



On-line Marketing	
Enable on-line marketing	<p>Indicates if on-line marketing should be enabled. This includes the following functionality:</p> <ul style="list-style-type: none">Tracking of visitors on the live site as contacts. If the setting is disabled, users can still work with existing contacts in the administration interface.Logging of on-line marketing activities.Email marketing features, i.e. email tracking, A/B testing and bounced mail monitoring.
Optimization	
Enable A/B testing	<p>Indicates if A/B testing is allowed for pages.</p> <p>A/B testing allows you to define different variants of pages. When a visitor views the tested page on the live site for the first time, the system randomly displays one of the variants. From that point, the visitor's activity on the website is logged and categorized under the given variant.</p>
Enable multivariate testing	<p>Indicates if multivariate testing (MVT) is enabled. This allows you to define MVT tests for pages and create different variants of their content. Once the test is running, the system assigns one of the possible content combinations to visitors who access the page on the live site. From that point, the visitor's activity on the website is logged and categorized under the given MVT combination.</p>
Content personalization	
Enable content personalization	<p>Indicates if content personalization is enabled. This allows page designers (and content editors) to create different variants of web parts, entire web part zones or editor widgets. The system displays the variants to users on the live site according to dynamically resolved conditions.</p>
Campaigns	
New page location	<p>Indicates where new pages for marketing campaigns should be located in the structure of the website. See Campaigns for more information.</p>