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# *POWER WEBSITE PERSONALIZATION WITH DRUPAL+*

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

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DRUPAL+

WEB PERSONALIZATION ISN'T JUST AN IDEA—IT'S A REALITY WAITING TO HAPPEN.

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

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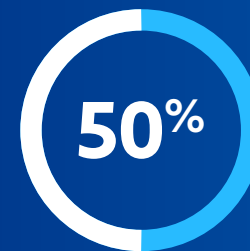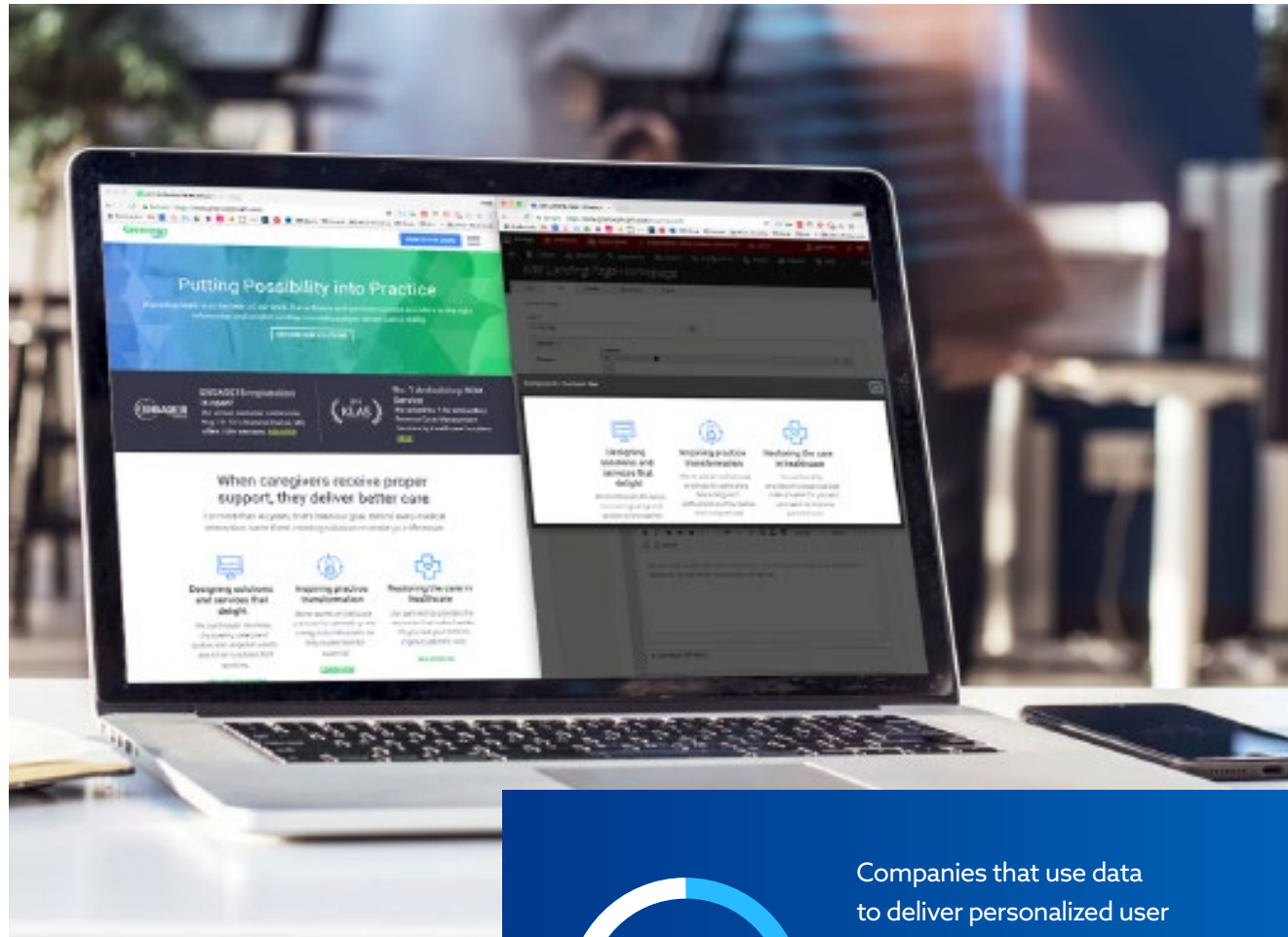
Companies that use data to deliver personalized user experiences see almost 50% higher revenue growth and 30% higher return on investment than those that don't.
**MONETATE**

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. With a little tuneup, you could be speaking more directly to specific industries or specific target accounts right now, all through the Drupal content admin you're already used to.

OPTIMIZE YOUR MAINSTREAM TECH STACK 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 you seeing more leads coming in through your marketing technology investments?

In short, because your Marketing technology does not work together — enter Drupal+.

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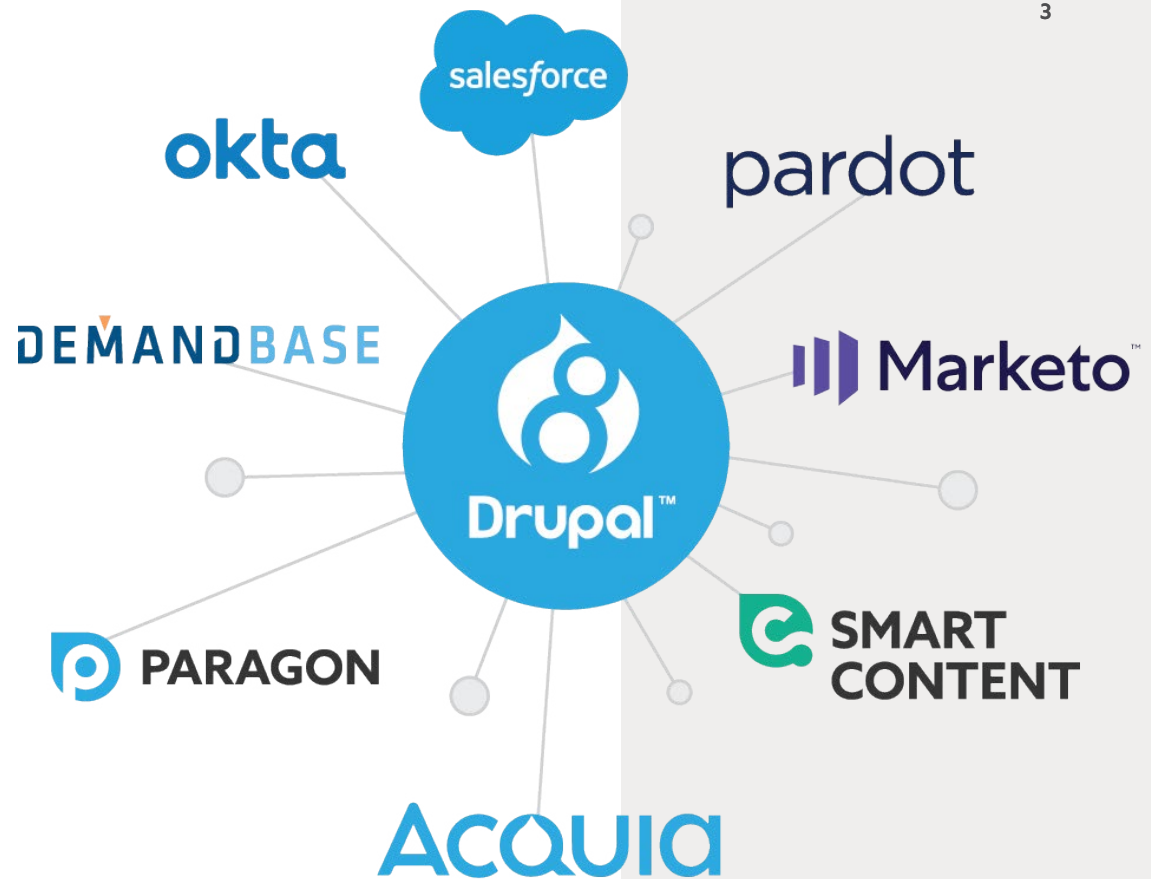
DRUPAL+

SO WHAT IS IT, EXACTLY?

Drupal+ is not SaaS. It's not propriety 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.

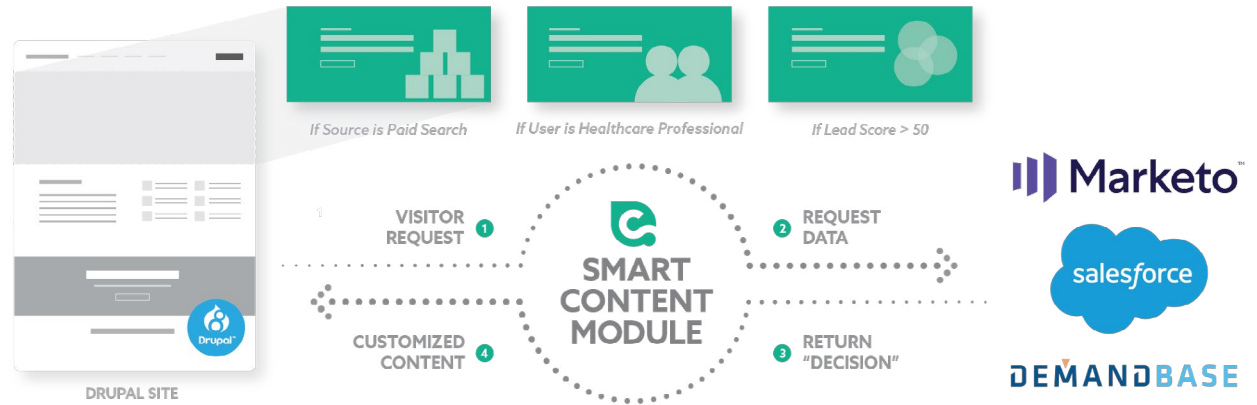**It's what you have now, but better.**

DRUPAL+ PERSONALIZATION

Drupal+ leverages Smart Content, a custom module that allows you to experiment with personalization quickly. Smart Content connects directly to a data source and allows you to create unique content variations from within the Drupal admin.

TAKING "DATA DRIVEN" TO NEW HEIGHTS

Personalization can start with even the most basic user data—either implicit or explicit—and content variations. Smart Content makes it easy to set variables in areas of your site to serve up different content depending on criteria:

+ Marketo/Eloqua/Pardot email campaign
+ Industry by using DemandBase IP
+ Mobile users
+ New vs returning

If Source is Paid Search — If User is Healthcare Professional — If Lead Score > 50

DRUPAL SITE

VISITOR REQUEST 1 · SMART CONTENT MODULE · 2 REQUEST DATA · CUSTOMIZED CONTENT 4 · 3 RETURN "DECISION"

Marketo

salesforce

DEMANDBASE

DATA SOURCE	SEGMENTS
Browser	Device, location, new vs. returning
Marketo	Click path, content downloads, campaign
SalesForce	Purchases, lead score
DemandBase	Specific company (IP)

Once you decide what segment you want to personalize for and what content you want to adjust, you create a variation on the Drupal page with Smart Content and simply tell it when those variations should show up.

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

With Drupal+, you're closer to powerful, conversion-boosting personalization than you think.

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