

# EZ PERSONALIZATION

DELIVER RELEVANT CONTENT FOR  
EVERY CUSTOMER JOURNEY



# WELCOME TO EZ PERSONALIZATION

eZ Personalization is a premier cloud service for delivering relevant content, boosting usage and increasing subscription revenue. With tailored recommendations, targeted notifications and personalized search, you have the tools to deliver content in context, increasing consumption and engagement.

Content personalization has become an important component of digital publishing, and users today expect to receive recommendations based on their individual preferences. eZ Personalization helps you drive engagement of paid and free content from your own inventory—not third-party advertisements or third-party paid content—and, in turn, you can generate further demand for print.

## THE THREE COMPONENTS OF EZ PERSONALIZATION

### RECOMMENDATIONS

Deliver users relevant content based on their on-site behavior.



### NOTIFICATIONS

Send users emails and newsletters recommending their preferred content.



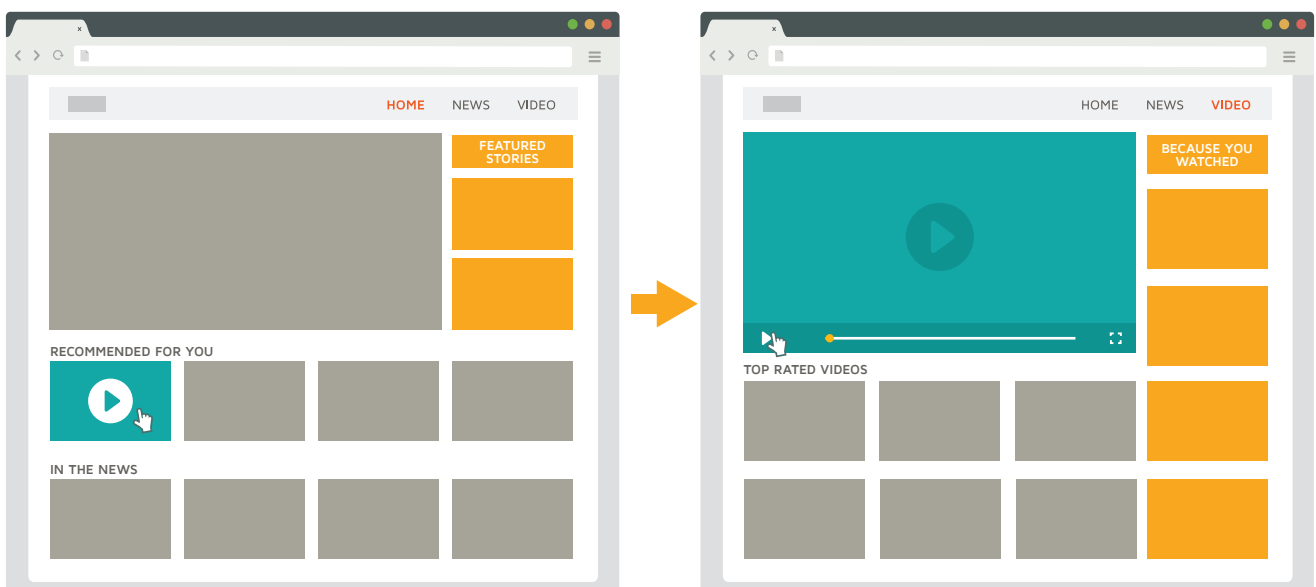
### SEARCH

Provide users with tailored search results based on their content consumption.



## PROVIDE A PERSONALIZED JOURNEY WITH MULTIPLE CONTENT TYPES

eZ Personalization delivers the right content to the right user at the right place and time—from articles and videos to images and podcasts. Our cookie-based technology tracks the content each user consumes, the pages they view, the links they click and other key variables. eZ's recommendation engine maps the user's on-site behavior to your content inventory and delivers each user relevant, meaningful information.



Provide every single user with content that suits their interests. Not sure which section of your site to personalize? You can always add recommendations to a single section and expand your personalization strategy over time

# CONTENT RELEVANCE MEANS BUSINESS

No matter your industry or the web platform you use, content relevance is key for boosting usage, converting freemium users to paying customers and retaining your subscribers. With eZ Personalization you have the tools to recommend relevant content on your site, provide personalized search results and send targeted email to increase traffic and promote content offers.

## EZ PERSONALIZATION IS DESIGNED FOR A VARIETY OF DIGITAL BUSINESSES

### ONLINE MAGAZINES



### NEWS SITES

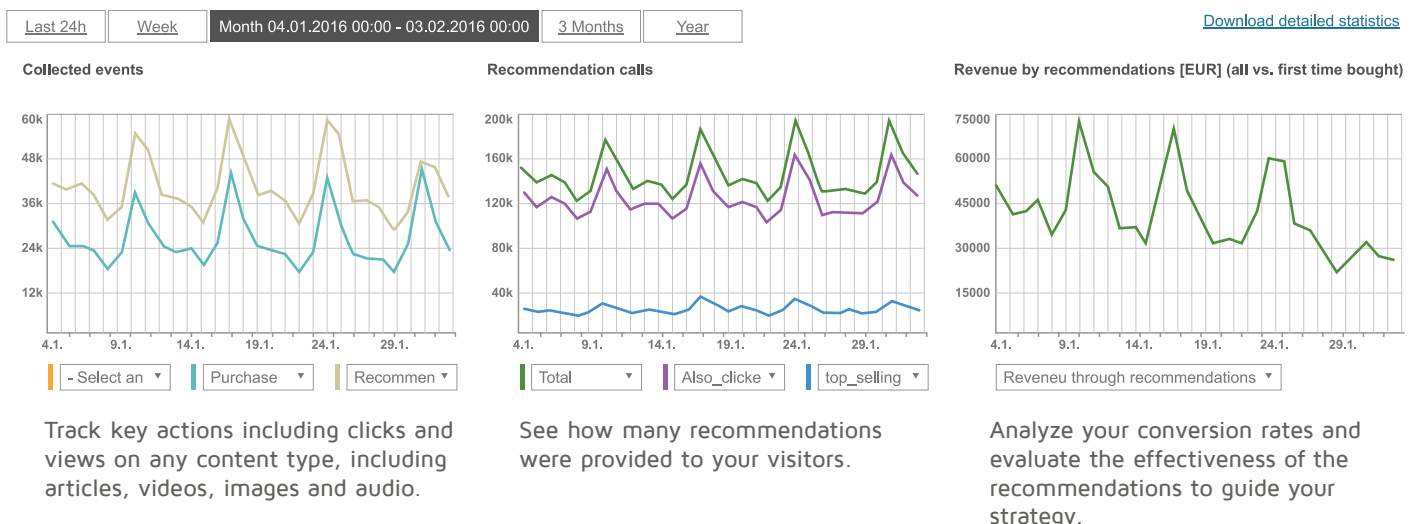


### VIDEO PORTALS



## OPTIMIZE YOUR CONTENT STRATEGY

eZ Personalization adapts to your business, enabling you to provide custom recommendations and optimize your personalization strategy. Define your own parameters, such as which content types to recommend and where to deliver the recommendations, and take advantage of intuitive analytics, A/B testing and multi-level filters. With eZ Personalization, it's simple to fine tune your recommendations and measure success.



## A SUBSCRIPTION TO EZ PERSONALIZATION MEANS:

- Targeted recommendations
- Tailored notifications
- Performance monitoring
- No set up fees
- No minimum contracts
- Low maintenance
- Dedicated support
- Free trial
- Federal Data Protection Act Compliance (DE)

## About eZ

eZ Systems is a global content management platform provider that is dedicated to helping businesses maximize the value of their content. Our software simplifies the way enterprises create, deliver and optimize their content in order to engage customers. Thousands of organizations rely on eZ to deliver digital experiences that foster business growth.

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## eZ Facts

- eZ Systems AS was founded in 1999 in Norway
  - 15+ years experience as a commercial open source provider
  - Supports 500+ enterprise customers in 25+ countries
  - Ecosystem contains a community of 45,000+ members and 80+ business partners
  - 8 offices located throughout North America, Europe and Asia
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## Resources

- Explore eZ software: [www.ez.no](http://www.ez.no)
- Request a demo: [www.ez.no/demo](http://www.ez.no/demo)
- Get the latest news and insights: [www.ez.no/blog](http://www.ez.no/blog)
- Read success stories: [www.ez.no/customers/case-studies](http://www.ez.no/customers/case-studies)

