

You can recommend different pages on a page based on current visitor's persona. For example, you can display different articles to a visitor assigned to a persona named **Patient** and different articles to a visitor assigned to a persona named **Foreigner**.

To recommend content to personas through widgets:

1. [Assign personas to pages](#)
2. [Place a widget recommending the content](#)
3. [Preview content for different personas](#)



Users with the **Design website** permission for the **Design** module can also place a [web part](#) recommending the content to personas on a page's **Design** tab.

## Assigning personas to pages

By assigning personas to pages, you establish which pages you want the personas to see. You can either:

1. [Add personas to a single page](#)
2. [Assign personas to multiple pages](#)

### Adding personas to a single page

Consider adding different personas to the same page. The page's content may be appropriate for more than one persona.

1. Open the **Pages** application.
2. In the page tree, select the page that you want to assign personas to.
3. Switch to the **Properties -> Personas** tab.
4. Click **Add personas**.
5. Select the personas that you want to assign to the page.
6. Click **Select** to make the system assign the personas to the page.

You have defined which pages are appropriate for which personas. You can now use a [widget](#) or a [web part](#) to display personalized content on the page.

### Assigning personas to multiple pages


Consider adding different personas to the same pages. The pages' content may be appropriate for more than one persona.

1. Open the **Pages** application and switch to the **Listing** mode.
2. Filter the pages that you want to see.
3. Select the pages that you want to assign personas to.
4. In the first drop-down list under the listed pages, choose whether you want to perform the action on **Selected pages** or **All pages**.
5. In the second drop-down list, choose **Tag pages with personas**.
6. Click **OK**.
7. Select the personas that you want to assign to the pages.
8. Click **Tag pages with personas** to make the system assign the personas to the pages.

You have defined which pages are appropriate for which personas. You can now use a [widget](#) or a [web part](#) to display personalized content on the page.

## Placing a widget to recommend content to personas

To place the **Persona-based Recommendations** widget on a page:

1. Open the **Pages** application.
2. In the page tree, select the page on which you want to recommend content.
3. On the **Page** tab, open a widget zone's menu (.
4. Click **Add new widget**.



5. In the *Online Marketing* tree item, select **Persona-based Recommendations**.
6. Click **Select**.
7. Specify the widget properties.
8. (Optional) Hover over the individual properties to display additional information in the tool tips.
  - By default, transformations for displaying news articles and e-commerce products are available.



You can ask your developers to create new transformations in the *Personas.Transformation* page type.

9. Confirm changes by clicking **Save & Close**.

Now, when a visitor assigned to a persona visits the page, the widget displays the pages for the particular persona.

If you wish to configure more settings for recommending content to personas than the **Persona-based Recommendations** widget provides, you can ask your administrator to [recommend pages to personas through web parts](#).

## Previewing content for different personas

Once you set up pages to display pages to personas, you can preview how each of the personas sees the content.

To preview content for different personas

1. Open the **Pages** application.
2. Switch to the **Preview** mode of the page for which you created [personalization variants](#).
3. Use the **Personas** drop-down list to choose the persona for which you want to preview the page.
4. Repeat the process for other personas.