

# Variants Management & Targeting Module

## Target more easily and more accurately

Develop and track all variants for all audiences with the Variants Management & Targeting Module.

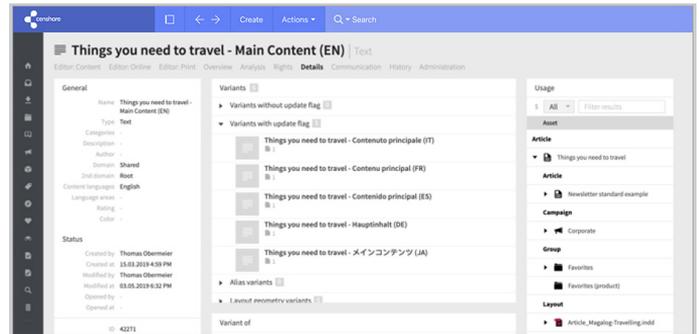
The need to get the right content to the right people has never been greater, especially when providing a range of collateral variants promoting similar products. To ensure accuracy and speed to market, an automated, coordinated approach to managing variants is vital.

At its simplest, local adaptation of content can take the form of a different disclaimer or contact information, with the rest of your content remaining unchanged. Yet it can also involve an almost infinite number of variables including translation.

The Variants Management & Targeting Module makes it easy to create and manage regional and local variants for each digital asset. Automated localization of content to target regions and customer groups enables you to publish faster and more frequently.

With this module you get the control to:

- Create and deliver tailored content**  
 Products may come in variants for different audiences but will be promoted in the same language for the same country using different messaging.
- Reach local markets with relevant variants**  
 For example, variants for publications that employ the same language but are targeted at different regions of a country — even offers adapted for individual stores or sales offices. Alternatively, brands may employ a single language, but with variations dealing with company contacts or specific local legal requirements.
- Smart management of translated variants**  
 This module also helps businesses that market across several regions and need variants to suit different locales, some of which may speak different languages.



The Variants Management & Targeting Module keeps track of the variants associated to a digital asset, for example its localized versions. Once the content of the master changes, the module determines which variants require an update, too. It also can automatically notify the teams in charge of the variant.

## Joined up marketing

The censhare Omnichannel Content Platform simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels.

Semantic database technology handles 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: Product Information Management (PIM), Digital Asset Management (DAM) and Content Management. Optional modules, such as Marketing Project Planning, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

## Simplify variant management and targeting

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 and 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 precisely personalizes online experiences

A major European retailer operates its customer community portal where customers log in to review their loyalty account and get personalized information.

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 profile. Profiles are constantly updated as each customer views pages, accesses and downloads content, and clicks on discounted offers. Over time, active users see more and more content aimed at their precise interests.

### **censhare GmbH**

Paul-Gerhardt-Allee 50, 81245 München, Germany

Tel.: +49 89 56826-0 Email: [info@censhare.com](mailto:info@censhare.com)

[www.censhare.com](http://www.censhare.com)

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