



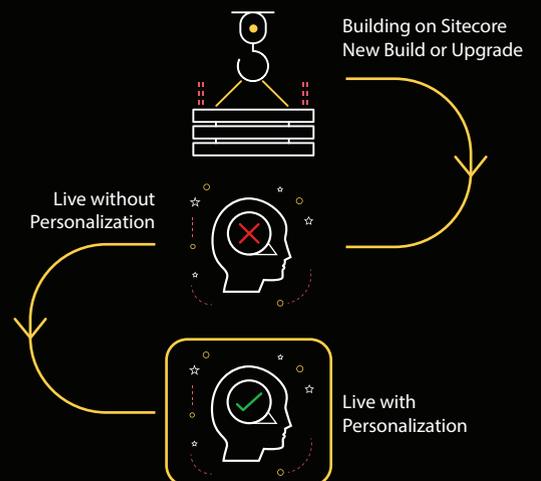
Sitecore

Personalization Quick Start

Capture the attention of your target customers by only displaying the content that is relevant to them.

Organizations understand the importance of personalizing their customers' digital experience, but this step often gets left off the initial website build.

Understand Sitecore's personalization tools and how to use them on your site, including how to target users, choose content, and measure your success. We'll empower your organization with a working, personalized experience for your end users in just 2 weeks.



HOW IT WORKS

Our process will help us quickly understand your site and existing Sitecore implementation, get some quick personalization wins, and leave you ready to do more of it yourself. It's designed to return the maximum amount on your investment while leaving you with the tools to implement content personalization with your team.

The Process

Our three-step process will ensure your first personalization efforts go smoothly and deliver great results.



1. EVALUATE



Existing Site & Team

Our team will spend time with you to learn about your website and how it's structured. We will also learn what's important to you and discover your team's capabilities.



Process and Architecture

We'll dig into both the standard processes and the technical details of your Sitecore implementation to ensure we're ready to move forward.



Goals and Metrics

We will work with you to figure out how to identify your specific goals and determine the metrics used to measure performance. Next, we can get to work achieving it.



Who, What and Where

Our team will work with yours to identify what visitors to target and the locations on your site where showing them personalized content makes the most sense.

2. IMPLEMENT



Target visitor groups

Our team will identify the visitors to your site that correspond with your targeted visitor groups. We then leverage the rules and tools that Sitecore provides (like the interest-based profiling available through Pattern Cards) to personalize content for your user personas.



Enable Sitecore services

Our team will turn on the Sitecore provided geolocation and device detection services or instruct your team on how to do it and make sure that the analytics collection engine is working properly.



Create needed content structures

During the project, our team will work to leverage your existing content structures to create places to hold the personalized content you're going to be displaying.



Implement targeting methodologies

Our team will setup personalization rules to target user personas. This is where we map your targeted groups to Sitecore's out of the box rules and implement proof of concepts using real content.

3. EMPOWER



Provide documentation and training

Our goal during this engagement is not to just leave you with a personalized component or two but to teach your team how to do it themselves. Our team will document what we've created and provide an online training session.



Review results and plan for the future

After a month's time our team will get back together with yours to evaluate how well your personalization is working.

- If things are going well, we'll work on some recommendations to expand your success.
- If things aren't working as expected, we'll help figure out how and why and determine what next steps can be taken to improve your results.

TA DIGITAL

Intelligent Transformation

TA Digital is an innovative digital transformation agency, specializing in delivering digital experience, commerce, and marketing solutions.

For nearly two decades, we have been helping traditional businesses transform and create dynamic digital cultures through disruptive strategies and agile deployment of innovative solutions.



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