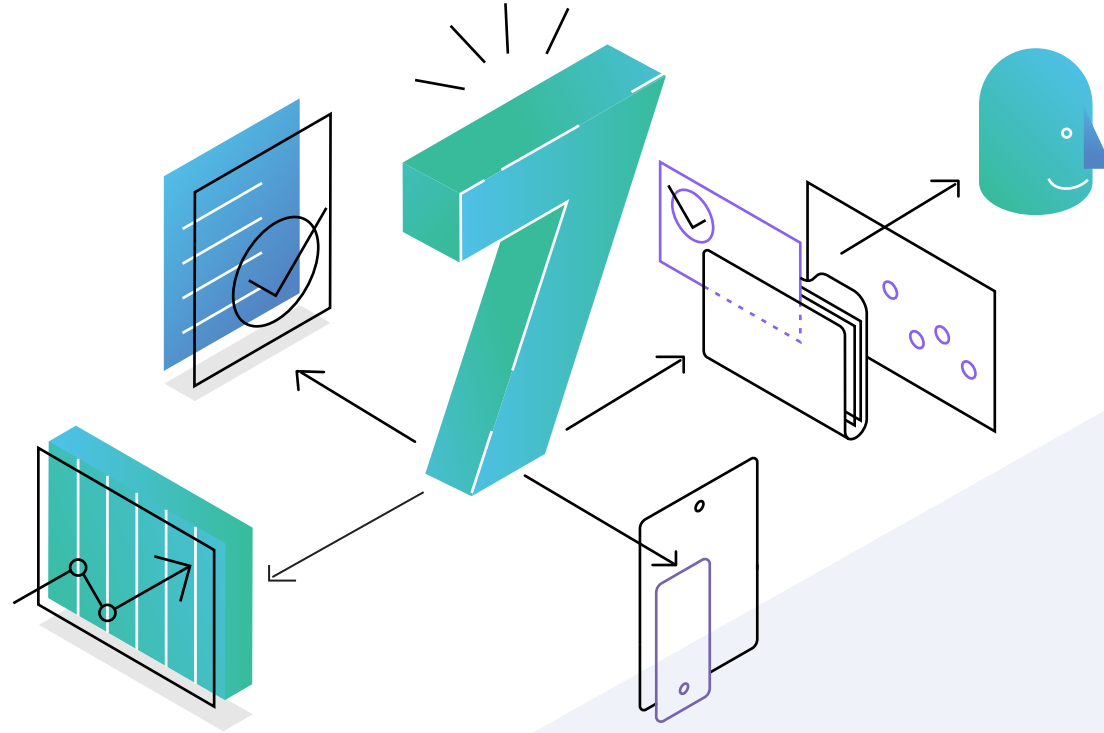


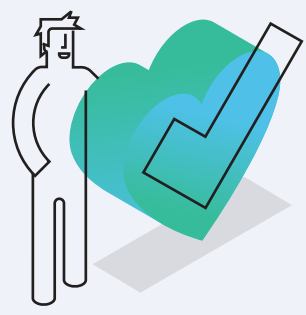
Seven Tips to Help You with Your Personalization Strategy

52% of digital marketers agree: "The ability to personalize content is fundamental to their online strategy."



Source: <https://econsultancy.com/reports/quarterly-digital-intelligence-briefing-personalisation-trust-and-roi>

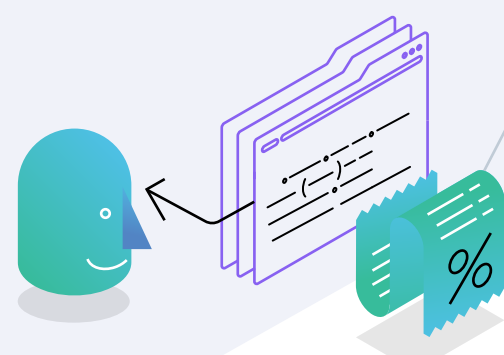
- 1 Segment Visitors:** A fundamental first step in personalizing the customer experience is creating "personas" based on information and behavior. Your CMS should provide insight about how visitors arrive at your site, their location, their interests, visit duration and more.



More than half of Internet users said that information shared with them should be relevant to what they're currently interested in or looking to buy, as well as pertinent to their personal taste, style, age group or location.

Source: <http://www.emarketer.com/Article/Shoppers-Want-personalization/1013129#sthash.K685vzFl.dpuf>

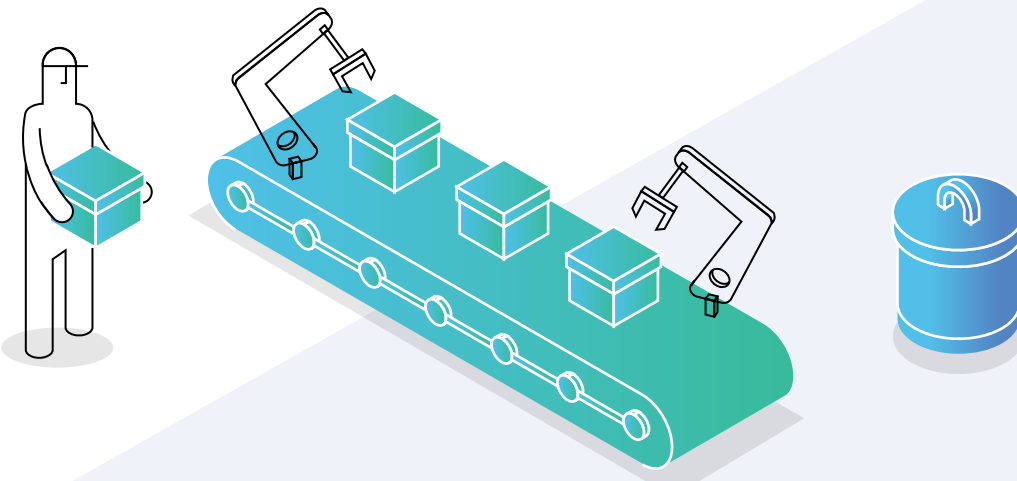
- 2 Personalize Content:** Once you've segmented your audience, personalize specific website pages and content relevant to visitors' roles, interests and online behaviors.



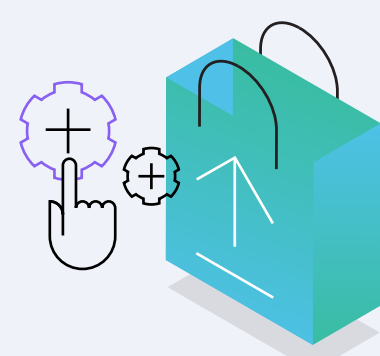
73% of consumers prefer to do business with brands that use personal information to make their shopping experiences more relevant.

Source: <http://www.digitaltrends.com/social-media/why-consumers-are-increasingly-willing-to-trade-data-for-personalization/#ixzz2g8dgrqko>

- 3 Test the User Experience:** Once you've defined your segments and developed relevant content for each visitor profile, simulate the user experience to ensure you've done it right.



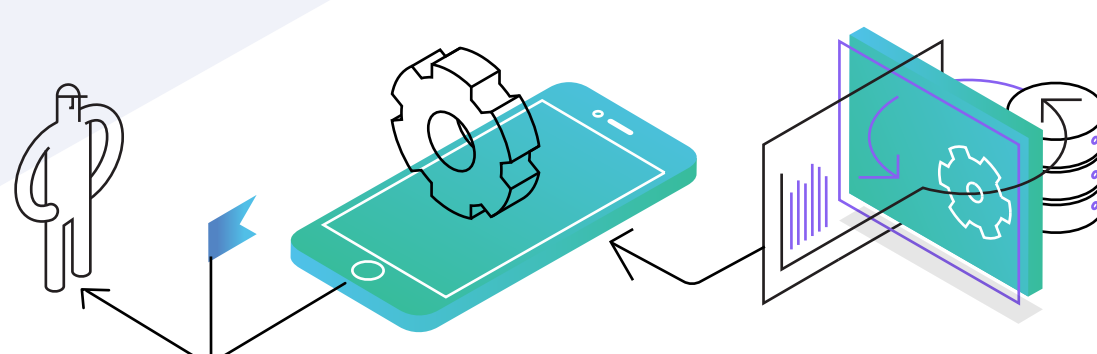
- 4 Measure Results:** Armed with data from your CMS, track the impact of your personalization efforts and marketing programs, and fine-tune content delivery to achieve optimal results.



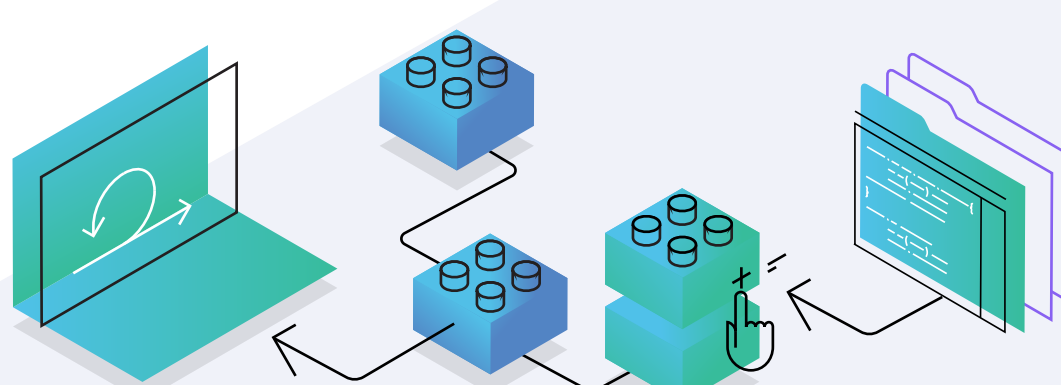
40% of consumers buy more from retailers who personalize the shopping experience across channels.

Source: <http://www.monetate.com/blog/the-tipping-point-for-personalized-website-experiences/>

- 5 Go Mobile:** Personalize and manage your entire online presence from a single, device-agnostic platform, including content delivered to mobile devices.



- 6 Integrate:** Your CMS should integrate seamlessly with your CRM and marketing automation platforms. Use data from those systems to build and segment personas for personalization, and use online data to expand your database.



- 7 Features for Technical and Business Users:** Look for a platform that works well across all functional layers of your organization:
 - Developers want easy customization and extensibility
 - IT managers want support for Active Directory, site sync, scalability and connectivity with other enterprise systems
 - Marketers want an easy-to-use interface for completing tasks without technical support



Read the complete whitepaper for more information:

Website Personalization: Seven Tips to Avoid a Cookie-Cutter Online Presence

About Progress

Progress (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premises or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership. Progress can be reached at <https://www.progress.com/> or 1-781-280-4000.