COREMEDIA

Automated Tag-Driven Experience Management

SOLUTION GUIDE

What is Automated **Tag-Driven Experience Management** and what is it good for? In a nutshell, it's about smart tagging and enabling smart customer experiences. But what does this mean, exactly?

First, let's take a step back: A standard Digital Experience Platform (DXP) allows you to aggregate content and data from diverse sources, create personalized digital experiences, steer the approval and publication process, and roll the content out to multiple channels. In the same way that browsers help you locate what you want, tagging your content in the DXP provides a faster and easier way for both customers and business users to find content and products that they need to complete their goals. When it's done right, tagging can provide numerous paths to enhance your user experience, create personalized content journeys, and automate site features.

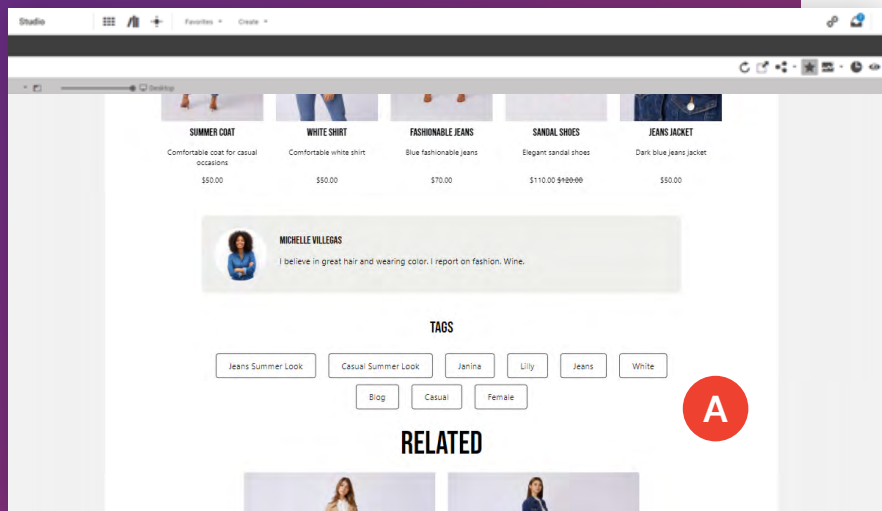Let's find out more about this approach and how it can make the difference for your business. ››

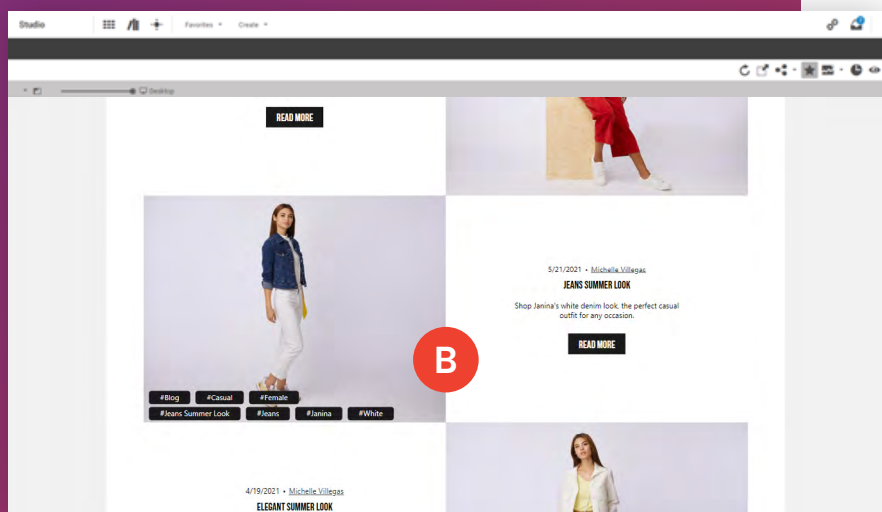Figure 1: An article with tags enabling consumers to explore topics further

Figure 2: An article with tags as overlays for any story teaser

What is a tag-driven approach?

As an advanced DXP, CoreMedia Content Cloud adds a powerful tag-driven approach on top of its core content management and delivery capabilities. But again, what does this mean? At the most basic level, it involves tagging content like articles and stories with simple descriptive metadata. Once your content has been properly identified, a variety of use cases can be created for any modern DXP or Content Management System (CMS). For starters, the consumer can now see the list of tags displayed below the content (See Note A), enabling them to navigate to pages that show more content related to that tag.

But this is just the start. CoreMedia Content Cloud offers more: You can insert these tags anywhere into the customer experience, including banners, imagery and more.

When a customer hovers over a teaser picture, the tags for that content item pop-up automatically, enabling the consumer to navigate directly to the content items related to that particular tag (See Note B). This is a totally new user concept: allowing users to explore your site, shop, or choose their own digital experience.

Opening up new user journeys

Think about it: Tagging allows for entirely new user journeys. And thanks to the automatic page assembly capabilities of CoreMedia Content Cloud, none of these tag-based pages (called Topic Pages) require any manual intervention from business users. This follows a general CoreMedia philosophy: Let the system take over the "dull" tasks that can be automated and free the business user to focus on creative tasks.

But there's always a situation where the rule needs to support an exception. To address this, CoreMedia Content Cloud enables business users to control and customize the content and layout of these automatically generated Topic Pages. Let's face it: automation is great, but in real life, there will be some tags that are more important than others, so you need the ability to create an experience that overwrites the automated standard.

Here's how this works: Simply open the Topic Pages app within CoreMedia Studio and override the automatically applied page layout and header content (See Note C), creating a manually curated page (See Note D).
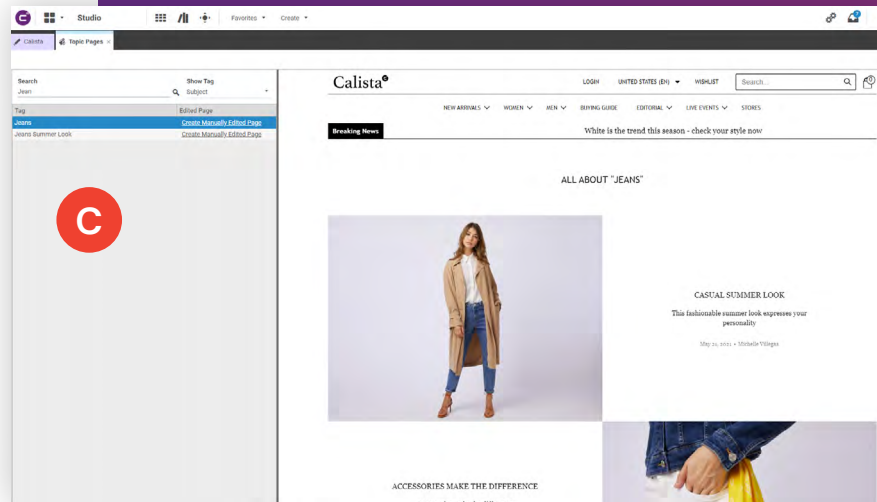

Figure 3: Overriding the standard Topic Page (step 1): Click on Create Manually Edited Page
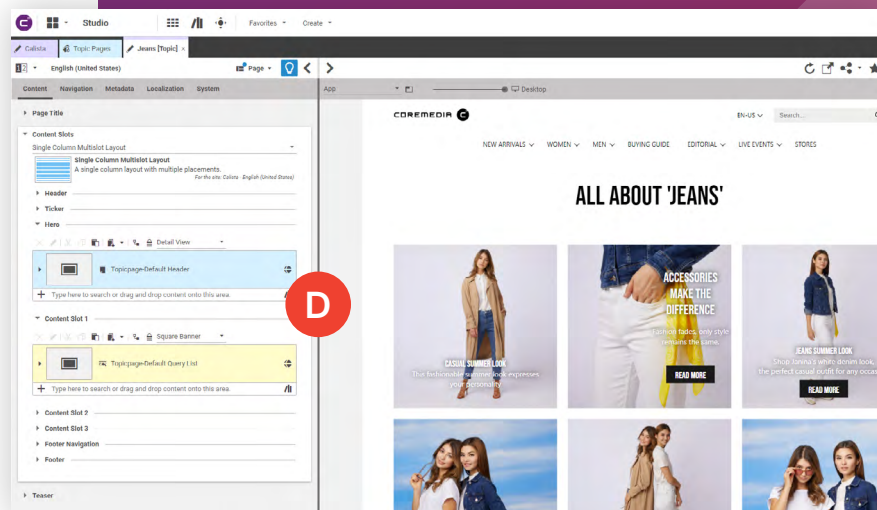

Figure 4: Overriding the standard Topic Page (step 2): Adapt the standard header content and layout
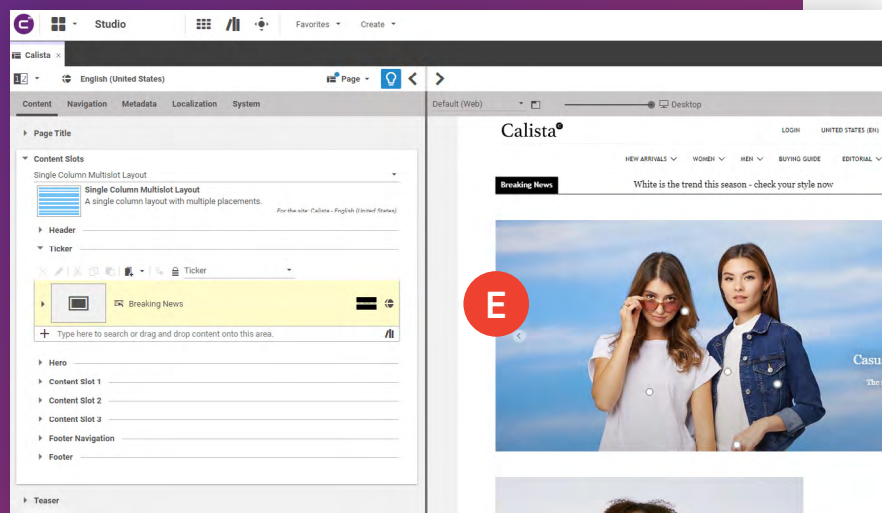
Figure 5: The ticker front end module: Breaking News

Publishing at the speed of culture (or near real-time publishing)

A key requirement today is that businesses must be able to push out news and updated content to their audiences within seconds. This is exactly what CoreMedia Content Cloud was designed for – to move at the speed of culture.

Business users can create content and publish it immediately to all channels, including pure content-driven experiences, headless experiences or experiences that are tied into other systems like eCommerce or other transactional systems.

Think of an urgent update, breaking news or basically any content. With CoreMedia Content Cloud, you simply apply tagging to any content item to flag it to be shown on certain areas within the experience at just the right moment (See Note E). This can be a ticker in the header or any other form of alert. Whenever you need to get your news out quickly, just create the content, tag it, and then publish it. CoreMedia Content Cloud will make sure that it's shown immediately. This is near real-time content publication.

This underlying technology is an integral part of CoreMedia Content Cloud and can also be used in an eCommerce scenario to connect content to specific product detail pages (PDPs) or product listing pages (PLPs). Simply tag content with a product ID or Stock Keeping Unit (SKU) and it will be displayed next to the product or category that you want.

Built-in management for taxonomy trees

But there's more. The tags are organized into a hierarchy, including parent tags, child tags, and siblings, which build up a taxonomy tree. CoreMedia Content Cloud is smart enough to leverage this hierarchy, which again creates automated tag-driven experiences based on the concept of content inheritance.

For example, simply tag a content item with a product category (for example, dresses). This content can now be shown for all product detail pages (PDP) within this category. And, as we have seen above with the Topic Pages, business users can overwrite the default by just tagging other content with specific dresses. These will then be considered either additionally or exclusively.

CoreMedia Studio, which is the business user interface of CoreMedia Content Cloud, has built-in support for managing taxonomy trees (See Note F). New tags can be added to the tree, they can be moved via drag and drop, and they can even reference external taxonomies. It is also possible to have multiple separate taxonomies, including standard subject taxonomies and location taxonomies.

These taxonomies can also be used to create self-refreshing lists of dynamic content that can be placed anywhere within the experience. Examples include editorial use cases, such as "show me the five most recent articles from our author Michelle" or "show me all videos about fashion trends in London". These rules can be created easily and placed within the experiences using only a few clicks in CoreMedia Studio (See Note G).
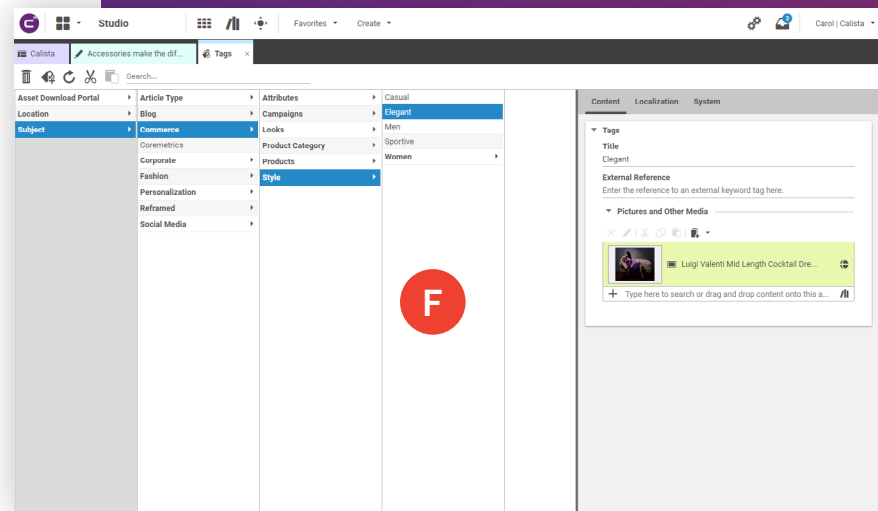
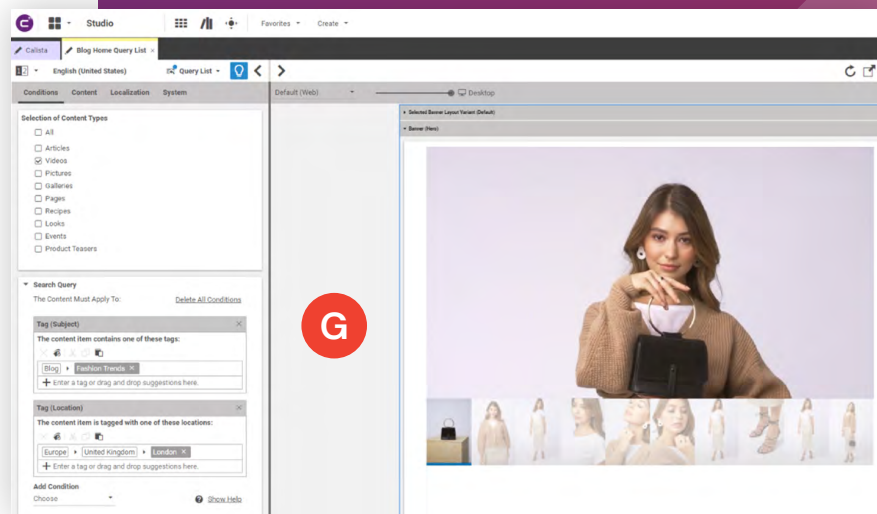*Figure 6: Subject Taxonomy Managing within CoreMedia Studio*

Figure 7: Dynamic tag-based rule creation: "Show me all videos about fashion trends in London"
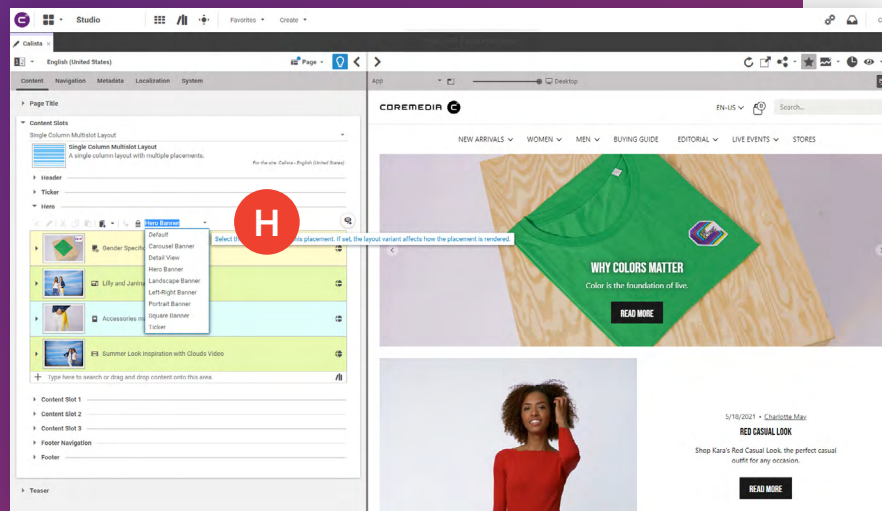
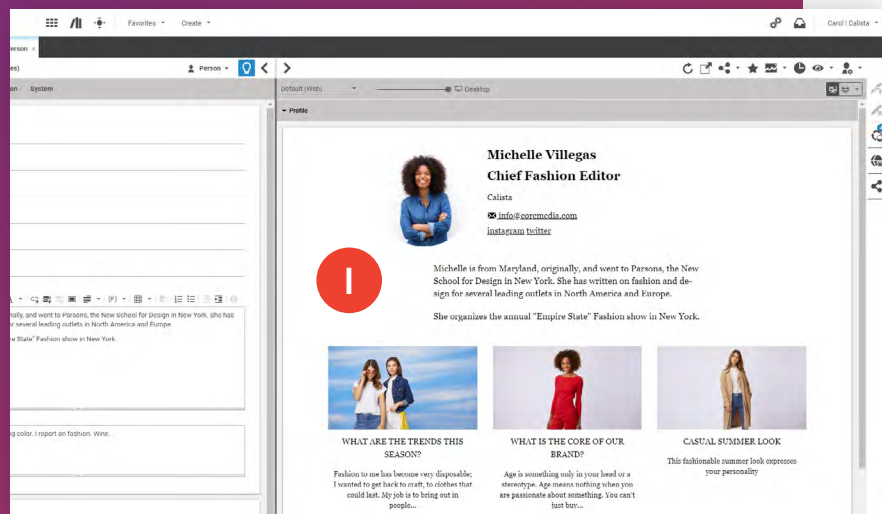*Figure 8: Selecting a new frontend module from the list of available widgets*

Figure 9: The standard experience for an Author page, showing automatically generated content

Updates are made in real-time

The important aspect here is that once these rules-based tags have been set up, they will be updated instantaneously whenever new content is created that matches the criteria. This is based on the underlying real-time, event-based architecture of CoreMedia Content Cloud.

It's really that simple: Create the content, tag it, and all rule-driven lists are updated automatically in real-time – regardless of where they are placed within the experience.

But there's more to it than that. The content is independent of its layout module, so if the business user decides to change the visual appearance (to be defined by a different layout module), they simply change the selection of the frontend module, publish this change, and the new appearance takes effect immediately **(See Note H)**.

There is also out-of-the-box support for tagging content with publicly visible authors. Simply add the author to a story, and the content automatically appears in the author's page **(See Note I)**.

Create interactive buying guides with tags

As a final example, you can leverage tags to create interactive buying guides, guided information drilldowns and more. Imagine a multi-step buying guide that guides you through a series of questions about your purchase (See Note J).

The result would be a personalized landing page with a list of curated products (See Note K). Remember, the results are driven dynamically, just by tagging the original content. The rest just happens automatically.

It's all about flexibility in creating and adjusting the experience. The rules for creating a buying guide or for any other tag-based interactive information drilldown are not set in stone. They are configurable for an advanced user in the flexible CoreMedia Studio settings configurator. It's basically just a few simple tags with some metadata.
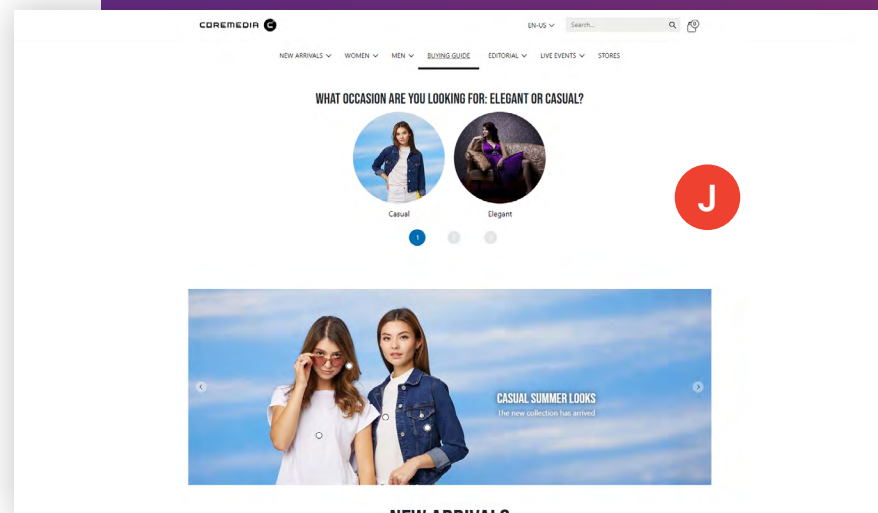

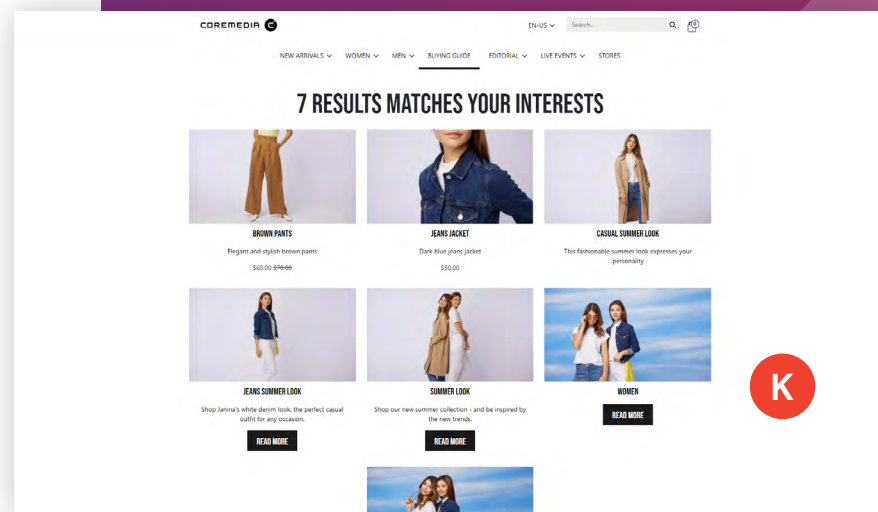*Figure 10: A buying guide – step 1: Select your Style: Casual or Elegant?*

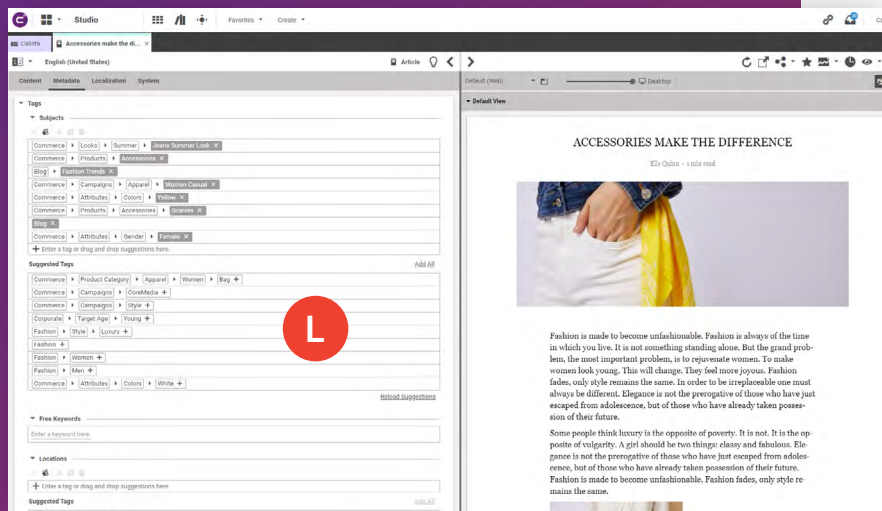*Figure 11: A buying guide: the best matches based on tags*

Figure 12: Tagging of content based on suggestions created natively by CoreMedia
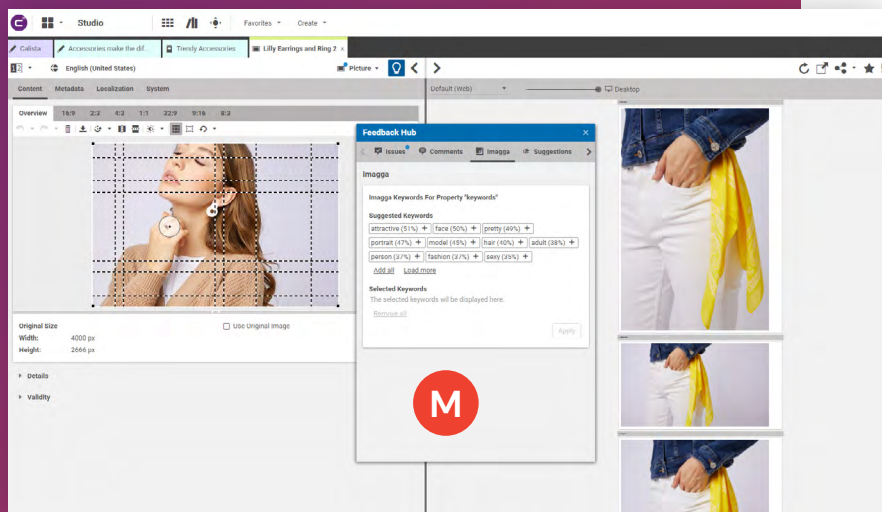

Figure 13: Tagging of content based on suggestions by third-party services

Flexibility when adding tags to content items

The only remaining question is: How does a business user actually add a tag to a content item? There are several easy options:

- Based on manual input (including type-ahead support)

- Based on suggestions created natively by CoreMedia **(See Note L)**

- By leveraging suggestions provided by third-party services that recommend tags based on heuristics or artificial intelligence (AI) **(See Note M)**

You can see these examples in action in these screenshots.

Unleash your creativity with CoreMedia smart tagging

These are just examples. With CoreMedia Content Cloud, you're free to configure or customize your own extensions to drive tag-based consumer navigation, interactive applications, and AI-based tagging. And of course, tagging is also the basis for solid customer experience analytics and personalized experiences.

The future is now. Stay ahead of the curve and talk to us to learn more about how CoreMedia Content Cloud supports your ability to deliver iconic digital experiences – quickly and at a global scale.

➤ **www.coremedia.com**
✉ **contact@coremedia.com**
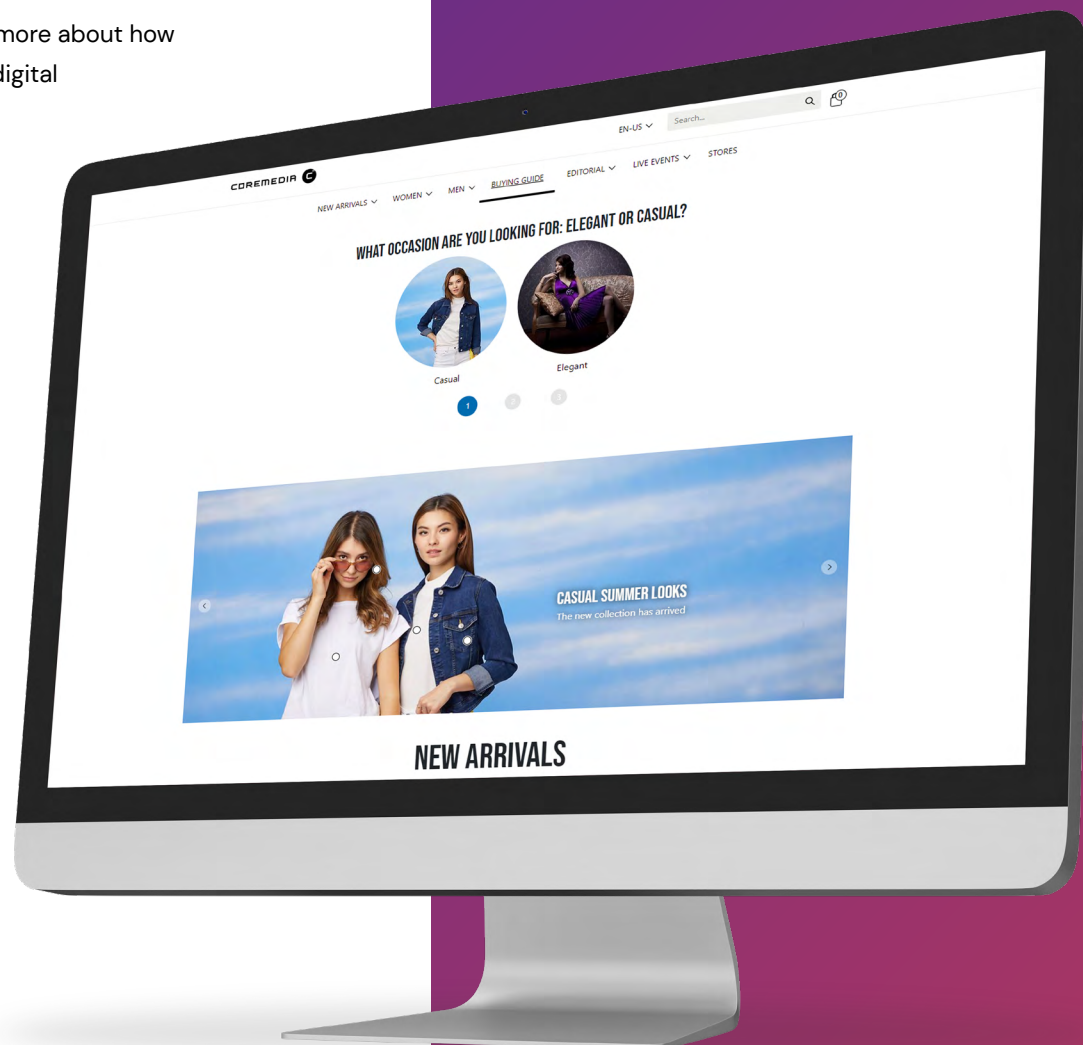
Why CoreMedia?

CoreMedia is the digital experience and content management engine behind today's most iconic online brands. CoreMedia Content Cloud is a flexible, composable Digital Experience Platform (DXP) built on an agile CMS and advanced DAM that enables leaders in all industries to orchestrate personalized experiences, then deliver them to any channel – reliably, efficiently, and at enterprise scale. Marketers, merchandisers, and developers can work collaboratively and efficiently on omni-channel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue. Leading global B2C companies (including Deckers Brands, Under Armour, Luxottica, PVH Corp, Finnair, and Deutsche Telekom) as well as major B2B firms (Continental, Claas, Emerson, and DMG Mori) create world-class digital experiences powered by CoreMedia. We are a company of visionaries, trusted advisors, and passionate experts.