



Finding effective and efficient ways to acquire customers and keep them loyal is a business requirement for all organizations today. Using the web to offer personalized and targeted content to each visitor enables organizations to engage site visitors, convert browsers to buyers and create lasting relationships. With *FatWire Engage*,™ organizations can create persuasive web sites that support these goals, with simple tools and a robust rules engine for targeting content to specific audience segments.

With *FatWire Engage*, you can:

Empower Business Users to Create Flexible, Targeted Campaigns

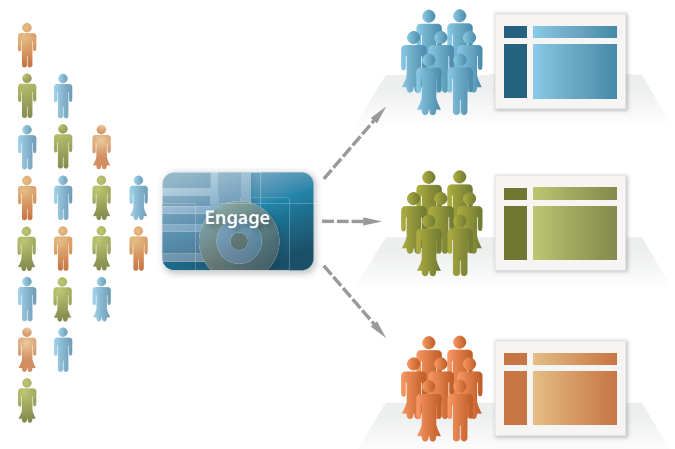
A powerful rules engine with an intuitive interface, *FatWire Engage* enables marketers to define customer segments, and create rules for what content will be delivered to each customer segment online. When visitors come to the website, they are automatically placed in a customer segment either via explicit targeting, in which they are a known user or have certain known characteristics; or via implicit targeting, in which their customer segment is derived simply from their behavior on the site.

FatWire Engage also enables business users to set up the targeted content and promotions that will be delivered to each of these segments – enabling marketers to manage their online content and campaigns with great flexibility and effectiveness. Setting up seasonal and limited-time campaigns is easy, and marketers can even choose to deliver promotions only during certain times of the day, or when a user follows a specific clickstream path. Via integration with *FatWire Analytics*, marketers can also understand the effectiveness of different content, recommendations and promotions for specific customer segments, so that they can optimize web content for maximum effectiveness, visitor response, sales, and more.

Gain Powerful Segmentation Capabilities

Organizations using *FatWire Engage* can create visitor segments based on a broad array of explicit criteria, such as demographics (age, gender, geographical region, etc.), visitors' set preferences, consumer purchase history, and more. Implicit, behavior-based criteria can also be used to create audience segmentation. For example, visitors who read articles on sports could fall into a sports fan segment, or visitors who repeatedly went to a shopping cart page without making a purchase could be put in a "likely buyer" segment.

Multiple types of criteria can be used to define a specific customer segment, making segmentation as granular as is required. Segments can be defined broadly or narrowly, giving organizations a high degree of flexibility and keeping marketers in control. The sophisticated rules engine provided by *FatWire Engage* also enables weighting of recommendations, so when multiple customer segments apply, users see the most appropriate content for their needs.



FatWire Engage automatically segments site visitors and tailors site content to their needs.

FatWire | Engage



The sophisticated targeted marketing capabilities in *FatWire Engage* enable organizations to deliver a personalized and compelling web experience that can help companies forge deeper relationships with customers and drive results for the business.

Integrate with a Robust Platform for Web Experience Management

FatWire Engage integrates seamlessly with the rest of the FatWire suite of products for Web Experience Management. Integration with *FatWire Content Server* enables extremely scalable delivery of targeted content at the speed of a static site. With a high-performance edge-caching infrastructure, *FatWire Content Server* assembles dynamic and static content on personalized pages according to *FatWire Engage* rules – resulting in a relevant and compelling web experience for each visitor.

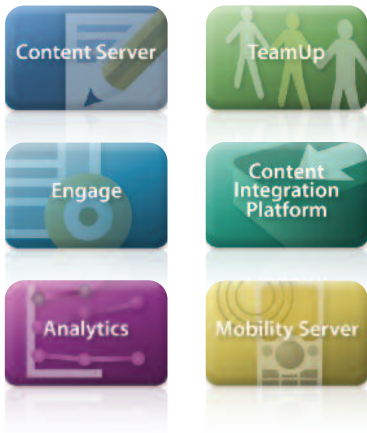
Meanwhile, integration between *FatWire Engage* and *FatWire Analytics* offers detailed-asset-level tracking so marketers can identify which individual pieces of content are successful with different customer segments so that promotion and targeting can be optimized.

The web is the most effective and efficient channel for attracting new customers, increasing sales, and improving customer loyalty. *FatWire Engage* provides organizations with the tools they need to create a personalized web experience that will achieve these goals. As an integral part of the FatWire Web Experience Management suite, *FatWire Engage* offers powerful content targeting capabilities, enabling organizations to create and deliver a personalized and compelling web experience that will drive business results.



Features	Benefits
<h3>Flexible User Segmentation Capabilities</h3>	
<ul style="list-style-type: none"> • Users can be segmented by demographics, purchase history, registered preferences or any other type of data • Segmentation can also be based on clickstream behavior, enabling targeting for even new, unregistered visitors • Integration with CRM systems can also drive segmentation 	<ul style="list-style-type: none"> • Improve campaign success by segmenting site visitors into meaningful, manageable groups • Create a persuasive web experience with content tailored to visitor characteristics, preferences, behavior, or site context • Keep business users in charge of customer segmentation • Implement segmentation and website customization even when relatively little customer data is available
<h3>Simple to Set Up Content Recommendations</h3>	
<ul style="list-style-type: none"> • Intuitive wizards help business users create content recommendations for different customer segments • Recommendations can be individual pieces of content, lists or categories of content, or specific promotions 	<ul style="list-style-type: none"> • Improve the visitor web experience with relevant, targeted content • Make it easy for marketers to manage campaigns • Improve site stickiness and repeat visitors
<h3>Easy to Use Promotion Creation and Management</h3>	
<ul style="list-style-type: none"> • Wizards make it easy to create percentage-off, fixed-value and shipping discounts on individual items or categories of products • Promotions can be scheduled for specific windows of time • Promotions can be matched with specific user segments 	<ul style="list-style-type: none"> • Increase conversion rates and average order size • Maximize revenues by using promotions strategically, rather than extending them to all purchasers • Provide marketers with the tools they need to create seasonal promotions and respond quickly to events
<h3>Powerful Rules Engine</h3>	
<ul style="list-style-type: none"> • Segmentation and content delivery rules can be created to meet the needs of any marketing campaign • Overlapping segments allow for sub-segmentation of users, with a robust weighting and scoring process to determine the appropriate content 	<ul style="list-style-type: none"> • Increase site stickiness and conversion rates • Increase cross-sell and up-sell opportunities • Reach customers and prospects with personalized information in the most efficient manner possible
<h3>Simple Interface for Creating Segments and Targeted Content Rules</h3>	
<ul style="list-style-type: none"> • Business user tools give non-technical users the power to control segments and targeting • Segments, promotions and recommendations can be placed in workflow like any other piece of content • Timing, duration and nature of promotions can be easily defined and customized 	<ul style="list-style-type: none"> • Empower marketers to use the web as an efficient tool for targeted marketing and customer outreach • Reduce burdens on IT to create and maintain rules for content delivery • Offer flexible capabilities enabling rapid response to market needs
<h3>Integration with <i>FatWire Analytics</i></h3>	
<ul style="list-style-type: none"> • Integration with <i>FatWire Analytics</i> enables tracking of individual recommendations, promotions, and offers, including response by segment 	<ul style="list-style-type: none"> • Optimize content and offers to continually enhance effectiveness • Gain a comprehensive understanding of preferences and behavior for individual audience segments
<h3>Integration with <i>FatWire Content Server</i> and <i>FatWire Satellite Server</i></h3>	
<ul style="list-style-type: none"> • Integration with FatWire's robust platform for web content management and delivery of dynamic web pages 	<ul style="list-style-type: none"> • Enable seamless and dynamic delivery of targeted content on a large scale, all at the speed of a static site • Extreme scalability meets the needs of the largest global businesses for dynamic content and sites

See additional *FatWire* products and modules:
Content Server, Analytics, TeamUp, Satellite Server, Content Integration Platform, Mobility Server



About FatWire

FatWire Software is the leading provider of *Web Experience Management (WEM)* solutions that enable organizations to deliver a rich online experience to users and simplify management of their web presence. FatWire is headquartered in Mineola, NY and serves over 500 customers from offices in 10 countries.

To learn more, visit www.fatwire.com.

FatWire[®]
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