OpenText Web's Enhanced Targeting

Create and deliver targeted, high-performing customer experiences from within any page without any code

Benefits

- Build and manage page variants in WYSIWYG interface
- Effortlessly import best-performing content
- Leverage shared cloud audiences in CMS
- Ensure content is governed for compliance

It's an iterative world and ensuring the best performing content is live on all digital channels is imperative. However, publishing compelling content at the speed of business requires strong collaboration between teams who often work in different departments: Marketing and IT. Add to that the complexity of determining segments to target and test, and you are at risk of becoming a laggard if you don't embrace data.

The OpenText™ Web Enhanced Targeting feature completely changes the way organizations create compelling customer experiences. Its direct integration with OpenText™ Core Web Optimization allows the business to experiment with content to determine winning audiences and collateral in real-time. Should one audience perform particularly well, it can be targeted to segments in OpenText Web immediately. Get control over your content and keep your CMS optimized.

Build and manage page variants in WYSIWYG interface

Create and manage different variants of the same page in OpenText Web's easy-to-use, WYSIWYG interface. Simply map the page variants to specific existing audience segments – no coding required - then preview the digital experience for each segment in OpenText™ Web Authoring.

Services

- OpenText™
  Professional Services
- OpenText™
  Managed Services
- OpenText™
  Learning Services

Effortlessly import best-performing content

OpenText Web's easy import functionality allows page authors to quickly import winning content into their CMS. After A/B testing against specific KPIs, content authors get automatic alerts when winning content is available. Then, they can visually compare changes and, with a single click, automatically import the best-performing content into the OpenText Web page. This greatly reduces the effort and time needed to replicate winning changes from an A/B test into OpenText Web.

# Leverage shared cloud audiences in the CMS

In addition to importing winning content, Enhanced Targeting allows users to create and test audiences in the cloud, via OpenText™ Core Web Optimization Audience Manager, and then seamlessly import outperforming audiences into the CMS. It can also curate and share OpenText Core Web Optimization audiences across multiple OpenText Web projects without having to manually recreate segments separately in each project.

Ensure content is governed for compliance

With its patented technology, OpenText Web tracks all changes allowing for instant rollback of sites on-demand for full compliance and content governance. All content imported from OpenText Core Web Optimization receives full version control and a complete audit trail to ensure sites meet strict regulations.

OpenText invented content optimization with A/B testing in 2001 and continues to evolve its capabilities. OpenText Web is recognized by analysts for its unparalleled personalization capabilities to deliver individualized content that performs.
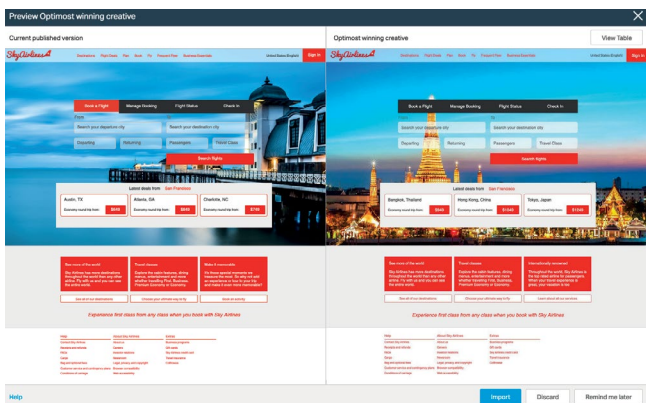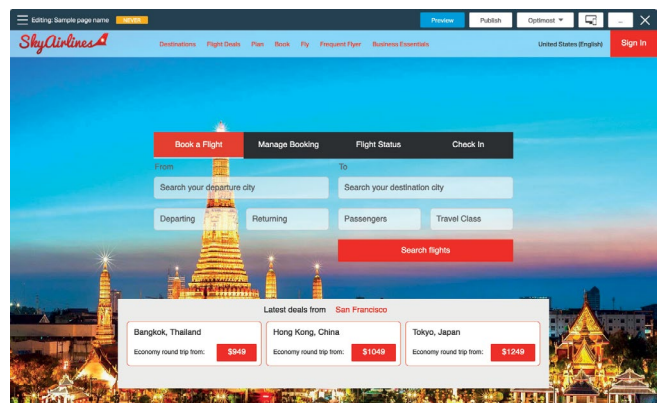
Easy Import
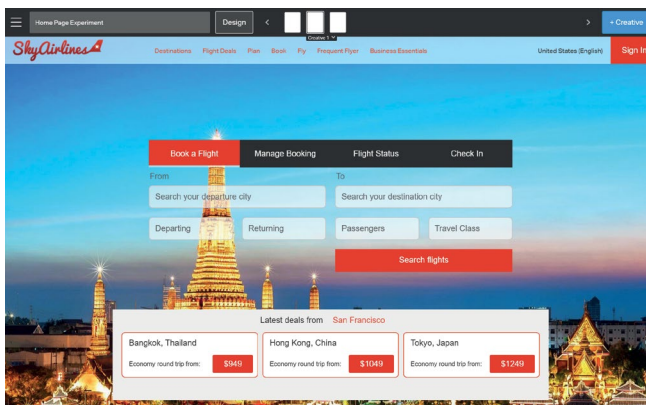
Experiment in OpenText Core Web Optimization
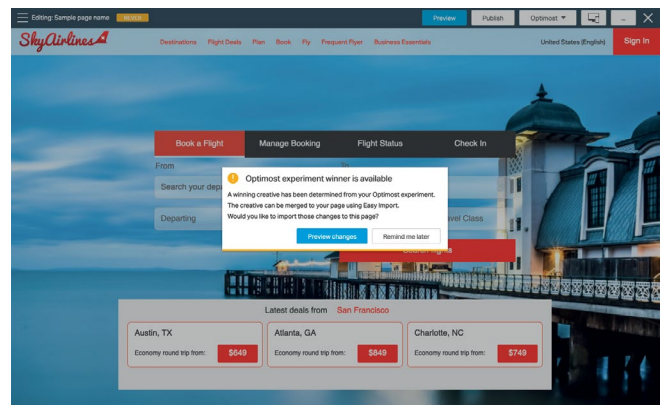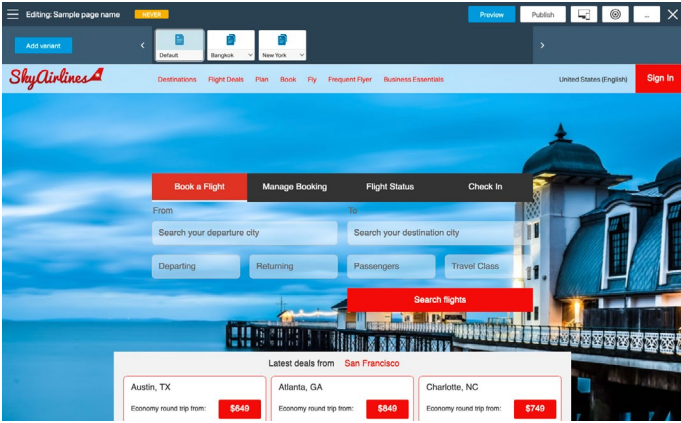

Receive winner notification in OpenText Web

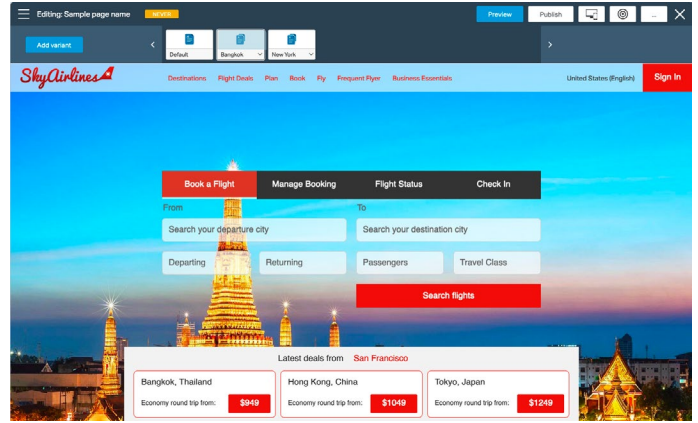Compare winner vs. original side-by-side

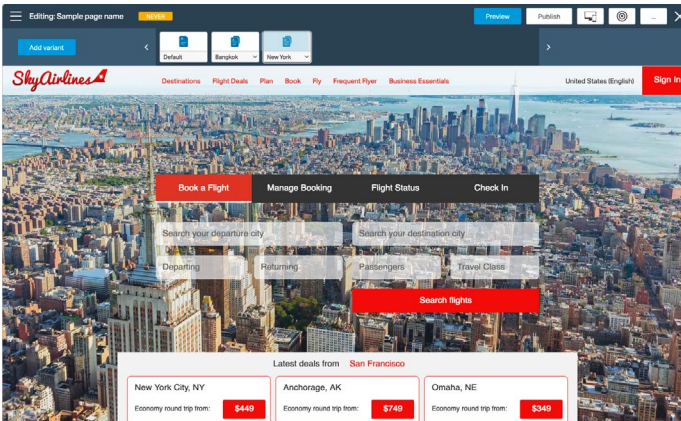Import winning variant to OpenText Web
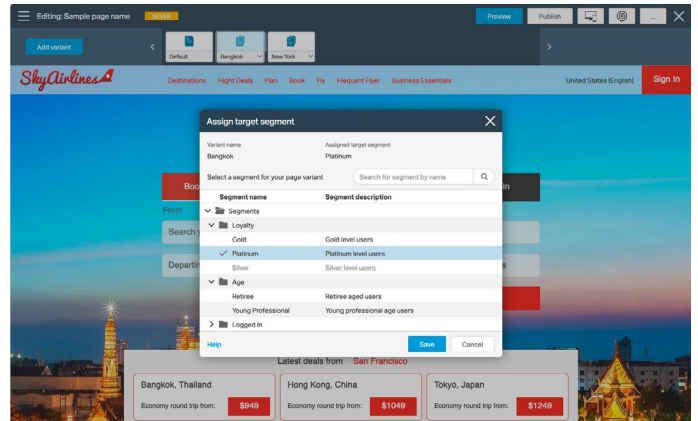
Enhanced Targeting

Default page

Variant 1 (Bangkok)

Variant 2 (New York)

Manage variants with no coding required

Create customized digital experiences for different segments in OpenText Web Authoring.
Simply toggle between the pages using the variant tool bar along the top.

OpenText Web Segments vs. Cloud Audience from OpenText Core Web Optimization

Project #1	Project #2	Project #3	Project #4	Project #5
OpenText Web Segment(s)	OpenText Web Segment(s)	OpenText Web Segment(s)	OpenText Web Segment(s)	OpenText Web Segment(s)
Core Web Optimization Audience(s)				

Learn more about OpenText Web ›

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