



Deliver Contextualized Experiences

Digital marketing and demand generation teams are seeking competitive advantage through real-time, insight-driven interactions with their customers. Acquia Lift builds a high definition profile of your visitors' interests and behavior—whether anonymous or identified—in order to drive great digital experiences that are unique to the context of each individual. The result is significantly increased user engagement, conversion rates, and revenue.

Acquia Lift ContextDB

Acquia Lift ContextDB gives marketers a detailed understanding of their customers by unifying visitor intelligence and behavior from multiple channels and existing systems into a richer profile to drive contextual experiences. ContextDB provides an open, cloud-based data warehouse designed for marketers to take action in real time from the insight gained from their visitor profiles. It allows companies to manage, retain ownership, and access their customer data. Finally, it automates the capture of implicit and explicit data for these profiles across all touchpoints to get an integrated view of each customer and deliver relevant communications in context across all channels.

Key Features

- **Smart.** Put your customer data to work and improve insight across channels.
- **Integrated.** Build personalization solutions into your workflow for busy marketers who need fast results.
- **Relevant.** Deliver the content and products your users want now while discovering what they want next.

Display Name	Table	Display Order	Is Visible In Person Detail	Is Segmentable	Is Rankable	Actions
Article Keywords	Event	10	Y	Y	Y	Delete
Browser	Touch	21	Y	Y	N	Delete
Campaign ID	Event	18	Y	N	N	Delete
City	Touch	13	Y	Y	N	Delete
Content ID	Event	17	Y	N	N	Delete

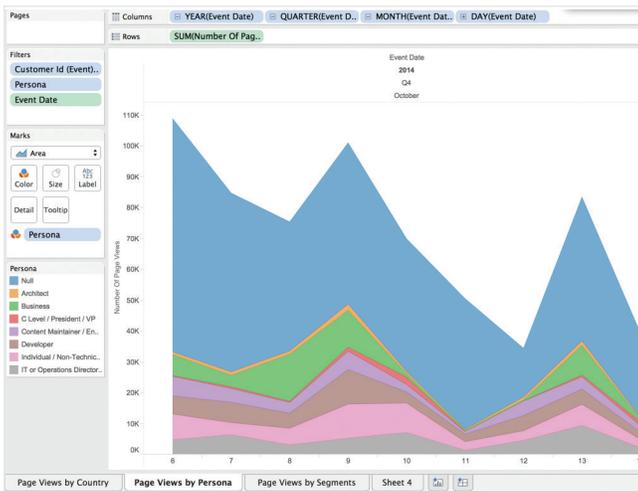
Acquia Lift ContextDB allows marketers to easily change the rules and attributes of the profile, customer interactions tracked, and data sources based on their initiatives.



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Acquia Lift ContextDB liberates marketers' access to visitor data so they can use the business intelligence and analytics tools of their choice to discover new audience insights.

Acquia Lift ContextDB Key Features

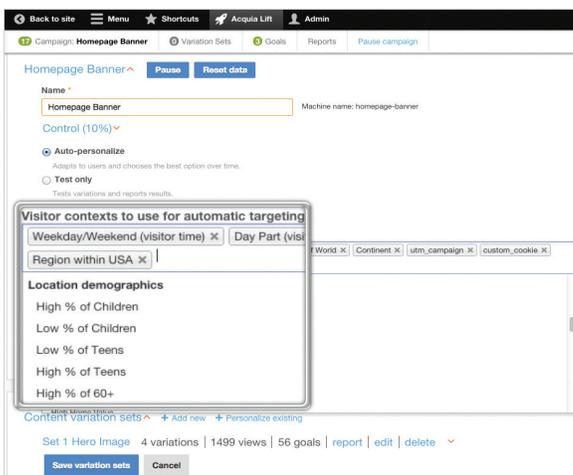
- **Visitor Data Warehouse.** Access an open, cloud-based data warehouse designed to turn your visitor data into actionable insight at scale
- **Omni-channel Integration.** Automate the capture of implicit and explicit data across all touchpoints to get an integrated view of your customer and deliver relevant communications across all channels.
- **Unified visitor intelligence.** Visualize the insights with the analytics tool of your choice for improved targeting, segmentation, and maximum relevance.

Marketers recognize the unprecedented opportunity to benefit from using all the customer data available to them, but manually mining and interpreting it for each individual is extremely difficult. Acquia Lift ContextDB creates a complete view of your customer by collecting data from any channel such as web, email marketing platforms, marketing automation tools, social platforms, call center transactions, and third-party and offline data sources and unifying it into a high-definition visitor profile. It then turns the collective insight from the profile into action by triggering relevant communications for any channel. Acquia Lift ContextDB is directly integrated with Acquia Lift Target and Acquia Lift Recommend to provide richer targeting and segmentation in real time and deliver the most relevant content and personalized experiences to each website visitor—every time.

Acquia Lift Target

Acquia Lift Target provides A/B/n and multivariate testing capabilities for Drupal sites and makes delivering hyper-personal digital experiences easy. By collecting and using comprehensive visitor **profile** data (audience segment and behavior), **historical** data (past behaviors and interests), and **situational** data (what's happening with the visitor right now, for example, time of day, geo-location, device, browser), all site visitors can benefit from the power of personalization.

With targeted and personalized content recommendations and offers, marketers gain unparalleled ability to scale their campaigns, cross-sell and up-sell their visitors on exciting new products and services, and accelerate the creation of content that converts. Acquia Lift Target automates the delivery of your most compelling content and allows marketers to scale their campaign effectiveness. Let marketing get back to creating great content; let Acquia Lift Target drive individual experiences.



The Acquia Lift Target user experience allows marketers to define site visitor contexts that are relevant to their campaigns.

Acquia Lift Target Key Features

- **Targeting.** Automatically target site content to visitors based on their current location, geography, device, persona, interests, and prior behavior.
- **Testing.** Create A/B/n and multivariate tests that use adaptive learning to determine the right content to promote automatically.
- **Reporting.** Build customer intelligence based on both an at-a-glance and detailed reporting engine to understand relevance and corresponding lift.

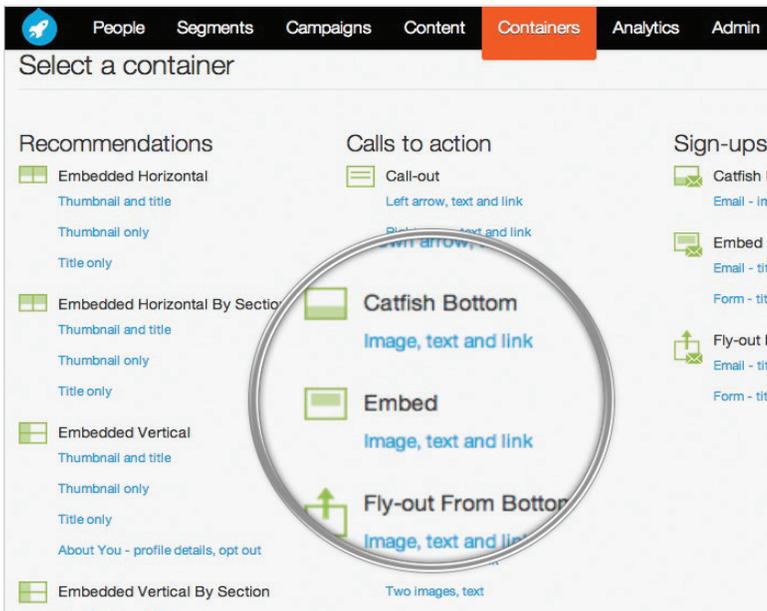


Acquia Lift Recommend

Content and brand marketers are tasked with getting visitors to spend more time on their website, return more often, share more content with their network, and purchase more products and services. Trying to tailor one webpage and content to each visitor is very difficult. Acquia Lift Recommend provides the ability to define container overlays (fly-outs, light box, call-outs) and embedded areas for sites built with any CMS that are styled to the look and feel of the existing site.

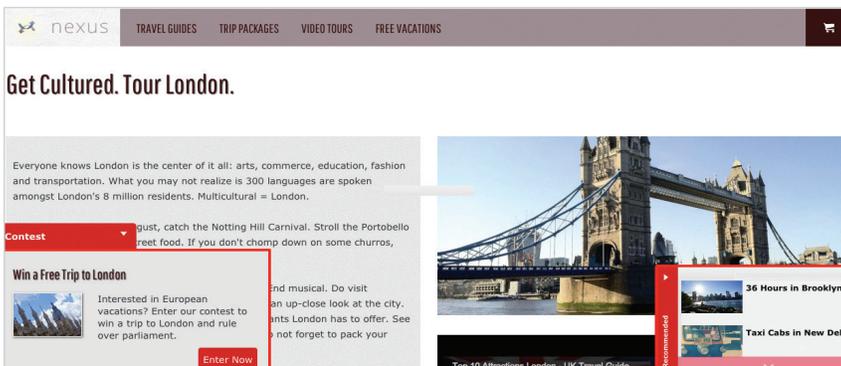
Acquia Lift Recommend Key Features

- **Content Recommendations.** Promote and merchandise the content that your users are most likely to be interested in.
- **Offers.** Manage offers, sign-ups, registrations, and promotions designed to resonate with your users.
- **Analytics.** See improvements in conversion, clicks, or actions as a result of your content recommendations and offers.



Acquia Lift Recommend provides a large number of container templates to choose from.

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Acquia Lift Recommend presents a contest promotion (left) and content recommendations (right) to a site visitor based on their behavior and interests.