



Get the Right Content to the Right People

Manage multiple document variants while targeting them at the customers who will want to see them.

As demographics change and people's demands and buying habits evolve, marketers face the prospect of customizing messages to reach diverse audiences. They need different variants of their marketing collateral to promote similar products and target them accurately to potential customers and markets. An automated, coordinated approach to managing variants is vital for:

- **Creating and delivering tailored content to audiences**
Products may come in variants for different audiences but will be promoted in the same language for the same country using different messaging.
- **Reaching local markets with relevant variants**
Variants may also be required for publications that employ the same language but are targeted at different regions of a country – sometimes even promoting offers adapted for individual stores or sales offices. Alternatively, brands may employ a single language, such as English, to reach a global audience but with variations dealing with company contacts or specific local legal requirements.
- **Translations that require smart variant management**
Businesses that market across several regions need to produce variants of their marketing collateral to suit different locales, some of which may speak different languages. That's why brands working with translations require variant management.

Simplify the Management of Variants and Target Them Accurately

Typically, a manufacturer or retailer will create a centralized master document that's amended and translated for regional markets, creating a complexity of variants that need to be managed.

Conventionally, marketing and creative teams rely on manually updated to-do lists and separate and widely varying project management systems, which makes it difficult to track progress. There is also the challenge of how to efficiently select the specific audience in detail and choosing the right variant to meet their needs.

The Variants Management and Targeting Module for censhare allows marketers to easily develop and track all variants. It helps deliver content tailored to audience interests, based on user data that shows which segments a customer belongs to. It creates contexts and relevance between target groups, information and content by tagging assets.

Each digital asset can be tagged to describe the content and to match target groups. This information is used to select the right content by matching multiple tags to target a specific audience.

This module enables you to:

- Create and manage variants of marketing content
- Automatically update content variants based on changes to master files
- Select content variants in fine detail to precisely match target audience groups

Features and functions

Variants Management

Functions to create content variants based on defined target groups, including language variants, regional variants, and complex variant management

- Complex variants management and handling, including language variants and regional variants
- Creation of variants for targeted communication

Targeting

Functions to create context between target groups, information and content, and rules to deliver content and content variants matching personal interests as defined in user profiles containing segmentation information

- Dialogs for defining metadata targeting criteria
- Available for person, company, target group assets
- Target groups can be referenced on products, contents and information of any kind (articles, article variants, videos, etc.)
- Flexible targeting rules

Success Story

Retailer Satisfies Customers with Personalized Online Content

A major European retailer uses censhare Universal Content Management to operate its customer community portal. Customers can log in to review their loyalty account and get personalized information of any kind.

All content is hosted in censhare and has been tagged with the specific target audience.

Whenever a customer logs in, they see personalized content that matches their audience profile. The audience profile is constantly updated as the customer views pages, accesses and downloads content, and clicks on discounted offers. Over time, active users will see content aimed at their precise interests whenever they visit the community portal.

Universal Content Management for Joined Up Marketing

censhare Universal Content Management is a single platform that simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle a vast volume and diversity of content. It responds instantly, and search results can be filtered intuitively to quickly find the desired asset or information.

All content is managed and processed by the platform's core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management.

Optional modules, such as Variants Management & Targeting, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or multiple marketing projects at the same time.

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