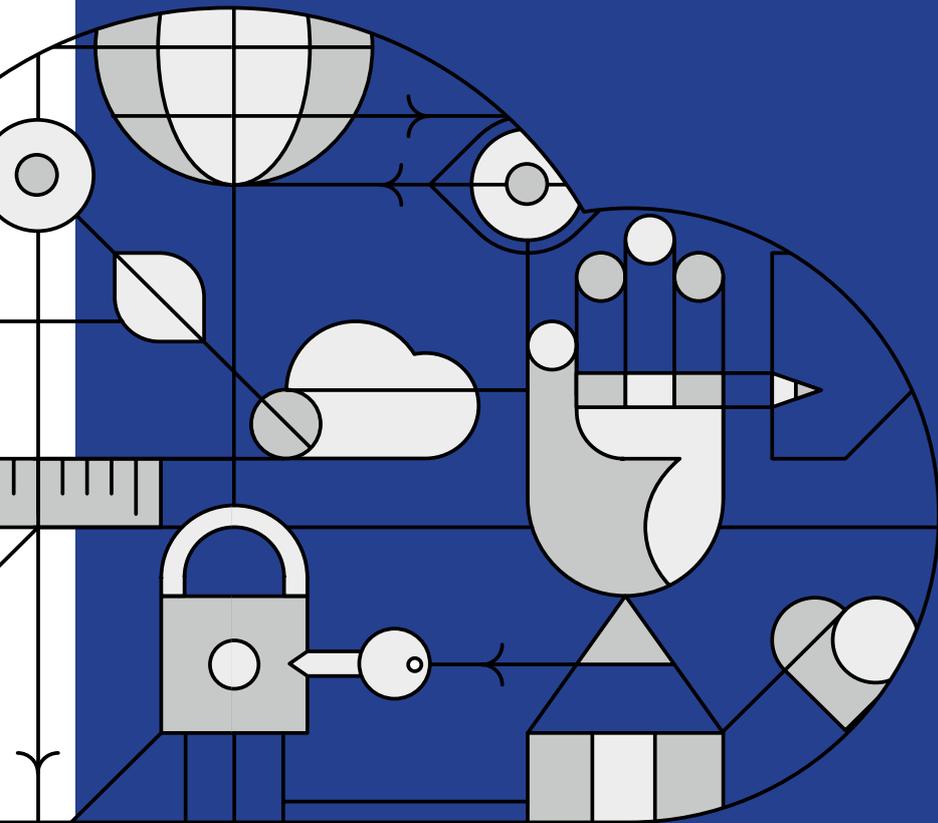




# Episerver Digital Experience Cloud™ Digital Marketing



# Empowering you to transform digitally

**The world has gone digital – we hear that quite often, but it's not exactly true. It is true that the world is transforming, but there is an increasing distinction between those who are leading the change and profiting from it, and those who are falling behind and missing opportunities.**

What does digital transformation mean to your business? Digital transformation is based on a beautiful two-way street – you provide your customers with the information, content, products and services that they want, when they want it, and how they want it. They, in turn, appreciate the relevant, seamless experience you have given them and keep coming back for more.

At Episerver we call this standout digital engagement. It means that by delivering rewarding, optimized, contextual experiences, you can increase conversions, page views and engagement. Whether your focus is digital marketing, digital commerce or both, our mission is to make it easy for you to provide your customers with the best experiences possible.

With Episerver Digital Experience Cloud™, you can easily develop and coordinate campaigns, landing pages and social media content, and launch it all across multiples channels and devices with a single click. With over 20 years of experience in digital transformation, we can help guide you in removing silos, shortening your time to market and providing personalized content that makes a difference.

We go to work with the single purpose of empowering you. **So how can we help?**



# Industry spotlight

## Standout engagement

If you work with digital marketing or campaign management, you probably have some clear goals for your digital presence: increased engagement, conversions and website page views, with content that works on any device. This is an exciting time to be in digital marketing – there have never been more opportunities to provide outstanding experiences for your customers.

At the heart of your digital experience is your owned media: your web and mobile sites. When redesigning or rebranding, however, there are a few challenges that need to be overcome. One basic challenge is time. Another challenge is coordinating several marketing activities across diverse systems, channels and markets to provide a seamless experience for users.

Ideally you would be able to easily develop content for campaigns, landing pages and social media and launch it across several channels with a single click. And have the system figure out what is most relevant to each visitor, which would convert leads faster and drive more prospects down the funnel.

We built Episerver Digital Experience Cloud™ to shorten the path from brilliant idea to effective execution – to help you achieve your digital vision.

**“We have offices or operating companies in a little over 30 countries, and they all have different product portfolios and sales teams. We created a template where you can very easily set up a website with your product portfolio. The content editors were not very experienced in web editing, so Episerver’s flexibility and ease of use is very important to us. It’s also a platform we can build on in the coming years.”**

Willard van der Leest,  
Online Marketing & Communication Specialist,  
**Nutreco**



## Agile marketing

It would be great if you could sit in your chair and use your mind powers to make all of your campaigns magically align around the world. And simply by touching your fingertips together you could sense what your customers cared about, and understand why they continued their journey – or went away.

The trouble is that technology that is supposed to help us achieve this – in some small way – can be difficult to manage, and the data it produces hard to analyze and quickly act on.

In an ideal situation, you would be able to distribute content and promotions to the right channels, at the right time, to the right target market. After you publish the content, you would be able to easily respond to the campaign metrics – changing and tweaking the content so you can increase conversion rates and decrease the cost of leads. This is what agile marketing is all about.

We recognize that to be agile, you need to be in control. And that is why Episerver Digital Experience Cloud™ gathers all your channels, your content, your products, and your visitors, all in one place.

**“Having a super flexible content management system was very important because many of our brands are campaign-based companies. This means that every three weeks they change their campaigns, and after that all the material is rarely used again. We built eight different websites based on Episerver CMS, and the main focus of these sites was pre-shopping – driving customers to the stores. We have about three million hits a month now on these different sites.”**

Claire Sharp Sundt,  
Project Manager Digital Media,  
**Varner Group**



# Grow

Your business growth is our business. From an omni-channel digital experience that drives long-term growth to day-to-day campaigns to get immediate results, we are here to make it possible.

## Create, orchestrate and optimize campaigns in real time

There are three elements crucial to any successful campaign – audience, message, timeliness. Episerver Digital Experience Cloud™ lets you launch new campaigns within hours of identifying a new opportunity. You can easily target audiences, create personalized experiences within your campaigns, and engage visitors in mobile, social and email channels. Once ready, your campaigns are instantly pushed out across channels – web, mobile, social, email and in-store kiosks, and you will begin collecting insights on campaign performance and visitor engagement.

## Improve paid search conversions and organic search placement

For most businesses, organic search traffic is crucial to acquire new traffic and a cornerstone in an inbound marketing strategy. While most marketers know SEO, they struggle to achieve their organic acquisition goals. Episerver Digital Experience Cloud™ is built around the visitor, and is inherently search-engine friendly with reusable content that attract interest, content hubs that provide genuine value to the visitor, and built-in tools for marketers to optimize copy for searchability.

## Automate content marketing to drive loyalty and engagement

Inbound marketing relies on email once a lead has been acquired, and email is the foremost channel for lead nurturing, as well as an important component in customer loyalty programs. Sending personalized, high-converting and timely emails is not easy though, and many marketing teams struggle to get the desired results from the email channel. With Episerver's Digital Marketing Cloud, we have fused together all the parts you need for a successful email program: compelling content, precise targeting and profile management, and the authoring and automation tools that let you focus on the message instead of the mechanics.

- **Reduce costs** by reusing content and assets across multiple pages, websites and channels.
- **Create and review campaigns** without help from IT with intuitive content creation, presentation and personalization tools, with built-in collaboration and approval tools.
- **Orchestrate campaigns** in social networks, with integrated tools to publish or schedule updates in all your social channels.
- **Review engagement** for social updates, such as clicks, comments and retweets, as well as web and email activity.
- **Turn long-tail search queries** into highly relevant landing pages, complete with advanced tagging and faceting technology, using Episerver's Automatic Landing Pages.
- **Get hands-on advice** for specific content assets, pages and blocks, to help you spot and fix SEO problems.
- **Quickly adapt site structure** to visitor interest and search behavior using Episerver's proven tagging abilities.
- **Capture leads with built-in forms**, add to programs and send emails automatically, leveraging the investments already made in marketing automation.
- **Personalize the web and mobile experience** using data and insights from your marketing automation system, such as campaign participation and email behavior.
- **Episerver Digital Experience Hub™** integrates with leading marketing automation systems, such as Silverpop, Marketo, Oracle Eloqua, and Salesforce Marketing and Sales Cloud.
- **Ensure a consistent and personal experience** for visitors, with the same messages and content across channels.

# Empower

It's here the magic happens. Create content.  
Lay it out and publish in all channels.  
Learn from visitor behavior. And engage in  
personal communication with your visitors.

Learn about the behavior of each visitor to create a more personal, engaging experience

Review visitor content behavior, goal completions and predicted segments

Quickly create targeted campaigns, test landing pages, and publish in all channels

The screenshot displays the Empower user interface for a visitor profile and campaign management. The main profile for **ELI JOHANSON** shows contact information, last seen activity, and country. Key metrics include a **Goal value** of \$1,200% and a **Projected lifetime value** of \$14k with a VIP badge. The interface is divided into several sections: **PEOPLE** with filters for Contact, Last seen, and Country; **THIS WEEK:** showing a timeline of actions like 'Add to basket', 'Email click', and 'Email open'; **TAGS:** with filters 'W', 'X', 'Y', and 'Z'; **SEGMENTS:** with circular progress indicators for 'Hipster dad' (90%), 'Espresso Afficionado' (70%), and 'Urbanite' (55%); **CREATE NEW CAMPAIGN** with options for Audience, Goals, and Landing pages; and **Channels:** including Barista email, Facebook, Twitter, and Text/SMS. A **CAMPAIGNS:** section lists 'Drip coffee promotion', 'Jura US promotion', and 'Coffeemania 2015 early bird'. A **Automation:** section shows 'Add flow' and **In-side promotions:** with 'Add promotion'. A **Preview** and **Schedule** button is visible at the bottom right.

Find people and create segments using intuitive filters with results in real time

See what campaigns visitors have acted upon and how they converted

A unique preview capability lets you see how the campaign will look on the website

# Optimize

Optimize means maximizing your revenue, and minimizing your costs. Find conversion bottlenecks, increase engagement, and predictively personalize the experience.

## Predict customer behavior to increase conversions

Presenting relevant content to every visitor typically involves relying on best-practices, previous experience and manual testing. While you certainly can still do all that, with Episerver Digital Experience Cloud™ we have taken a lot of guesswork out of the process. Episerver automatically presents content relevant to each visitor, and uses machine learning to optimize content presentation based on the behavior of visitors.

## Personalize communication to lift revenue and campaign effectiveness

Personalization drives value – as it turns out, businesses achieve on average a 19 percent uplift in sales when using personalization. At the same time, it is often time consuming and costly to create a multitude of content assets, text and image variations, and target them to the right audience. Episerver's personalization manager makes this process easy – it derives insights from each visitor's behavior, helps marketers select content for personalization, and delivers actionable metrics on the performance and behavior of different audiences.

## Learn from visitor behavior to improve and optimize

To achieve better business results from digital marketing, you must understand where customers face obstacles on their path to conversion, how different channels perform and the long-term value of different customers and customer segments. While marketers have seen progress in recent years, this remains one of the biggest challenges to most marketing departments. Episerver lets you define business goals, and tracks performance against these – making it easy for you to fix problems and measure success.

- **Present the best content possible** with automated multivariate testing – you just pick a few options, and Episerver tests and analyzes visitor behavior to show the best one.

- **Show relevant content and products** up front with Adaptive Navigation, where Episerver finds and recommends content that is relevant to a certain topic, target audience or individual.

- **Easily test content** using built-in tools for A/B and multivariate testing, along with Digital Experience Hub™ connectors to leading testing services.

- **Create segments** based on behavior, demographics, purchase history, interest, email and campaign activity, and use them to personalize content, layouts, forms, landing pages and product presentations.

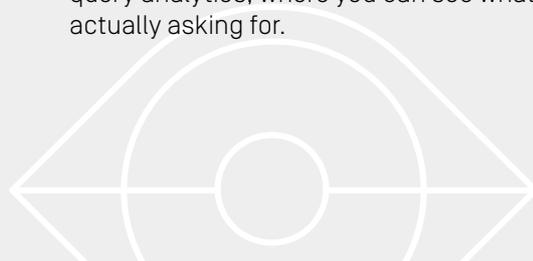
- **Use profile data** from your marketing automation and CRM platform to segment and personalize your web and mobile presence, including access to all fields from the visitor's profile to make each message truly personal.

- **Be on-topic in all channels**, including email, in-store and apps with customer insights that improve customer experience and loyalty.

- **A built-in cross-channel analytics dashboard** lets you configure global business goals and follow their performance.

- **On-page analytics** help marketers, web analysts and editors find and fix problems and bottlenecks in real-time.

- **Make the leap** from seeing what customers are doing to understanding why they are doing it with built-in query analytics, where you can see what visitors are actually asking for.



# Scale

Solve your business challenges here and now, and be ready for whatever changes may come down the road. Adapt to market changes and new operational requirements in a heartbeat.

## Efficient operations, with productivity at heart

Digital marketing is not only about the opportunity to grow revenue, acquire new customers, and keep current customers loyal – it is also about streamlining operations.

Episerver Digital Experience Cloud™ has been proven to increase operational efficiencies drastically, by reducing time spent on experience management, authoring and running campaigns, efficiently supporting internal operations, and connecting into back-end business systems.

## Benefits

- **Episerver uniquely lets marketers create** and fine-tune the entire customer experience, from email to web to mobile, with amazingly simple yet powerful layout, personalization and authoring tools, all in the same interface.
- **Increase collaboration between marketing and digital commerce management** by integrating content management, product management and campaign management and optimization in the same seamless interface, resulting in a cohesive and delightful customer experience.
- **Digital Experience Hub™ connectors** for leading marketing automation, CRM and Digital Asset Management systems that fit right into your master data management strategy.

## A modern, scalable cloud that adapts to your needs

Digital marketing and digital commerce usually involve several different systems and environments. Both environments and responsibilities are fragmented, making it hard to ensure optimal performance and short response times.

With Episerver Digital Experience Cloud™, you can instead focus on creating experiences for your customers, not on complicated infrastructure and licenses. And since global scalability is built in, you don't need to worry about traffic peaks, new markets or changing needs – the platform is always on, and always ready for customers.

## Benefits

- **Page-level SLA**, with expert 24/7/365 global support to guarantee availability and performance.
- **Select a Cloud package at a level that suits you best**, with elastic scalability and simple monthly payments. Support, monitoring and reporting, CDN and application management are always included.
- **Flexible solution with dynamic scaling** built in to the core, so that you only pay for what you need. When your business has seasonal peaks or spikes, the Cloud solution will automatically adjust to them.
- **Worldwide delivery from global data centers**, with edge computing power as well as local content delivery built in.





## Customer success, delivered

With Episerver Digital Experience Cloud™, you have the perfect platform to create an engaging, efficient and scalable digital marketing solution. But how do you ensure that your business architecture is sound, and how do you validate that the solution meets performance, security and compliance standards?

At Episerver, we recognize that customer success is dependent not only on the platform, but also on the implementation and management of it. That is why we have a team of Episerver experts and a vast network of dedicated Solution Partners that can connect your digital strategy to the platform that will deliver it.

Together with our Solution Partners, we back you up all the way, throughout the project and beyond.

**Your success is our commitment.**

## We are Episerver

Marketing is changing rapidly, but one thing remains true: value comes from great relationships. Episerver has created a platform – The Digital Experience Cloud – that helps you deliver experiences that matter to your customers, while driving sales growth for you. Our unified content and commerce platform supports you from lead generation through conversion and repeat sales, across multiple channels. We've made it easy to put your business in the cloud, so you can focus more on engaging with your customers – wherever they are online. It's what we call Digital Experience Delivered™.

At Episerver, we believe that digital transformation is a journey. We have been guiding customers for more than 20 years in providing outstanding digital experiences. Today our network of 880 partners, in 30 countries, supports 8,800 customers with 30,000 websites. Our customers include American Express, Canal Digital, Electrolux, KLM, Lloyds Bank, Mazda, Pizza Hut, Sony, Toshiba, and Walmart.

For more information visit [www.episerver.com](http://www.episerver.com)

