



# OpenText Semantic Navigation

Collect, tag, and connect. Easily.

*OpenText Semantic Navigation is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.*

## Online engagement is today's most effective web marketing strategy

Organizations spend millions to create content that delivers targeted and relevant information to customers, develops brand awareness and lead conversion, and increases customer loyalty. Too often, this content is spread across a myriad of sites that are not easily accessible and difficult for readers and search engines to find.

With so much content, audiences simply don't find what they are looking for—primarily because they are not equipped with the tools to navigate intuitively. Lack of audience engagement can thus impede the online strategy to drive conversions.

OpenText Semantic Navigation is an innovative approach to helping audiences naturally navigate through volumes of information based on the inherent meaning of the content, driving online stickiness and increasing web marketing effectiveness.

### Semantic Navigation enables organizations to:

- Engage online audiences with contextually relevant content and connect them to targeted products and ads that are served/displayed based on their inherent meaning

- Improve web marketing effectiveness and increase conversion rates with compelling widgets, faceted navigation, and topic pages dynamically driven by semantic metadata
- Deliver authoritative and SEO-rich web pages to maximize your web business strategy
- Foster brand loyalty across interactive channels by aggregating content from multiple sources based on semantic keywords
- Decrease web marketing operating costs with front-end flexibility and rapid deployment that leverages ready-to-use industry-standard taxonomies.

Semantic Navigation was designed to seamlessly fit within the complex business ecosystem of marketing-centric enterprises and is composed of four key components:

- Ingestion broker: Ingests and transforms content into a standard format that enables the aggregation of content from multiple sources.
- Core engine leveraging content analytics: The key engine that enriches content with key semantic metadata

**OpenText Semantic Navigation is a platform that offers semantically relevant content based on keywords, entities, and categories to surface the true meaning of content. Coupled with the ability to control ad placements as well as search results, the platform allows organizations to positively influence a user's web experience and maximize on online marketing models.**

***OpenText Semantic Navigation offers an innovative approach to helping audiences naturally navigate through volumes of information.***

- Presentation framework: Offers out-of-the-box templates to create semantic widgets, faceted navigation, and dynamic topic pages. These can be customized to adapt to an organization's brand.
- Management console: Provides metrics and configuration to control the placement of search results and advertisements based on keywords.

### Aggregate content

Semantic Navigation is an agnostic system designed to complement and enhance any web platform. This means you can connect the right content to your audiences—no matter which site they are on. Easily drive traffic across your brands, produce a cross-pollinating/cross-selling effect, and create greater customer experience. Present your audience with the content they are truly interested in.

### Faceted navigation and widgets

Semantic Navigation comes with ready-to-use widgets that leverage semantically relevant metadata. Widgets can be added

to any of your web pages to enhance your user's search and discovery experience and point users to related content as well as content that is promoted through the management console.

Faceted navigation enables users to browse through content and dig deeper into the semantic context of the content they are reading or looking for. Drilling through relevant keywords, entities, and categories provides a natural and intuitive way to discover information, engaging readers into a positive content consumption experience.

### Influence positioning of results and control ad placements

Because Semantic Navigation identifies nuance, tone, and the matter of content, contextually associated product and service placements are easy to deploy. Enabled through the management console and promoted via the flexible template engine, this feature enables organizations to take full control over the content and products that are being displayed. ■

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