



Automatically deliver 1:1 experiences

Today's customers are connected, empowered, and demand personalized experiences. In the Age of Relevance, only customer-centric brands win.

Content Recommendations & Content Intelligence are available with Content Cloud and Commerce Cloud, or the Customer-Centric Digital Experience Platform.

Content Recommendations

Episerver Content Recommendations automatically delivers the best message for each person based on her unique interests at that moment

Deliver the right message for every customer—every time

With so many content assets, and diverse customer needs, it's challenging to present the right message to the right person across all interactions. Using our AI-generated interest profiles and predictive recommendations you can now keep site visitors better engaged. Whether they are a known or anonymous visitor, Episerver Content Recommendations enables you to maximize the digital value exchange with each customer to achieve more quality conversions.

Finally—a way to automate and scale personalization in an efficient way

The effort involved in delivering dynamic experiences can be overwhelming and difficult to scale across the enterprise. Episerver Content Recommendations are generated based on an understanding of each customer's unique interests and your content assets. Now you can deliver a personalized experience without the high cost of maintaining rules or manual updates.

Use data, not opinions to determine who gets what content

With many competing interests across your company, decisions on what content to include on your website are challenging. Let your customer's actions influence which content to deliver to them with each interaction. Episerver Content Recommendations uses the detailed knowledge of each customer's interests, coupled with content eligibility options you define, to recommend the best content or offer in an automated way.

What does success look like?

AI

IoT

Automated recommendations based on intent

