The all-in-one marketing suite for Umbraco
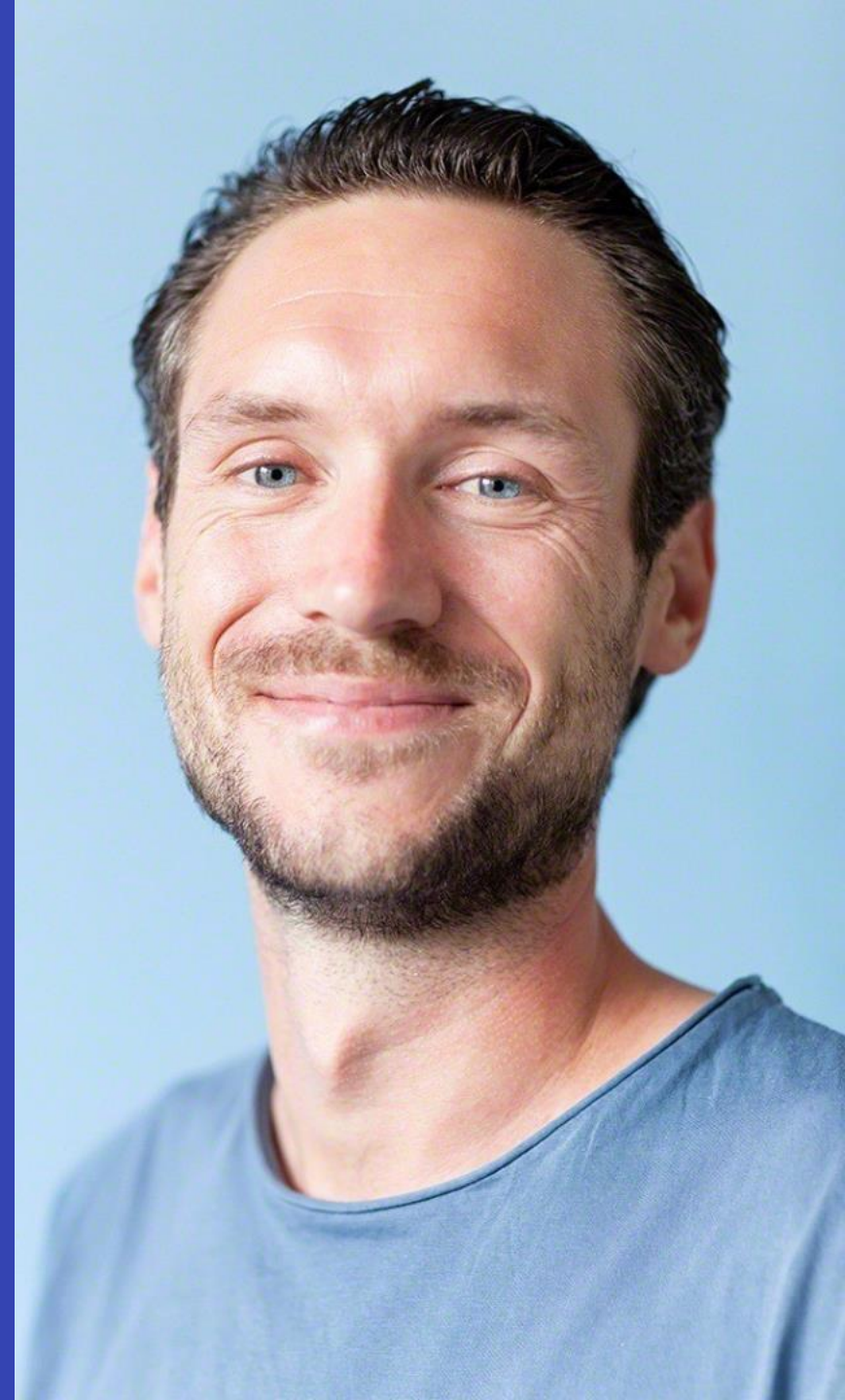
Jeffrey Schoemaker

Owner Perplex Digital / Software Engineer / Umbraco, security and accessibility enthusiast

Hello, my name is...

Jeffrey Schoemaker

- Working with Umbraco since 2010
- Umbraco MVP 2017 & 2018 & 2019
- Security & Umbraco-enthusiast

Perplex Digital

- Digital & Marketing agency

- Based in Arnhem, The Netherlands
- Umbraco Gold Partner
- 44 digital specialists
  - Two Umbraco MVPs
- Packages
  - PerplexMail
  - Forms on Steroids
  - Security & GDPR package

2018   **2019**

Winner
'Best Custom Solution'

2019

Winner
'Best Gold Partner Solution'

2018

Winner
'Best Editing Experience'

Marketing & Umbraco

Not a happy marriage right now

Almost no marketing packages

Our → Packages

personalisation

Browse latest packages

Personalisation Groups
Personalisation Groups is an Umbraco package intended to allow personalisation of content to different groups of site visitors. It comes with so
version 8.1
7045 ⬇ 32 ♥

Phone Manager Personalisation Groups plugin
Phone Manager Personalisation Groups plugin package adds 'Phone Mananger' as a new criteria for the Personalisation Groups package. This will allow yo
version 7.7
489 ⬇ 0 ♥

Pipeline CRM
Pipeline Digital eXperience Suite (DXS) Pipeline DXS is a commercial plugin by GrowCreate, for medium to large Umbreaco installations. It aim
version 7.5
1331 ⬇ 6 ♥

uPersonal - onsite online personalization for Umbraco
uPersonal: real-time on-site personalization for Umbraco 7 With uPersonal, the content of the website adjusts real-time based on current click be
version 7.15
23 ⬇ 1 ♥

Spindoctor Free Edition
Spindoctor offers visitor profiling, business rules decision making, personalization and reporting. Spindoctor is a platform for online engagement.Un
version 6.0
1728 ⬇ 6 ♥

Our → Packages

marketing

Browse latest packages

Phone Manager Field types for Umbraco Forms
This package adds 'Phone Manager' field types that you can use with your Umbraco Forms: TelephoneNumber Campaign Code Alt Marketing Code They
version 7.8
195 ⬇ 0 ♥

MailChimp Integration
Email is the biggest social network online. People will probably use the same email for many years. Therefore, email marketing is the most powerfu
version 7.9
1334 ⬇ 2 ♥

Phone Manager
Phone Manager is an Umbraco package to manage and display marketing campaign phone numbers on your site to your visitors. Based on various criteria, a
version 7.7
549 ⬇ 0 ♥

Bronto Workflow for Umbraco Forms
A custom Umbraco Forms workflow to allow users to save a new marketing contact to a Bronto (https://bronto.com) contact and associated list, using the
version 7.8
130 ⬇ 0 ♥

Footprint
Footprint is a Behavioral targeting, marketing automation and footprinting package. Footprint tracks behaviour and segment users/traffic based on seg
version 7.3

And if you find a package...

- Integration with another system
  - MailChimp
  - Google Optimize
  - Mail2CMS
  - Bronto.com

- You need a developer

- Visually not that attractive

- Mostly build for v7

Best-of-Breed strategy

- Pick the best system for each function
  - Email newsletters
  - A/B testing
  - Personalization
  - CRM

- And try to integrate it

Disadvantages of a best-of-breed strategy

- Users have to learn multiple systems

- Data sharing is hard

- True integrations are hard

- GDPR risk; you are sharing customer data with others

- The systems are most of the time NOT Umbraco
  - No way to adjust it to your needs
  - "Magic" happens
  - SaaS solutions with possible conflicts about data ownership

Some simple examples

What do we want to achieve

Perplex

HOME / BLOG / UMBRACO V8: CHANGES FOR DEVELOPERS

Umbraco v8: changes for developers

2/25/2019 | Daniël Knippers | **Umbraco**

← Previous blog   Next blog →

The release of Umbraco v8 **has just been announced**. We have been playing around with the alpha versions that were available for testing for a while now and in this blog I try to give a quick overview of the biggest changes for developers like myself. If you are not a developer or are simply more interested in changes that impact editors instead, head over to **part 1 of our blog series** focused on editor changes.

Are you a developer? And want to learn Umbraco even better, come **work with us**!

Mini citytrip naar Parijs... een uniek dagje uit!

Heb jij zin in stokbrood en wijn? Pak je tas en camera en stap in de bus naar Parijs. Met deze unieke busreis kun jij in één dag genieten van de prachtige hoofdstad van Frankrijk. Je hebt maar liefst 9 uur om door Parijs te slenteren.

Prijs: € 34,95 per persoon

BESTEL DIT CADEAU 🛒

Bonjour... rondstruinen door Parijs!

Surprise Factory

Mini citytrip naar Parijs... een uniek dagje uit!

Heb jij zin in stokbrood en wijn? Pak je tas en camera en stap in de bus naar Parijs. Met deze unieke busreis kun jij in één dag genieten van de prachtige hoofdstad van Frankrijk. Je hebt maar liefst 9 uur om door Parijs te slenteren.

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BESTEL DIT CADEAU 🛒

Bonjour... rondstruinen door Parijs!

Nederland   Reviews   Zakelijk bestellen   Contact

SurpriseFactory

Home   Alle cadeaus   Cadeautip TOP 10   Levertijd   Veelgestelde vragen

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BESTEL DIT CADEAU 🛒

Bonjour... rondstruinen door Parijs!

Umbraco cannot do this out-of-the-box

- "But it's only content we're editing?"
- We need a developer to implement this

The impact for us all

- Perplex is an Umbraco-only company
- Umbraco isn't seen as an enterprise CMS
    - Sitecore
    - Episerver
    - Kentico
- Our agency isn't invited for pitches

2. Our dreams

I have a dream about Umbraco 8.x

Where are we heading?
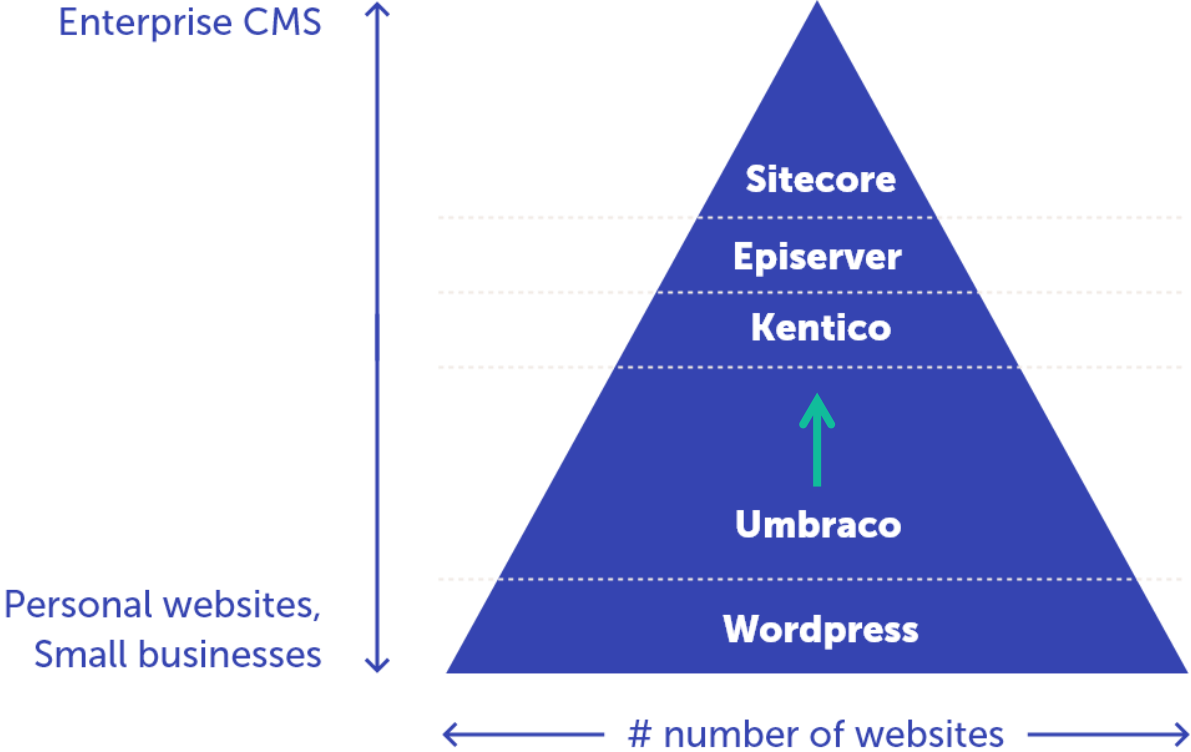
The need for a Marketing Suite

Cry...

Or code ...
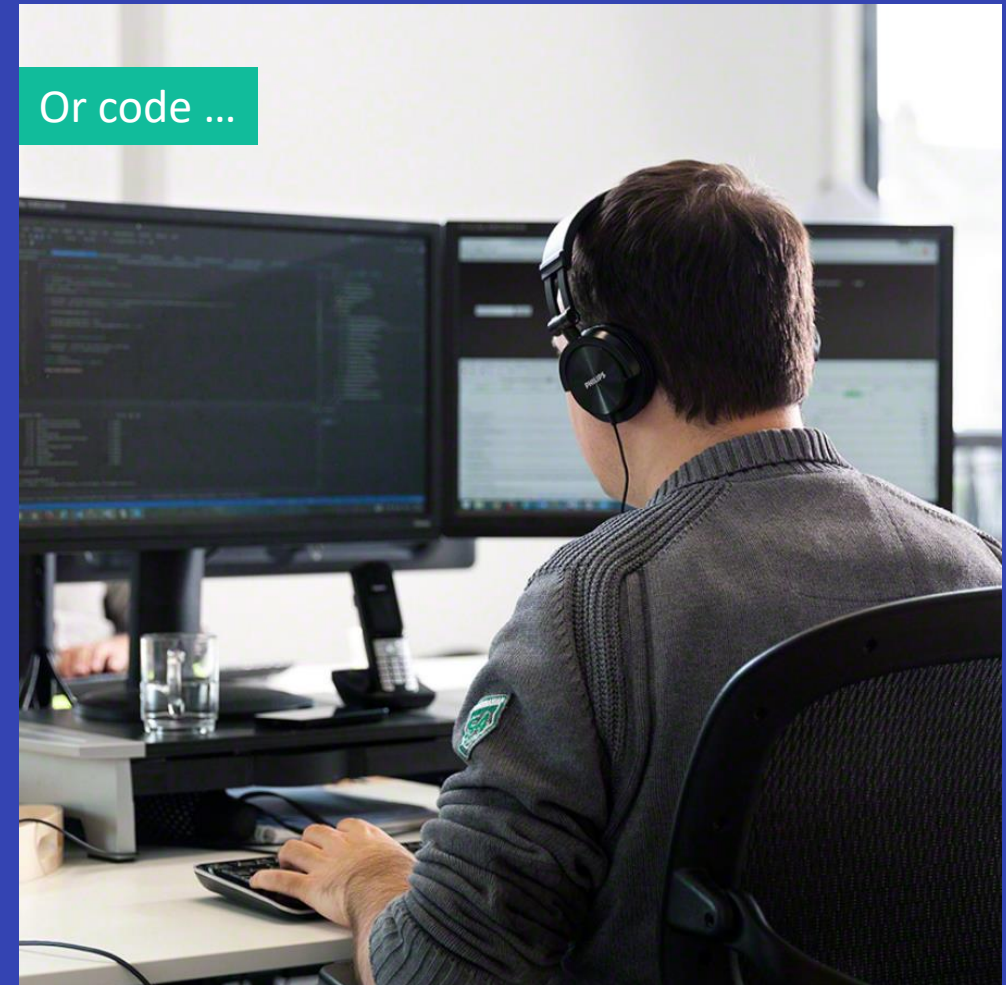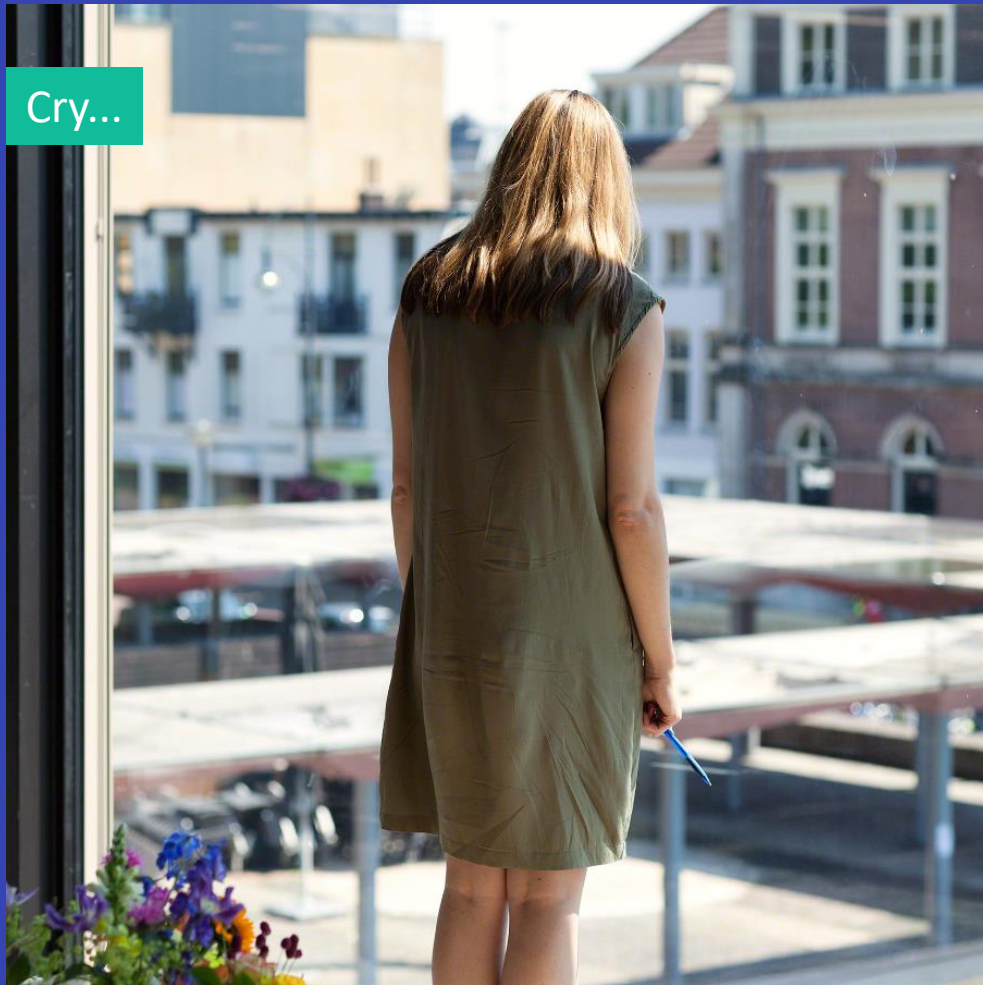
uMarketingSuite – The product
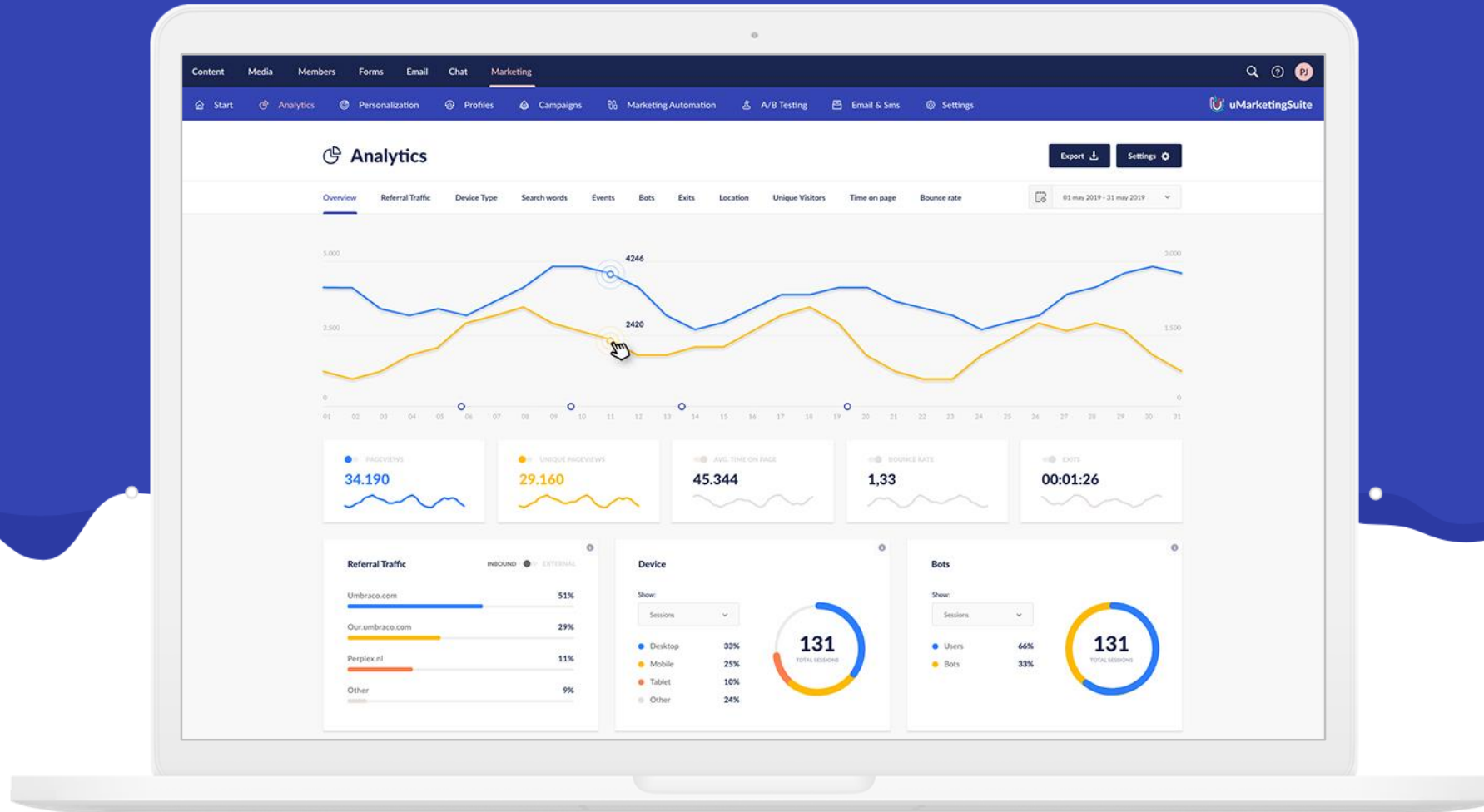
Our mission

Empower junior and senior marketers to achieve their goals with an easy-to-use marketing toolbox within their Umbraco based application. Giving them full control over high quality data and the ability to be GDPR compliant.

Our mission

Empower junior and senior marketers to achieve their goals with an easy-to-use marketing toolbox within their Umbraco based application. Giving them full control over high quality data and the ability to be GDPR compliant.

Our vision

Content creators & marketers can do everything they need in context of where they want it / need it (in Umbraco) by using Umbraco as it supposed to work

3. Let's talk functionality

A/B Testing & Personalisation

uMarketingSuite

Umbraco CMS

umbraco

⌂ Start   Analytics   Personalization   Profiles   Campaigns   Marketing Automation   A/B Testing   Email & Sms   Settings   uMarketingSuite

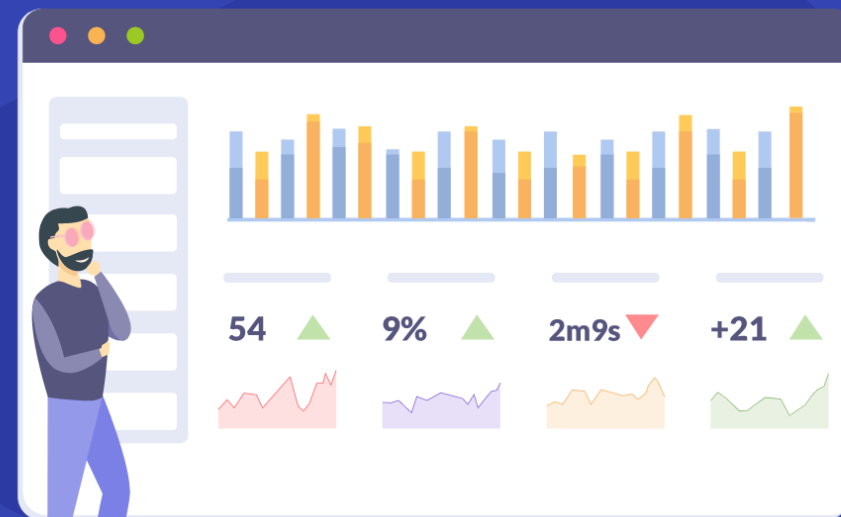Monday 26 august 2019

Welcome back Peter

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam sit amet nisl pharetra, fermentum leo dignissim, dignissim felis.

Go back to Analytics →

Your License

Professional

Upgrade your license →

Activity feed

Show all activity →

Your A/B test: **Button color test** has ended
🕒 20/08/19 - 11:00   See results →

You've made a monthly analytics export
🕒 20/08/19 - 11:00   Show export →

Your A/B test: **Different words** has ended
🕒 20/08/19 - 11:00   See results →

This month there we're added **20 new profiles**
🕒 20/08/19 - 11:00   View profiles →

You've made a monthly analytics export
🕒 20/08/19 - 11:00   Show export →

Tutorials

Tutorial video's

Check our videos →

HowTo: Make an analytics dashboard
(01:32)

HowTo: Make an analytics dashboard
(01:32)

HowTo: Make an analytics dashboard
(01:32)

Updates

Latest news

Read our latest news →

Lorem ipsum dolor sit amet, consect adipiscing elit proin a suscipit eros
01-12-2019

Lorem ipsum dolor sit amet, consect adipiscing elit proin a suscipit eros
01-12-2019

Lorem ipsum dolor sit amet, consect adipiscing elit proin a suscipit eros
01-12-2019

Every website can be optimized

- There is always room for improvement
- Test what works
- Personalize when possible

- You need tooling

Everyone wants to test & personalize

- Not a big company gimmick

You're probably already A/B testing

- Off-site
- In Google Ads

Let's Google... ".net cms"

Let's Google... ".net cms"

Google

.net cms

🔍 Alle   🖼 Afbeeldingen   📰 Nieuws   🏷 Shopping   ▶ Video's   ⋮ Meer   Instellingen   Tools

Ongeveer 21.500.000 resultaten (0,41 seconden)

Open Source Asp.net Cms | Umbraco Content Management...

Advertentie www.umbraco.com/ ▼

Use Umbraco for free and host it yourself or let us take care of it on Umbraco Cloud

Download Umbraco CMS · Try Umbraco Cloud · Get Umbraco Certified · Umbraco Cloud

Two days later

Google

.net cms

Q Alle   Afbeeldingen   Nieuws   Shopping   Video's   ⋮ Meer   Instellingen   Tools

Ongeveer 21.500.000 resultaten (0,41 seconden)

Open Source Asp.net Cms | Umbraco Content Management...

Advertentie www.umbraco.com/ ▾

Umbraco makes your editors smile with an intuitive editing experience and simple workflows

This morning

Different results for the same search words

Open Source Asp.net Cms | Umbraco Content Management...

Advertentie www.umbraco.com/ ▾

Use Umbraco for free and host it yourself or let us take care of it on Umbraco Cloud

Download Umbraco CMS · Try Umbraco Cloud · Get Umbraco Certified · Umbraco Cloud

Open Source Asp.net Cms | Umbraco Content Management...

Advertentie www.umbraco.com/ ▾

Umbraco makes your editors smile with an intuitive editing experience and simple workflows

Open Source Asp.net Cms | Umbraco Content Management...

Advertentie www.umbraco.com/ ▾

Umbraco **CMS** is flexible for developers so you can get a **CMS** that fits your exact needs.
+500,000 active installs worldwide - try Umbraco for free and see why so many use Umbraco.

Let's click on the result

umbraco

Why Umbraco?   Products   Pricing   Learn Umbraco   Contact us

Sign in

Try the Friendly CMS today

Creating and updating your website should be the least of your worries. With Umbraco, you get a content management system known and loved for its flexibility and great editing experience. Use the open source version of Umbraco for free and install, setup, and host it yourself or let us take care of it all for you on Umbraco Cloud. You get a free 14-day trial and if you get hooked, prices start from just €25/month.

We just need your email to get started   **Get Started**

Easy setup - Try Umbraco Cloud free for 14 days - No credit card required

umbraco

Why Umbraco?   Products   Pricing   Learn Umbraco   Contact us   Sign in   🔍   **Try for free**

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.net   Alles markeren   Hoofdlettergevoelig   Hele woorden   Tekst niet gevonden   ✕

Losing the scent trail

You do A/B testing already!

- You A/B test in Google
    - And you pay Google for this visitor

- You do not A/B test your website
    - And here you lose the visitor

- Why?
    - On purpose?

Probably not...

- Google Ads gives you the tooling

- And your website doesn't

uMarketingSuite to the rescue!

- A/B Testing

Dashboard

about us   English ▾

Content | Analytics | A/B-Test | Persona.. | Info | Actions ▾

▾ 🏠 Contentpage

📄 Contentpage

📄 Contentpage

Content

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters

About Us

Full Width

Oooh la la

Add content

Home / About Us

Preview   Save   Save and publish ▴

Dashboard

▼ 🏠 Contentpage
    📄 Contentpage
    📄 Contentpage

about us

English ▾

Content | Analytics | A/B-Test | Persona.. | Info | Actions ▾

📁 Test history

Your test history

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Start new test →

Improve newsletter subscription

| DESCRIPTION | | DAYS LEFT | | TEST CASE | | Finished |
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minim veniam...
DAYS LEFT 24 days
TEST CASE .../about-us
VISITORS 1.553 / 50.350
CREATED BY Peter Jansen
Show details →

Improve newsletter subscription

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minim veniam...
DAYS LEFT 24 days
TEST CASE Multipage (5)
VISITORS 1.553 / 50.350
CREATED BY Peter Jansen
Finished
Show details →

Improve newsletter subscription

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minim veniam...
DAYS LEFT 24 days
TEST CASE .../about-us
VISITORS 1.553 / 50.350
CREATED BY Peter Jansen
Finished
Show details →

Improve newsletter subscription

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minim veniam...
DAYS LEFT 24 days
TEST CASE Enter website
VISITORS 1.553 / 50.350
CREATED BY Peter Jansen
Finished
Show details →

Improve newsletter subscription

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
DAYS LEFT 24 days
TEST PAGE .../about-us
Finished

A/B Testing

uMarketingSuite

| A | Original |

| B | Challenger |

Content

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters

About Us

Full Width

Oooh la la

Add content

Content

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters

About Us

Full Width

Oooh la la

Add content

Home / About Us

Cancel   Preview   Save   Add challenger   Go to overview ▸

Dashboard

Contentpage

Contentpage

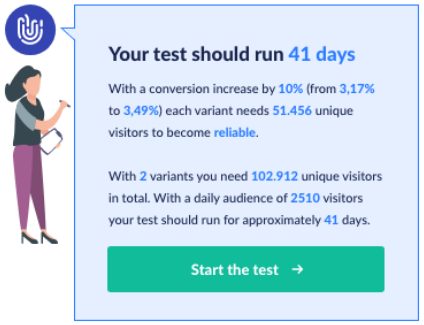Contentpage

A/B Testing

Info ⓘ

1 Information   **2** Settings

Improve newsletter subscription

Changing the position of our newsletter subscription from footer into a position above the fold will lift our rate.

Information   +

Settings   +

Your test should run 41 days

With a conversion increase by **10%** (from **3,17%** to **3,49%**) each variant needs **51.456** unique visitors to become **reliable.**

With **2** variants you need **102.912** unique visitors in total. With a daily audience of **2510** visitors your test should run for approximately **41** days.

Start the test →

← Back to Settings

Test variants

Variant scoring						
VARIANT	VISITORS	GOAL REACHED	GOAL VALUE	DIFFERENCE	<\>	
A Original	0 / 0	0	0	0	No	
B Challenger	0 / 0	0	0	0	Yes	
C Challenger	0 / 0	0	0	0	Yes	
D Challenger	0 / 0	0	0	0	Yes	
E Challenger	0 / 0	0	0	0	Yes	

41 DAYS LATER...

⚗ # A/B Testing

Info ⓘ

Improve newsletter subscription

Changing the position of our newsletter subscription from footer into a position above the fold will lift our rate.

Information   +

Settings   +

Your test is reliable!

The test seems **reliable** with a visitor count of **51,468** per variant. You needed a total of **150,000** visitors. This test has reached **150,014** visitors and is therefore **completed succesfully**.

Select a winner

← Back to Overview

Test variants

Variant scoring

● Disabled   ● Leading

VARIANT	VISITORS	GOAL REACHED	GOAL VALUE	DIFFERENCE	<\>		
A Original	524 / 2.500	40x	€ 400,00	0%	No		⧉
B Challenger	525 / 2.500	35x	€ 350,00	-12,5%	Yes	Disabled	⊘ ⧉
🏆 C Challenger	523 / 2.500	45x	€ 450,00	+12,5%	Yes	Reliable	⊘ ⧉
D Challenger	526 / 2.500	43x	€ 430,00	+7,5%	Yes	Reliable	⊘ ⧉
E Challenger	521 / 2.500	41x	€ 410,00	+2,5%	Yes		⊘ ⧉

A/B Testing **Functionality**

It is possible to test:

• Single page

• Multiple pages

• Document Types

• An entire site
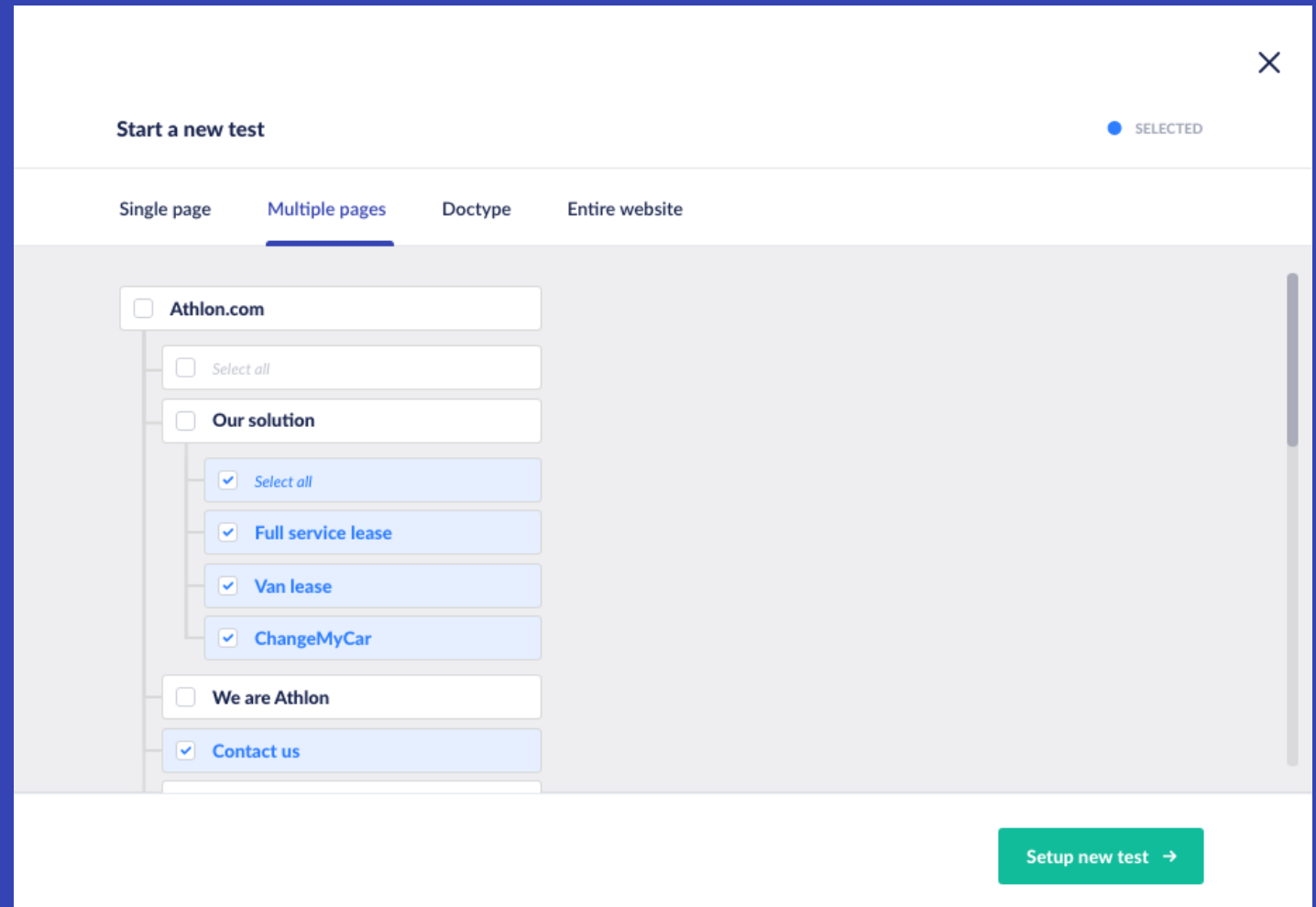
A/B Testing

uMarketingSuite

Dashboard

- Contentpage
  - Contentpage
  - Contentpage

A   Original

B   Challenger

Content

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters

About Us

Full Width

Oooh la la

Add content

Content

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters

About Us

Full Width

Oooh la la

Add content

Home / About Us

Cancel   Preview   Save   Add challenger   Go to overview ▶

But is A performing better than B?

- We need goals
- And to measure those... We need Analytics
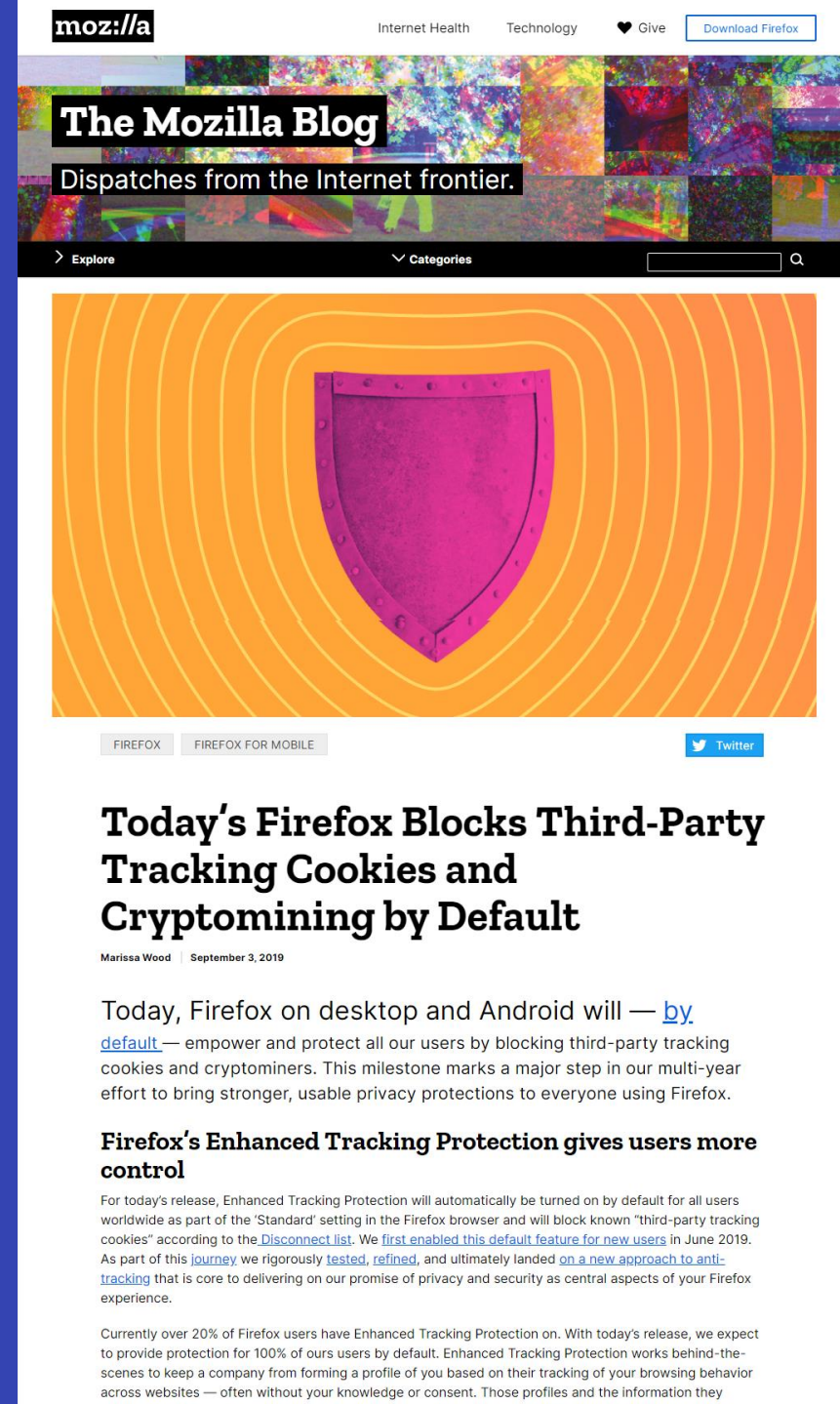
Why not use Google Analytics?

- Access to most of the data
  - But you don't own the data

- Why is it free?

- Will it be free forever?

- The statistics are incomplete!
  - Cookie and adblockers

- Your are missing bot traffic
  - Can be useful for SEO

Data Analytics in uMarketingSuite

- Pageviews

- Events

- User agents

- Location

- Goals

- E-Commerce

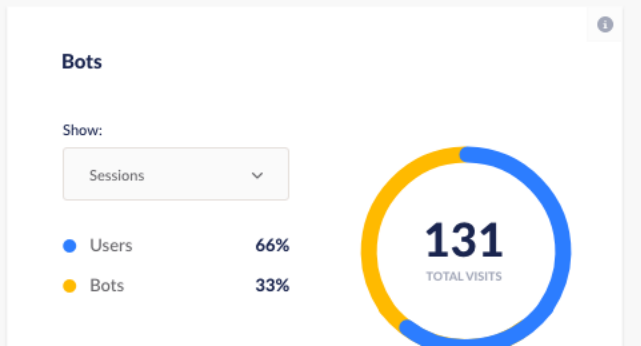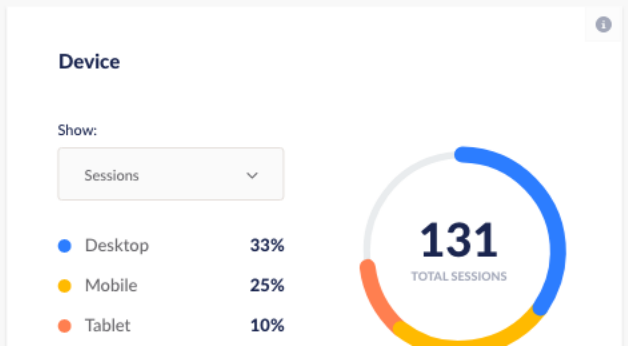About Us

Content | Analytics | Info | Actions ▾

🥧 Analytics

Export ⬇ Settings ⚙

Overview Referral Traffic Device Type Search words Events Bots Exits Location Unique Visitors Time on page Bounce rate

01 may 2019 - 31 may 2019 ▾

5.000   3.000

                                    4246

2.500   1.500
                                    2420

0   0

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
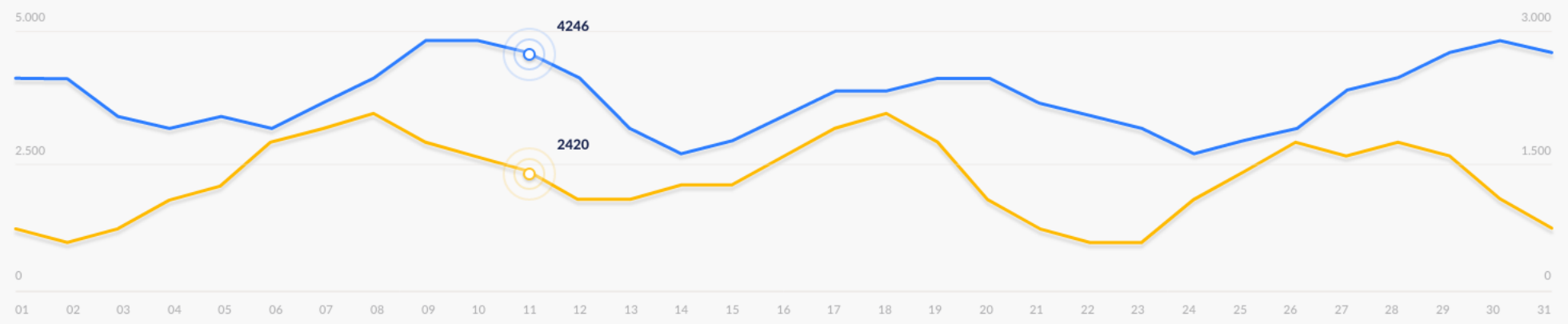
● PAGEVIEWS
34.190

● UNIQUE PAGEVIEWS
29.160

◐ AVG. TIME ON PAGE
45.344

◐ BOUNCE RATE
1,33

◐ EXITS
00:01:26

Referral Traffic
INBOUND ◯ EXTERNAL

Umbraco.com   51%

Our.umbraco.com   29%

Perplex.nl   11%

Other   9%

Device
Show:
Sessions ▾

● Desktop   33%
● Mobile   25%
● Tablet   10%

131
TOTAL SESSIONS

Bots
Show:
Sessions ▾

● Users   66%
● Bots   33%

131
TOTAL VISITS
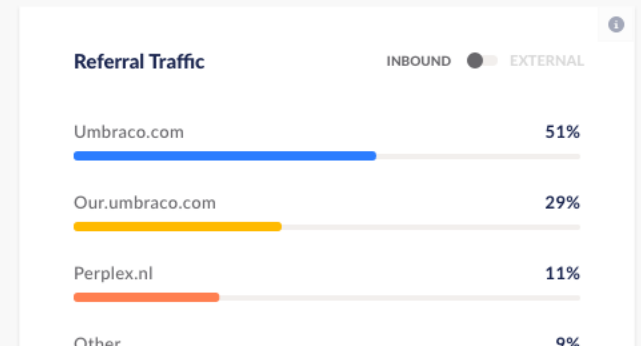
Let's look at personalization

Different personas

Marketers

Developers

Agencies

umbraco

Why Umbraco?   Products   Pricing   Learn Umbraco   Contact us

Sign in   Try for free

Try the Friendly CMS today

Creating and updating your website should be the least of your worries. With Umbraco, you get a content management system known and loved for its flexibility and great editing experience. Use the open source version of Umbraco for free and install, setup, and host it yourself or let us take care of it all for you on Umbraco Cloud. You get a free 14-day trial and if you get hooked, prices start from just $30/month.

We just need your email to get started   **Get Started**

Easy setup - Try Umbraco Cloud free for 14 days - No credit card required

umbraco

Why Umbraco?   Products   Pricing   Learn Umbraco   Contact us

Sign in   Try for free

Why Umbraco is a great fit for you as a developer

Are you looking for a CMS that'll give you full flexibility? A CMS that doesn't get in the way of things but instead lets you unfold your talent, ideas and creations in order to build websites that'll impress - or simply just work as intended. All while keeping your editor, boss or client happy? Then look no further. With Umbraco, you get a clean slate Open Source ASP.NET CMS so you can **build and extend your website exactly the way you need to.**

| We just need your email to get started | Get Started |

Easy setup - Try Umbraco Cloud free for 14 days - No credit card required

Content is king!
You know that and
so do we

At Umbraco, we believe that content is king and that nothing should stand in the way of creating great content. That's why we have built the Umbraco CMS to support your workflow, so you can spend more time creating content and less time on long and tedious processes.

We just need your email to get started	Get Started

Easy setup - Try Umbraco Cloud free for 14 days - No credit card required

🎯 Personalization

Info ⓘ

Overview

🖾 PERSONAS

Amelie Wood
Female 30

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
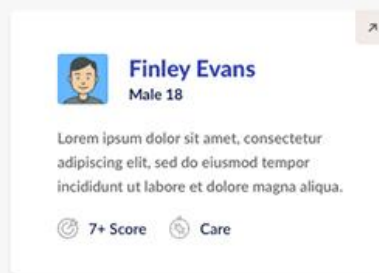
⊘ 8+ Score   ⊘ See

Jessica Edwards
Female 45

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.
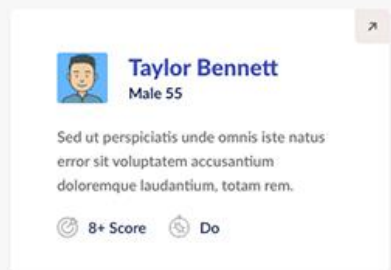
⊘ 5+ Score   ⊘ Do

Finley Evans
Male 18

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

⊘ 7+ Score   ⊘ Care

Taylor Bennett
Male 55

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

⊘ 8+ Score   ⊘ Do

Megan Simpson
Female 25

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

⊘ 6+ Score   ⊘ Care

Molly Khan
Female 65

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

⊘ 8+ Score   ⊘ Think

Add a Persona ⊕

🧭 CUSTOMER JOURNEYS

See
Phase 01

Do
Phase 02

Think
Phase 03

Care
Phase 04

Add a Customer Journey ⊕

The Customer Journey

SEE
Create awareness, first contact

THINK
Consideration, customer recognizes need

DO
The purchase takes place

CARE
Retain and increase customer value

Score your content

Score content item against the persona and customer journey

Persona's

Michael		3 / 10
Anna		6 / 10
William		
Teresa		

Customer Journey

See		3 / 10
Do		6 / 10
Think		4 / 10
Care		3 / 10

Contentpage

Opens content
app Personalization

Opens content
app A-B testing

Opens content
app Analytics
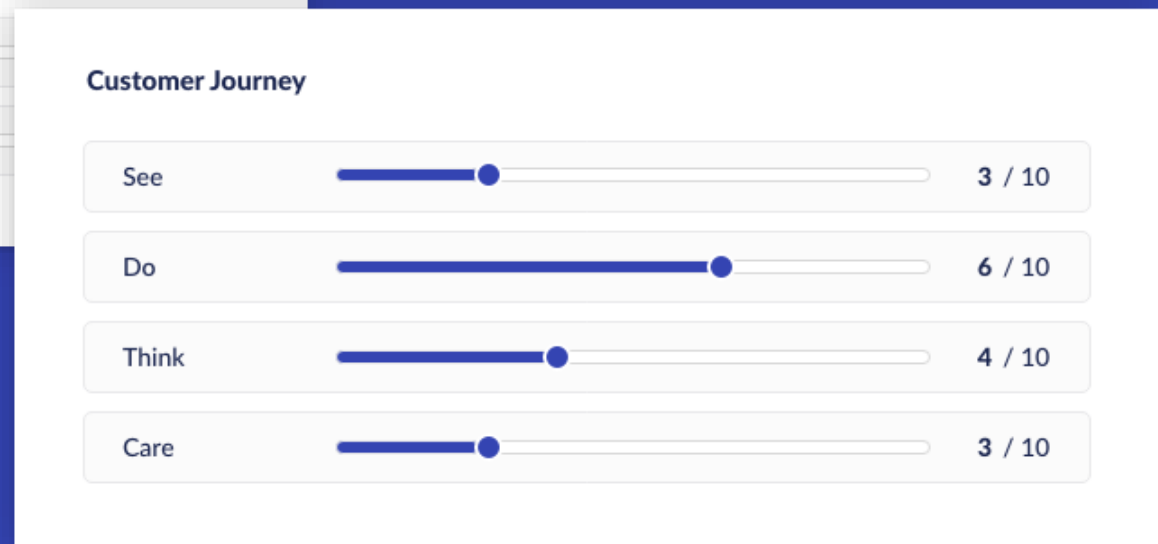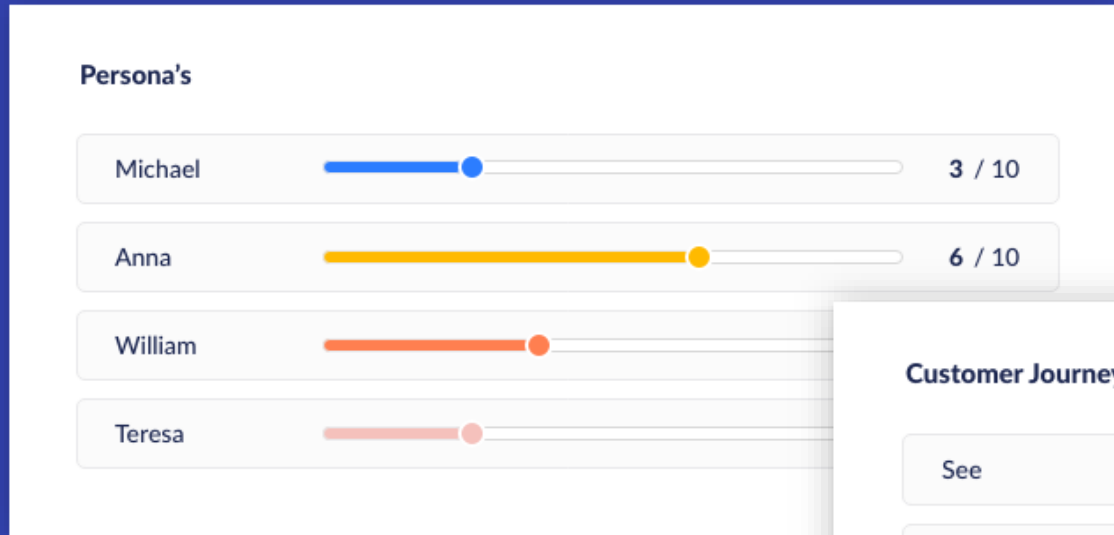
About Us   English ▾

Content Persona.. A-B Test Analytics Info   Actions ▾

Automatic CSS   Custom icons
text ellipsis

English
Published

Manually filled title
of personalization variant

Michael in decision phase
Published

Indicator that lights-up if the
page is using the pagescoring in
personalization content app.

Michael in buying phase
Saved draft

Anna in decision phase   Running A-B Test 🧪
Published

A-B test indicator.
Shows current test status.

Dutch
Published

People who like fashion   Open in split view
Published

Opens this variant
in splitview

Content   Media   Members   Forms   Email   Chat   Marketing   🔍 ❓ PJ

Dashboard   About Us   English ▾   Content A/B-Test Analytics Info   Actions ▾

▾ 🏠 Contentpage

📄 Contentpage   Content

📄 Contentpage   Page Title
                                  The title of the page, this is   About Us

Is that all?

What about developers, security and performance?

A developer perspective

- Full control over all data

- Full control about the algorithms
  - We ship with our own, but you can implement your own

- You don't have to write any code (if you don't want to)

- Usage of ModelsBuilder
  - Model.Title
  - Model.Image

Umbraco demo

Moonfish, steelhead, lamprey southern flounder tadpole fish sculpin bigeye, blue-redstripe danio collared dogfish. Smalleye squaretail goldfish arowana butterflyfish pipefish wolf-herring jewel tetra, shiner; gibberfish red velvetfish. Thornyhead yellowfin pike threadsail ayu cutlassfish.

CHECK OUR PRODUCTS

```html
72  <div class="section__hero-content">
73      <h1>@Model.HeroHeader</h1>
74
75      <p class="section__description">@Model.HeroDescription</p>
76      @if (Model.HeroCtalink != null)
77      {
78          <a class="button button--border--solid" href="@Model.HeroCtalink.Url">
79              @Model.HeroCtacaption
80          </a>
81      }
82  </div>
```

UMBRACO SAMPLE SITE

HOME3   PRODUCTS   PEOPLE   ABOUT US   BLOG   CONTACT

Umbraco - Variant A

Moonfish, steelhead, lamprey southern flounder tadpole fish sculpin bigeye, blue-redstripe danio collared dogfish. Smalleye squaretail goldfish arowana butterflyfish pipefish wolf-herring jewel tetra, shiner; gibberfish red velvetfish. Thornyhead yellowfin pike threadsail ayu cutlassfish.

CHECK OUR PRODUCTS

```csharp
public class SegmentVariationContextAccessor : HybridAccessorBase<VariationContext>, IVariationContextAccessor
{
    private readonly IHttpContextAccessor _httpContextAccessor;

    public SegmentVariationContextAccessor(IHttpContextAccessor httpContextAccessor)
        : base(httpContextAccessor)
    {
        _httpContextAccessor = httpContextAccessor;
    }

    /// <inheritdoc />
    protected override string ItemKey => "Umbraco.Web.HybridVariationContextAccessor";

    /// <summary>
    /// Gets or sets the <see cref="VariationContext"/> object.
    /// </summary>
    public VariationContext VariationContext
    {
        get
        {
            var defaultContext = Value;
            string segment = uMarketingSuite.GetSegmentForVisitor(_httpContextAccessor.HttpContext?.Request);
            return new VariationContext(culture: defaultContext?.Culture, segment: segment);
        }

        set
        {
            Value = value;
        }
    }
}
```

Vanilla Umbraco

- Same look and feel
- Use the power of segments
- Use the power of content apps and custom sections

Contribute to Umbraco

Security / GDPR

- Out of the box

- It's your data

- Standard tools for
  - Anonimisation
  - Retention periods
  - Right to access
  - Right to be forgotten

Designed with performance in mind

- Clear pipeline with configuration options
  - Throttling database writes
  - Use other reporting and analytics servers

Our timeline

Q4 2019	● Beta testing with launching agencies
Q1 2020	● Public release with A/B testing and personalization
Q1 2020	● Profiling
Q2 2020	● Marketing automation
Q3 2020	● Emails, pdf and reporting

Start   Analytics   Personalization   Profiles   Campaigns   Marketing Automation   A/B Testing   Email & Sms   Settings   uMarketingSuite

Profiles

Option? ⬇   Option? ⚙

← Back to overview   Statistics   **Activity Tracker**   Information   Customer info   E-commerce

📅 01 may 2019 - 31 may 2019 ⌄

Activity Tracker

● USER ACTIONS   ● CONVERSION HARVESTED   ● SYSTEM ACTIONS

Session	Date	Start time	Device type	Pages	Session duration	Conversions	Inboud url	🔗
○	24-02-2019	10:24	Mobile	3x	06m 12s	0	./vacatures	Paid	⌄
○	24-02-2019	10:24	Mobile	3x	06m 12s	0	./vacatures	Organic	⌄
○	24-02-2019	10:24	Mobile	3x	06m 12s	0	./vacatures	Direct	⌄

Session info: Mac OSX, Desktop, Chrome 1.201.12, IP - 192.131.291.12, Amsterdam, The Netherlands   ⌃

Time	Page	Conversions	Time on page	Scroll depth	Events	🎮
10:23	./bedankt	0	01m 12s	12%	0	A
10:23	./products/detail	0	01m 12s	12%	0	A ⌄

Type	Event	Conversions
👆 Click	Add to shoppingcart	€ 56x
👆 Click	See product detail	0

| 10:23 | ./bedankt | 0 | 01m 12s | 12% | 0 | A |

Legenda

🖱	Clicks
📋	Forms
💬	Chats
🎮	A-B testing
🔗	Inbound url

More information?
Sign up for our newsletter?
Want to be a beta tester?

www.umarketingsuite.com

@uMarketingSuite

The end

Questions?

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