

Sitecore[®] Experience Platform[™]



Sitecore Experience Accelerator

Saving time for marketing teams.

A robust set of ready-to-use components marketers can leverage out-of-the-box

- Drag and drop toolkit with ~100 pre-built components and wire framing mode for site building before design
- Export and import visual designs to reduce time during development back-and-forth
- Easily reuse groups of components and rules to quickly build a truly responsive site
- Best practice baked in with optimization enabled for immediate testing and personalization



Testing and optimization built-in

Data-driven customer experience

- A/B and multivariate testing to determine most effective content for conversion
- Test anything from components to full page layouts to determine how to optimize and involve experience
- Results delivered in-context of a page to see real-time results and insights
- Suggests personalized experiences to remove guesswork

Test result	est result		Details - Original		
↑ 22% Best experience effect	Confidence les		7,856 Score gained	7.2% Conversion rate	1 Trailing
Engagement value	Conversion rate	Variables			Ex • E • L
Conversions 250 Rate	DMS video 1	50	Conversion rate indicator	Preview TOP GOALS CONV	ERTED
Original				GOAL Watched DMS video Comment on article	+ CONV
2 Experience 3				Another goal Watched CMS video Very last goal	i k
3 Experience 2	_		¥	TOP CLICKS TO PA	GES
Experience 4	_			SITE USAGE	
More experiences			Conversion rate Engagement value		

Sitecore Forms

Demand Generation solutions at your fingertips.

- Intuitive form builder with drag-and-drop elements and actions to build complex forms that engage the user
- Forms are reusable, and re-skinnable so can be made available across sites and devices
- Lead generation made easy by extending form actions or submit verifications to meet any unique business need fully integrating with your Salesforce CRM or any other system

6. A Construction of the second design of the second second second second sector as which as the second se Second second sec	177	* 0
(April)		
Content Finder Form		
E E E E E E E E E E E E E E E E E E E	- 3	they say
		Form elements log and the the elements laster of
		Serv.
What are you interested in?		10 met
		and Brightine test
As sensing the law of salied particle and extended in layers from all periodicity care countings on entered. The same strange care remark of any from		Multiple-true text
Based for entrand for Samalar any fight		
	_	E trut
. While we are consisted of B interfaces \hat{V} (bits labely \hat{V} large (Weiney \hat{V} larges is (asked \hat{V} (see the large \hat{U}) that have		- Tespine
		Characterise
		NO Dem
		Beatle
		Cont.
		Cropsion Int
		Latitex
What room are you working on?		Checkbox Bat
		Radio Autori Sat
The spectra planeters are an example in terms of generalize term equivalence in their case was based on the same "tax on charge part terms of any tran		hearty.
Jame fits and one for the start managers		Passante
		Patawert sortimus
		Munters.
Wait takes are proceedings of 11 (Indonese 11 Anno Anno 11 Alabam 11 Alabam 11 Landy 11 Landy 11 (Landy 11 Anno 11 Marce France		anter .

Marketing Automation

Engage more deeply with each customer.

Enable automatic one-to-one communications at scale

- Intuitive automation builder with drag-and-drop listeners and actions
- Manipulate web experience and activities based on user behavior, i.e. personalize the site based on where a user is in your plan
- Communicate outside the site to make your users feel like a preferred customer, e.g. send automated email or SMS based on website behavior



Sitecore Email Experience Manager

Reach audiences who visit your site with marketing messages to generate leads

- Increase event registration and engagement
- Create and manage email personalized trigger & nurture email campaigns
- Use A/B testing to find the best email content and design
- View detailed analytics reports for sent email campaigns
- Manage suppression list and list of domains



o Sitecore Cortex™

Put machine learning to work for you.

Combines advanced machine learning algorithms and an innovative machine learning engine to deliver real-time insights across both native and 3rd party customer data.

- Automated Personalization Recommendations to reduce guess work and make personalization more accurate.
- Segmentation discovery to identify customer segments hidden in the past.
- Automated content tagging to reduce manual error-prone tasks around tagging, freeing up time for content development
- Propensity frameworks to being predicting user outcomes
- Plug-in architecture to enable data science flexibility. Use any machine learning worker or approach to fit your needs.
- Model training & storage to continually control and optimize your data.



Sitecore xConnect[™]

Integrate customer data systems with a set of APIs and services to integrate data from 3rd party systems to Experience Database (xDB) for personalization and user segmentation

- Easily extract or stream using the OData industry standard (for example, Microsoft PowerBI or Tableau)
- Push and pull operations on contacts and interactions
- Automatic indexing of any contact, facet, interaction, or event without additional configuration
- Operates across all Sitecore Experience deployment options
- Foundation of out-of-box connectors created by Sitecore
- Sitecore Connect[™] for Microsoft Dynamics 365
- Sitecore Connect[™] for Salesforce CRM
- Sitecore Connect[™] software for Salesforce Marketing Cloud



xConnect

Full data interoperability between Sitecore and

other 3rd party systems