Content Recommendations in Personyze

Al-based content recommendations for websites, emails, and apps.

PERSONYZE

PROVEN POWER OF AI

The power of Al-based recommendations is proven by <u>market research</u>. Instantly leverage your existing site data, to provide a highly personalized and engaging online experience, for a guaranteed lift in performance.

SAVE ON DEVELOPMENT

Could you ecomme Personyze imes the no-braine

OPTIMIZE ACROSS CHANNELS

Personyze recommendations are for websites, emails, and apps.

Why use Personyze recommendations?

Read more details on how to <u>execute</u> <u>content recommendations</u> here.

- Could you theoretically produce
- recommendations comparable to what
- Personyze provides, in-house? Yes, at many
- times the cost of simply using Personyze. It's a no-brainer, don't reinvent the wheel.

Recommendations setup process

Note: Personyze must first be activated on your site. Installing Personyze involves a 5-minute or less copy/paste of our tag to your tag manager, and requires no dev work. <u>Read how to do so here</u>.

STEP 1

Preliminaries: required feeds and setup

STEP 2

Recommendation algorithm and design

STEP 3 Display setup and QA

PRODUCT/CONTENT FEED

For any recommendations to work, you'll need to have your feed uploaded/synced. This will usually be a part of your onboarding. <u>Read more here</u> INTERACTIONS TRACKING

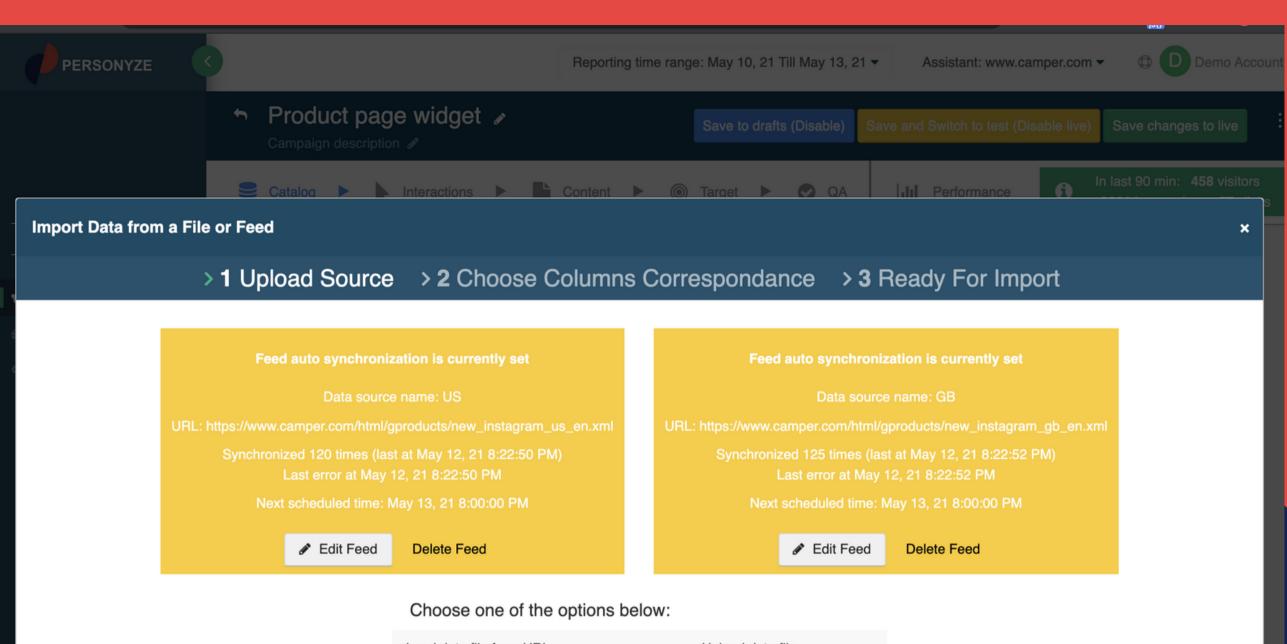
Personyze needs to be tracking the interactions that users are having with your products/content. This is standard onboarding setup. <u>Read more here</u>

Step 1: Preliminaries All these preliminary elements are standard onboarding, one-time setups usually handled by your account manager.



USER DATA

This is only relevant if you plan to filter your algorithms with CRM data. For instance, "Show most popular among users with CRM variable X." <u>Read more here</u>



Load data file from URL			Upload data file	
	Next		📎 Upload	

Supported formats are: CSV, XLS, XLSX, RSS, Atom and basic XML formats.

Step 1: Feed

Although this one-time setup can be handled by your account manager, if you want to upload or synchronize and map the feed yourself, it's fairly easy to do so in Personyze.

Simply add a feed, ideally a live feed that will update when content is added, and then tell Personyze how to know which columns are which, in the data.

Cancel

1 Recommendation type > 2 What to present > 3 Choose placement

Recommendation for

Recommendation algorithm type

Most Commented Most Popular Recommend the most Commented article Recommend the most Viewed article Home Page Recently -(any) -Recently -(any) -딑 Category Page **Content Recommended for You Published Since Recently published** Your Last Visit Items that added after the visitor's last visit. Present 回 This recommendation displays a combination of Present Any articles most Viewed content recently published after the visitor's last Article Page visit, which the visitor is likely to view, based on how other visitors with similar demographics interacted with it. Q Search Page Most Liked Content (favorite or wishlist) **Recently Viewed** List of articles recently viewed by the user. Show Recently -A Show recent first any 🔻 Not Found Page Any articles **Reached goal** Articles marked "reached goal" by current visitor. Any articles (matching filters below) -Present most Reached goal -

Step 2: Algorithm

In the recommendation campaign wizard, after preliminary setup (skip if already done), you'll be directed to select the algorithm.

Read more about <u>content</u> algorithms here.

Personyze algorithms are categorized by the areas on the site they usually make sense for, on the left.

Most Liked Content (favorite or wishlist) <u>Today</u> ❤	Most Popular Content based on Interests Displays the most read content from the visitors mixed, ranked interests or latest interest. Present most Commented In last week
Most Commented Content Based on Your Interests Displays the most commented content Recently from the visitors mixed, ranked interests or latest interest	Most Popular Content based on Interests Displays the most read content from the visitors mixed, ranked interests or latest interest. Present most <u>Commented</u> <u>In last week</u>
▼ Final touches	Number of cells
You can add additional filters to exclude unwanted articles.	Maximum recommendations to show: 3
 Exclude showing on current page Exclude all Viewed Exclude Commented Exclude Reached goal Visitor's gender matches Visitor's age matches 	 Fallback Fallback recommendation if no results: Most Popular Fill empty cells with default selection
Article: Topic - Contains - User: Industry - × • Add	d filter

Step 2: Algorithm

Some algorithms can be very complex, and some are incredibly simple and don't even require data, such as "Recently commented," and various filters which can be applied.

Some popular algorithms are:

- Those who read this also read
- More from this category/author
- Contextual recommendations
- New content from your favorite author(s)
- Most popular content today/this week/all time
- Continue reading

> 2 What to present > 3 Choose placement Recommendation type

Design the widget that will be presented on the site.

II Frame	•
→ With slider	-
Title	-
× Close button	-
≡ Text	-
℅ Link target URL	-
TI Second line	-
HTML Source (advanced)	•

Preview as on: 📋 Phone 🔲 Tablet

Recommended for you



Definitions and symptoms | Medicines for Malaria Venture

May 13, 2021 Malaria is caused in humans by five species of single-cell, eukaryotic Plasmodium parasites (mainly Plasmodium



Medicines for Malaria Venture | Developing antimalarials to save lives May 13, 2021

Read more >

Enable content variations (conditional variables). 3

Read more >

Step 2: Design

Next, you'll be directed to select a Personyze design template or insert your own HTML, and then customize it.

Personyze's content editor allows you to customize every aspect of a recommendation display, and even inherit CSS properties from your site, or directly edit the HTML code.



Malaria treatment | Medicines for Malaria Venture

May 13, 2021 The control and eradication of malaria demands a multifaceted approach. At present we have a range of

Read more >

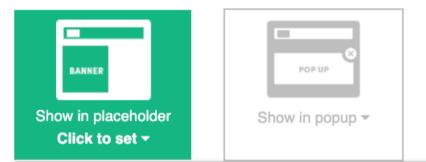
New action: Banner/Popup/HTML Manager

> 1 What to present > 2 Choose placement

Select area on the site where to show the widget.

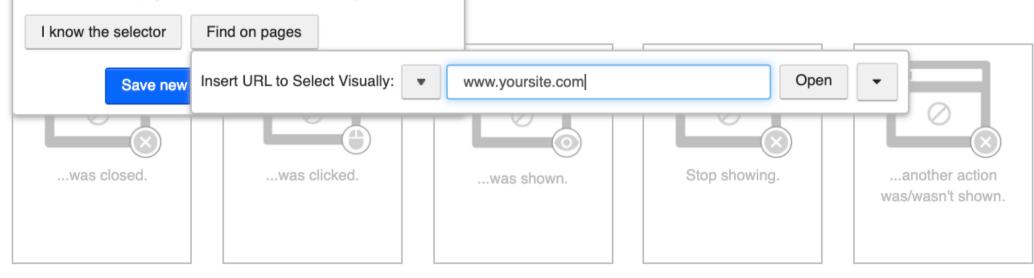
Display settings ^

Where to show content. You can choose popup or placeholder.



Creating new placeholder

Tell Personyze where to place your actions. If you already know the CSS selector of the element, type it here. Or click "Find on pages" to select elements visually.



Step 3: Display

After algorithm and design have been set, it's time to set up the display. In the majority of cases, content recommendations will be set in a placeholder, or in other words embedded as part of the page, using Personyze's pointand-click placeholder selector.

In cases where you want to show recommendations as a popup, you simply select the popup option from the same screen.

Continue

A By clicking the "Continue" button, you are agreeing to the Gartner Terms of Use and **Privacy Policy.**

• The top fiv officers ar 2021

PERSONYZE

Select the placeholder element

https://www.gartner.com/en/human-resources/trend:

- Key theme 2021
- Workplace workers a that shape

You selected: H3.grid-norm.no-topbottom.center.mg-t15

Select parents

Reselect

Put personalized content to: Before selected element -

Test the look

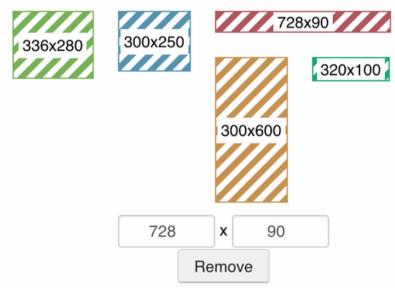
You can test how your content will look like

About the Gartner HR Trends

728x90

This annual report is derived from the Gartner HR Priorities Survey on common challenges and asks them to rank their top priorities f designed to offer HR leadership teams a better understanding of ϵ what their peers are focusing on in the year ahead to help drive st

This year, Gartner received responses from HR leaders across 60 c Thirty-six percent of participants were CHROs or heads of HR.



Other

Source

CSS style (optional) Apply style when the placeholder is used. $\langle \rangle$

Box

Α

Text

(← →] X Go 🚯 Personyze uses placeholders to show personalized content.

Step 3: Placeholder

The placeholder interface is simple to use, just choose the element of the site, select above, below, or replace, and then view a preview of roughly where the content will be embedded.

You can make further adjustments to the exact positioning using padding in the main content editor.



Cor

Content 🕨 📀 QA

Review and QA Campaign

Before publishing your campaign, you can QA by saving in testing mode so that only your IP address will see it live on the site.

Campaign Summary



Your campaign is targeting New visitors and Include: United States and



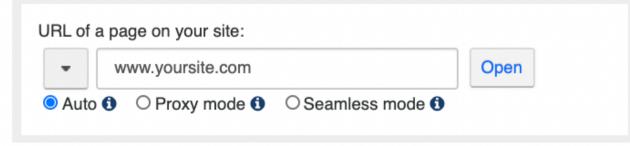
Presenting 1 actions

Campaign preview options



Open site in preview mode using simulator

The Simulator allows you to replace any given parameter within the platform and simulate as if rules and conditions were met, therefore, triggering the execution of Actions. For example, you could simulate visits from different countries or at a different time, and see how the tested page would look under these circumstances.



Step 3: QA

There are 3 ways to QA:

1: Save in testing mode, it will be live on the site only for your IP address.

2. Testing link: once saved in testing mode, you'll also have a link to send to colleagues, it will be live for anyone with the link.

3. Simulator: Open in simulator mode, and Personyze will show you what's going on under the hood.

Review Performance Track engagement and any custom KPI

Target Content		QA	<u>III</u> Perfor	mance						
1 actions How many distinct actions	were execu	a	ctions)	sions (executed In rate of actions	● 579	impressions	of clickable	🗄 14 clich	(s 2.42% CTR	
selected period Visits () Impressions	 Clie 	cks 🛈	CTR of vi	isit, % 🚯 Co	onversion rate	ə, % ()				
Z Dynamics									🕫 Actions	
250					\land		Audience tota	l visits	action90	57 Delivere 373
150							689 • 6% 0.2% /	site		
50	/						Actions avg. session 14m 4s * 22%			
0 Apr 30, 21 May		May 2, 21	May 3, 21		May 5, 21	May 6, 21	Actions avg. sessi 7.1 * 2%	on counter		
GP	+ Reviewer	Eligibility N	otification (who	ele audience) —	 Always shown 					
Content performance and	conversion	s comparis	son					📍 Geo	graphic location	省 Тор
X										
Action	Visits 🖨	Clicks 🖨	CTR, % 🖨	CTR visits, % 🖨	Bounce, % 🖨	Avg. time 🖨	Avg. pages 🖨			
action90 - Always shown	689	14		2.03			4.32			

1 In last 90 min: 9 visitors 15 impressions 0 clicks 14 sessions have clicks 2.42% % CTR of visits CTR Closed 96.25% Top referrers Referrer types Devices

ere



It's as simple as that

THANKS FOR VIEWING OUR PRESENTATION

IF YOU'D LIKE HELP WITH YOUR CONTENT RECOMMENDATIONS, LET YOUR ACCOUNT MANAGER KNOW.

OR SIMPLY EMAIL: SUPPORT@PERSONYZE.COM