



Built on technology. Driven by data.
Focused on user experience.

Personalization

Creating better experiences with Drupal

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www.ffwagency.com



420+ employees
6 US offices / 19 offices worldwide
1000+ digital solutions



We solve business challenges



What is personalization?

Why does it matter?

How do we begin?

How can Drupal help?

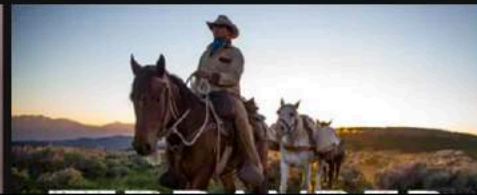
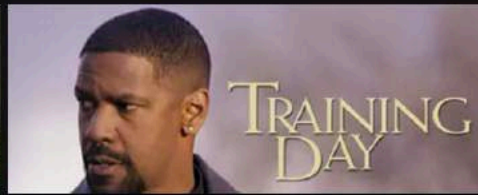
Personalization is the practice of dynamically tailoring your ~~website~~ digital channels to the wants and needs of each user.



Because you watched The Gunman

Sort by

SUGGESTIONS FOR YOU ▼





BEAUTIFUL THINGS ON AMAZON UPDATED DAILY

EXPLORE



All ▾



St. Patrick's Day ▸

Shop by
Department ▾

Shopping History ▾

Brent's Amazon.com

Today's Deals

Gift Cards

Sell

Help

Hello, Brent
Your Account ▾

Your
Prime ▾

Your
Lists ▾



Your Amazon.com

Your Browsing History

Recommended For You

Improve Your Recommendations

Your Profile

Learn More



**Brent's
Amazon**

You could be seeing useful stuff here!
Sign in to get your order status, balances and rewards.

Sign In

Recommended for you, Brent



Buy It Again

https://www.amazon.com/gp/history/ref=sv_ys_0



Movies & TV
100 ITEMS



Amazon Video - Movies
99 ITEMS



Search for people, jobs, companies, and more...



Advanced



Home

Profile

My Network

Jobs

Interests

Business Services

Try Premium for free

Want To Get MBA Degree? - UTA Has The Perfect Program For You! 15 Month MBA With 2 Week Trip To China.



Brent Bice

Sr. Sales Executive at FFW

[Your recent activity](#)

6 people viewed your profile in the past 7 days

100 views on your update "Introduction to Site Building with Drupal - Chi..."



Share an update



Upload a photo



Publish a post

12 ways to keep in touch



Michael Caccavano has a new job.

Chief Experience Officer at GeekHive

Like

Comment

Skip



Greg Vanthong commented on this

2h



Tim Bertrand

Chief Revenue Officer - Acquia

A very humbling and exciting experience to have won this award across a couple thousand nominations and over 100 judges. I'm pretty speechless at the moment. However, any of the successes we have had together would not have happened... show more



[About](#) [Help](#) [Feedback](#) [Privacy & Terms](#)

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Why does it matter?

Too much **noise** in the world.
Our **focus** is limited.

A large crowd of people is seen from behind, looking towards a brightly lit area at night. The background is filled with out-of-focus lights in red, white, and blue, suggesting a festival or event. The text "The human condition." is overlaid in white.

The human condition.

74% of online consumers **get frustrated** with websites when content (e.g., offers, ads, promotions) appears that has **nothing to do with their interests.**

Source: Janrain

90% of consumers find custom content **useful**, and **78%** believe organizations providing custom content are **interested in building good relationships** with them.

Source: CMO Council

Personalization improves _____.

Companies that use data to deliver personalized user experiences have **49%** higher revenue growth and **30%** higher ROI than those who do not.

Source: Monetate

**How do we begin
personalizing experiences?**

Who are you?

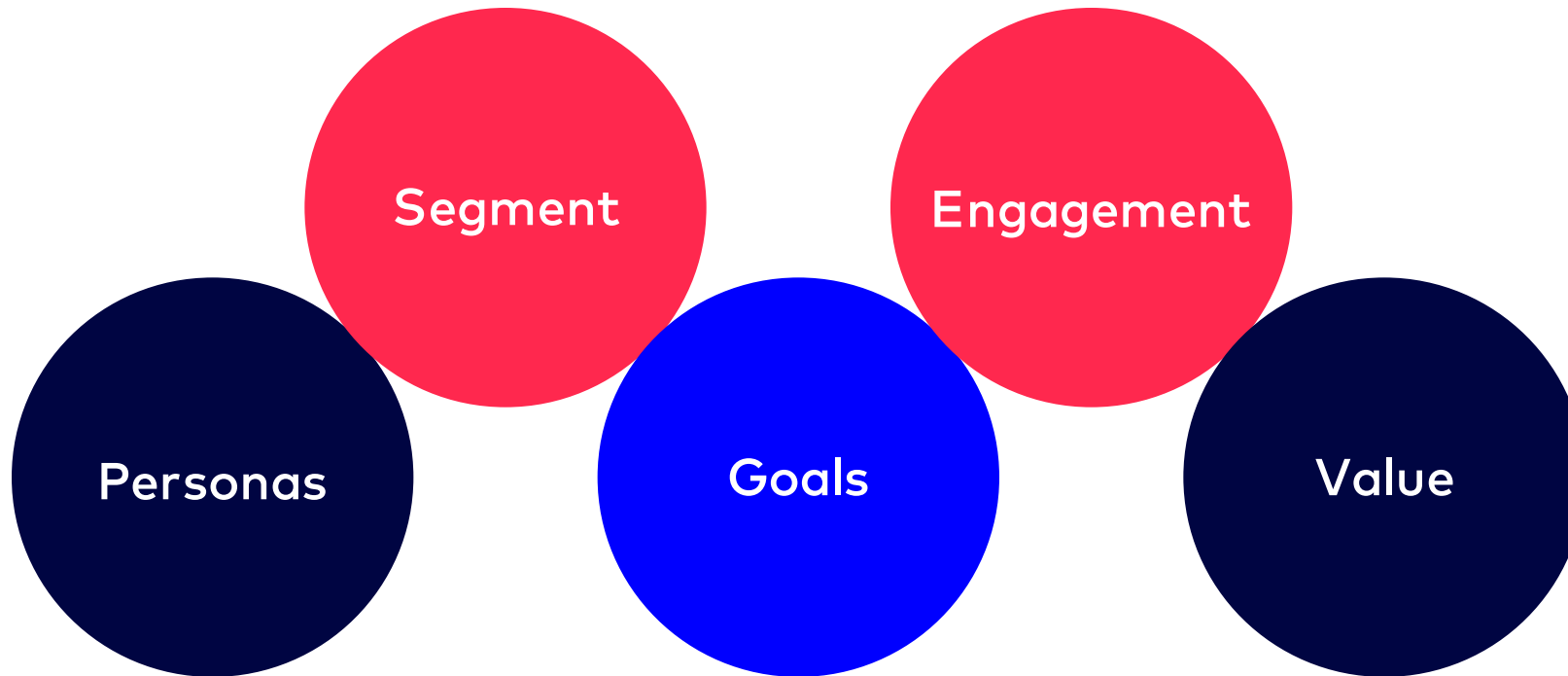
Where are you?

What is your interest?

How do you consume information?

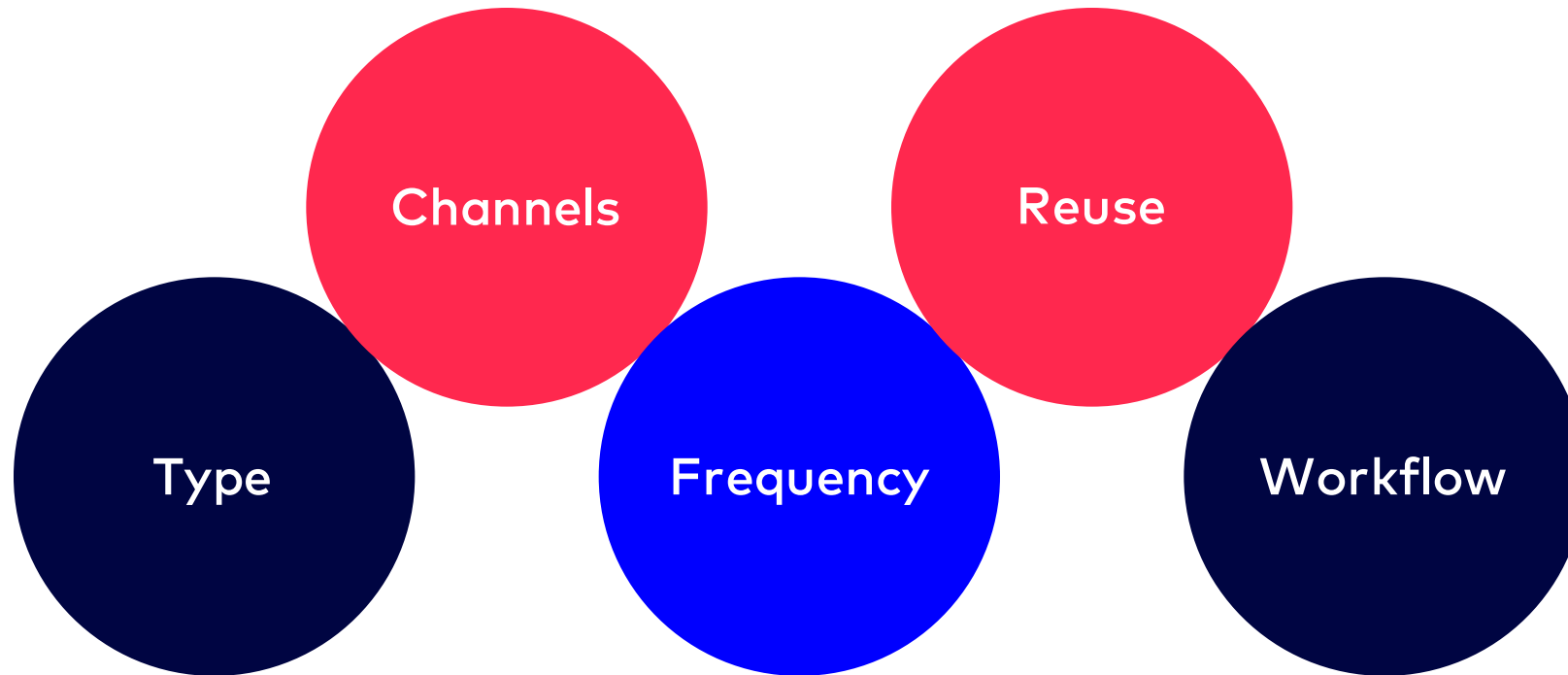


Know your audience



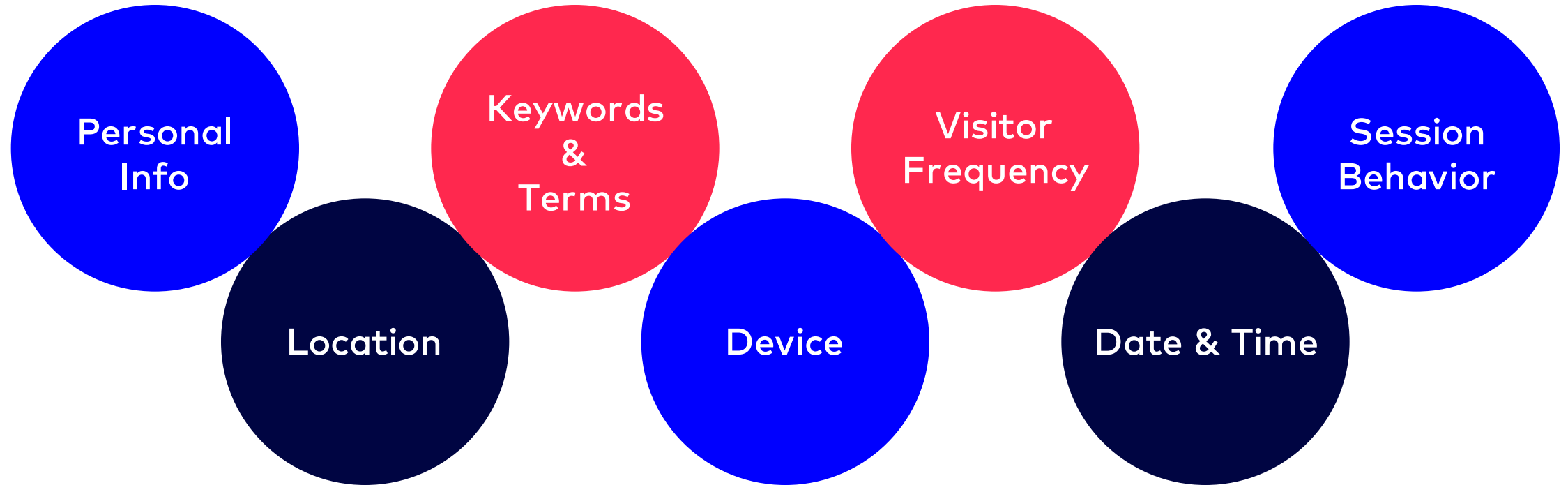
Web strategists and data analysts can help gather this information.
Customer history, qualitative surveys, stakeholder interviews, etc.

Develop a content strategy



Find writers to help create engaging, valuable content.

Decide which variables to collect/use



Several different ways to collect information for this – GA & Other Analytics, Intelligence, Drupal, etc.

Will you use implicit / explicit data?

Implicit

Implied though not directly expressed;
inherent in the nature of something

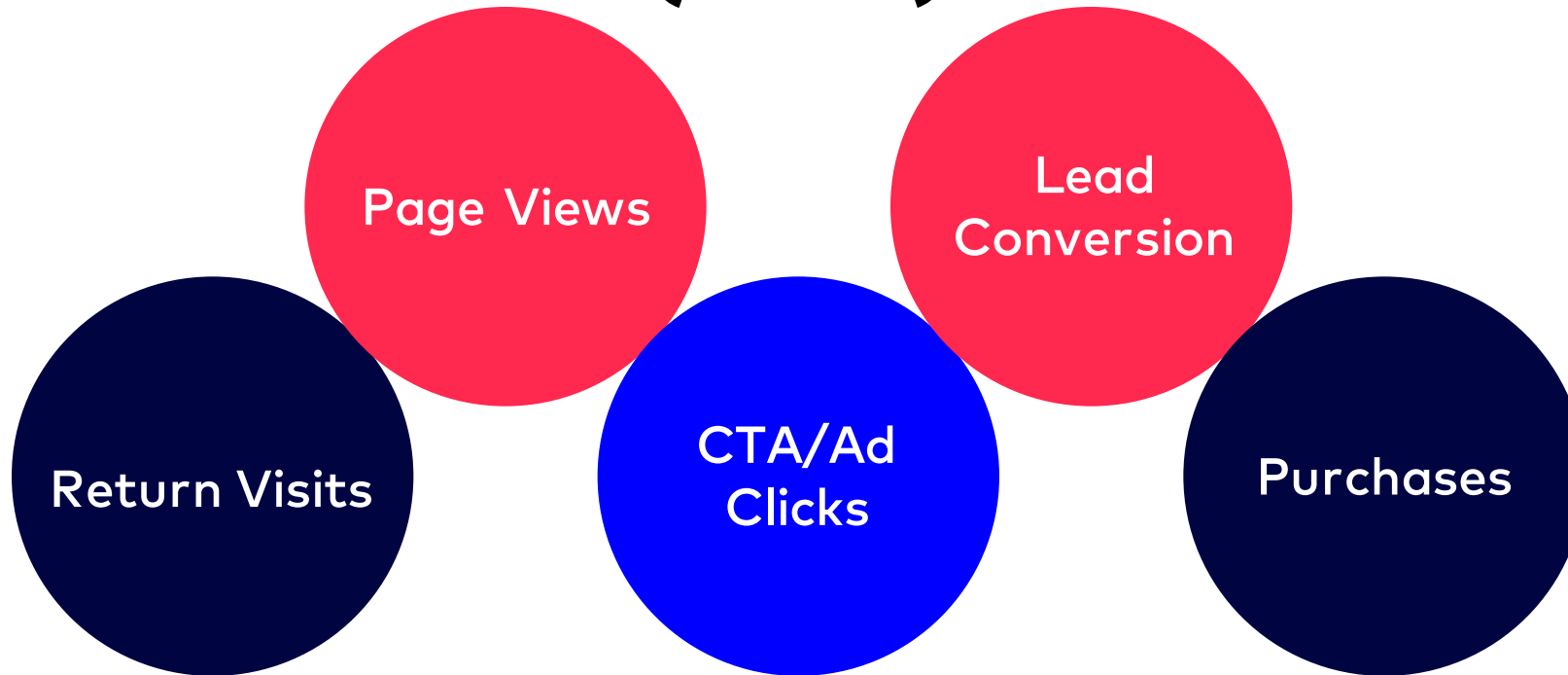
- Geolocation
- Service/Product Interest
- Intent
- Engagement

Explicit

Provided intentionally and taken at
face value rather than analyzed or
interpreted for further meaning

- Search
- Contact information
- User Surveys / Subscription
- Web Form

Define how you will measure success (KPIs)



What are you trying to improve?

What are your goals?

Data analysts can help make sense of the information.

Develop testing procedures

A/B/n & Split

Splits traffic to your website randomly and evenly for control.

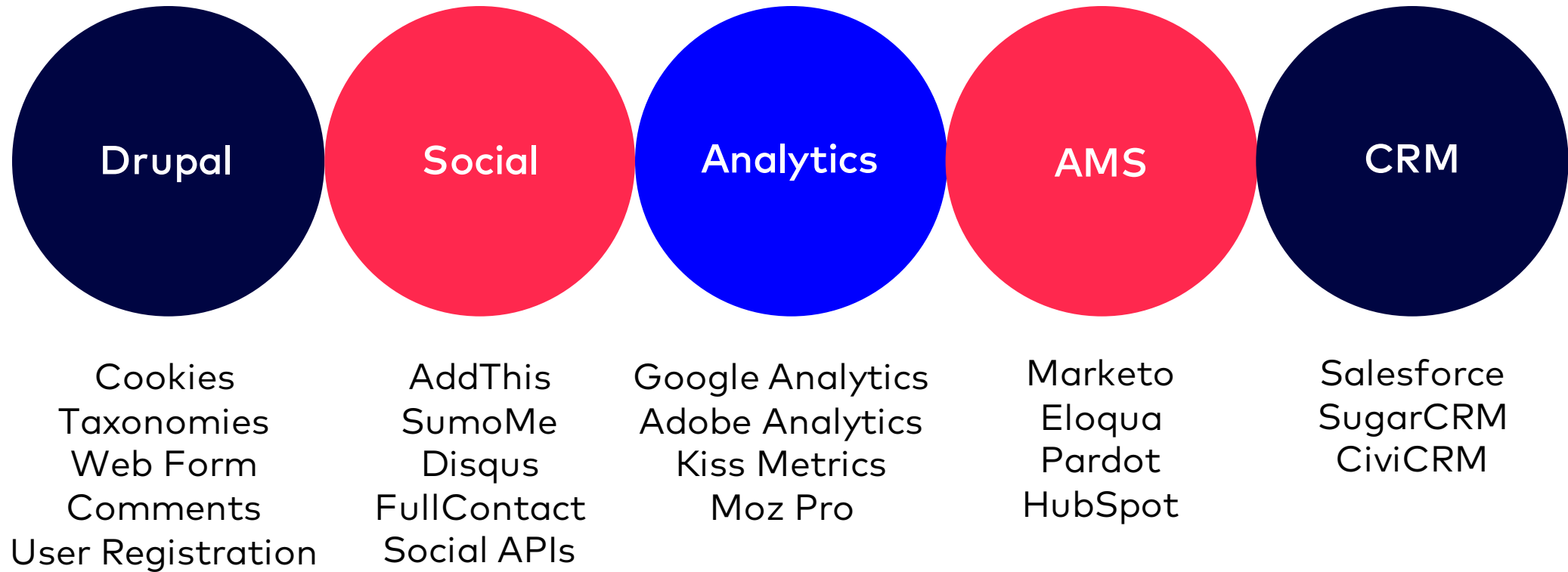
- Control
- Variations 1-2-more
- Typically 1 element changes
- What are you testing?
- Why are you testing?
- What is your goal?

Multivariate

Used to test more than one element at a time. Often testing different layouts of a page.

- Multiple variations like A/B testing
- Consider your goals
- Can take longer to get results
- Trying pairing elements – headlines, buttons, etc.

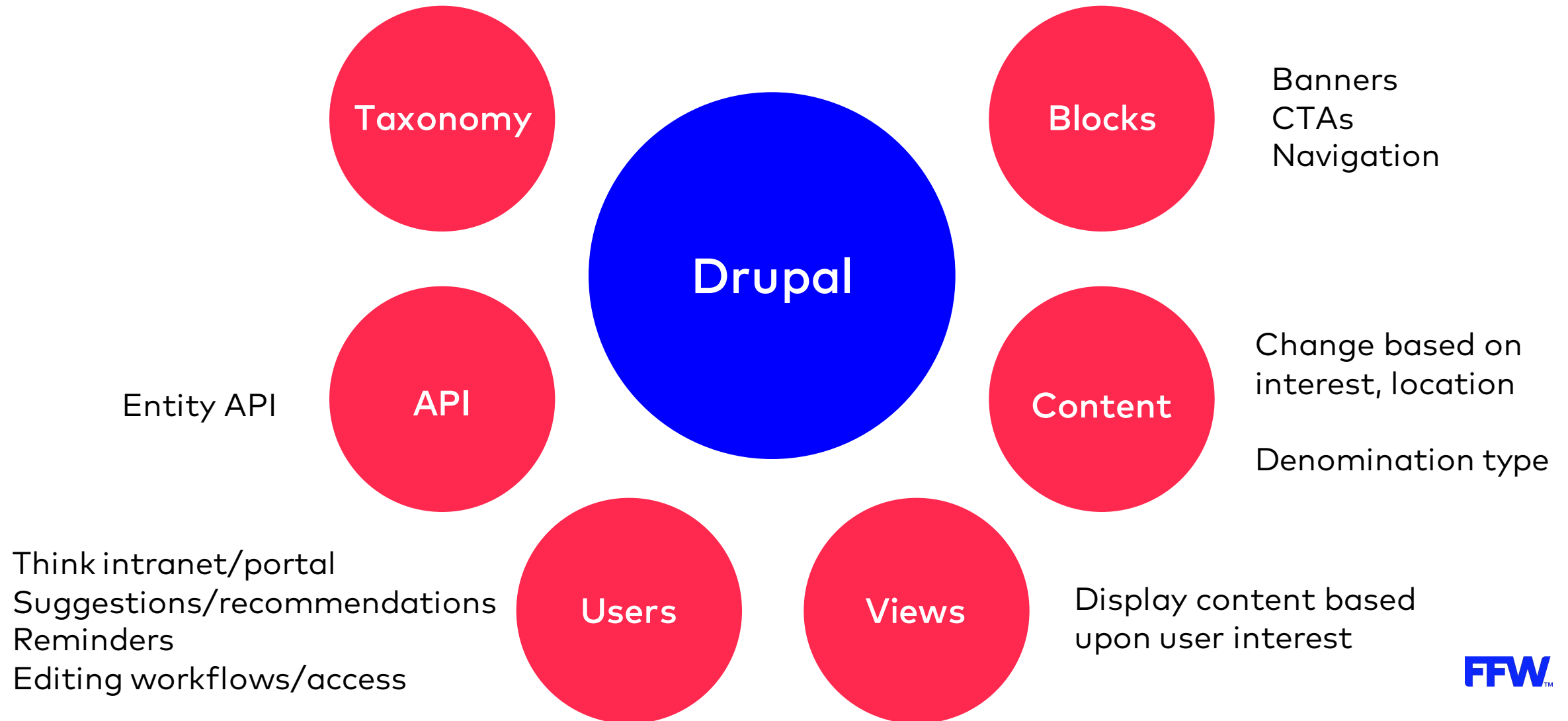
Collecting Data



* Data segregation is a common issue among organizations.

How can Drupal help?

Drupal Overview



Drupal Personalization Solutions

Get started with these 3 Drupal solutions:

1. Intelligence
2. Personalization
3. Personalize

Intelligence

Pulls data directly into your Drupal interface, making data collection easier, more transparent and easier to access.

<http://getcm2.com/intelligence>

Created by: Tom McCracken

- Deep insights into the value of content and visitors
- Pulls data from a variety of sources and stores in one centralized location - Drupal
- Is pretty freaking bad ass – tell Tom I sent you 😊

Dashboard

[Dashboard](#)[Realtime](#)[Scorecard](#)[Sources](#)[Content](#)[Events](#)[Conversion](#)[Visitors](#)

Traffic

14,082

visitors in Mar

▲ +5,861 (+71.3%)

vs. objective

▲ +3,451 (+32.5%)

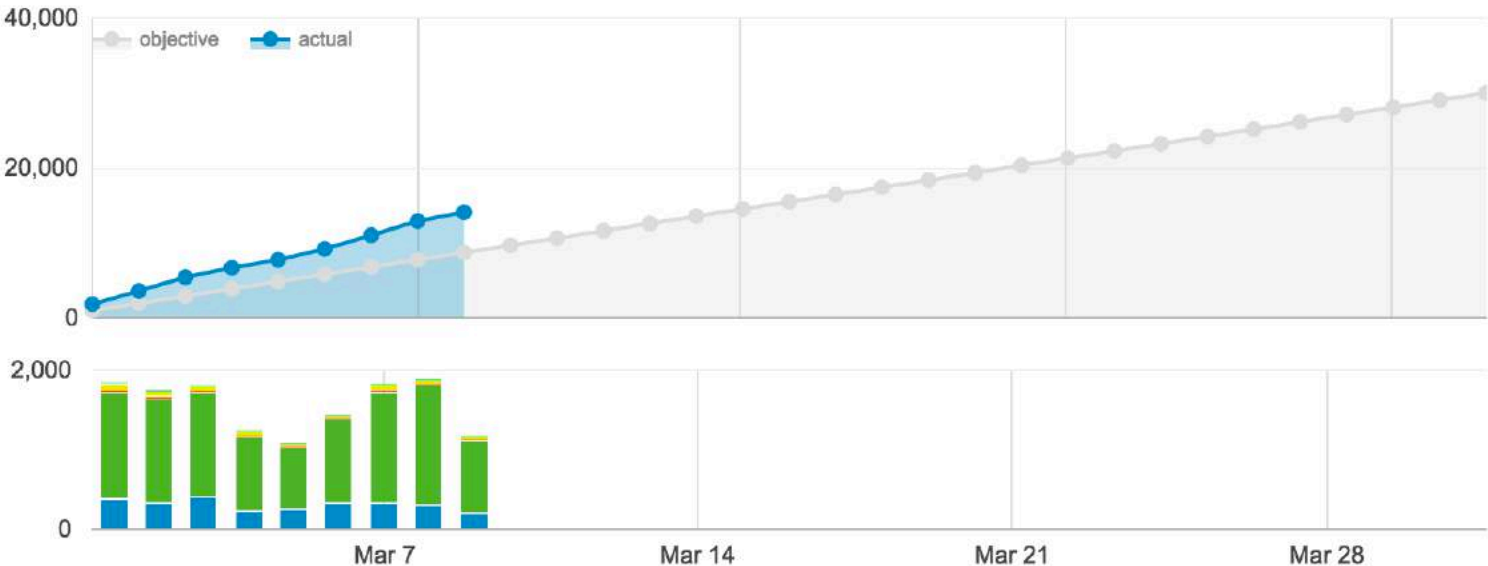
vs. last month

18,590

pageviews in Mar

▲ +4,454 (+31.5%)

vs. last month



Conversion

16

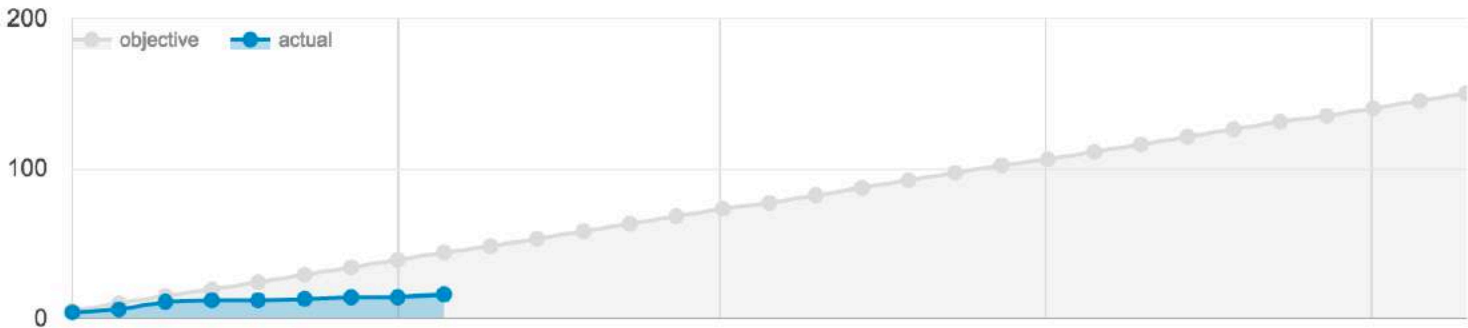
new contacts in Mar

▼ -25 (-61.1%)

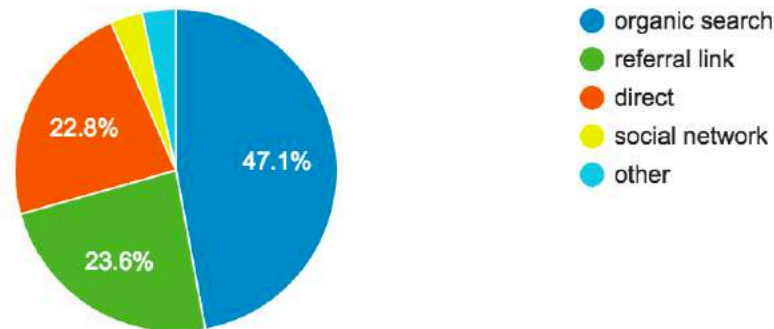
vs. objective

▼ -14 (-46.4%)

vs. last month



Traffic sources



Categories

Traffic categories	Visits	Value	Val/entr
1 organic search	28984	2478.14	0.09
2 referral link	1320	1242.04	0.94
3 direct	8265	1198.17	0.14
4 social network	422	167.86	0.4
5 ppc	162	118.52	0.73

[more](#)

Referral links

Referral links	Visits	Value	Val/entr
1 offer.getlevelten.com/ebook/drupal-site-success-...	34	469.78	13.82
2 offer.getlevelten.com/ebook/web-redesign-success...	22	229.26	10.42
3 offer.getlevelten.com/ebook/results-oriented-web...	10	226.24	22.62
4 linkedin.com/	46	105.74	2.3
5 leveltendesian.com/	96	89.48	0.93

Mediums

Mediums	Visits	Value	Val/entr
1 organic	28984	2478.14	0.09
2 referral	1529	1386.81	0.91
3 (none)	8265	1198.17	0.14
4 cpc	162	118.52	0.73
5 email	92	51.68	0.56

[more](#)

Sources

Sources	Visits	Value	Val/entr
1 google	28612	2562.54	0.09
2 (direct)	8265	1198.17	0.14
3 offer.getlevelten.com	70	985.84	14.08
4 linkedin.com	46	105.74	2.3
5 leveltendesian.com	96	89.48	0.93

[more](#)

Social networks

Social networks	Visits	Value	Val/entr
1 LinkedIn	72	107.22	1.49
2 Yelp	1	25.25	25.25
3 Twitter	201	22.07	0.11
4 Facebook	114	8.22	0.07
5 Stack Overflow	34	5.1	0.15

Key metrics (30 days)



208.88 Value/Day



1,433.1 Entrances/Day



\$0.15 Value/Visit



42,994 Visits



16.2% Stick rate



57,003 Pageviews



1.33 Pages/Visit



82.1% New Visits



1:01 Avg. Time on Site



6,266 Value



126 Goals completed



0.29% Conversion/Visit

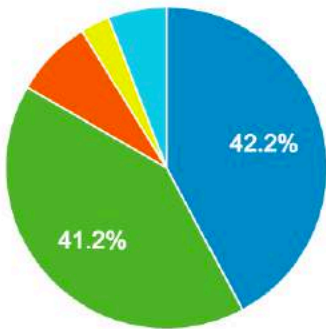


435 Val. events

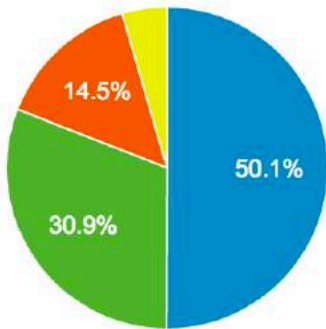


1.01 Val. events/dVisits

Goals & valued events



- Contact form
- ToFu conversion
- MoFu conversion
- Demo request
- other



- Social share
- Form submission
- Social profile click
- CTA click

Goals

Goals	Completed	Value ▼
1 Contact form	43	1075
2 ToFu conversion	70	1050
3 MoFu conversion	4	200
4 Demo request	3	75
5 BoFu conversion	0	0

[more](#)

Valued events

Events	Completed	Value ▼
1 Social share	73	365
2 Form submission	9	225
3 Social profile click	53	106
4 CTA click	137	33
5 Landing page conversion	120	0

[more](#)

Visitor

[+ Resync data](#)[View](#)[Edit](#)[Clickstream](#)[Analytics](#)[HubSpot](#)

Brent Bice
brentbice@gmail.com

**25.27**

value score

5

visits

8

page views

12:41

time on site

1

form submissions

2

email clicks

0

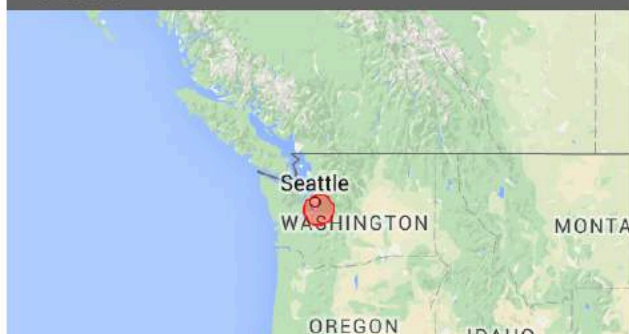
phone calls

53

Klout score

827

Twitter followers

Location**Recent site visits**

Visit time	Traffic source	Pageviews	Value	Ops
February 17, 2015 - 3:41PM	organic / google	8	25.27	view

Form submissions

Submission date	Type	Form	Ops
February 17, 2015 - 3:51PM	webform	Contact Us	more data

Personalization

Adds highly configurable implicit and explicit personalization to Drupal websites based on geolocation and taxonomies.

<https://www.drupal.org/project/personalization>

Created by Dan.Ashdown

- Provides a good framework for getting started
- Taxonomy-based approach maps user location and/or browsing history to relevant content
- Includes geo-location functionality
- Provides a (customizable) scoring algorithm

Home » Administration

Configuration +

[Hide descriptions](#)

PEOPLE

- > [Account settings](#)
Configure default behavior of users, including registration requirements, e-mails, fields, and user pictures.
- > [IP address blocking](#)
Manage blocked IP addresses.

CONTENT AUTHORIZING

- > [Text formats](#)
Configure how content input by users is filtered, including allowed HTML tags. Also allows enabling of module-provided filters.

MEDIA


- > [File system](#)
Tell Drupal where to store uploaded files and how they are

SYSTEM

- > [Site information](#)
Change site name, e-mail address, slogan, default front page, and number of posts per page, error pages.
- > [Statistics](#)
Control details about what and how your site logs access statistics.
- > [Actions](#)
Manage the actions defined for your site.
- > [Site personalization](#)
Configure the site wide configuration settings.
- > [Cron](#)
Manage automatic site maintenance tasks.

USER INTERFACE

[Home](#) » [Administration](#) » [Structure](#) » [Taxonomy](#)

Personas 

LIST

EDIT







MANAGE FIELDS

MANAGE DISPLAY

You can reorganize the terms in *Personas* using their drag-and-drop handles, and group terms under a parent term by sliding them under and to the right of the parent.

[+ Add term](#)

[Show row weights](#)

NAME	OPERATIONS
 Alumni	edit
 Current Student	edit
 Faculty and Staff	edit
 Guidance Counselors	edit
 Parents	edit
 Prospective Student	edit

Save

Reset to alphabetical

[Home](#) » [Administration](#) » [Configuration](#) » [System](#) » [Site personalization](#)

Site personalization

GENERAL SETTINGS


SEARCH KEYWORD MAPPING

ADD NEW SEARCH KEYWORD MAPPING

Search keyword *

Taxonomy term *

Add mapping

KEYWORD 	TERM	
apply	Prospective Student	delete
donation	Alumni	delete
tour	Prospective Student	delete

Browser window showing a cookie for **p13n.dd | pz_user_id** with value **56181020b8e7e5.84175713**.

The cookie details are:

- Domain: p13n.dd
- Path: /
- Expiration: 09/11/2015 12:35 AM
- HostOnly: ☒
- Session: ☐
- Secure: ☐
- HttpOnly: ☐

The background shows a login form with fields for Username and Password, and a Log in button.

Filter

menu_router
node
node_access
node_comment_statistics
node_counter
node_revision
node_type
personalization_keyword_mapping
personalization_user_locations
personalization_user_scores

Search:

id

=

id	tid	vid	keyword	created
1	9	3	donation	1433445039
2	7	3	tour	1433445063
3	7	3	apply	1444417456

Filter

menu_router
node
node_access
node_comment_statistics
node_counter
node_revision
node_type
personalization_keyword_mapping
personalization_user_locations
personalization_user_scores
poll

Search:

user

=

user	latitude	longitude	changed
1	42.3858830000	-71.1360361000	1444416413
561810111986c1.77697964	42.3860338000	-71.1358961000	1444417557
56181020b8e7e5.84175713	42.3860896000	-71.1358544000	1444417573
5618155d45e5b8.92305713	42.3861113000	-71.1358595000	1444418914

Personalize

This module provides a suite of extendable plug-ins and APIs for personalizing Drupal content.

<https://www.drupal.org/project/personalize>

Created by Dave.Ingram



- Developed and maintained by Acquia
- Good for a more **comprehensive or complex** implementation
- Based on "**decision agent**" approach to define criteria for automatically serving the most relevant variations of content
- Define actions as "goals" for use by decision agents in assessing the value of each option in an option set

Configuration



[Home](#) » [Administration](#)

[Hide descriptions](#)




PEOPLE

-  [Account settings](#)
Configure default behavior of users, including registration requirements, e-mails, fields, and user pictures.
-  [IP address blocking](#)
Manage blocked IP addresses.



CONTENT AUTHORIZING

-  [Personalization settings](#)
Configuration settings for the Personalization module and related plugins.
-  [Text formats](#)
Configure how content input by users is filtered, including allowed HTML tags. Also allows enabling of module-provided filters.

SYSTEM

-  [Site information](#)
Change site name, e-mail address, slogan, default front page, and number of posts per page, error pages.
-  [Actions](#)
Manage the actions defined for your site.
-  [Cron](#)
Manage automatic site maintenance tasks.

USER INTERFACE

-  [Module filter](#)
Configure how the modules page looks and acts.
-  [Shortcuts](#)
Add and modify shortcut sets.

Filter list [clear](#)

☒ Enabled ☒ Disabled ☒ Required ☒ Unavailable

	NAME	DESCRIPTION	LINKS
<input type="checkbox"/> ON	Personalize (personalize)	▶ The Personalize module serves as an API for controlling ...	Help ▼
<input type="checkbox"/> OFF	Personalize Blocks (personalize_blocks)	▶ Allows personalization of any block on the site.	
<input type="checkbox"/> OFF	Personalize Elements (personalize_elements)	▶ Allows personalization of any element on a page, specifi...	
<input type="checkbox"/> OFF	Personalize Fields (personalize_fields)	▶ Allows the ability to Personalize any Fields.	
<input type="checkbox"/> OFF	Personalize Target (personalize_target)	▶ Provides an agent type for doing purely explicit targetin...	
<input type="checkbox"/> OFF	Personalize Taxonomy Context (personalize_taxonomy_context)	▶ Provides a visitor context plugin for targeting based on t...	
<input type="checkbox"/> OFF	Personalize URL Context (personalize_url_context)	▶ Provides a visitor context plugin for targeting based on ...	
<input type="checkbox"/> OFF	Personalize UUID (personalize_uuid)	▶ Adds UUID supports to Personalize Agent, Variation Set ...	

[Home](#) » [Administration](#)[Blocks](#)

Configure what block content appears in your site's sidebars and other regions.

[Content types](#)

Manage content types, including default status, front page promotion, comment settings, etc.

[Menus](#)

Add new menus to your site, edit existing menus, and rename and reorganize menu links.

[Personalize](#)

Manage your personalizations.

[Personalize blocks](#)

Manage your personalized blocks

[Personalize elements](#)

Manage your personalized elements

[Taxonomy](#)

Manage tagging, categorization, and classification of your content.

[Visitor Actions](#)

Manage existing visitor actions.



Edit Personalized Block

Title *

Paris vs NYC 

This will be the administrative title of the block.

VARIATIONS

VARIATION LABEL	BLOCK	OPERATIONS
<div>Paris</div>	<div><div><input checked="" type="radio"/> Select existing block <input type="radio"/> Create new block</div><div>Paris (block:1) </div></div>	<div>Remove</div>
<div>New York</div>	<div><div><input checked="" type="radio"/> Select existing block <input type="radio"/> Create new block</div><div>New York (block:2) </div></div>	<div>Remove</div>

Add another

Save

[Home](#) » [Administration](#) » [Structure](#)

Personalize +

[+ Add Personalization](#)

Running

This table lists personalizations that are displaying personalized content to website visitors for each variation set.

NAME	TYPE	CHANGE STATUS	OPERATIONS
Regional Personalization	personalize_target	<div>Pause</div>	Edit

[Home](#) » [Administration](#) » [Structure](#) » [Personalize](#) » [Regional Personalization](#)

Regional Personalization

Edit personalization

Name *

Status: Running

What

Who

When

Review

Save



Variation sets [Add new](#)

A variation set is a collection of related content for a website object, from which content items are selected for display to each visitor based on the personalization's settings and the visitors' contexts.

Set 1: Paris vs NYC **2 variations** [edit](#) | [delete](#)

V1: "Paris"  Control

V2: "New York"

▶ [ADVANCED OPTIONS FOR PARIS VS NYC](#)

▶ [ADVANCED](#)



Targeting

Determine which of the variations in your personalizations are displayed to specific groups of website visitors.

Paris vs NYC 2 variations

V1: "Paris"

☒ Show to visitors with specific traits

Context

utm_term



Operator

contains



Value

paris

Remove

[+ Add context](#)

V2: "New York"

☒ Show to visitors with specific traits

Context

utm_term



Operator

contains



Value

nyc

Remove

Paris vs NYC 2 variations

V1: "Paris"

☒ Show to visitors with specific traits

Context

utm_term

Operator

contains

Value

paris

Remove

Context

✓ -- Select a context --

Region

Tags

utm_campaign

utm_source

utm_medium

utm_content

utm_term

Most recent referrer

First referrer

Remove

specific traits

Key Takeaways

1. Too much **noise** in the world and our **focus** is limited.
2. Consumers appreciate **focused messaging and offers** and will reward you for it.
3. Begin with a well-developed **strategy and content plan**.
4. Drupal is focusing on solutions and will only **get better** at providing personalized experiences.



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