



**POINT. CLICK.  
PERSONALIZE.**

**Personalization is top of mind for today's marketers, with 89% of digital businesses investing in personalization tools and initiatives.**

Yet the majority of marketers still struggle to make the dream of digital personalization a reality. Indeed, 74% of marketers globally actually believe technology has made it harder, not easier, to offer customers personalized experiences. There are plenty of barriers to building a successful personalization practice: lack of expertise or resources; complex and hard-to-use tools; failure to establish an overarching strategy or define use cases; reliance on developer or IT resources to execute marketing functions; and so on. Fortunately, there's a better way.

### Introducing Acquia Personalization

Acquia Personalization is a no-code personalization solution optimized for Drupal that enables marketers to point, click, and personalize digital properties for increased engagement and improved conversion rates. From one single console, customers can analyze user profiles, create segments, syndicate content from Drupal or another CMS, create personalizations in a visual builder that sits right on top of your site, and preview these personalizations as they will appear to the targeted site visitor.

Acquia Personalization is also an open platform that can integrate with Campaign Management, CRM, Account Based Marketing, DMP, and Analytics systems — in other words, any system with an API. While optimized for Drupal, Acquia Personalization has the flexibility to import content from any other CMS or Digital Asset Management System, allowing access to everything you need to personalize the web experience.

**ACQUIA**  
EXPERIENCE DIGITAL FREEDOM



- Average session duration:  
**29% INCREASE**
- Average page per session:  
**GREW 9%**
- Average time on page:  
**UP 8%**
- Bounce rate:  
**DECREASED 19%**

## Acquia Personalization Key Capabilities

With Acquia Personalization intuitive interface — designed specifically for marketers — anyone, regardless of technical acumen, can create and launch personalizations on their site. The following features enable you to deliver best in class digital experiences:

### Simplicity

- **Three-step personalization campaign creation** — Easily create and deploy personalizations.
- **Visual builder** — Preview the personalizations you create in context, just as your visitor will.
- **Scheduling** — Align personalizations to announcements, events, promotions, and product releases, or, for small teams, create and launch personalizations a week, a month, or however far out in advance.

### Data & Integrations

- **Unified customer profiles** — Capture visitor profile and behavioral data, track their implicit interests across multiple channels, and then merge anonymous and known profiles into a single, dynamic view of each customer.
- **Real-Time Adaptive Segmentation** — Define customer segments based on numerous criteria to better understand visitors and target them more effectively.
- **Content syndication** — Syndicate content across a network of sites and channels, from any content source, with fewer manual processes and greater operational efficiency.

### Reporting & Analytics

- **Centralized dashboard** — Track personalization metrics, and review popular campaigns, content, events, or segments, all in one place.
- **Built-in A/B testing** — Compare the impact of different content assets within campaigns to ensure the optimal alignment of content and target audience.
- **Powerful analytics engine** — Get actionable insight into audiences and personalization objectives through dashboards and reports, both pre-built and custom.

## Acquia Personalization Acquia CDP: Leverage the Full Acquia Digital Experience Platform

With Acquia Personalization and Acquia CDP together as part of the Acquia Marketing Cloud, marketers can use deep insights to create relevant and impactful personalization to maximize conversion.

Machine learning-driven insights such as predicting lifetime value or likelihood to engage can now be used as personalization segments within Acquia Personalization, so marketers can tailor the experience on the website for each customer in Acquia CDP's unified profile. And because a CDP uses a cleansed, deduped, unified customer record, the segments used by Acquia Personalization are much more accurate and impactful.

Acquia Personalization also seamlessly integrates with Drupal for web content management and Acquia DAM for digital asset management.



- **250% MORE** conversions
- **638% GROWTH** in orders compared with average
- **57% RISE** in visits
- **101% INCREASE** in time on site

## CONTACT US

To see how Acquia Personalization can help you drive more personalized relationships with your customers, please visit [www.acquia.com](http://www.acquia.com) or contact us directly at **888.922.7842** or [sales@acquia.com](mailto:sales@acquia.com) to learn more or see a demo.