

The Kentico on-line marketing features enable you to attract new visitors to your websites, promote your business and [products](#), and keep in touch with existing [contacts](#) and [customers](#).

If you have the **Kentico CMS** edition, the on-line marketing solution provides you with tools to:

- Get a centralized overview of [contacts](#) who subscribe to newsletters on your websites
- Segment contacts into [contact groups](#) manually
- Create, manage and send out marketing emails organized into [email feeds](#)

If you have the **Kentico EMS** edition, the on-line marketing solution also provides you with tools to:

- Get a centralized overview of visitors and [contacts](#) who view your websites
- Track [activities](#) your contacts perform and evaluate their behavior
- Segment contacts into [contact groups](#) automatically
- Set up, track and evaluate [campaigns](#) promoting targets on your websites
- [Automate](#) and optimize campaigns promoted by marketing email series
- A/B test [marketing emails](#) and content of your [pages](#)
- Create pages displaying different [content](#) based on the circumstances in which they are viewed
- Measure and [analyze](#) key metrics of your sites such as page views and traffic sources
- Perform [other on-line marketing actions](#)

When you are an administrator or a developer, you can proceed to:

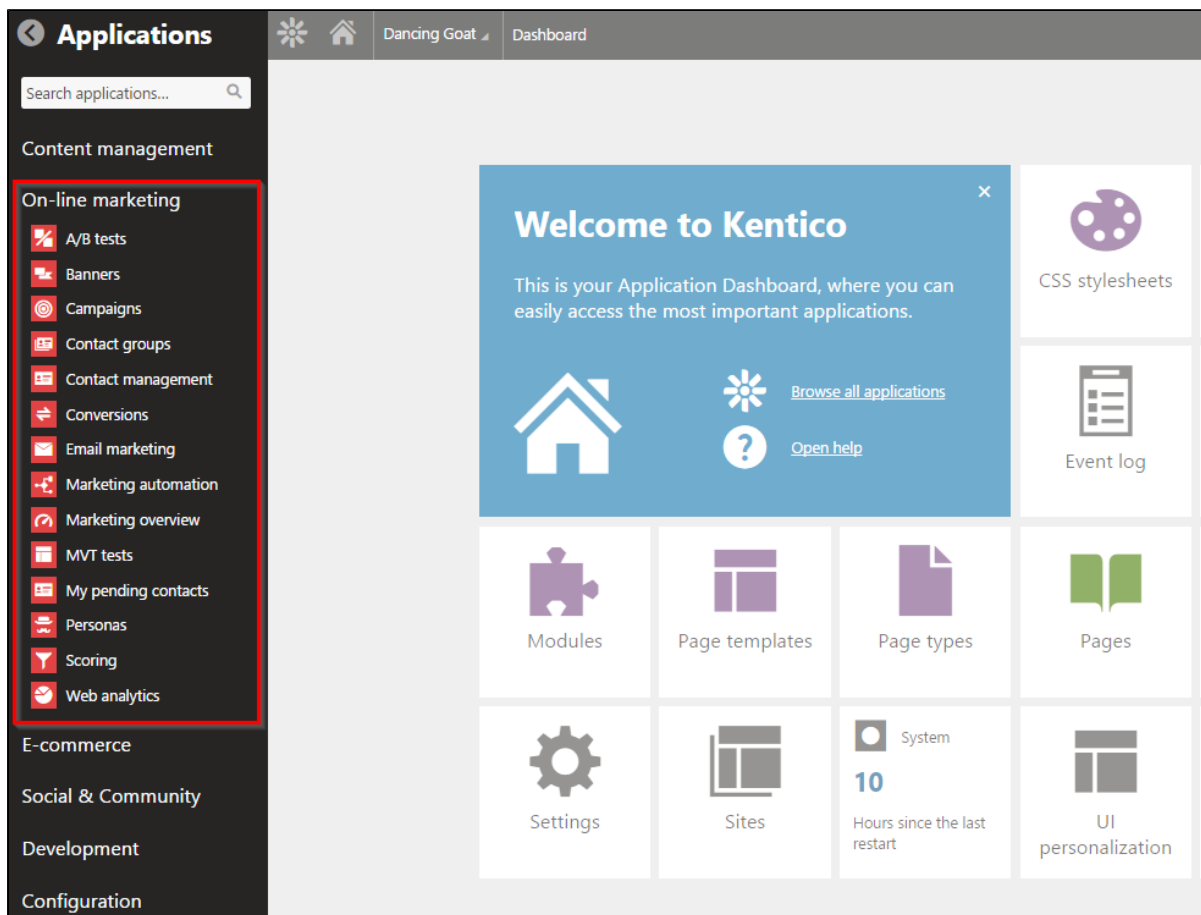
- [Configure and customize your on-line marketing features](#)

When you are a marketer or a content editor, you can proceed to:

- [Manage your on-line marketing features](#)

Getting familiar with On-line marketing applications

[Open the application list](#) on the left. In the *On-line marketing* section, you can find the Kentico on-line marketing features.



Based on your user's permissions, you may not see all of the applications.

If you have the **Kentico CMS** edition, you may only see *Contact groups*, *Contact management*, and *Email marketing* applications in the *On-line marketing* section.



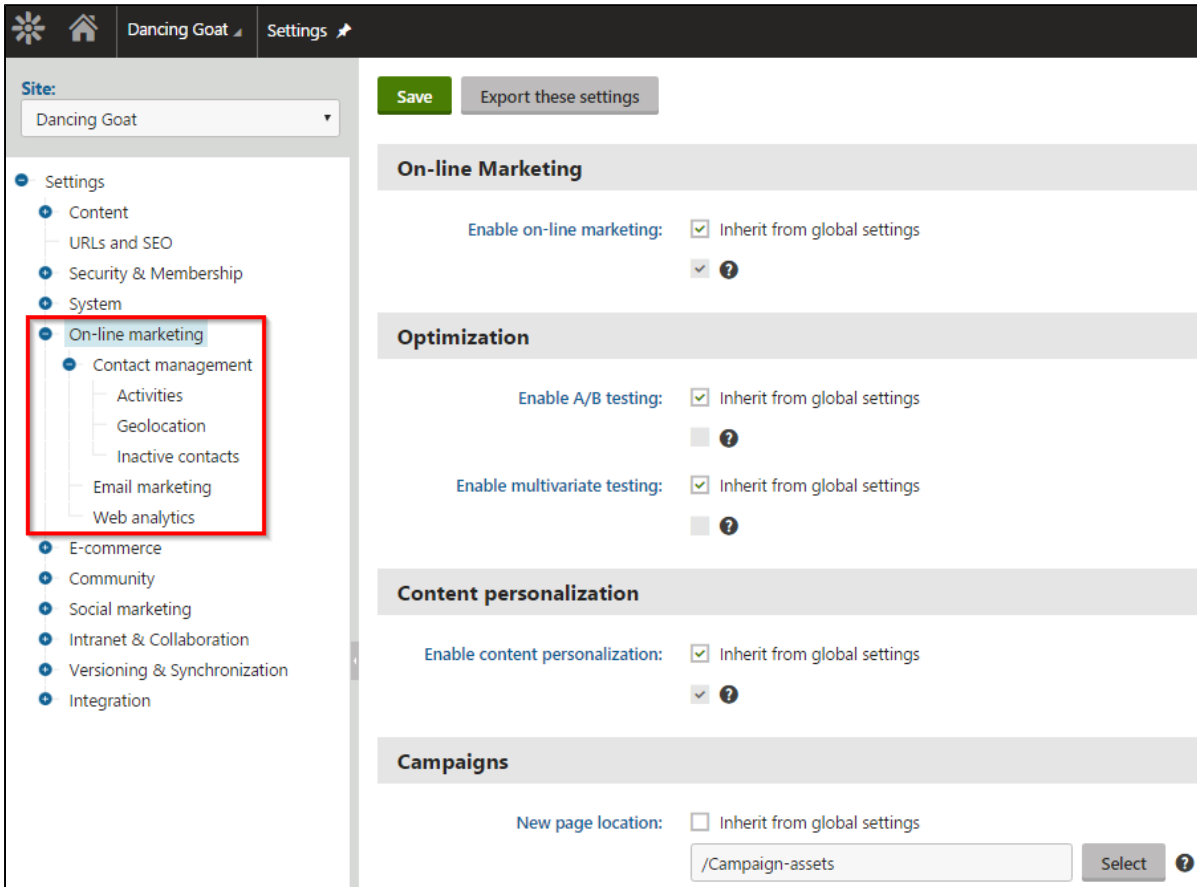
If you use some of the applications frequently, you can [add them to your applications dashboard](#) and you do not need to open the application list every time.

Getting familiar with On-line marketing settings

The On-line marketing settings are used mostly by Kentico administrators, who take care of the actual running of the system. With the [On-line marketing settings](#), you can configure Kentico to determine the behavior and functionality of your on-line marketing features.

In the **Settings** application, the *On-line marketing* setting tree also contains three main groups of settings:

- [Contact management settings](#)
- [Email marketing settings](#)
- [Web analytics settings](#)



The screenshot displays the Kentico administration interface for a site named 'Dancing Goat'. The top navigation bar includes a home icon, the site name 'Dancing Goat', and a 'Settings' link. Below this, a sidebar on the left lists various settings categories: Site, Content, URLs and SEO, Security & Membership, System, On-line marketing (highlighted with a red box), Contact management (with sub-items: Activities, Geolocation, Inactive contacts), Email marketing, Web analytics, E-commerce, Community, Social marketing, Intranet & Collaboration, Versioning & Synchronization, and Integration. The main content area on the right is titled 'Settings' and features a 'Save' button and an 'Export these settings' button. It is divided into several sections: 'On-line Marketing' with 'Enable on-line marketing' set to 'Inherit from global settings'; 'Optimization' with 'Enable A/B testing' and 'Enable multivariate testing' both set to 'Inherit from global settings'; 'Content personalization' with 'Enable content personalization' set to 'Inherit from global settings'; and 'Campaigns' with 'New page location' set to 'Inherit from global settings' and a text input field containing '/Campaign-assets' and a 'Select' button.

Site: Dancing Goat

Save Export these settings

On-line Marketing

Enable on-line marketing: ☒ Inherit from global settings

Optimization

Enable A/B testing: ☒ Inherit from global settings

Enable multivariate testing: ☒ Inherit from global settings

Content personalization

Enable content personalization: ☒ Inherit from global settings

Campaigns

New page location: ☐ Inherit from global settings

/Campaign-assets Select