

Building an Omnichannel Personalization Solution

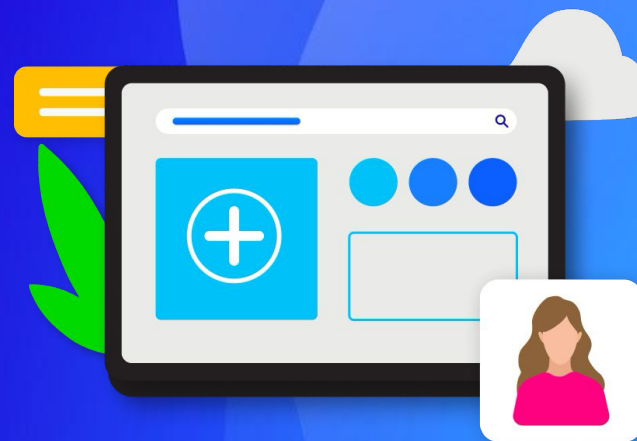


George Karouzos
CEO
Technopolis

Personalization

Deliver the right content to the right people

- A solution offered by Technopolis
- Build on top of Liferay DXP



Objective

Common Content Hub

To serve personalized experiences across touchpoints

- Simple and extensible CMS for content variations
- Powerful admin UI for the definition of Segments
- Inclusion of BI data
- Identify user sessions and segment membership
- Serve content via headless API
- Transparently used by any digital channel

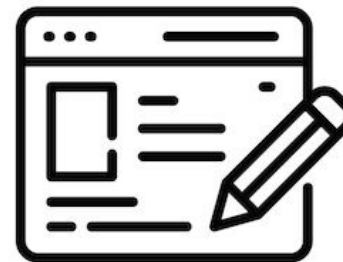
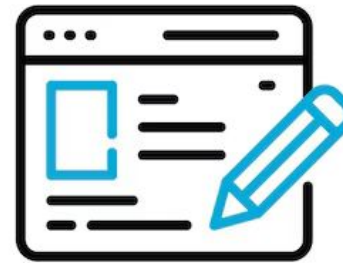


Solution

CMS for content variations

Used Liferay's powerful CMS features

- Content model defined with Structures
- Added predefined structures for common elements e.g. Banners, CTAs
- Add content variations as Web Contents. e.g. Banner_A, Banner_B
- Define also a default variation, e.g. Banner_All
- Prepare a Collection assigned to the hotspot you wish to personalize, e.g. Hero_Banner

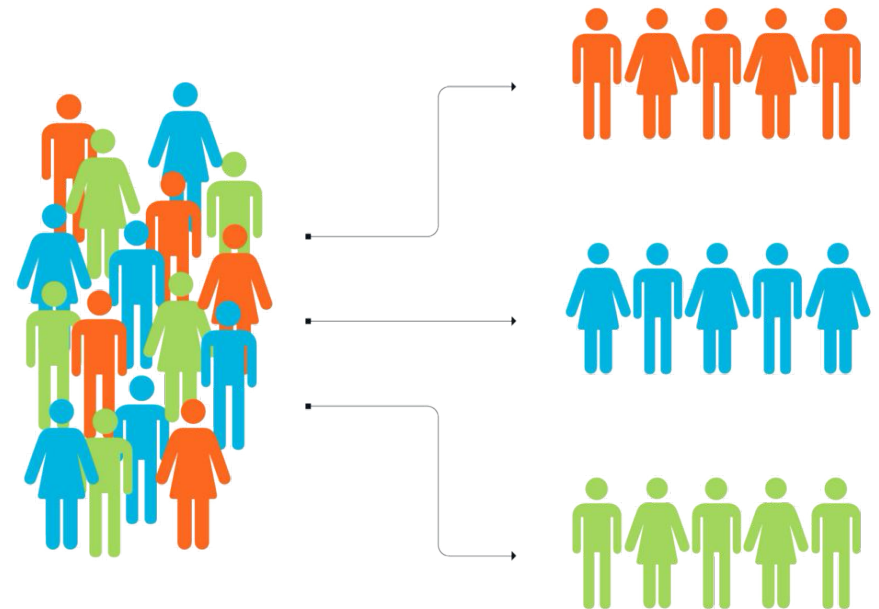


Solution

Definition of Segments

Used Liferay's Segments and User Custom Fields

- Create Segments using rules
- Use user model attributes e.g. gender, role, org
- Use session attributes e.g. desktop/mobile
- Add custom fields to match business attributes
- Segments may overlap, this is quite normal



Solution

Bring in BI data

Business domain data are crucial for effective targeting

- BI data may be huge
- API integrations may not be applicable
- Sync from blob storage and parquet files
- Use of a fast in-process data management transformation tool that supports multiple data lake formats
- Compute segment membership for active users only and without blocking login flow
- Avoid PII data, just use an ID



Solution

Identify User Session

Create a logged in session and identify the visitor

- Support common SSO protocols (OIDC or SAML)
- Create a Liferay session identifier
- A javascript widget initiates the session from any client channel
- Channels must use the same Identity Provider
- A post login process handles the additional segmentation attributes (from BI data and/or from the user info request)

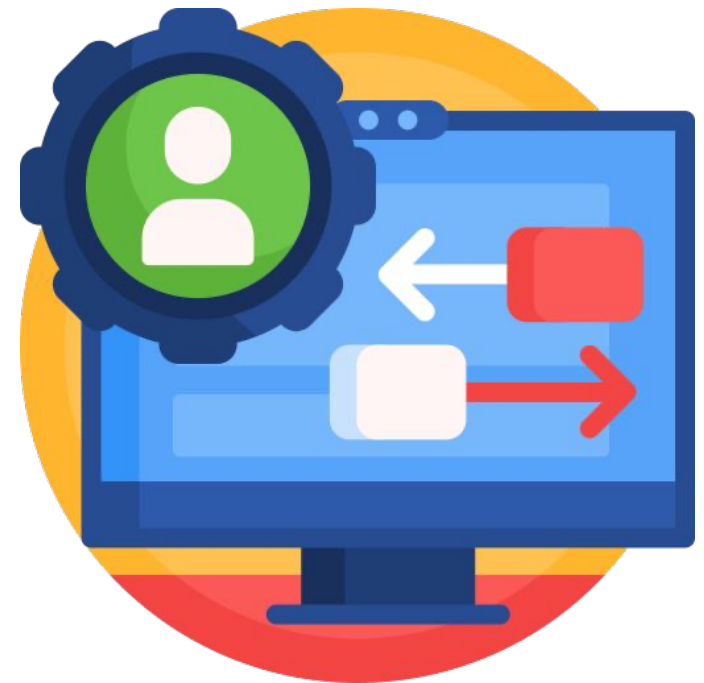


Solution

Serve Personalized Content

Used Liferay's Headless Delivery

- The user session defines segment membership
- Personalized variations are assigned to segments
- A headless request with a session identifier returns the correct content variation
- If a user matches multiple segments, priorities are used
- If a user matches none, a default variation is served
- The consuming channel renders the personalized content

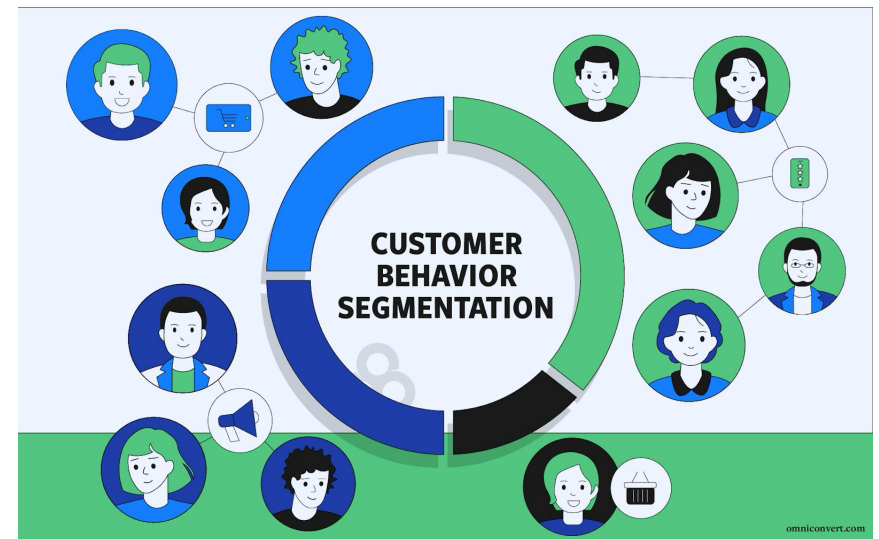


Solution

Extend the solution

Optional additional features

- The same Liferay instance can also be a consuming channel
- And also serve Personalized Landing Pages
- Add analytics events to monitor usage
- Behavioural segments based on visit path
- A/B testing on variation



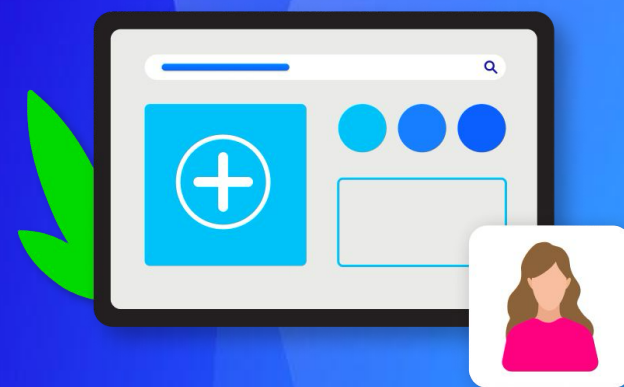
Demo

Solution as deployed in opaponline

The screenshot displays the opaponline.gr website interface. At the top, there's a navigation bar with links for KINO, ΤΖΟΚΕΡ, ΛΟΤΤΟ, SUPER 3, and ΠΡΟΤΟ. Below this, a secondary bar features 'MyREWARDS', 'ΣΥΝΔΕΣΗ', and 'ΕΓΓΡΑΦΗ' buttons. The main content area is a grid of promotional tiles. The largest tile on the left promotes the 'ΛΟΤΤΟ εμπειρίες' (LOTTO experiences) with the headline 'ΟΣΑ ΤΑΞΙΔΙΑ ΟΝΕΙΡΕΥΕΣΑΙ ΓΙΑ 10 ΧΡΟΝΙΑ' (All travels you dream of for 10 years). To its right are smaller tiles for 'SUPER 3' (ΕΠΟΜΕΝΗ ΚΛΗΡΩΣΗ 23:31, 360 ΚΛΗΡΩΣΕΙΣ ΤΗΝ ΗΜΕΡΑ), 'Τζοκερ' (ΤΖΑΚΠΟΤ 2.000.000€, ΤΡΙΤΗ 22:00), 'ΚΙΝΟ' (ΕΠΟΜΕΝΗ ΚΛΗΡΩΣΗ 23:30, ΔΙΑΣΚΕΔΑΣΗ ΚΑΘΕ 5 ΛΕΠΤΑ), another 'ΛΟΤΤΟ' tile (10.000€ Κάθε Μήνα Για 10 Χρόνια, ΤΕΤΑΡΤΗ 22:00), and a 'ΠΡΟΤΟ' tile (ΤΖΑΚΠΟΤ 765.000€, ΤΡΙΤΗ 22:00). At the bottom, a 'MyREWARDS' banner encourages users to 'Ανακαλύπτεις το πρόγραμμα επιβράβευσης!' (Discover the reward program!) and shows progress bars for 'Μαζεύεις Πόντους & Αναβαθμίζεις Επίπεδο' (Collect points & upgrade level), 'Συλλέγεις GEMS' (Collect GEMS), and 'Εξαργυρώνεις τα GEMS σου & Κερδίζεις' (Redeem your GEMS & Win).

Sum up

A solution made possible by using and extending Liferay DXP



Sum up

Key Features

- All-in-one system: logic, setup and delivery
- Touchpoints handles only rendering
- Personas attributes both from APIs and from Data lakes
- User modelling need not use any PII data
- Intuitive and Flexible admin UI
- Personalized Landing Pages can also be supported
- A single instance can scale to million users and tens of millions of personalized responses

 **Thank You**

and any Questions please!

