

Winter 2019



POWER WEBSITE PERSONALIZATION WITH DRUPAL+ MARKETO

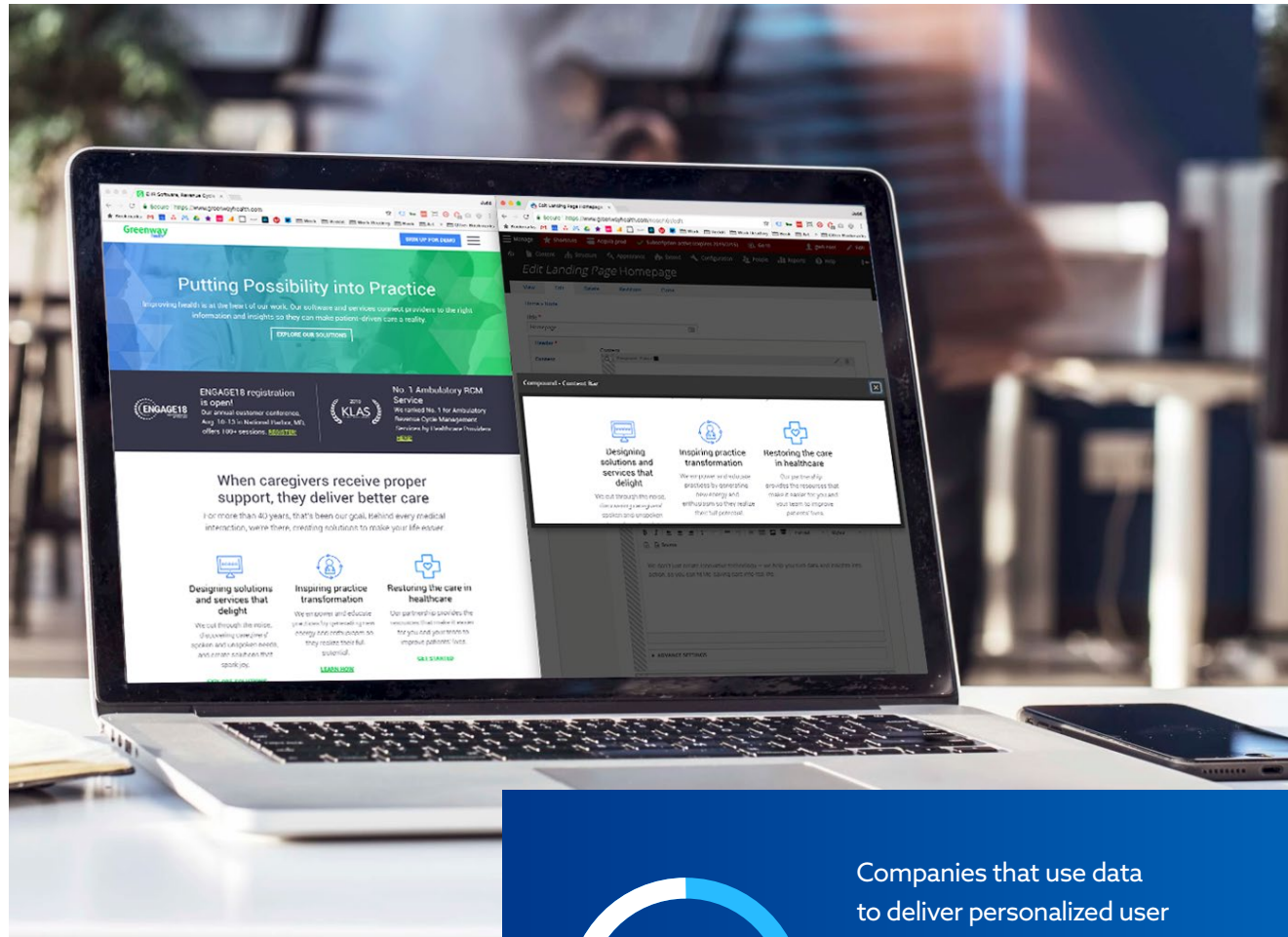
*Discover how you can unlock
the power of the Drupal+ ecosystem.*

elevatedthird.com

DRUPAL+

MAKE WEB PERSONALIZATION HAPPEN WITH NOTHING MORE THAN DRUPAL AND MARKETO

Seamless digital personalization is a crucial tool for engaging customers. Prospects who receive personalized content stick around longer, read more content, go further into the funnel, and convert at higher rates.



Companies that use data to deliver personalized user experiences see almost 50% higher revenue growth and 30% higher return on investment than those that don't.

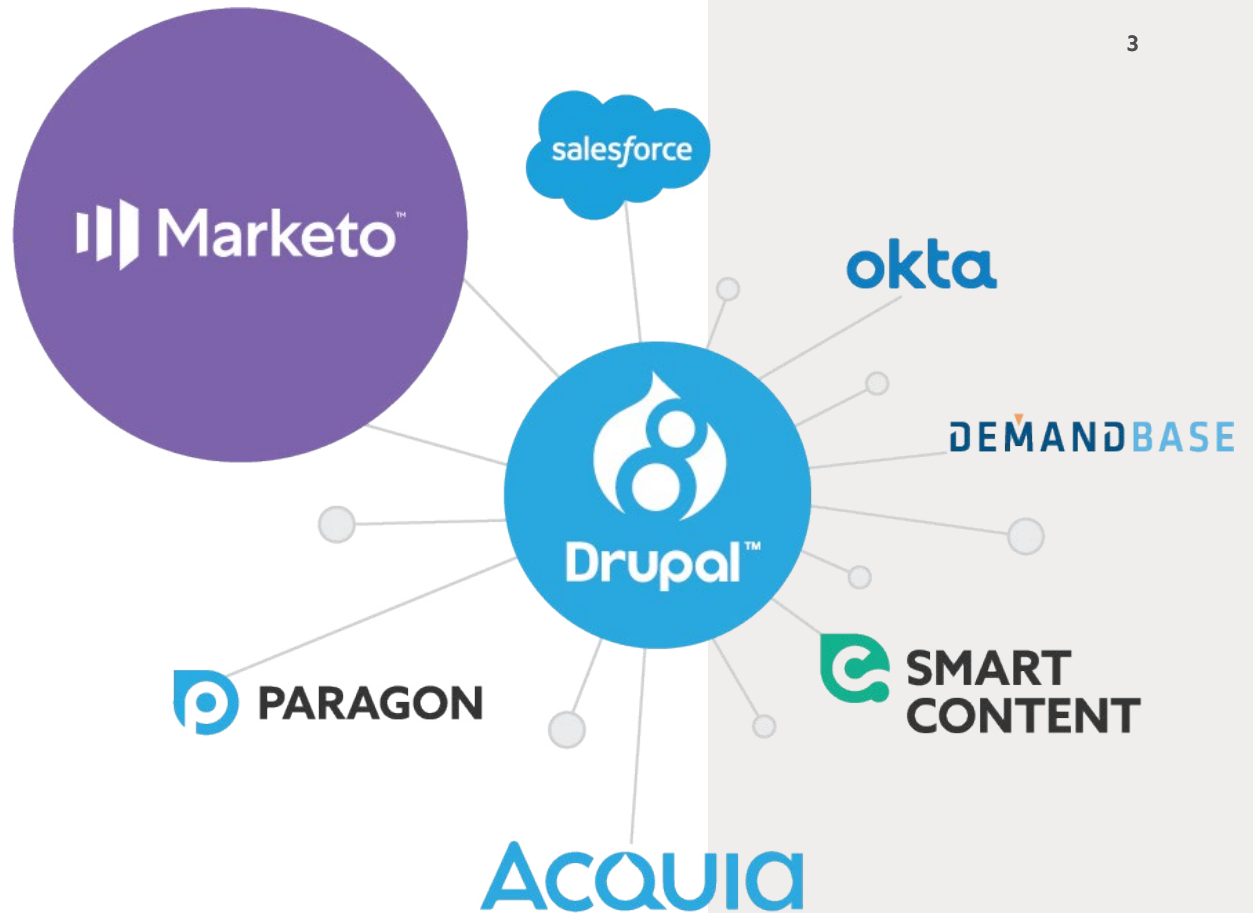
MONETATE

Most vendors overcomplicate personalization and make it sound too big to start small. But all it really takes is the right recipe of mainstream tech that you already have—Marketo and Drupal. With a little tuneup, you could be speaking more directly to specific industries or specific target accounts *right now*.

GET THE MOST OUT OF MARKETO WITH DRUPAL+

Building a tech stack that works across your organization is no small feat. You've already spent time and money evaluating and implementing best-of-breed technology. So why aren't your marketing tech investments generating more leads?

You have the right tools, but a conversion-focused personalization strategy takes it a step further. How? Meet Drupal+. No new tech, license fees, or major re-work. Just a better way of leveraging Drupal and Marketo.



DRUPAL+

SO WHAT IS IT, EXACTLY?

Drupal+ is not SaaS. It's not proprietary software. In fact, you have most of it already, Drupal+ is what we call a set of modules, configurations and

integrations to help enterprise Drupal clients get the most out of their Drupal-based ecosystem.

It's what you have now, but better.

The Drupal+ ecosystem ties all your best-of-breed applications together to enable personalization.

WEB PERSONALIZATION WITH DRUPAL+

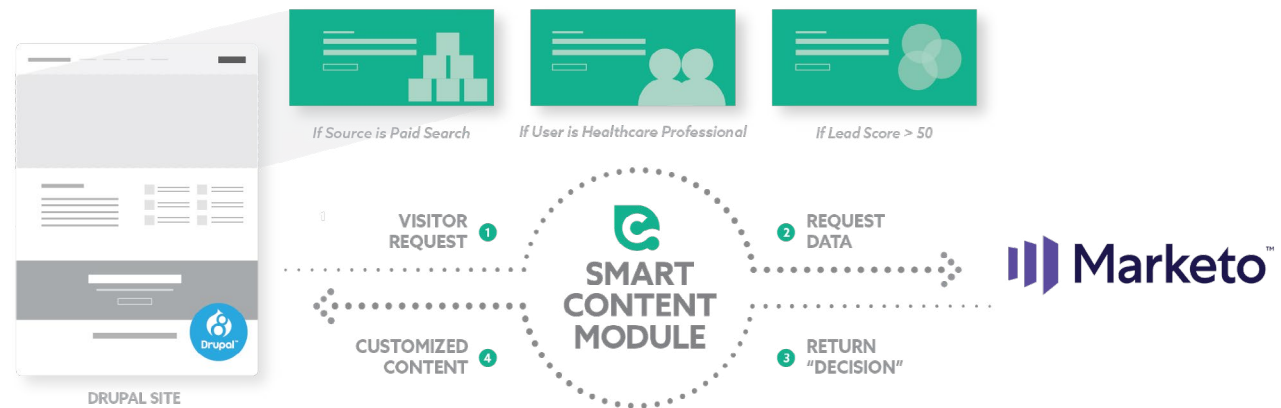
Drupal+ allows you to experiment with web personalization within the Drupal admin you already know. Connecting directly to a data source, like Marketo, the Smart Content module acts as the decision agent so you can define how your content variations work in the moment, right where you already manage your content.

TAKING “DATA DRIVEN” TO A WHOLE NEW LEVEL

Web personalization is made up of two essential components – user segmentation and content variation. Marketo is ideally suited to handle the user segmentation side of things. Its data management abilities mean that you can slice up your prospect database across your most marketable prospects.

EASY TO MANAGE

The Smart Content module handles the content variation component of web personalization. Working from within the Drupal admin you’re already used to, Smart Content reads segmentation data from Marketo and delivers the content variation you define. Simply decide on your user segments and what they should see, then edit content just like any other Drupal component.



STEPS

- + Create content variation (via a Drupal component)
- + Add conditions (using your data source of choice)
- + Drupal delivers personalized content

With Marketo and Drupal you’re closer to powerful, conversion-boosting personalization than you think. Drupal+ is no license, no fee. Just a smarter way to use Drupal.

CONTACT US TO LEARN MORE

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Smart Content is our answer to clients who put investment and energy into their Drupal platform and don’t want to invest heavily in something else to deliver tailored content via that very same platform. We knew Drupal 8 could offer a solution.

Mike Lander, Technical Director,
Elevated Third