

# Personalization and Segmentation

Deliver relevant and personalized digital experiences at scale based on customer needs and preferences



With Liferay DXP, you can personalize and optimize digital experiences at scale to make it easy for your customers, partners, or employees to find relevant information quickly. Our DXP allows you to target different audience segments with precision, generate tailored recommendations automatically, and test different digital experiences faster so you can optimize user journeys, increase conversions, and maximize results.

## Benefits



Improve the effectiveness of your digital experiences with testing that can evaluate user behavior and determine which combination of messages, layouts, and CTAs work best for your audience.



Automatically present users with tailored recommendations based on the content they visit.



Engage and connect with users on a personal level by easily customizing the digital experience they receive to match their specific needs.



Precisely target different audiences with relevant content based on a common set of attributes or behaviors.

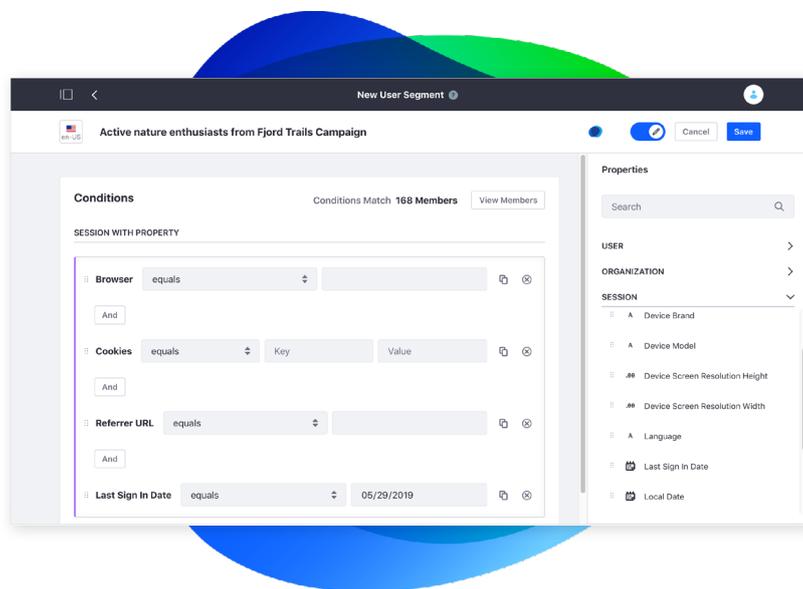
# Core Features

## Segmentation

With segments, you can aggregate individuals based on common attributes and behaviors. This allows you to personalize digital experiences for different types of users. For example, if you have a segment for users in the finance industry, you could then use personalization to ensure these users see content related to investing.

Liferay enables you to create both static and dynamic segments:

- Dynamic segments let you aggregate individuals automatically based on criteria you specify.
- Static segments allow you to aggregate individual users manually.



For precise targeting, you can build your segments using a wide range of criteria within Liferay, including:

- Individual profile and company information.
- Site behavior such as what pages your users visit.
- Browser and system information related to the devices your audience is using to access your site, the geographic location they come from, and cookies. This allows you to create segments and personalize the user experience for anonymous users.

You can fine tune your segments further by pulling in data from other sources, such as Salesforce or a CSV file.

## Personalization

Once you've created user segments, you can begin tailoring site experiences specific to a user segment. Content Page Personalization and Collections Personalization are two methods you can use to deliver personalized user experiences for different user segments.

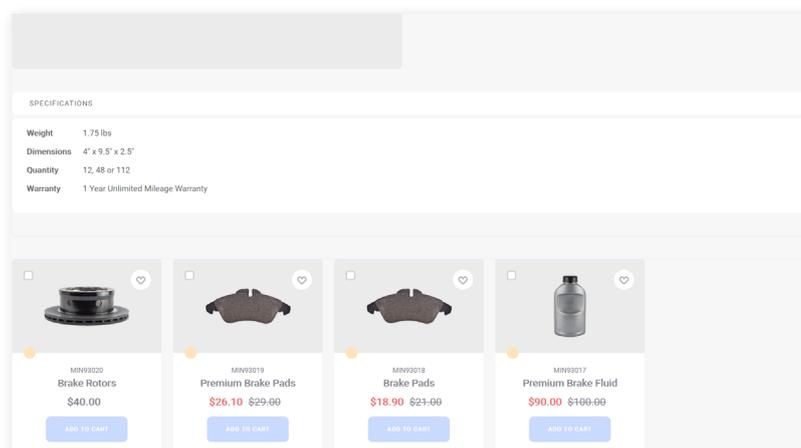
- Content Page Personalization dynamically changes the page layout and content based on the user segment criteria of the user viewing the page. For example, if your site is a home improvement store and you've defined a segment for users who visit your kitchen appliances, users in this segment may see special content or offers related to appliances.
- Collections Personalization allows you to display a collection of content for users matching a specific segment. Continuing with the home improvement store example, you might show Do-It-Yourself user segments, a collection of articles related to home improvement topics.

## Recommendations

When users visit your website, they interact with your content and show different behaviors depending on their interests. Liferay DXP can analyze browsing behavior and show relevant content based on their interests. For example, when a user visits your site and shows interest in a particular topic, you can use content recommendations to show additional related content automatically.

Liferay DXP uses a number of different criteria to determine user interest, including content elements such as title, description, categories, and tags. It can then display a Dynamic Collection of content that matches the interests of your users. You can define the type of items in the Dynamic Collection, along with criteria for these items, to ensure users see the right recommendations for their interests. For ecommerce merchants, Liferay also offers machine learning models for implementing product recommendations based on:

- Related products, which are products complimentary to the one your customer is viewing.
- Also-bought items, which are products other customers bought, based on the product that a customer is currently viewing.
- Similar buyers, which show customers what other customers who are similar to them also bought (based on user profile).



## A/B Testing

With A/B testing you don't have to guess at which version of your digital experience is the most effective. You can quickly run multiple versions of your content on your site to test different layouts, messages, or call to action elements. Once you run the test, you can publish the version that performs the best for a given metric, such as bounce rate or clickthrough.

A/B tests are a great way to test the usability of your digital experiences, the effectiveness of specific pieces of content for different audience segments, and the changes you can make to your marketing campaigns to improve results.

The screenshot displays the Liferay A/B testing interface. The top navigation shows 'Home > Tests > Paragraph Rewrite'. The main heading is 'Paragraph Rewrite' with the URL 'http://localhost:8080/web/guest/fantasy-football'. Below this is a 'Report' section. A dark banner indicates 'Test is in Draft Mode' with the instruction 'Finish the setup to run the test.' The 'Setup' section shows a progress bar with four steps: 'Test Target', 'Test Metric', 'Variants', and 'Review & Run'. The 'Review & Run' step is highlighted with a blue circle and the number 4. Below the progress bar, the 'Test Target' is 'Experiences: Default Segment: Anyone', the 'Test Metric' is 'Bounce Rate', and there is '1 variant'. A 'Change Target' button is visible. A 'Winner Declared' notification is overlaid on the bottom right, stating: '[Variant Name] has outperformed control by at least 12%. We recommend that you publish the winning variant.' Below the notification is a 'Summary' section with a 'DESCRIPTION' and a table of test statistics:

Test Completion	Days Running	Total Test Sessions	Test Metric
100%	14	120.5k	Click-through Rate
			▲ 12% lift over control

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://www.liferay.com).