Acquia
EXPERIENCE DIGITAL FREEDOM

SELECT THE RIGHT DIGITAL PERSONALIZATION TOOL

Brand leaders have many third-party options for creating personalized digital experiences. But few of these tools are designed to bring web developers and marketers together by making their tasks easier. Use this checklist to confirm the enhancements most important to your organization and pick a solution that checks all the boxes.

WHAT ARE YOU LOOKING TO ACCOMPLISH THROUGH A PERSONALIZATION SOLUTION?

	YES	NO
Collect and Activate Customer Data Would you like to gain a comprehensive view of each visitor's historical and real-time activity across channels through a dynamic, unified profile?	☐	☐
Streamline the Personalization Process Do you want to be able to classify content more quickly so you can create powerful personalizations more easily?	☐	☐
Simplify Customer Decisions Do you want to deliver the most relevant content experience to visitors across web, mobile, commerce, and other touchpoints – making it easier to engage and buy from you?	☐	☐
Promote Loyalty and Advocacy Would you like access to insights that can help you deliver the kind of personalized content, offers, and experiences that encourage your audience to stay with your brand and promote it to others?	☐	☐
Bring Developers and Marketers Together Are you looking for ways to get your developers and marketers to easily work together to create a compelling digital experience for customers?	☐	☐

If you've confirmed that these are some of the benefits you'd like to realize through personalization, take the next step to learn about personalization solutions.

STREAMLINE AND SIMPLIFY WEBSITE PERSONALIZATION

The prospect of upgrading the CX capabilities on your website is no longer a far-off dream. Now it's a practical reality that's much easier to achieve than you might have previously thought.

READ THE FULL E-BOOK ▶

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SIMPLIFYING WEBSITE PERSONALIZATION: A GUIDE FOR DEVELOPERS & MARKETERS

A personalization tool optimized for Drupal can better serve developers and marketers.