



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.

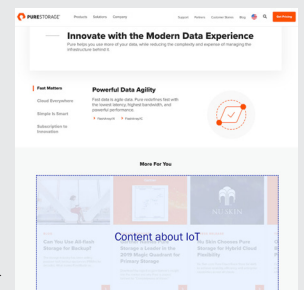
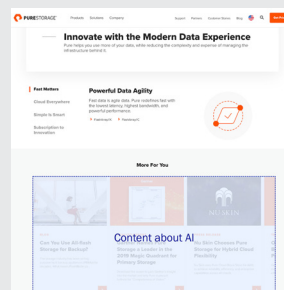
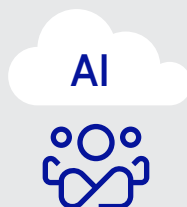
Finally—a way to automate and scale personalization in an efficient way

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?



Automated recommendations based on intent

Episerver Content Recommendations uses First-Party Intent Data to predict the intent of every individual based on their browsing, it then recommends the right content and offers it to each individual. The Natural Language Processing and Topic Categorisation from Content Intelligence is used to profile each visitor and match them with the best possible content for their journey. This requires no manual segmentation and increases your relevance to individual visitors.



Doing relevance at scale is tough, but Episerver is helping us achieve that. It has given huge leverage to our marketing organization.

- Byron O'Dell, HIS Markit
Global Head of Corporate Marketing

Content Intelligence

Know your content

Do you know what content is working hardest on your website to convert visitors? Episerver's Content Intelligence automatically indexes, analyses and categorises your content against up to 25 million topics, to turn unstructured content data into a structured content hub. Natural Language Processing analyses your content in real-time to provide understanding about your content and how it is performing.

Use Cases

Content Audit

Manual content audits are a crucial but resource-consuming necessity for companies that want to understand their content. Episerver Content Intelligence automatically provides you with a real-time view of the content you have produced including the topics mentioned and their performance.

- Easily identify what to modify, keep, and delete when planning a site migration or launching a new site.
- Keep track of all your content across multiple sites and understand topic coverage in one easy to use dashboard
- Monitor the content of multiple writers to ensure their content is on track with your overall editorial strategy

Content Strategy & Performance

Your content marketing shouldn't be a 'spray and pray' affair. Deliver a data-led content marketing strategy that guarantees every piece of your content delivers business value and drives prospects forward towards conversion.

- Understand which content items and topics perform best against the KPIs that matter to you and which topics drive the desired behavior from your visitors
- Identify topic gaps and saturation points within your existing content strategy and gain real-time guidance on what to publish next.
- Segment your audience and measure your content performance across multiple channels in one place

Benefits

Increase Engagement

+31% clicks for first time visitors

+74% clicks for repeat visitors

+7x in ad CTR

Increase Conversion

+242% increase in gated asset consumption

Increase Efficiency

¼ FTE required to achieve 1:1 recommendations

Search & Social Optimization

Paid search and social media are integral to building an audience for your content. With Episerver Content Intelligence, you can identify the keywords and content topics that not only acquire visitors, but also lead to the most conversions when they arrive onsite.

- Understand which keyword themes and topics work best to drive conversions, not just traffic
- Know what content topics to promote on social channels to maximize conversions
- Identify the different content topics that are performing best in each of your campaigns across every search and social channel



Data Insights are very helpful when we're planning new member content.

- Ada Gilchrist, Vitality,
Marketing and Communications Manager

