

# Targeted Banners in Personyze

Targeted banners embedded  
on your site's pages.



# Why use Personyze for targeted banners?

[Watch a video tutorial of basic  
targeting campaigns in Personyze here](#)

## THE POWER OF TARGETING

Targeted banners are more relevant to the visitor by being specifically designed for their segment, and therefore are more likely to achieve your goal, whether it's signups, downloads, purchases, engagement, etc.

## SHOW ANY BANNER CONTENT

Personyze embeds banners into your pages with no coding required, and the banner itself can be any HTML design.

## DYNAMIC BANNERS

Personyze gives you the capability of having dozens or even hundreds of banners for different segments, in a single campaign, using split cases and dynamic content tools.

# Banner 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. [Read how to do so here.](#)

## STEP 1

Targeting rules and design

## STEP 2

Display settings

## STEP 3

QA and performance

Target

Content

QA

Performance

Visit Type

New visitors

Returning visitors

No. of sessions

Past sessions

Time since last visit

Page Views

Device Type

Date and Time

Time on Site

Limit Audience

Countries/Cities

- Country United States

Pages

Session Attributes

User CRM/ABM/Profile data

CHANGES NOT SAVED YET:

Create audience

YOUR CAMPAIGN IS TARGETING

New visitors and Include: United States and

PRESENTING NO ACTIONS

FORECASTED RESULTS

Filters

In last 90 min we have 488 sessions.

100 (20%) matching View and test rules.

388 (80%) not matching View and test rules.

654 (24%) pages matching.

0 sessions from my IP address

## Step 1: Targeting rules

A targeting campaign can be thought of as an if/then statement.

The "if" part of the statement is the targeting rules. Over 70 rules are available for targeting, with and/or operators between them. A preview will be shown on the right of how many of your site's visitors will likely match.

# Step 1: Design

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

Every aspect of the template is customizable, and you can even use split cases to have multiple variations of the content. You can also directly edit the HTML.

[Read more about split cases here](#)

What to present > 2 Choose placement

Design the widget that will be presented on the site.

Box

Picture

Content

Second Button

Second Button

Close Button

HTML Source (advanced)

Preview as on: 

Phone

Tablet

Security Information and Event Management

Gartner Peer Insights Customer Choice

For Q1 2023

Product Categories

Security Information and Event Management

Security Operations

Security Orchestration, Automation and Response

Security Analytics

Security Awareness

Security Consulting

Security Hardware

Security Managed Services

Security Software

Security Training

Security Vendor Managed Services

Security Workforce

Security Zero Trust

Security Other

Score

100

0

Product Information

Product Name

Product Description

Product Rating

Product Score

Product Status

Product Type

Product Version

Product Year

Product Other

Find out how Gartner verified review market.

**Gartner Peer Insights Voice of the Customer**

Designed to complement the expert-driven Magic Quadrant, the Voice of the Customer report rate their experience with vendors in

Get the free report

Enable content variations (conditional variables).



## > 1 What to present > 2 Choose placement

Design the widget that will be presented on the site.

Properties of: Picture: Picture URL

Return

Picture URL ▾

https://cdn.personyze.com/u

Choose file

Preview as on: Phone Tablet

Find out how Gartner verified

Upload Files

Search in uploaded files

OR drag files here

Double-click a file to select



Screen Shot 2021-07-05 at 17.06.40 PM

EarlyBird-Apps-Strategies (2)



round check



CaptureDemo



WebinarJan2020



JanVendUpdateIMG2



GPI-email-signature-vendor-webinar-reg-promo-20200116 (004)



GPI-email-signature-vendor-webinar-reg-promo-20200116



Promo-IAM



Promo-ITIO-Cloud-Strategies



Promo-Apps-Strategies



v1.5 sessin image



EarlyBird-ITIO-Cloud-Strategies



EarlyBird-IAM



EarlyBird-Apps-Strategies



top



Rectangle



Example quadrant



Screen Shot 2019-07-17 at 2.21.22 PM



GPI-emailsig-vendor-webinar-reg-promo-20190626 (2)



GPI-emailsig-vendor-webinar-reg-promo-20190626

## Step 1: Design

The images for your content can also be uploaded to Personyze, and loaded via our CDN, to reduce delay time.

Do to so, simply upload the image in the content editor.

# Option: Personyze Variables

Personyze also gives you the option of inserting Personyze variables into the content of your banner (or any other personyze content).

Examples of Personyze variables you may want to insert include company name, first name, industry, or any other known variables you may have on the visitor, from your CRM, third-party data vendor, or forms the user has filled on the site.

Version 40 (testing+production) ▾

### Insert Personyze variable ×

Select variable

Content variation

Calculated value

Select user variable:

User ID	review_date	review_form	subscription
form_name_op	rating_survey	market_name_2	login state
Role	<u>Company</u>	First name	account open
market	Form URL	Last vendor search	Form submitted
CRM ID	First name	Last name	Email
Phone	Birthday	Industry	

Select session variable:

Page view ID	First page view ID in session	Search word	Search word of first page vi...
Session counter	User country	User city	User IP
URL of current page	Referrer of current page		

What to show when such data was not collected

Default value:

OK



# Optional A/B Testing

Rotate users

Visits

Random

Control Users

Control Visits

4%

52%

22%

22%

Turn off rotation and testing

Add group of actions

Always shown

Content in this box is shown to all visitors who match this campaign audience. Drag content from here to test groups.

n/a (n/a)


n/a

n/a (n/a)

DRAG CONTENT HERE

to whole audience (100%)

Add Action



Bebeğinin gelişimini ay ay takip et!

Hemen Ayırın Seç

Edit Detach Preview

AY-AY-BEBEK-GELISIMI-M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Feb 17, 20

0 (n/a)

0

0 (n/a)

Clicks Impressions Goals

More Statistics

Rotation group A - 4% of the time

23 (0.00%)

30425


0 (0.00%)

1.50%

DRAG CONTENT HERE

to rotate/test

Add Action



amazon.com.tr

Bebeğinizi mutlu edecek ürünlerdeki indirimleri keşfedin

Alışverişe başla

Edit Detach Preview

Amazon\_bebek\_17mart\_m3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 17, 21

23 (0.07%)

30425

0 (0.00%)

1.50%

Clicks Impressions Goals Visitors

More Statistics

Rotation group B - 52% of the time

226 (n/a)

224582


0 (n/a)

10.27%

DRAG CONTENT HERE

to rotate/test

Add Action



Türkiye'nin numaralı yenidoğan bebek bezi markasından

Prima

Edit Detach Preview

Prima\_17Mart\_Bebek\_M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 17, 21

226 (0.10%)

224582

0 (0.00%)

10.27%

Clicks Impressions Goals Visitors

More Statistics

Rotation group C - 22% of the time

277 (n/a)

257096


0 (n/a)

12.77%

DRAG CONTENT HERE

to rotate/test

Add Action



PHILIPS AVENT

Emzirme Serüveninizin Her Adımında Yanınızda!

Hemen keşfet

Edit Detach Preview

Philips\_Avent\_26Mart\_M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 26, 21

277 (0.10%)

257096

0 (0.00%)

12.77%

Clicks Impressions Goals Visitors

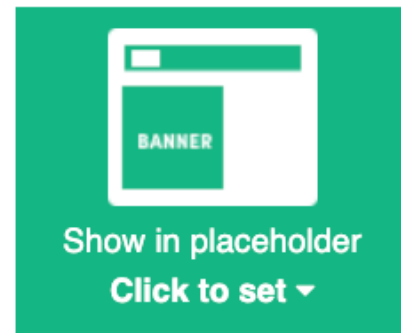
More Statistics



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.

I know the selector

Find on pages

Save new

Insert URL to Select Visually: ▾

www.yoursite.com|

Open ▾

...was closed.

...was clicked.

...was shown.

Stop showing.

...another action  
was/wasn't shown.

## Step 2: Display

Banners are embedded into the page using what's called a placeholder. You can create placeholders with a point-and-click interface, or manually input the selector for where you want the content to insert. Once created, a placeholder is saved forever, to be used for any content.

[Read more about setting placeholders here](#)






## 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.

URL of a page on your site:



www.yoursite.com

Open

☒ Auto  ☐ Proxy mode  ☐ Seamless mode 

## 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.

# See the banner live on your site

Microsoft

Office 365 (including SharePoint Online) Reviews

4.4 ★★★★★ 6139 Reviews

← COMPARE

✎ WRITE A REVIEW

↓ DOWNLOAD PDF

Overview

Reviews

Ratings

Alternatives

Filter User Reviews By:

Displayed Reviews

☐ Reviewed in Last 12 Months

Overall Rating

☐ ★★★★★ (2539)

☐ ★★★★★ (2895)

☐ ★★★★★ (455)

☐ ★★★★★ (60)

☐ ★★★★★ (8)

Reviewer's Company Size

☐ <50M USD (1710)

☐ 50M-1B USD (1929)

☐ 1B-10B USD (1019)

☐ 10B+ USD (744)

☐ Gov't/PS/Ed (552)

Reviewer's Industry

☐ Services (1593)

☐ Manufacturing (1112)

☐ Finance (727)

View All

Reviewer's Deployment Region

☐ North America (3463)

☐ Europe, Middle East and Africa (1620)

Office 365 (including SharePoint Online)

★★★★★

Dec 27, 2020

Reviewer Role

Digital Marketing

Company Size

Gov't/PS/ED 50,000 + Employees


Review Source ⓘ

The idea is to have access the data from different places or from different equipment's .

— Senior Educational Counsellor in the Education Industry

its good for every organization from small to big enterprises.it is used across the whole company the idea is to have access the data from different places or from different equipment's its much easier and secure way to transmit the data mainly MS words or excel formats. I have less working knowledge of Excel but more advanced users can utilize Macros

READ FULL REVIEW



Find out how Gartner verified reviewers rate the leading vendors in this market.

Gartner Peer Insights Voice of the Customer

Designed to complement the expert-driven Magic Quadrant, the Voice of the Customer highlights how real customers rate their experience with vendors in Social Software in the Workplace

GET THE FREE REPORT

Office 365 (including SharePoint Online)

★★★★★

Apr 22, 2020

Reviewer Role

Backbone of Our Organization, Must have this Product, Best Email service

— Digital Analyst in the Manufacturing Industry

Microsoft Office 365 is backbone of our organization operations we all are using this complete solution there are a lot function and helpful features


↑



Select area on the site where to show the widget.


🖥 Display settings ^

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



BANNER

Show in placeholder  
Click to set ▾



POP UP


Show in popup ▾

Show content in placeholder


Use existing placeholder(s)  
(Choose) ▾

Create new placeholder


OK




...was closed.



...was clicked.



...was shown.



Stop showing.

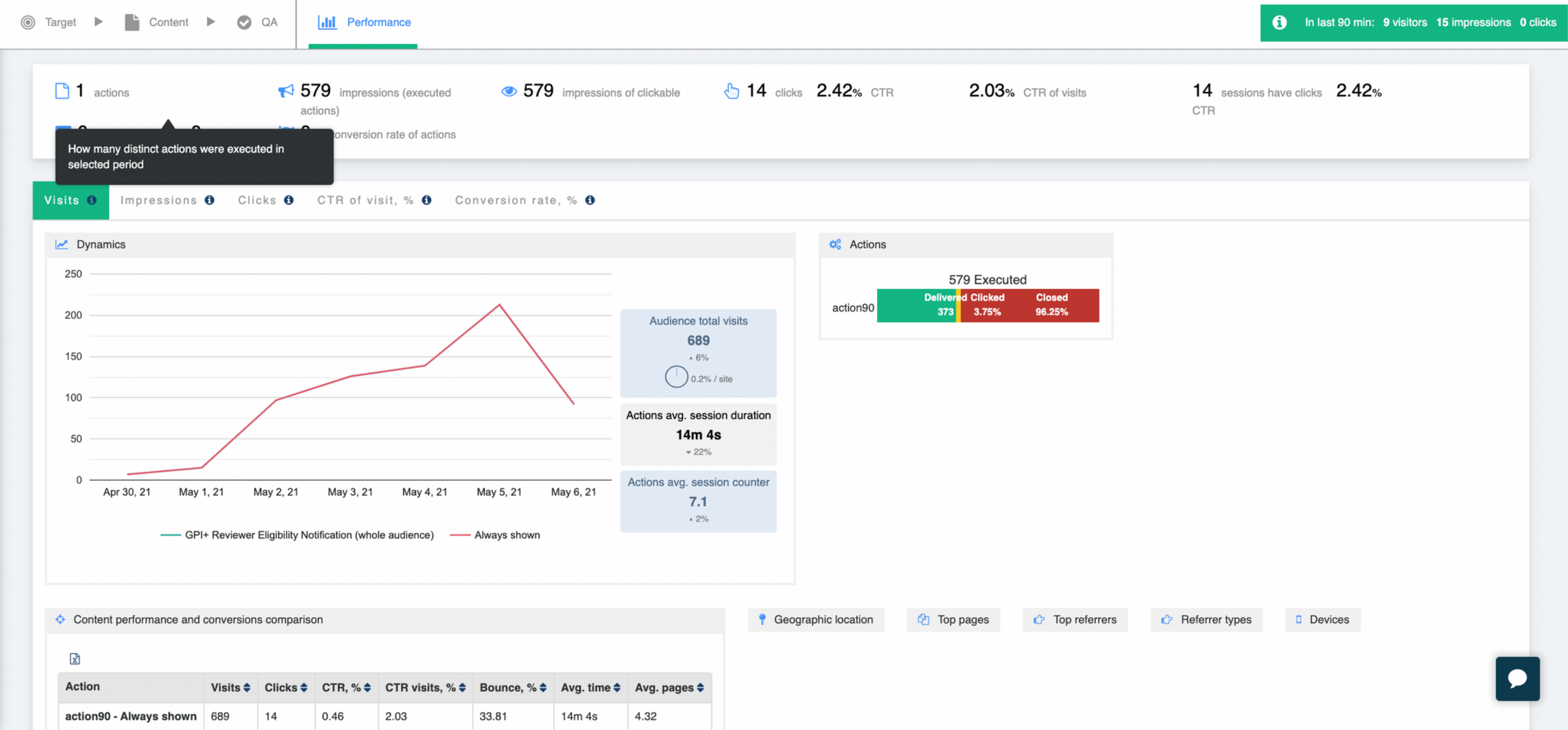
# Other types of banners:

If you want to show other types of content as banners (or in other words, embedded in your site pages), you can just use the appropriate action widget for each type in your targeting campaign, and choose placeholder from the display settings.

For instance, you can create a form to embed on your site, and select placeholder as the display setting.

# Review Performance

Once your banner is live



[Read more about Personyze analytics here](#)



**PERSONYZE**

**It's as simple  
as that!**

**IF YOU'D LIKE HELP WITH  
YOUR TARGETED BANNERS,  
LET YOUR ACCOUNT  
MANAGER KNOW.**

OR SIMPLY EMAIL:  
[SUPPORT@PERSONYZE.COM](mailto:SUPPORT@PERSONYZE.COM)

**THANKS FOR VIEWING  
OUR PRESENTATION**