

E-Commerce Training Using Oracle ATG Web Commerce

Personalization



Objectives

After completing this chapter, you will be able to

- Understand Oracle Web Commerce Personalization capabilities
- Create segments and content groups
- Create a targeter to select content
- Use targeting droplets on page to display personalized content

E-Commerce Personalization

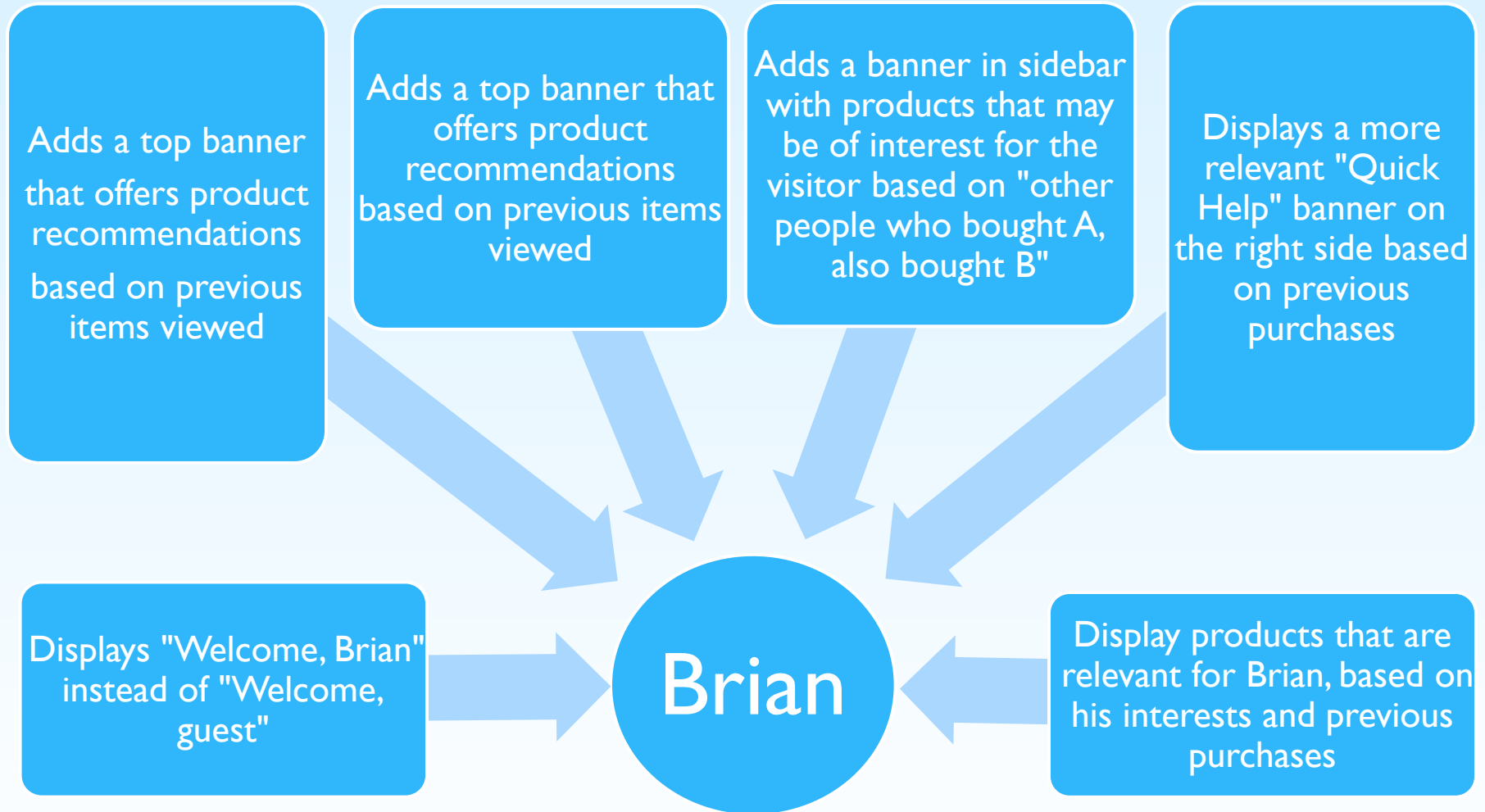
Definition

Project objectives

Strategy

- Personalize the website per visitor with relevant ads and products to increase user experience, customer satisfaction and engagements
- Increase average order value and conversion among returning visitors
- So called "one-to-one" marketing
- Means of meeting the customer's needs more effectively and efficiently
- Increasing customer satisfaction and the likelihood of repeat visits

E-Commerce Personalization



Personalization fundamentals

Profile



Rules-based personalization



Event-based personalization

Profile

**OOB defined
profile
attributes**

**Online channel
profile
attributes**

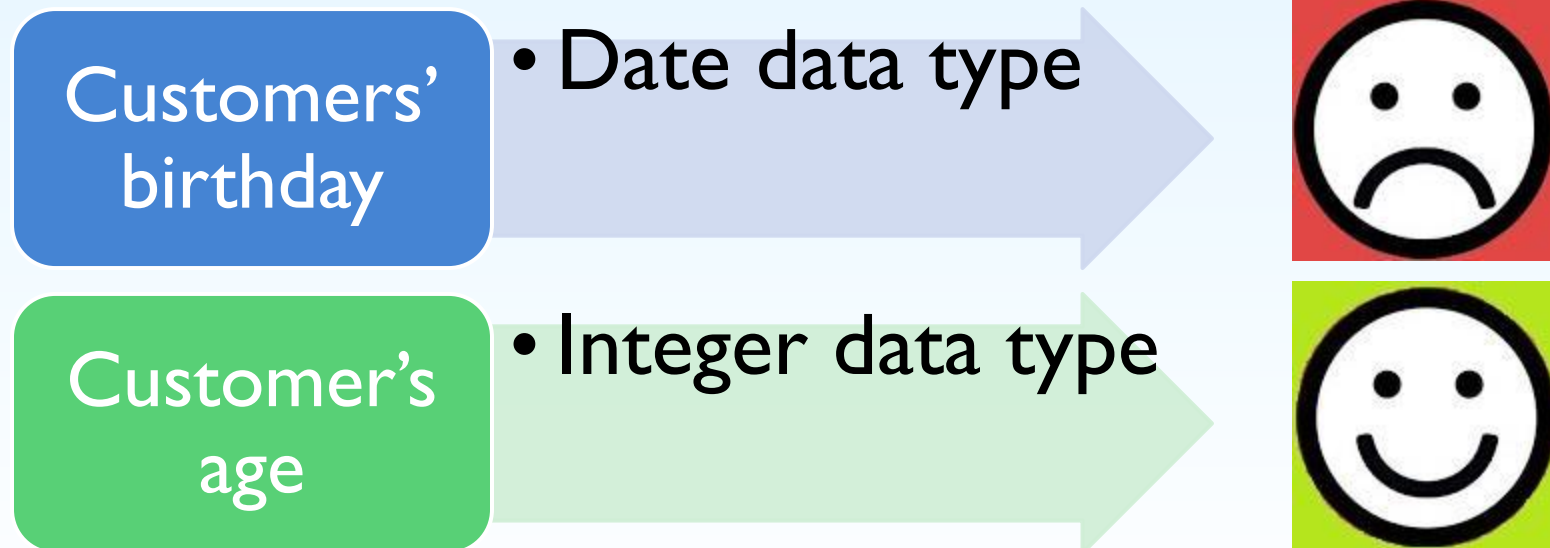
**External source
profile
attributes**

- member
- ship or
- loyalty
- data
- web
- analytics
- email
- systems
- search
- keywor
- ds,
- geo
- location
- format
- first,
- middle,
- last
- name,
- date of
- birth
- last
- activity
- date,

Profile personalization attributes

- Review site's personalization requirements
- Define profile's attributes for easily constructing personalization rules

Age-based rule example:



Rules-based personalization

Most basic form of personalization:

- Ability to define the different segments of your customer base
- Ability to define the different groups of content available on site
- Use targeting droplets on page to display personalized content

Rules-based personalization

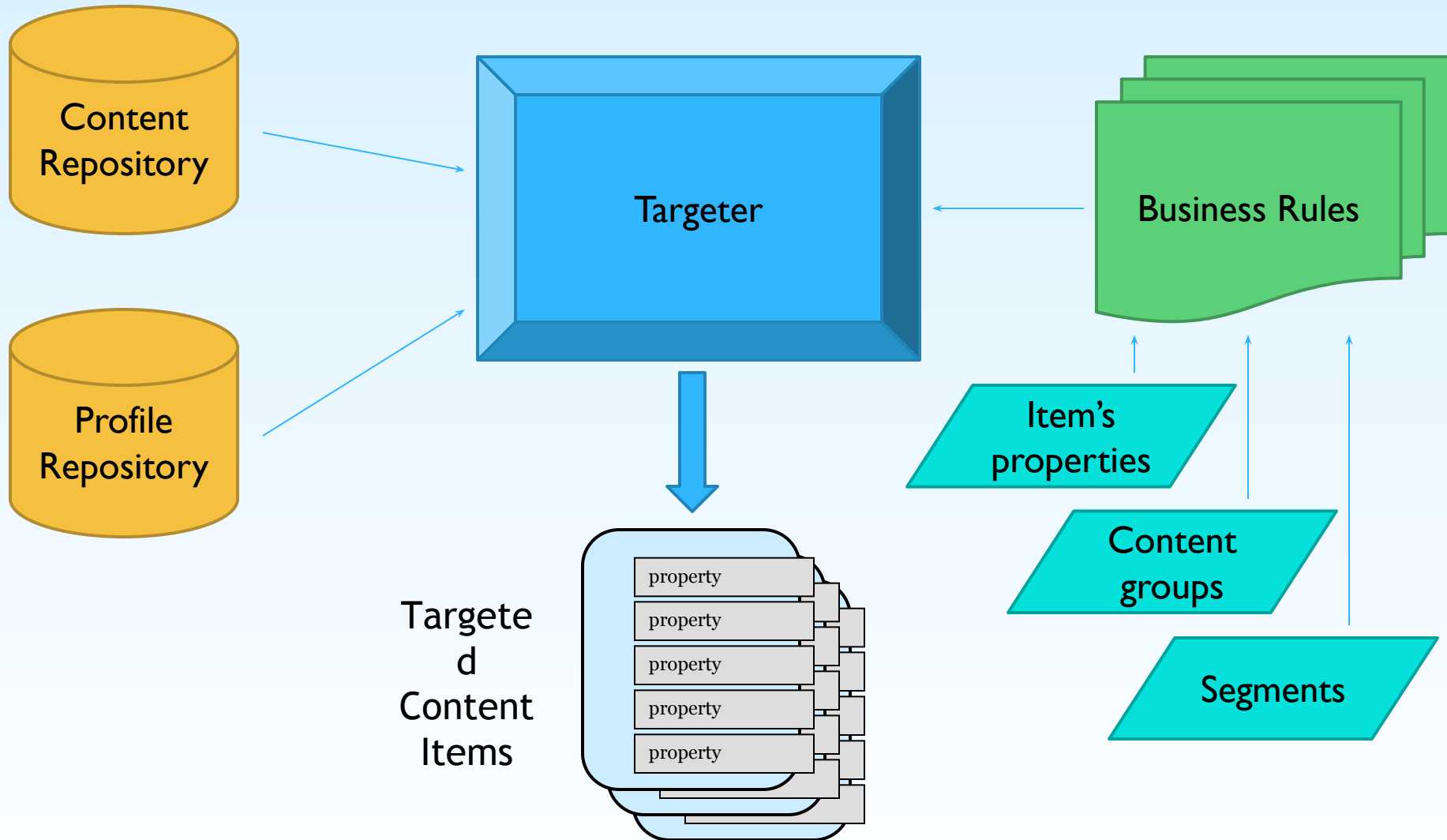
Components

Segments

Content
groups

Content
Targeters

Rules-based personalization



Rules-based personalization benefits



Content
display

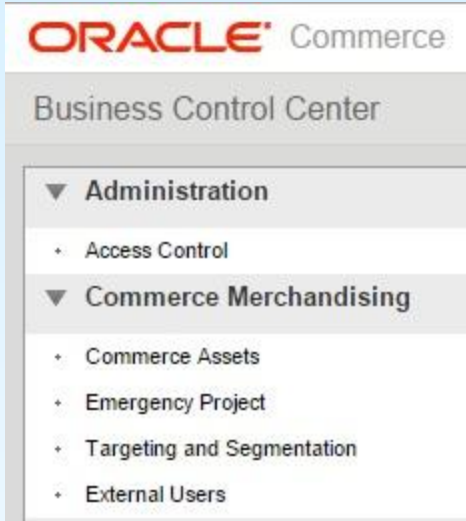
Re-use of
rules



Managing rules

- ❑ Managed in BCC via Targeting and Segmentation menu option
- ❑ Created / modified using Expression Editor
- ❑ Managed within a project in Content Administration
- ❑ Takes advantage of the workflow and deployment features

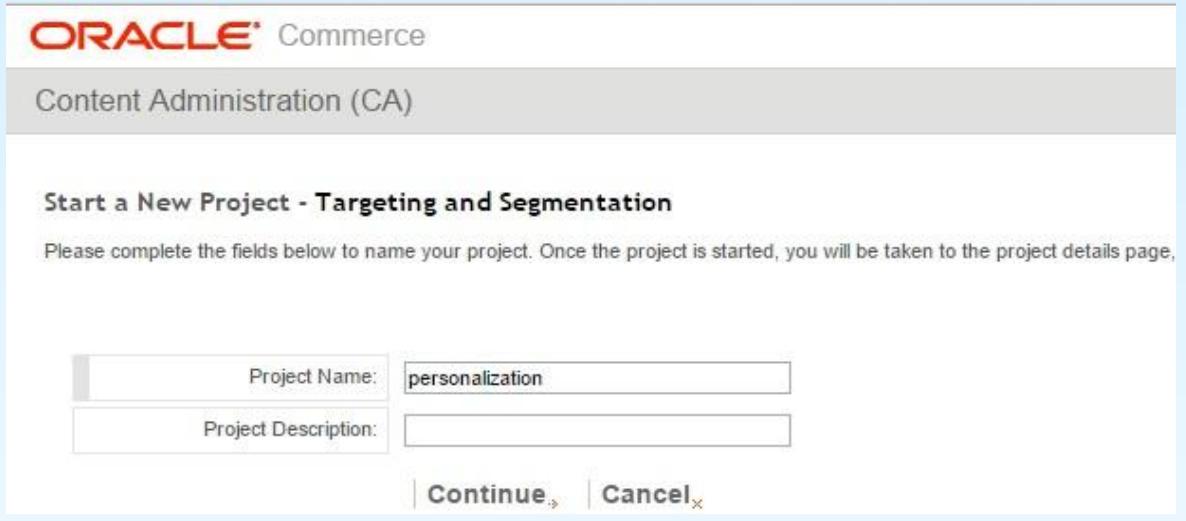
Targeting and Segmentation



ORACLE Commerce
Business Control Center

- Administration
 - Access Control
- Commerce Merchandising
 - Commerce Assets
 - Emergency Project
 - Targeting and Segmentation
 - External Users

→



ORACLE Commerce
Content Administration (CA)

Start a New Project - Targeting and Segmentation

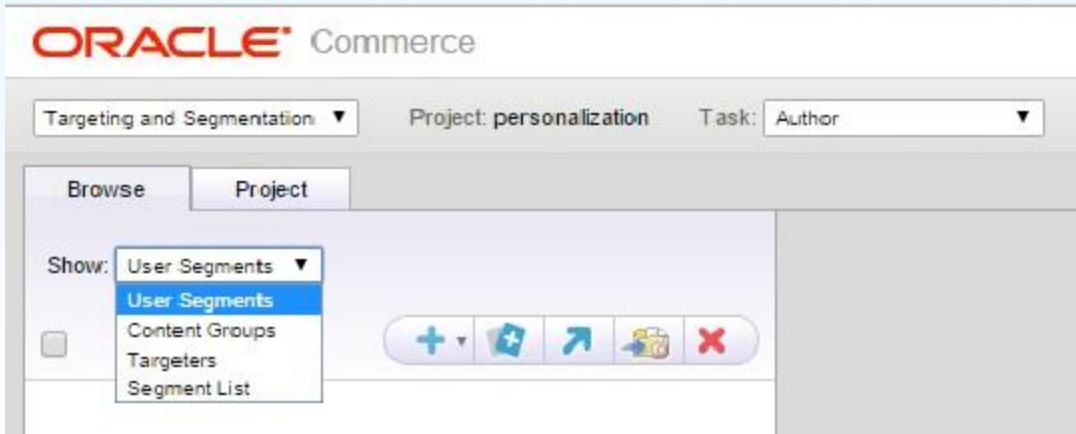
Please complete the fields below to name your project. Once the project is started, you will be taken to the project details page.

Project Name:

Project Description:

[Continue](#) [Cancel](#)

↓



ORACLE Commerce

Targeting and Segmentation ▼ Project: personalization Task: Author ▼

Browse Project

Show: User Segments ▼

- User Segments
- Content Groups
- Targeters
- Segment List

+ - + ↗ ↖ ✕

Creating Segment

Segment
Publishing Files: Segment:fa100090

General Rules

General

* Name:

Description:

Profile Type:

Segment
Publishing Files: Segment:fa100090

General Rules

Default Rule Sets

Include

People whose is days }

Exclude

People whose is }

Segment usage

Repository:

```
<add-item item-descriptor="user" id="3740000">
  <set-property name="reviewedProducts"><![CDATA[10001,10017]]></set-property>
  <set-property name="email"><![CDATA[sneverov@go-vsg.com]]></set-property>
  ...
  <!-- ronly <set-property name="Segment_063"><![CDATA[true]]></set-property> -->
  <!-- ronly <set-property name="MenOnly"><![CDATA[false]]></set-property> -->
  ...
</add-item>
```

On page:

```
<dsp:importbean bean="/atg/userprofiling/Profile"/>
<dsp:getvalueof var="isSegment063" bean="Profile.Segment_063"/>
```

Creating Content Group

Content group
Publishing Files:Content group:fa100091

General Rules

General

* Name:

Description:

Content Source:

Content Type:

Content group
Publishing Files:Content group:fa100091

General Rules

Default Rule Sets

Include

Items whose is }

Exclude

Items whose is }

Creating Targeter

Targeter
Publishing Files: Targeter:fa100093

General Rules

General

★ Name:

Description:

Content Source:

Content Type:

Profile Type:

Targeter
HomePagePromoTargeter.properties

General Rules Security

Default Rule Sets

Rule Set Insert Action:

Show

This Content	Items whose { <input type="text" value="SKUs"/> contains any SKU whose { <input type="text" value="On sale"/> is <input type="text" value="true"/> } }
To These People	People in group <input type="text" value="Segment_063"/>
At These Times	every <input type="text" value="Monday"/> of every month <input type="text" value="all day"/>
Under These Conditions	Always

Targeter Example

HomePageHtmlSlotTargeter.properties

```
$class=atg.targeting.DynamicContentTargeter
$description=Slot on the Home Page to place selected HTML

repository=/atg/commerce/catalog/ProductCatalog
repositoryViewName=htmlContent

profileRepository=/atg/userprofiling/ProfileAdapterRepository
profileRepositoryViewName=user

rulesets=<ruleset>\n <accepts>\n   <rule op\|=any tag\|="Content">\n       <rule op\|=eq>\n<valueof target\|="displayName">\n       <valueof constant\|="Home page html content">\n</rule>\n   </rule>\n </accepts>\n</ruleset>
siteRulesets^=/Constants.null
```

Targeter complex rule

Default Rule Sets

Rule Set

Show

This Content	Items whose { Name contains } Category Bottom Promo and Parent Folder : Name is Category Content }
To These People	People in group isLoggedInUser
At These Times	before May 13, 2015 12 : 00 am all day
Under These Conditions	Profile : Date of Birth is May 13, 2015

If no content was selected, try the following rules

Rule Set

Show

This Content	Items whose { Name is Nike }
To These People	Everyone
At These Times	Always
Under These Conditions	Always

Add Rule Set

Rule evaluation.

For each <ruleset> element a object of class

RuleBasedRepositoryTargeter instantiated



Rules in **RuleBasedRepositoryTargeter**

Evaluated



RQL Query run against Repository

(parentFolder.name LIKE "%home page carousel large%" AND parentFolder.startDate <= "2015-05-21 06:31:31.956" AND parentFolder.endDate >= "2015-05-21 06:31:31.97")

Targeting Servlet Beans

Servlet beans used to display personalized content on the page

Value	Login Method used
TargetingForEach	Iterates through all items returned by the targeter
TargetingFirst	Iterates through the first “ howMany ” returned by the targeter
TargetingRandom	Similar to TargetingFirst , except displays in random order
TargetingRange	Similar to TargetingFirst , beginning at index “start”
TargetingArray	Does not iterate, returns the entire collection as an array

TargetingFirst droplet example

<%-- displays the first one promo html in the targeting result set --%>

```
<dsp:droplet name="/atg/targeting/TargetingFirst">
```

```
  <dsp:param name="howMany" value="1"/>
```

```
  <dsp:param name="targeter"
```

```
bean="/atg/registry/RepositoryTargeters/HomePage/HomePageHtmlSlotTargeter"/>
```

```
  <dsp:param name="elementName" value="promo"/>
```

```
  <dsp:oparam name="output">
```

```
    <dsp:valueof param="promo.html" valueishtml="true"/>
```

```
  </dsp:oparam>
```

```
</dsp:droplet>
```

TargetingSourceMap

TargetingSourceMap.properties

```
# /atg/targeting/TargetingSourceMap.properties
$class=atg.targeting.TargetingSourceMap

sourceMap+=Profile=/atg/userprofiling/Profile
```

TargetingSourceMap.properties

```
# /atg/targeting/TargetingSourceMap.properties
$class=atg.targeting.TargetingSourceMap

sourceMap+=\
    Today=/atg/dynamo/service/CurrentDate,\
    Browser=/atg/dynamo/servlet/pipeline/BrowserAttributes,\
    Request=/OriginatingRequest,\
    Locale=/atg/dynamo/servlet/RequestLocale
```

Questions?

