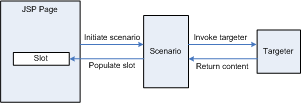
**Targeters, Slots, and Scenarios**

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**Using Targeters, Slots, and Scenarios to Personalize Content**

Commerce Reference Store uses a common approach to personalizing its content that involves a combination of targeters, slots, and scenarios. Targeters determine which content to show to individual customers. Slots function as placeholders in JSP pages where customized content can be stored. Scenarios create the link between slots and targeters in the following way:

* When a customer accesses a JSP page that has a slot, the slot requests content.
* The slot’s content request initiates a scenario.
* The scenario contains rules that tell it which targeter to run.
* The targeter determines the appropriate content for the customer.
* The scenario returns the content to the JSP page and the slot is populated. Note that slots only store content. Other logic must exist on the JSP page to present the content:



This section describes the targeters, slots, and scenarios implemented for Commerce Reference Store.

**There are many OOTB modules in ATG :-**  
  
DAS, DPS, DSS and DCS are the basic modules which are included to use Dynamo Application Framework's features in our application.  
  
DAS - Dynamo Application Server module  
DPS - Dynamo Personalization Server module  
DSS - Dynamo Scenario Server module  
DCS - Dynamo Customization Server module