

# CROWNPEAK WEB CONTENT OPTIMIZATION

[DELIVER PERSONALIZED EXPERIENCES]

The CrownPeak platform allows authors to deliver dynamic content using personalization, localization, contextual content delivery, segmentation, targeting or A/B testing.

Access to multiple in-house and third-party data sources allows marketers to dynamically modify not only content, but also the entire digital experience. Content optimization strategies can be based on visitors' site behavior, profile or specific event triggers.

- Content targeting & testing
- Marketing Campaign
- Site Search

*"Before CrownPeak, we gave every site visitor the same experience. Now we personalize and localize for every key segment and market. It's a total game-changer."*

DIRECTOR OF MARKETING, REGIONAL BANK

## TEST & TARGET

CrownPeak makes it easy to test page content or the entire website to optimize messaging and improve conversions

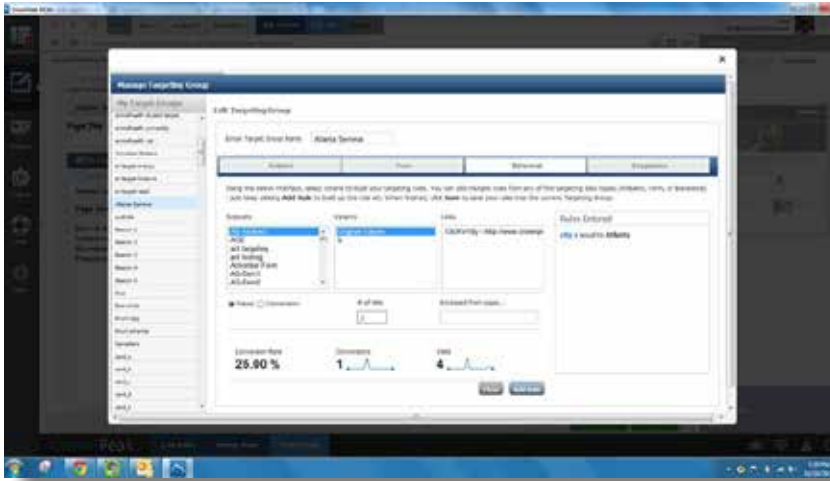
- Create A/B tests directly in pages
- Rapidly analyze data and change content with rich real-time reporting capabilities
- Use analytics to view referring web sites and search terms

## PERSONALIZATION

In addition to editing and managing webpages, CrownPeak business users can create engaging digital experiences by configuring rules to serve visitors personalized content

- Target users based on ambient, behavioral, form or third-party data
- Quickly build forms with the integrated form wizard
- Serve the right content to the right audience—on the right device, at the right time





*"We bought CrownPeak for our marketing sites. Now we use them as the 'front-end' for all of the display and marketing content around our core revenue-driving experiences."*

**DIRECTOR, MARKETING TECHNOLOGY**

## CAMPAIGN INTEGRATION

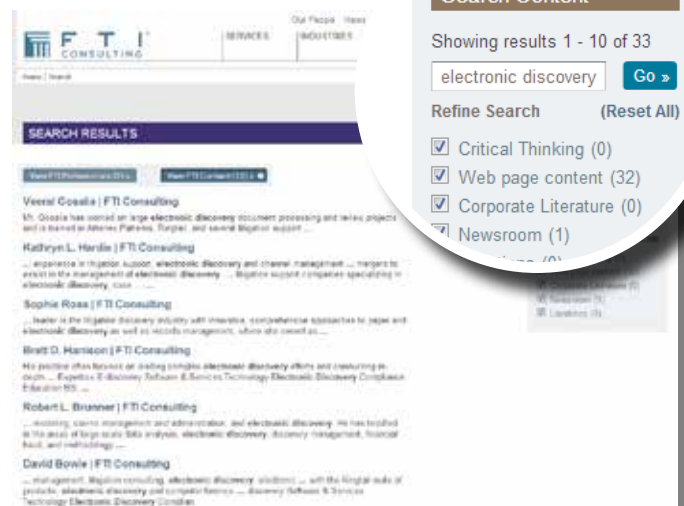
CrownPeak helps marketers engage with anonymous website visitors by allowing them to collect information and personalize digital experiences to convert anonymous users to known users.

- Integrate with leading marketing automation and CRM platforms including Marketo, Eloqua, ExactTarget, Salesforce and Microsoft Dynamics
- Enhance the customer profile to improve loyalty and conversion
- Launch campaigns in hours and days rather than weeks and months

## CUSTOMIZABLE SEARCH

Search is included with the CrownPeak subscription and is optimized for our SaaS offering.

- Index any website or collection of documents whether or not they are managed by CrownPeak
- Control search results and display by relevance, by date, or even weighted searches to float desired content to the top
- Automatically display related or popular content
- Utilize faceted search results, type-ahead search, tag cloud search and synonym search for commonly misspelled words



*CrownPeak can transform not only your website, but your processes and business results. The CrownPeak approach to content optimization can turn a good website into a great digital experience.*

- Personalization
- Testing & Targeting
- Campaign Integration
- Customizable Search
- Integrated Analytics