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APPLICATION OVERVIEW

# OpenText TeamSite's Enhanced Targeting

Create and deliver targeted, high-performing customer experiences from within any page without any code



**Build and manage** page variants in WYSIWYG interface

**Effortlessly import** best-performing content

**Leverage** shared cloud audiences in CMS

Ensure content is **governed for compliance**

**It's an iterative world and ensuring the best performing content is live on all digital channels is imperative. However, publishing compelling content at the speed of business requires strong collaboration between teams who often work in different departments: Marketing and IT. Add to that the complexity of determining segments to target and test, and you are at risk of becoming a laggard if you don't embrace data.**

The OpenText™ TeamSite™ Enhanced Targeting feature completely changes the way organizations create compelling customer experiences. Its direct integration with OpenText™ Optimost™ allows the business to experiment with content to determine winning audiences and collateral in real-time. Should one audience perform particularly well, it can be targeted to segments in TeamSite immediately. Get control over your content and keep your CMS optimized.

### Build and manage page variants in WYSIWYG interface

Create and manage different variants of the same page in TeamSite's easy-to-use, WYSIWYG interface. Simply map the page variants to specific existing audience segments – no coding required - then preview the digital experience for each segment in Experience Studio.

### Effortlessly import best-performing content

TeamSite's Easy Import functionality allows page authors to quickly import winning content into their CMS. After A/B testing against specific KPIs, content authors get automatic alerts when winning content is available. Then, they can visually compare changes and, with a single click, automatically import the best-performing content into the TeamSite page. This greatly reduces the effort and time needed to replicate winning changes from an A/B test into TeamSite.

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## Leverage shared cloud audiences in the CMS

In addition to importing winning content, Enhanced Targeting allows users to create and test audiences in the cloud, via Optimost Audience Manager, and then seamlessly import outperforming audiences into the CMS. It can also curate and share Optimost audiences across multiple TeamSite projects without having to manually recreate TeamSite segments separately in each project.
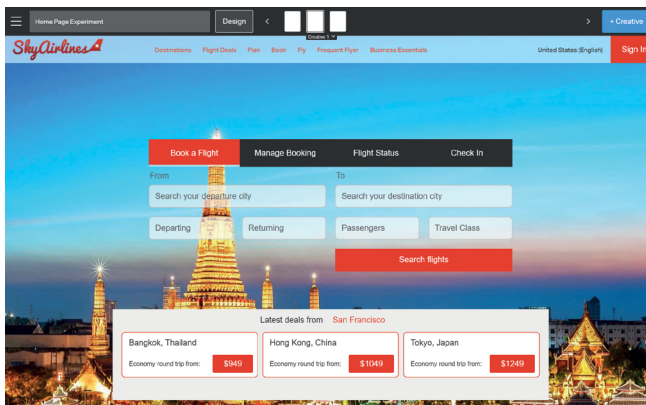
## Ensure content is governed for compliance

With its patented technology, TeamSite tracks all changes allowing for instant rollback of sites on-demand for full compliance and content governance. All content imported from Optimost receives full version control and a complete audit trail to ensure sites meet strict regulations.
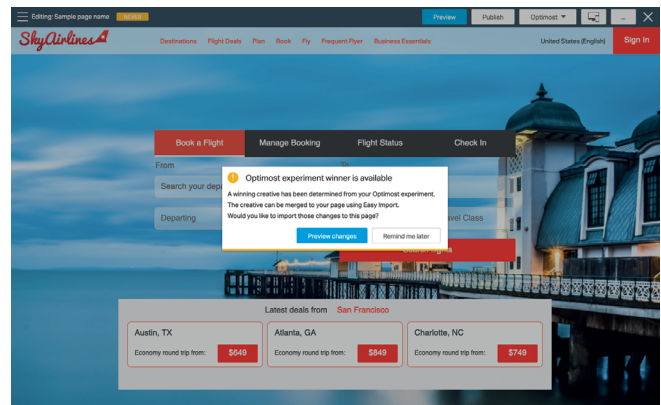
OpenText invented content optimization with A/B testing in 2001 and continues to evolve its capabilities. TeamSite is recognized by analysts for its unparalleled personalization capabilities to deliver individualized content that performs.

- OpenText™ Professional Services
- OpenText™ Managed Services
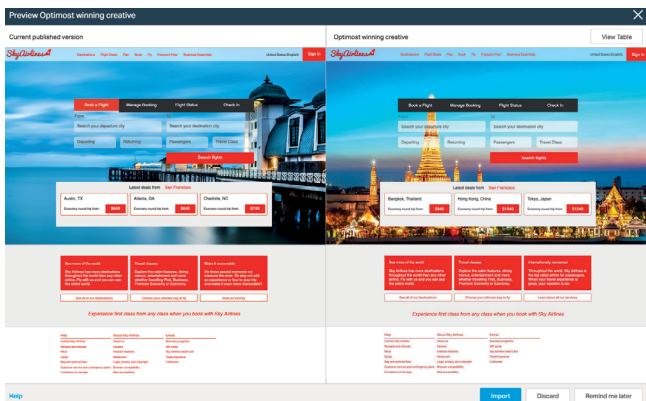- OpenText™ Learning Services
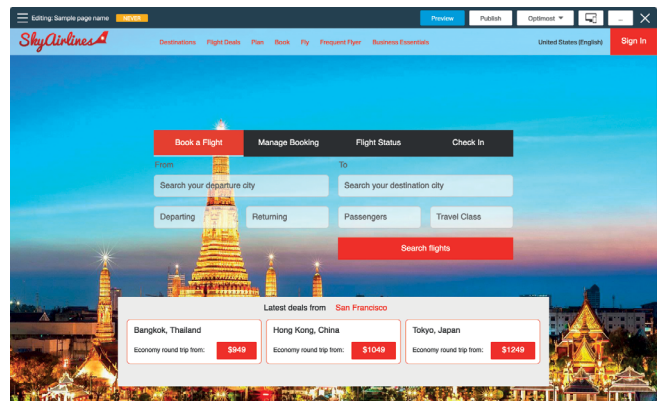
## Easy Import



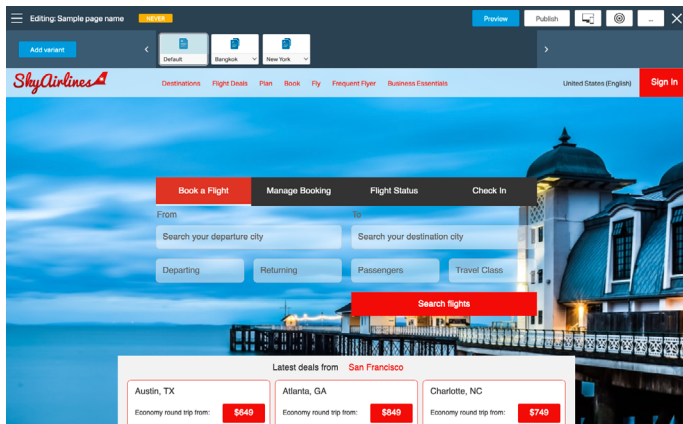Experiment in Optimost



Receive winner notification in TeamSite



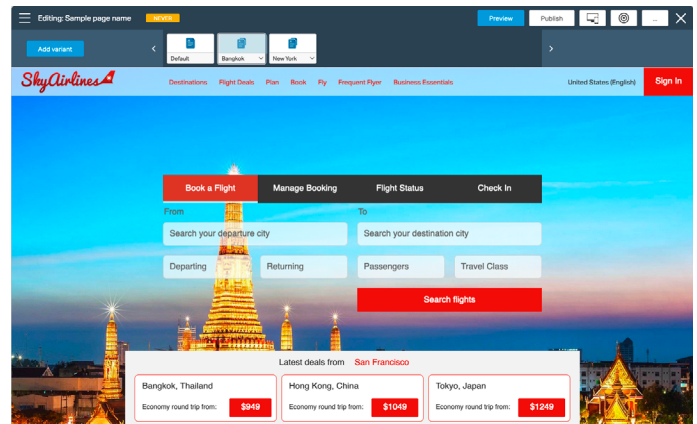Compare winner vs. original side-by-side



Import winning variant to TeamSite
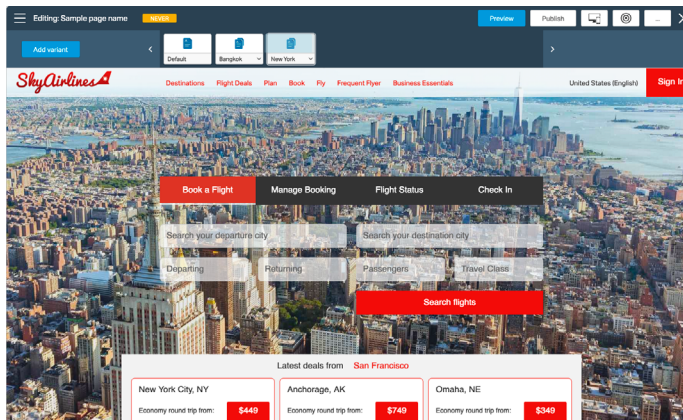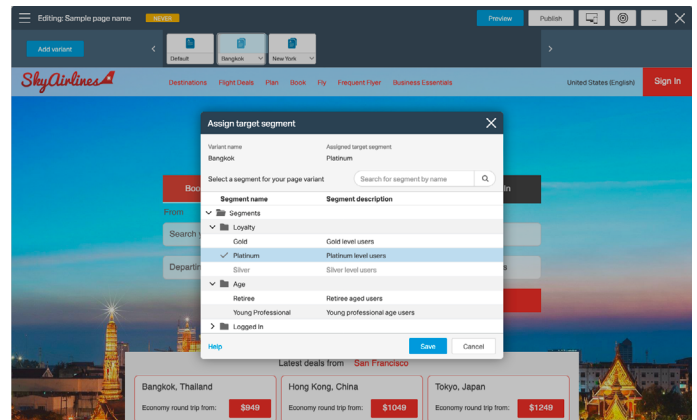
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## Enhanced Targeting


Default page


Variant 1 (Bangkok)


Variant 2 (New York)


Manage variants with no coding required

Create customized digital experiences for different segments in Experience Studio.
Simply toggle between the pages using the variant tool bar along the top.

### TeamSite Segments vs. Cloud Audience from Optimost

| ⇥ OpenText TeamSite |
| ⇥ OpenText Optimost |

| Project #1 | Project #2 | Project #3 | Project #4 | Project #5 |
|---|---|---|---|---|
| TeamSite Segment(s) | TeamSite Segment(s) | TeamSite Segment(s) | TeamSite Segment(s) | TeamSite Segment(s) |

Optimost™ Cloud Audience(s)

Instead of creating a segment for each project, leverage the same cloud audience for all projects to save time and improve results.

### About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext. com**.

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