Begin with a small number of segments and avoid overcomplicating.

- **Data Utilization**

  - Use available data to inform segments.
  - Ensure content is targeted to each segment.

- **Analysis and Adjustment**

  - Monitor engagement and adjust segments as needed.

How to Create Personas

- **Setting Up Personas**

  - Use the personas application to input details.
  - Define thresholds and assign points based on activities and attributes.

- **Creating Rules**

- Establish rules for persona matching (e.g., page visits, email submissions).
- Adjust point values based on rule significance.

- **Implementation**

    - Save and review rules to ensure accurate persona assignment.

Rules for Personas

- **Defining Criteria**

    - Set points to indicate rule importance.
    - Use attributes, activities, or a combination to create rules.

- **Matching Contacts**

    - The system assigns contacts to the most fitting persona based on point thresholds.

What if a Contact Fits Multiple Personas?

- **Persona Assignment**

    - Contacts are assigned to the persona that best fits their profile.
    - Example: A contact with higher points for the Influencer persona will be assigned to it over the Business owner persona.

Personas Report

- **Viewing Reports**

    - Access the Personas application to see created personas and their contact counts.
    - Monitor trends in persona assignments over time.

Editing Personas Report

- **Contact Details**

    - Click "Edit" to view contacts fitting a persona.
    - Access contact lists and percentages fitting the persona.

- **Contact Profiles**

    - Click "View" to see detailed profiles, including activities and collected data.

Additional links on personas

- [Defining personas | Kentico Xperience 13 Documentation](#)

3. Content Personalization

- Content personalization allows you to deliver relevant and targeted content to your audience. Explore how to implement this in Kentico Xperience.

Why Content Personalization

- Content personalization enables you to deliver the right message to the right person at the right time in the right form.

- For example, if a visitor is looking for an airship and size is important, you can focus the page on airships, order options by size, and show a specific New York delivery offer based on their IP address.
- When Visitor 4,003 arrives, they see content tailored to their interests and goals, enhancing their experience.
- Content personalization can also involve sending follow-up information related to their interests via email if they do not make an immediate purchase.
- By collecting context, behavior, and demographic data, personalization improves the customer experience and fosters loyalty, boosting revenue.

Personalize Your Content By

- Form a hypothesis.
- Avoid over-personalizing content for similar contact groups that do not significantly differ.
- Start with the home page, as it is often the first page visitors see.
- Continuously monitor statistics to ensure ongoing effectiveness.
- Show variants to appropriate personas, such as event-specific information to relevant contacts.
- Consider content placement on your website when planning personalization.

How to Personalize Content in Xperience

- In Kentico, you can personalize content based on contact groups or personas.
- For instance, personalize a testimonial for the persona of Tony, the cafe owner, by updating the text and color to appeal specifically to cafe owners.

Creating Additional Widget Variants

- You can create new variants of your page builder widget. Kentico Xperience allows unlimited variants, though it is advisable not to exceed ten to avoid UI issues.
- New variants are added to the top of the list but can be reordered by dragging and dropping.
- When a visitor encounters personalized widgets, Kentico checks display conditions from top to bottom and shows the relevant variant based on the visitor's profile.

Personalized Content and Search Engine Crawlers

- The original variant of personalized content is indexed by search engines.
- The system determines which variant to display based on personas or contact groups. Automated crawlers see the original variant as they do not provide consent or are recognized as contacts.

Copying Personalized Widgets

- You can copy widgets with personalized variants across your website. For consistency, create a personalized widget and reuse it on different pages.
- A personalization icon will appear next to the widget type icon when copying.

Exercise Overview

- Focus on personalizing content for specific personas, such as highlighting new Colombian single-origin coffee for Anna on the Home page.

- Measure the effectiveness of personalization efforts and use insights for future improvements.
- Use the Campaigns application to track ROI and collect data for future marketing.
- Utilize the Link builder to create hyperlinks with correct parameters for campaign tracking.
- Create a campaign to monitor performance, run an A/B test with personalized preheaders, and track the personalized widget's impact.

Conclusion

- Content personalization is crucial for maintaining a personal connection with visitors.
- Personalization variants can be easily created for different contact segments using Page Builder.
- The application assigns variants based on a top-down order of display conditions.