Marketing Solution

FirstSpirit™ RealtimeTargeting Module Provides Customized Content to Attract Return Customers and Boost Sales

FirstSpirit RealtimeTargeting is a Web-based solution for personalizing all of your website content in real-time, so you can offer visitors a customized online experience. It helps improve conversion rates and the ROI from your digital campaigns – for sustained customer loyalty and increasing sales.

Real-time targeting: The key to getting your customers' attention

Internet users today have little time and patience to look at irrelevant content. Their finger sits poised on the mouse ready to click to the next page at any moment. So how do you attract and retain the attention of customers, visitors or employees on websites, online stores or portals? With the FirstSpirit RealtimeTargeting module with just a few clicks you can personalize your digital content in real-time and provide every visitor with personalized content at the right time on the right mobile device or PC. That's how to create the best possible foundation for individual and lively one-to-one communication with your customers and visitors across all digital channels.

Everything at a glance: Content, target groups and variants

In order to offer personalized online experiences, a few fundamental questions have to be answered first: Which content is relevant for whom when? FirstSpirit supports you not only in creating and categorizing content, but also maintaining control of it all. To do so, select content, languages, media or entire navigation areas, based on country, target groups or roles, recompile the personalized information and publish it in the desired channels. With the Persona Simulator in the Multi-perspective Preview (MPP), you can control and optimize all personalization variants directly in your working environment in the FirstSpirit ContentCreator.

Lead Scoring: From the unknown visitor to qualified lead

Ideally, website or online store visitors identify themselves by giving their name, position, industry or specific interests, when they fill out a contact form. In reality, however, most remain anonymous and make it difficult to personalize online products and services. FirstSpirit allows you to find out more about unknown visitors using behavior-based tracking with each click and then provide those visitors with information individually tailored to their interests. The addition of central content elements, such as product brochures, landing pages, white papers or special deals that visitors can click on creates a powerful profile of them. Sales-supporting features can be configured in just a few clicks, without IT support. This allows account managers to receive a push message on their mobile phones when a white paper is downloaded, for example. The result? Qualified leads for your sales department.

## Marketing automation: Control the entire customer journey

With FirstSpirit and its best-of-breed approach, you can expand your digital marketing activities to meet your needs: Simply integrate your preferred tools for Web analysis, email marketing, A/B testing or for complete marketing automation. These tools will help you control, analyze and optimize the entire customer journey efficiently using a central user interface.

e-Spirit

FirstSpirit ContentCreator: The "Swiss Army" knife for your content

Are you a marketing professional, content manager or editor? With the FirstSpirit ContentCreator, you can create, maintain and optimize personalized content simply and quickly, categorize content and target groups, control and optimize different personalization variants and publish on any channels you want. All of this can be done from a central editorial interface, including integrated third-party systems, if desired.

Your benefits at a glance:

- Real-time personalization of websites, online stores and portals

- Easy target group segmentation and personalization of anonymous visitors through lead scoring

- Sustained expansion and efficient maintenance of customer relationships by simply providing relevant content in real time

- Faster ROI from digital campaigns

- Data pools enriched with valuable information for high quality leads

- Improved customer experience through personalized information and special offerings

- Efficiently creating, maintaining and optimizing personalized content in the FirstSpirit ContentCreator

- Persona-based preview of dynamic websites

- Convenient review and optimization of all content variants using Multi-perspective Preview (MPP)

- Incremental (building blocks) completion of user profiles using smart forms

- Profile merging to prevent the creation of a duplicate profile when multiple devices are used by one user (desktop, tablet, smartphone)

- Optional integration of CRM systems, Web analysis tools or internal segmentation services
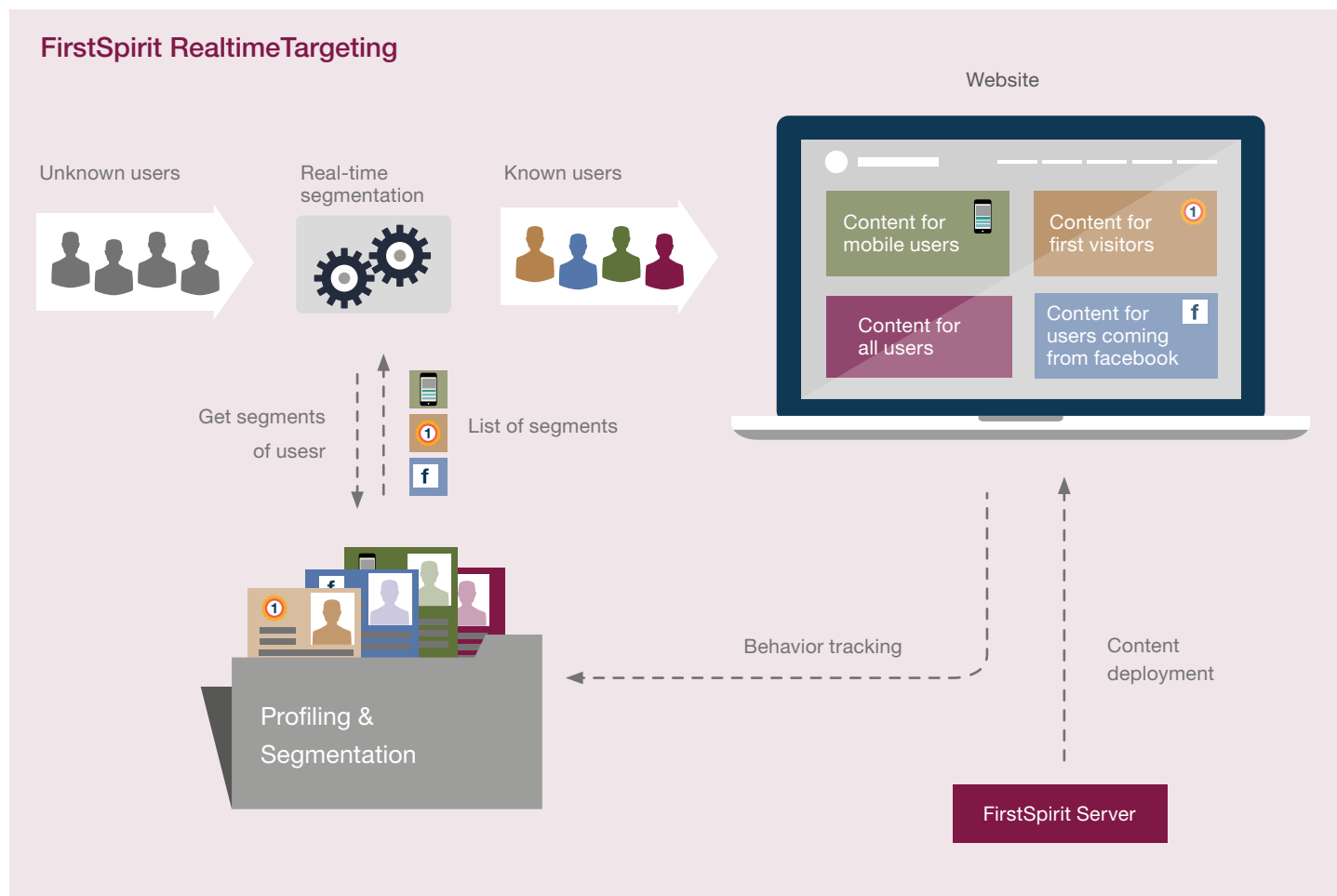
If you are interested in learning more about how to personalize all of your content using FirstSpirit and boosting the success of your website, then please contact us.

e-Spirit

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