



Simpleview CMS + dynamic content

Reach leisure travelers & meeting planners with **targeted, customized web content**

Dynamic content is a module within Simpleview CMS that allows DMOs to serve specific content to visitors, based on the following criteria:

- If the visitor is new or returning to the website
- The visitor's geolocation
- The visitor's persona, identified by the content they view on your site

Leveraging dynamic content is the most effective way of putting the right website content in front of the right visitor.

The CMS integration offers you the ability to deliver specific content to visitors, based on their location, behavior, and interests — enabling you to provide the ultimate content personalization experience. By being page-specific, you can tailor your needs — whether it's a landing page for an upcoming event or your main entry points to your site.



Visitor Profiles

A directory of all dynamic content profiles, including their associated geographic locations — such as countries, regions, metro codes, and cities, as well as whether they target a new or returning visitor.



Dynamic Content Panels

A Panels within your Simpleview CMS can be placed on the pages where you want to serve dynamic content to visitors.



Personas

A directory of dynamic content personas that your organization has created can be used to tag your website content as being of interest to specific types of travelers — such as family travelers, outdoor enthusiasts, and foodies. This feature allows you to know what content visitors have looked at so you can re-target them with persona-focused dynamic content.



What it is:

- **Build your visitor profiles** directly in Simpleview CMS
- Geographic targeting, new vs. returning visitor targeting, and **persona-based targeting can be used together or separately**
- **Tag your existing pages and posts** with persona tags to track visitor activity on your site
- Place the **dynamic content panel** on any page in your CMS and assign it to a profile
- **Insert unique content** for each visitor profile in their designated panel
- Website visitors will only see **content specific to their profile**

What it does:

- **Develops visitor profiles based on geographic location** (e.g. in-market vs. out-of-market)
- **Creates visitor profiles** based on their site visitation (e.g. new vs. returning)
- **Makes visitor profiles based on expressed visitor interests** determined by their activity on your website
- **Identifies geographic markets** (as broad as countries and as granular as cities and towns) in visitor profiles
- **Allows you to place dynamic content on any page in your Simpleview CMS**, displaying variations based on your defined profiles

The dynamic content module will help you speak to visitors and encourage engagement with your site.

Optimize website content by creating content variations to achieve your goals, reach your target audience, and speak to different traveler personas. Deliver more targeted, effective content to your website visitors with Simpleview CMS + dynamic content.

LET'S TALK

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