

Configuring on-line marketing features

Before starting working with on-line marketing features, you need to make sure that you have set the features correctly and provided marketers with necessary permissions:

- [Follow the best practices for EMS performance](#)
- [Configure on-line marketing permissions](#)

You may also need to enable or configure the individual on-line marketing features to allow marketers work with them efficiently:

- [Configure contacts](#)
- [Configure activities](#)
- [Configure content personalization](#)
- [Configure email marketing](#)
- [Configure marketing automation](#)
- [Configure optimization testing](#)
- [Configure web analytics](#)

Furthermore, you can make additional adjustments to [banners](#), [campaigns](#), and [personas](#):

- [Add banners to a page as web parts](#)
- [Change the campaign report update interval](#)
- [Recommend pages to personas through web parts](#)

Customizing on-line marketing features

After having enabled and configured, and even worked with your on-line marketing features, you may want to customize them, so that you can use the features in a more efficient manner:

- [Use on-line marketing macros](#) to dynamically load values related to online marketing applications.
- [Improve performance of custom macros](#) in scoring and contact group conditions.
- [Separate the contact management database](#) to optimize the contact management data processing.
- [Set up automatic deletion of contacts](#) to reduce the volume of contact management data.