

Reviewer's Guide for



Kentico Enterprise Marketing Solution

The Ticket to Online Marketing Success





Discover unlimited website possibilities



Content Management



E-commerce



Social Networking



Intranet Collaboration



Online Marketing

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Introduction

Letter from the CEO



Welcome!

I want to personally invite you to take a tour of Kentico CMS 7 and the Integrated Enterprise Marketing Solution (EMS). Kentico is a customer-focused company that provides the products and features our customers demand. With over 15,000 websites in 87 countries, Kentico is a true Enterprise - class CMS platform.

I truly believe Kentico CMS 7 and the Enterprise Marketing Solution (EMS) will continue to be the choice of partners and customers who need a flexible platform to easily build and deploy compelling websites on tight deadlines. Extending Kentico CMS 7 is EMS, designed for any marketer that needs an integrated customer experience management (CXM) solution. Based on customer and partner feedback, we designed EMS to allow marketers to provide a dynamic customer experience across all their web properties and get a 360-degree view of customers.

This guide contains what we feel are the top features of Kentico CMS and EMS. I hope you will take an opportunity to try out the software; I definitely recommend using the "Kentico EMS in Action" section as your guide.

Petr Palas
Kentico CEO & Founder

Letter from the CTO



My single priority is to deliver an integrated and scalable CMS and marketing platform that exceeds the requirements of our customers. I am incredibly proud to say that Kentico CMS 7 and the Kentico Enterprise Marketing Solution (EMS) has achieved this. Our development efforts were solely focused on delivering a real time customer-centric marketing platform that works across channels and provides instant marketing results. Any Enterprise looking for an integrated Customer Experience Management (CXM) solution will find Kentico Enterprise Marketing Solution (EMS) is their answer for optimizing websites and achieving higher campaign ROI.

This guide is your personal tour of Kentico CMS 7 and the Kentico Enterprise Marketing Solution (EMS). Personally, I had an incredibly hard time deciding on my favorite features to include – our industry leading Windows Azure support, Integration bus, enhanced scripting capabilities and REST Services are just a few. I encourage you to take this opportunity and see a customer driven platform.

Martin Hejtmanek
Kentico CTO



Introduction

This evaluation guide, targeted at industry thought leaders and marketing managers, details the features and benefits of Kentico Enterprise Marketing Solution (EMS), the integrated customer experience management platform introduced in the latest release of Kentico Content Management System (CMS). The guide begins with an introduction to Kentico EMS and continues with a detailed examination of the value and features the Enterprise Marketing Solution provides. The evaluation guide also includes a useful feature matrix that allows readers to understand the capabilities available in each edition of the Kentico platform. After completing this guide,

readers will understand why organizations should choose Kentico EMS for their marketing programs and how to utilize Kentico EMS for planning, managing, executing and measuring marketing efforts. This guide does not require readers to have any specific technical skills or previous experience with Kentico products. If, however, readers are familiar with Kentico, they can still benefit from this content.

Product Overview

Kentico CMS is a full-featured, but easy to use, web content management system. It supports the latest web models and technologies to ensure organizations have the flexibility to adapt to emerging channels. Kentico CMS provides a feature rich and flexible base for building dynamic, interactive sites of all types from Enterprise 2.0 intranets and extranets to online stores and social communities.

Kentico CMS is a full-featured, but easy to use, web content management system. It supports the latest web models and technologies to ensure organizations have the flexibility to adapt to emerging channels. Kentico CMS provides a feature rich and flexible base for building dynamic, interactive sites of all types from Enterprise 2.0 intranets and extranets to online stores and social communities.

Kentico CMS has all the capabilities required for an enterprise-class content management system - a flexible repository, versioning, customizable workflow, configurable security and tools for efficiently creating and managing dynamic content. Despite its sophistication, Kentico CMS is designed for ease of use; it enables even non-technical users to create rich, highly interactive sites. The platform's user focused approach has many organizational benefits when compared to competing solutions - high adoption rates, increased productivity, lower training requirements and better user satisfaction.

Kentico CMS has all the features expected for modern site management like:

- Microsoft Word-like content editing in the web browser
- management of multiple sites from a single interface
- multilingual support
- visual components (widgets) that allow end-users to create pages with dynamic content
- fully integrated management of multimedia content like images and video

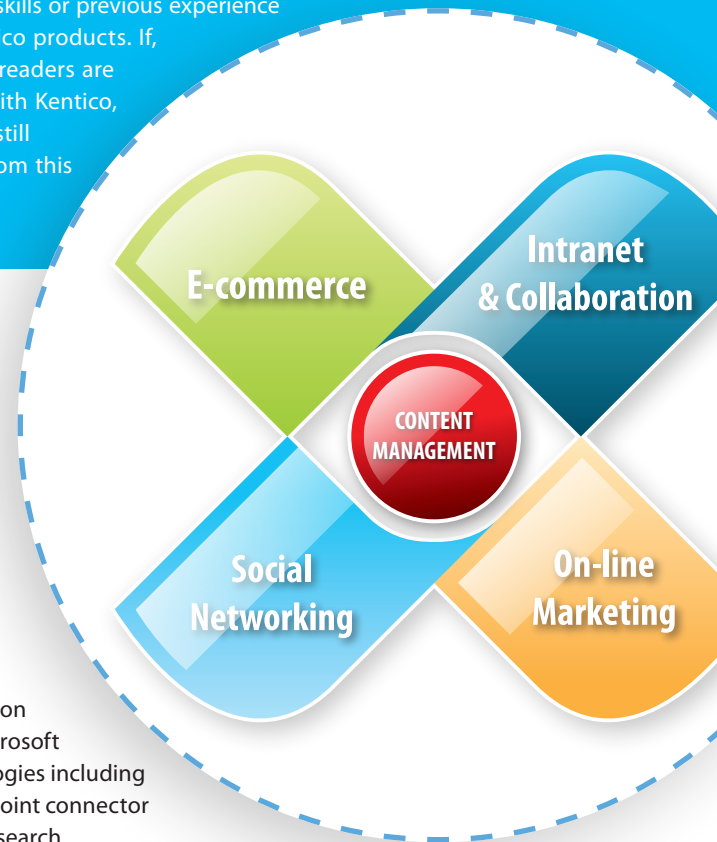
- deep integration with Microsoft technologies including a SharePoint connector
- full text search

Kentico CMS also includes several built-in modules that provide functionality like forums, e-commerce, blogs, reporting and web analytics. In addition, Kentico CMS is available in multiple editions; each edition has a specific mix of features designed to support a particular business model. The "Product Editions" section of this evaluation guide includes a detailed matrix of features by edition.

Kentico CMS is a complete solution out-of-the-box, unlike many other products, there is no need to spend time locating, downloading and installing multiple components to make the platform useful. A complete list of features is available at

<http://www.kentico.com/Product/All-Features>.

Although the native features in Kentico CMS provide everything most companies want to create a site, they aren't limited to the pre-built capabilities. Kentico CMS has a componentized design that allows organizations to extend it to meet any specialized requirements. ■



Kentico CMS 7

What's New in Kentico CMS 7



Kentico CMS continues to evolve significantly in its latest version; this release makes Kentico CMS an even more attractive option. Kentico CMS 7 includes a multitude of noteworthy enhancements.

Key changes include:

- Marketing automation module
- Advanced workflow and visual designer
- Enhanced mobile device support including mobile preview
- Re-designed newsletter interface and A/B support

- Enhanced social networking integration including Chat support
- Banner management module
- Integration with Sales force and Data.com (formerly Jigsaw)
- Better support for cloud-based deployment to Windows Azure
- Additions to the e-commerce module that includes a new product management UI, and 30+ reports

A detailed description of all the improvements in Kentico CMS 7 is available for download at: <http://goo.gl/OIFYc>

Introducing Kentico EMS

- Analytics Engine
- Reporting
- Conversions
- Campaigns

Web Analytics & Reporting

- Contacts
- Activity tracking
- Accounts
- Contact groups
- Automatic grouping

Contact management

- Score rules
- Dynamic evaluation
- Potential clients

Lead scoring

- A/B Testing
- MVT Testing
- Content personalization

Web site optimization

- Portal engine integration
- Users
- Newsletter subscribers
- E-commerce customers
- On-line forms
- Search

Integration with other modules

- Newsletters
- Open e-mail tracking
- Clicked linktracking
- Bounced e-mails
- A/B Testing

E-mail marketing

real-time, customer focused, multichannel marketing programs and measure the results in a single place.

Kentico EMS offers user simplicity with comprehensiveness – an uncommon combination in the multichannel campaign management software market. The Kentico CMS 7 core allows users to create and manage content, and Kentico EMS adds the ability to deliver campaigns, manage contacts, perform e-mail marketing, generate leads, optimize content and much more.

In addition to campaign and contact management, Kentico EMS allows organizations to quantify performance, a critical activity for modern businesses with stretched marketing budgets. Soft metrics such as brand equity are no longer sufficient to justify campaign investment. Organizations want to understand the link between activity and opportunity; they desire quantitative proof of the effectiveness of their marketing programs. Kentico EMS

Kentico CMS 7

- Web Content management
- E-commerce
- Social networking
- Intranet

Kentico EMS provides a set of features extending the Ultimate Edition of Kentico CMS. The Enterprise Marketing Solution extends its content management foundation with sophisticated analytics and reporting as well as an integrated campaign and marketing toolset. The result is a solution that empowers organizations to deliver

helps by tracking numerous metrics associated with interactive campaigns like page views, referring URLs, search key words, average time on page or any custom metric organizations deem necessary. Enterprises can use this data for planning, content personalization, lead scoring and nurturing or other marketing activities. ■

The Kentico EMS Value

Organizations of all sizes are shifting marketing resources from company driven, single-channel, broadcast campaigns based on little more than the intuition of the marketing staff to quantitatively driven, multichannel, interactive campaigns. While traditional one-way approaches remain a part of marketing strategy at many companies, the voice of the customer has grown louder. Two-way communication with consumers across channels is the norm. The trends are propelling inbound, interactive marketing to the favored method for generating business.

Kentico EMS supports a broad range of activities that normally require multiple vendors and several products to complete. This solution-oriented platform strategy frees enterprises from the long, complex and expensive integration effort often endured to realize their marketing vision. Organizations can implement Kentico EMS rapidly, speeding time to market and a return on investment (ROI); important factors in the current economic and competitive environment. However, the value introduced by Kentico EMS goes beyond rapid implementation; the platform is a mechanism to align the content, execution and analytics critical for successful marketing programs.

Online Marketing Loop

Multichannel marketing is simultaneously one of the biggest marketing opportunities and biggest challenges. Consumers interact with companies in more ways than ever before. This gives marketers more chances to present their message; but makes ensuring a consistent and complementary experience across all interaction points more complex.

The Enterprise Marketing Solution makes it easier for marketers to execute successful interactive campaigns across multiple channels. Kentico EMS allows marketers to manage campaign efforts from planning and conception through execution and review. With Kentico EMS, marketers are no longer required to use files, spreadsheets, homegrown applications, and multiple products while hoping for the best. Marketers are simply more productive and efficient using

EMS

Kentico EMS. The platform shifts effort and focus from how and where work is performed to the actual work being performed – driving business growth.

In addition to reducing tool chaos and streamlining workflow, Kentico EMS embraces a self-service model. This empowers non-technical users to develop their own solutions and eliminates frustrating delays through technical resources. Marketers can create exactly what they need to deliver a campaign, without multiple cycles of communicating vision and requirements to delivery teams. A Faster solution delivery means a faster time to market.

- better visibility and insight into customers
- knowledge of which marketing content is most effective at driving response, conversion and loyalty
- improved site experience for visitors
- better campaign ROI

Kentico EMS gives marketers: in a fraction of the time and with less complexity than required by other tools.



Technologist

Technologists also benefit from the architecture and features of Kentico EMS. The Enterprise Marketing Solution allows technologists to be more productive delivering solutions faster with a greater focus on providing business value – an important benefit for geographically extended technology teams. Kentico EMS includes many features that improve developer productivity, like: embedded management of database objects, support for multiple Visual Studio project types, a new system integration bus and visual editing of page layouts.

The platform, created with .Net, supports the latest technologies from HTML 5 and REST to Windows Azure. The entire solution is designed in an open and modular fashion >>

» with well-documented interfaces that enable technology teams to extend the platform without guessing how and where Kentico EMS supports customization. In addition, organizations can purchase full source code licensing to gain complete visibility into the platform's design and implementation.

Beyond the development features, Kentico EMS has a scalable multi-tier architecture that implements best practices for high-performance and availability such as content caching, paging and JavaScript minification. Kentico EMS fully supports a web farm and Windows Azure deployment for sites with demanding performance

requirements or rapid growth rates. In addition, the Enterprise Marketing Solution includes management tools necessary in most enterprise environments like:

- Health Monitoring
- Multiple SMTP Servers
- External Windows Services for execution of scheduled tasks
- Installation manager for easier upgrades and patch management
- Flexible and robust security model
- Kentico EMS simplifies the development and support of marketing solutions without compromising flexibility or power. ■

There is no shortage of features in Kentico EMS. In fact, it can be a little over whelming for new users or evaluators to determine what to examine first. The top five provides a short list of features by role that may be especially valuable to understand.



Top Features for Marketers

1 Marketing automation

Marketing automation is a platform to automate and



streamline Kentico EMS tasks. Features like Contact Management, E-mail Marketing, Segmentation, Personalization and Lead Scoring can easily be orchestrated into an automated process using a visual designer. This enables organization to visually and easily create lead nurturing, drip marketing and maintain an on-going conversation with clients and prospects. Marketers can easily build automated processes around contacts with various actions including e-mails, tasks assigned to sales people or synchronization of chosen contacts into your CRM.

2 E-mail Marketing

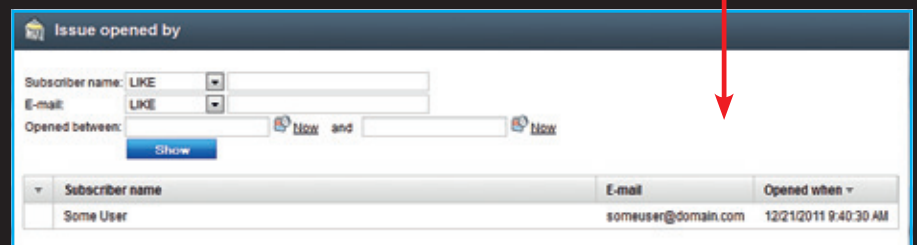
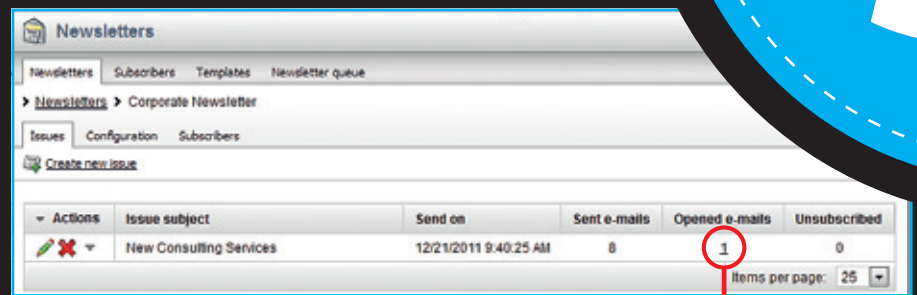
E-mail marketing is a common component of many marketing programs. E-mail marketing is a cost effective tool for nurturing leads, communicating with existing customers and generating

interest in products and services. Kentico EMS is a complete e-mail marketing solution that allows users to create, manage and track e-mail campaigns without requiring additional products or services. With Kentico EMS, organizations can create newsletters, manage subscribers or create personalized messages; and because the functionality is integrated, it is easy to reuse existing content or images.

E-mail marketing, like other aspects of Kentico EMS, is extremely flexible. The platform supports creating manual messages using static content and dynamic messages with content sourced from a page and sent at a regularly scheduled interval.

In addition, marketers can personalize messages with recipient details, to make the content more targeted to readers. Kentico EMS does more than subscriber and e-mail management; the platform includes real-time e-mail campaign performance tracking.

Kentico EMS tracks the number of opened messages, bounced messages and click-through metrics like: unique clicks, total clicks and click rates. Kentico also supports integration with external bulk e-mail services to minimize load on internal mail servers.



3 Contact Management and Segmentation

One-way broadcast messaging is becoming a thing of the past. Modern marketing is more nuanced, targeted and personalized. Marketers must understand their audience's preferences and content consumption habits to produce campaigns that uniquely appeal to their target. It's not just about numbers. Even the most detailed metrics are of little use if they don't enable marketers to answer the questions:

- Who are my customers and potential customers?
- What is important to them?
 - What will win their business and loyalty?

Unfortunately, understanding the behavior of an individual is not simple. Individuals can interact with an organization in multiple ways, have more than one account and share relationships with other site visitors. Kentico EMS' contact management feature tracks site interactions allowing marketers to gain a holistic view of visitor behavior at a contact

level that spans accounts, subscriptions, channels, statuses and time.

Kentico EMS can aggregate contacts and their data into dynamic groups based on demographic attributes like: age, gender, job title, etc; and activities like: subscribing to a newsletter, submitting a form, visiting a landing page, etc. Contact aggregation, also known as segmentation, is a proven marketing strategy for understanding a target audience better. Segment analysis offers better visibility into the needs and preferences of individuals with similar qualities. Marketers can use information on segments to deliver campaigns that are more effective at engaging target audiences and ultimately driving revenue.

4 Lead Management and Scoring

Lead management is a critical activity to grow business. Kentico EMS scores leads using the detailed activity and visitor data collected by the platform. Marketers define rules and weighting and Kentico EMS automatically applies them to contacts – allowing organizations to identify the leads that have the highest probability of generating value efficiently and consistently. Lead scoring maximizes the value of the sales team by allowing them to focus on the most important contacts instead of wading through visitors that are unlikely to result in a conversion.

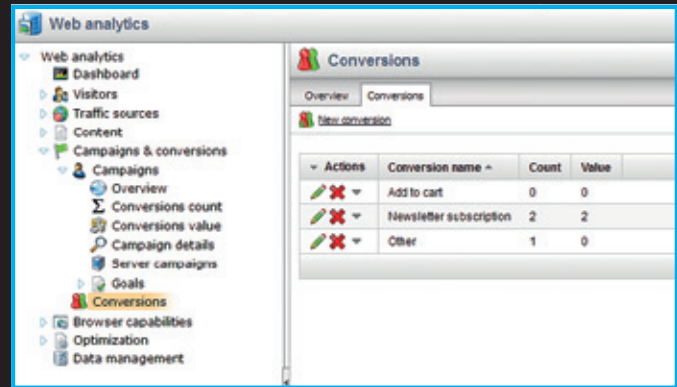
In addition to automatically evaluating the lead scores in real time, the platform can:

- send a notification if a contact achieves a specific qualification value
- display and export contacts who reached a specific threshold

5 Analytics and Reporting

Analytics and reporting in Kentico EMS allow marketers to manage marketing performance. Key components include:

- a web analytics engine
- campaign and conversion tracking
- a flexible reporting engine with standard and customizable reports



Actions	Conversion name	Count	Value
	Add to cart	0	0
	Newsletter subscription	2	2
	Other	1	0

The analytics engine is at the core of Kentico's analytical capabilities. Out-of-the-box, the analytics engine tracks over 20 standard statistics and events like views by browser, page views, search keywords, time on page, user registrations, traffic sources and top exit and landing pages. Users can enable or disable each standard metric and create custom analytics. This puts marketers in complete control of defining the data that is valuable – not the platform.

Kentico EMS reporting provides a complete environment for creating, viewing, customizing and categorizing visually rich reports. Like analytics, reporting offers users complete control. Kentico EMS includes a built-in visual report editor for creating custom reports or modifying existing reports with data, static values, charts and / or graphs. In addition, the platform groups reports in hierarchical categories that users can modify, expand or restructure.

Top Features for Developers

Fully Documented and Flexible API

1

Kentico EMS has a comprehensive API that allows developers or administrators to perform any action supported by the user interface in code. This enables development of customized features that integrate deeply into the platform. Kentico doesn't just expose the API and leave developers to their own devices. Extensive documentation exists for the programming interface, web parts and controls. Developers have multiple options to gain Kentico EMS development knowledge. Resources include:

- [Kentico CMS Tutorial](#)
- [Developer's Guide](#)
- [API Reference and Database Reference](#)
- [Guides for e-commerce, community and intranet sites](#)
- In addition, Kentico EMS includes sample sites and detailed examples of how to use APIs.



Kentico EMS

The Top Five

» **2 Integration Bus** Kentico EMS includes an embedded integration bus that makes it easier to perform synchronization between Kentico EMS and external systems. At a practical level, integration is accomplished by creating a custom connector class, registering the connector with the integration bus and scheduling when integration tasks are processed.

The integration bus supports synchronous and asynchronous outbound messaging, which allows Kentico EMS to publish events for consumption by external systems and asynchronous inbound messaging where Kentico EMS consumes information published by external systems. Although Kentico's integration bus does not include features, like, mapping or pre-built connectors common in enterprise integration buses, it does provide a useful pattern for developers to connect to external platforms in a consistent and predictable manner.

3 Object Versioning Kentico EMS reduces the stress of making changes to objects such as CSS style sheets, e-mail templates, custom queries and report definitions. Once enabled, Kentico EMS creates a new version each time a versionable object is edited and saved. If unwanted changes are made to an object, users can roll back to a previous version - minimizing the risk of lost or corrupted work. The feature has extensive configuration options that allow users to control how much history is saved for each object, as well as, the types of objects versioned and how minor/major versions are handled.

The Enterprise Marketing Solution also supports a recycle bin concept that allows certain objects to be stored in the recycle bin when deleted instead of being permanently purged. Users can restore objects from the recycle bin, minimizing the risk of important objects being accidentally deleted.

4 Multiple Deployment Models Flexibility is a key theme in Kentico EMS; the concept is not abandoned at deployment. Kentico EMS supports several deployment models from a simple single server configuration for sites without high-availability requirements to cloud-based execution.

A single server or split application and database server is the simplest configuration for Kentico EMS. The software is deployed to a single server that conforms to the minimum requirements detailed in the "System Requirements" section of this document, and the database is installed on the same server or on a separate

dedicated server. If any component fails, all sites hosted on Kentico EMS are unavailable. The configuration may have limited tolerance for bursts of traffic or continuously high loads.

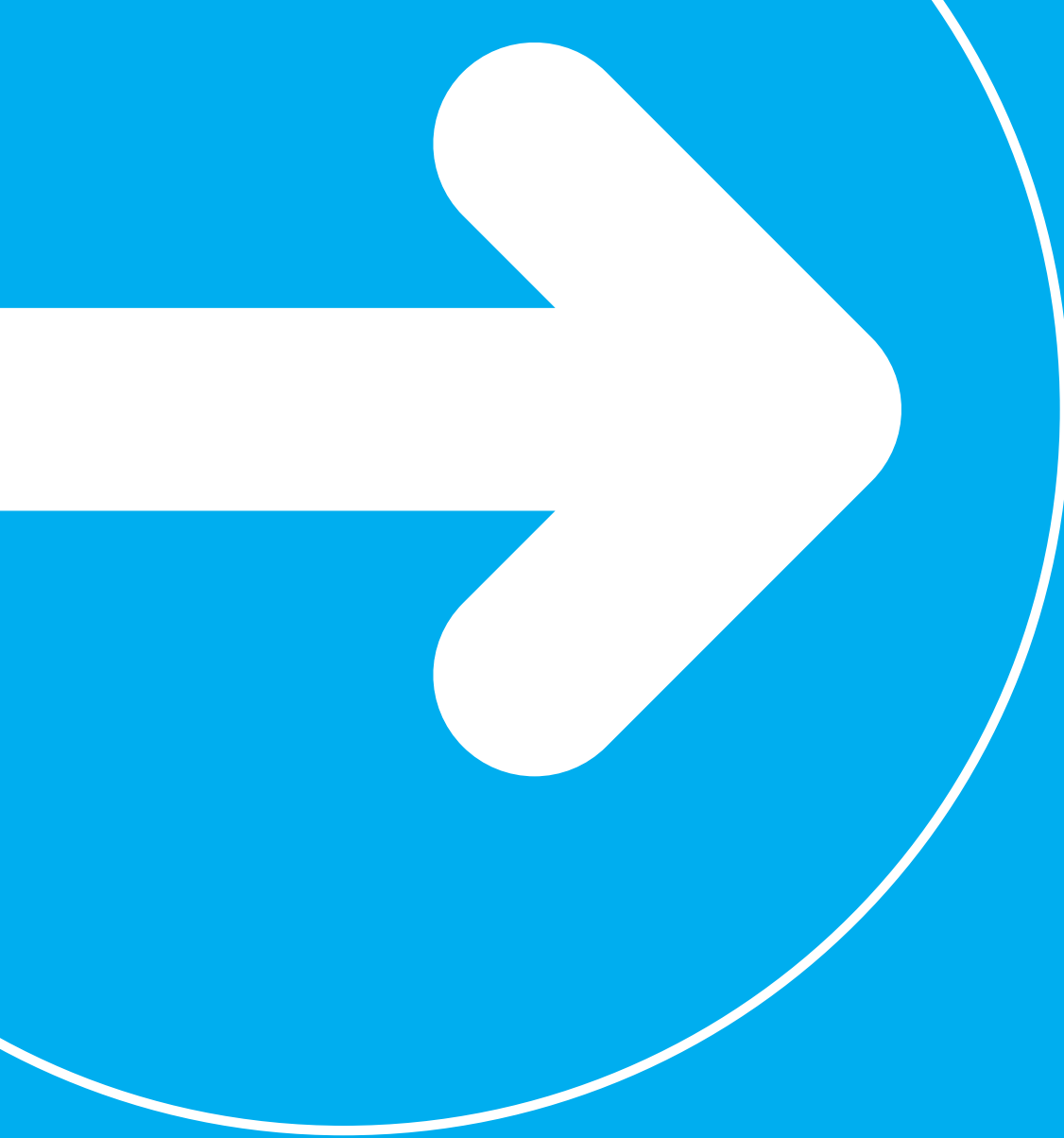
Organizations with more demanding availability requirements can deploy Kentico EMS to a web farm environment. Kentico EMS performs automatic synchronization of files and in-memory objects across servers. In addition, if the database server becomes a bottleneck, Kentico EMS supports SQL Server Merge Replication for horizontally scaling the database. Although this configuration is more complex, it ensures the highest level of performance, flexibility and scalability.

In addition to on-premise models, Kentico EMS supports deployment to Amazon EC2 and Windows Azure for organizations that desire elastic scalability. Kentico EMS deeply integrates with Azure and supports real-time instance synchronization in addition to a specialized project type in Visual Studio for Azure deployments.

5 Support for the Latest Technologies Kentico's platform, created using .Net technology, simplifies the development of dynamic websites by providing a robust foundation that includes pre-built functionality like security and end-user editing. However, it does not shield architects and developers from the underlying technology. Kentico EMS supports the latest tools and technologies that developers and architects desire. Key technologies include:

- Visual Studio 2012
- .NET 4.5 and .NET 4.0
- HTML 5 – rendering of HTML 5 video and audio elements
- LINQ – easily query Kentico CMS data and use it in your code
- REST and OData – access Kentico CMS data from external applications
- MVC – create website pages with model-view-controller architecture
- Web Application Project – with version 7, you can choose from Web Application Project, Website Project and Windows Azure Project

Kentico EMS offers the developers the best of both worlds – rapid development using a flexible framework and the ability to extend the platform to create unique solution using custom modules, pages, handlers and providers. ■



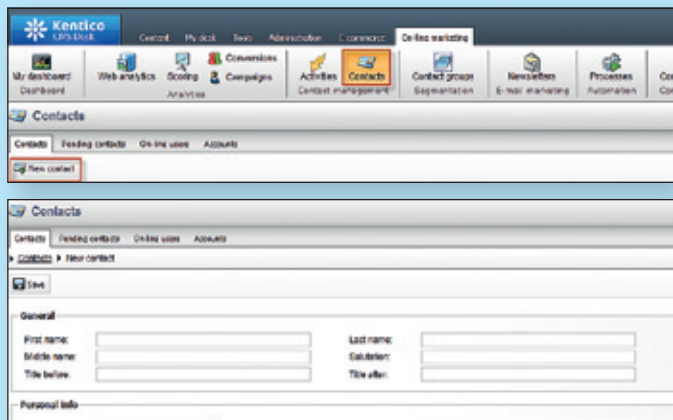
Kentico EMS **In Action**

The best way to understand the capabilities of Kentico EMS, or any software, is to use the product. Hands-on interaction provides validation that the platform is actually as flexible, full-featured and easy to use, as it's described. The following use cases describe how to perform common marketing tasks within Kentico EMS, and can significantly improve understanding of the software.

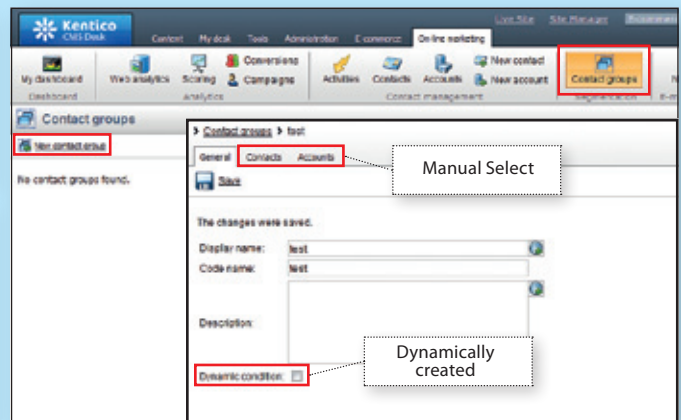
Segmenting Contacts

Segmentation, dividing contacts into similar groups based on attributes like age and gender or behavior, allows marketers to target their approach and create campaigns that appeal to a group's specific wants and needs. Segmentation improves marketing effectiveness; because consumers are more likely to respond to personalized messaging. Kentico EMS supports traditional segmentation using demographic data and other similarly static attributes as well as dynamic value based segmentation based on actions and activities to isolate contacts based on defined qualifications, minimizing the cost of nurturing and maintaining a relationship – something that has grown increasingly important as budgets tighten and markets become more competitive.

Segmentation, like other features in Kentico EMS, is designed for ease of use. Kentico EMS leverages contact groups to provide segmentation capabilities. Segmentation involves assigning user and site visitors into contact groups that represent each desired segment or demographic – either manually or dynamically through defined condition. Users create conditions using the simple expression designer or more sophisticated expressions with K#, the Kentico macro language.



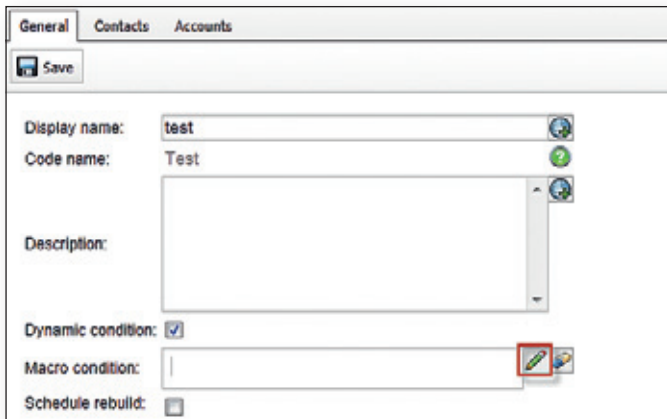
1. Begin by creating a new contact status. This is not required for segmentation; however, it illustrates the flexibility of the platform for defining custom contact attributes. Create a new contact status by selecting the **Online Marketing** tab and then clicking **Configuration**, followed by **Contact status**. Select **New contact status**. Enter "Purchase Authority" as the display name and then select **OK**. A contact is required to demonstrate the segmentation capabilities of Kentico EMS. Kentico EMS can create contacts automatically from site visitors; alternatively, users can create contacts manually. Create a new contact by selecting the **On-Line Marketing** tab, clicking **Contacts** and then selecting **New contact**. Specify the desired details for the customer. Select "Purchase Authority" in the **Contact status** drop down and select **Save**.



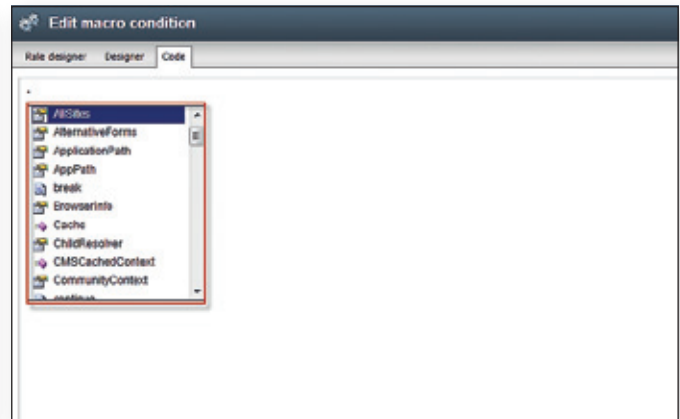
2. Create a new contact group. Creating the contact group actually defines the segment. Select the **Online Marketing** tab, click **Contact groups**, and then select **New contact group**.

Kentico EMS supports manual and dynamic assignment of contacts to contact groups. Manual assignment is, as the name suggests, selecting contacts and associating them with the desired segment. Dynamic assignment of contacts segments requires creating a condition using a simple expression or K#. To complete the creation of a new contact group, specify the contact group details.

Select the **Dynamic condition** check box, which will enable specification of a condition. A condition is the "entrance criteria" for membership in the segment.



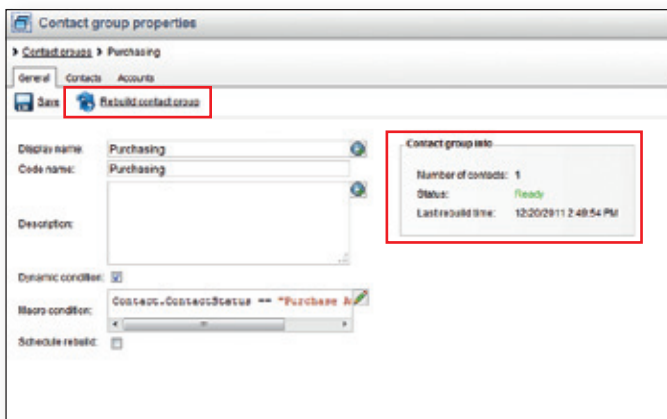
3. Select the **pencil icon** to open the editor window. The editor allows construction of a condition using either code or the visual macro designer.



4. The K# code editing window does not deviate from the ease of use theme. The editor includes context sensitive intellisense to improve user productivity. In the editor, enter:

```
Contact.ContactStatus == "Purchase Authority"
```

Select **OK** on the editor window and then **Save** on the Contact groups screen. This creates a condition will cause Kentico EMS to assign contacts with a status of "Purchase Authority" to the group.



5. To see the dynamic assignment in action, click **Rebuild contact group**. Kentico EMS will evaluate the expression and assign the newly created contact.

This is all that is necessary to segment contacts in Kentico EMS - two steps:

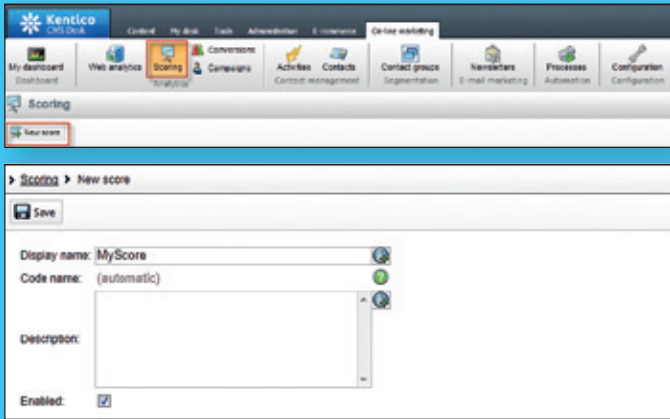
- Create a new contact group
- Define a condition

This use case clearly illustrates that sophisticated marketing methods like segmentation are simple to achieve with Kentico EMS. ■

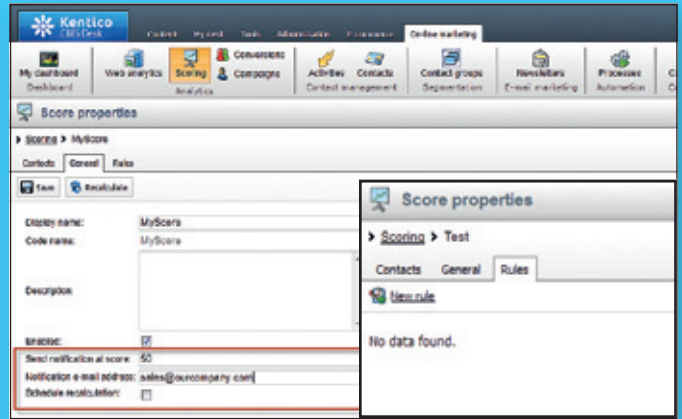
Lead Scoring

Lead scoring is a practice closely related to segmentation. It allows marketers to assign weighted values to specified characteristics and behaviors - enabling marketers to identify contacts that are most likely to result in conversions or other desired behavior. Kentico EMS fully supports leads scoring. Users can define custom rules that Kentico EMS evaluates in real-time as visitors interact with the website.



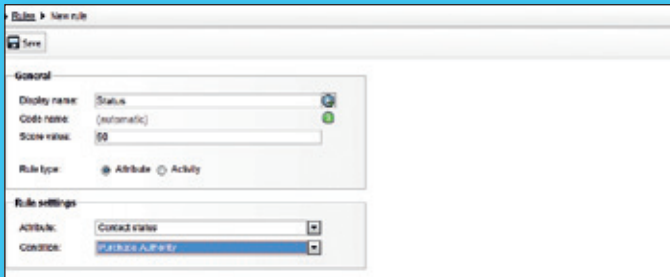


1. To score leads in Kentico EMS, select the On-line marketing tab, then select Scoring. Click the New score link. Enter a display name for the new score and select **Save**.

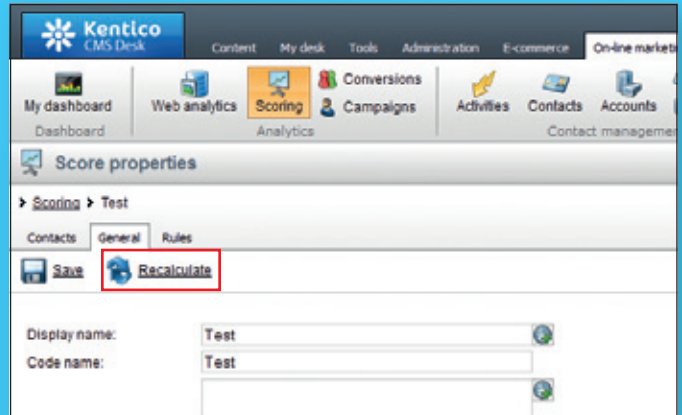


2. Specify 50 in the **Send notification at score** text box and enter your email address in the **Notification e-mail address** field and then select **Save**. This defines a threshold level for the lead score. Kentico EMS sends a notification to the specified email address when any lead reaches the defined score minimum; allowing the marketing or sales department to react to the lead while it's still hot, which improves the likelihood of the lead reacting favorably. Select the **Rules** tab and then click **New rule**.

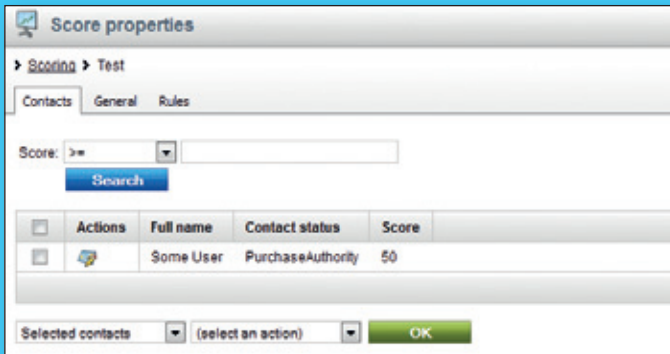
Section	Field	Value
General	Display name	Status
General	Score Value	50
General	Rule type	Attribute
Rule Setting	Attribute	Contact Status
Rule Setting	Condition	Purchase Authority



3. In the New rule screen, update the values above and then select **Save**.



4. Select the **General** tab and click the **Recalculate** link.



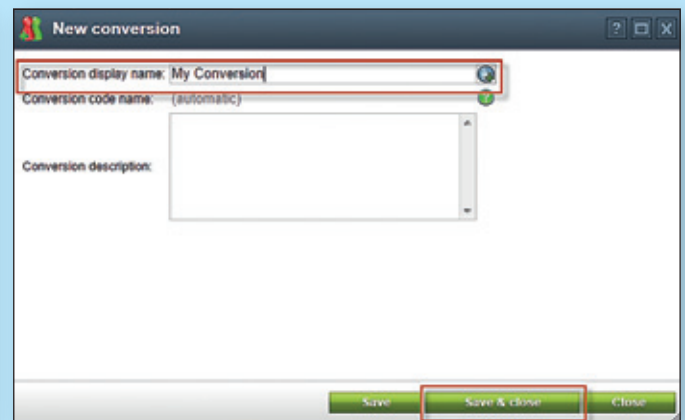
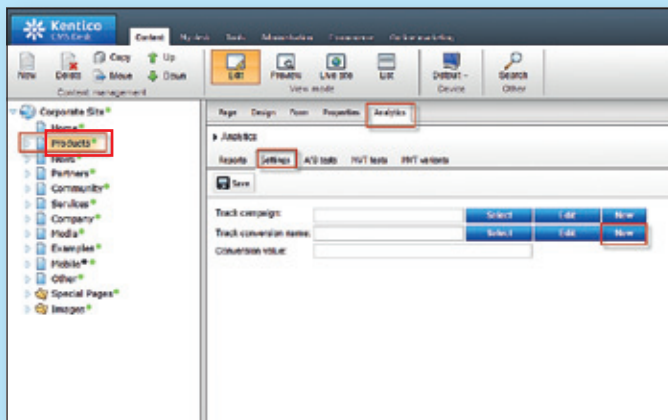
5. Select the **Contacts** tab within the scoring section. It now includes the contact created in the previous use case. In addition to automatically scoring the lead, Kentico EMS also sent an email to the specified email to indicate a lead reached the score limit. ■

Tracking a Conversion

Conversions are specific actions performed by site visitors that marketers wish to track, like: purchasing a specific product, a user registration, newsletter subscription, etc. Out-of-the-box, Kentico EMS is capable of tracking:

user registration	shopping cart activities	voting in poll
newsletter subscription	submitting a form	page visits

as conversion events. If the standard actions are not adequate, the platform can be extended to track any desired event as a conversion using the Kentico CMS API. In addition, because conversions may vary in business value, Kentico EMS supports the ability to specify a conversion value that represents the relative importance of the conversion. Conversion tracking is also completely integrated with several other web analytics and online marketing features like campaign tracking and A/B testing; this provides detailed contextual information (i.e. how the visitor arrived at the page) to marketers that can be used to refine marketing efforts.



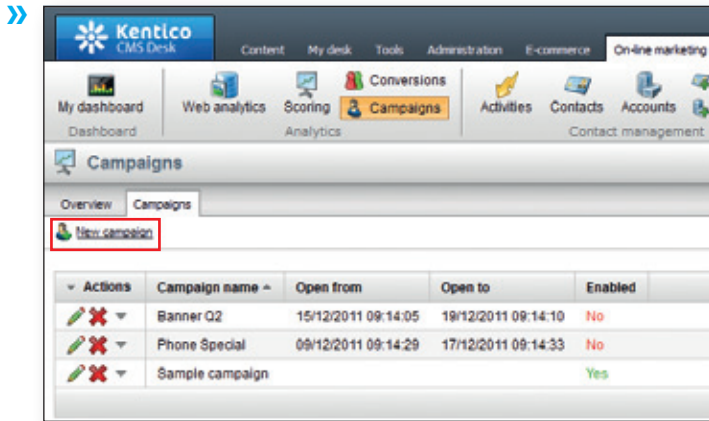
1. To create a new conversion for a page, select the **Content** tab. Select a page from the content tree (e.g. Products, News, Company). Select the **Analytics** tab and then **Settings**. Click the **New** button on the Track conversion name field.

2. Specify a display and code name for the conversion in the new conversion screen. Click the **Save & close** button in the new conversion screen. Select the **Save** button on the settings screen to complete creation of the conversion. Each time the products page is visited, Kentico EMS will log a conversion. Conversion activity can be viewed in real-time using one of the many pre-built conversion reports. ■

Creating a Landing Page Based Campaign

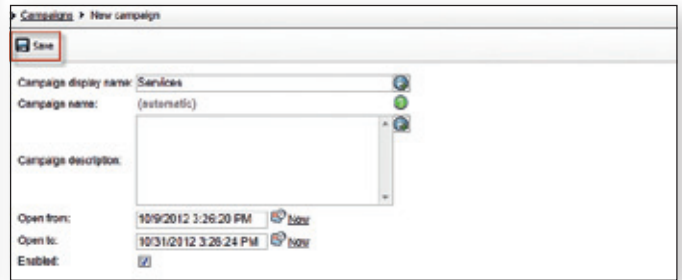
Campaigns are closely related to conversions. While conversions track a single event, campaigns allow for the tracking of a set of related activities as a single concept. Campaigns are at the core of many of the activities in Kentico EMS. A marketing campaign is a specific set of actions to promote a product or a service.





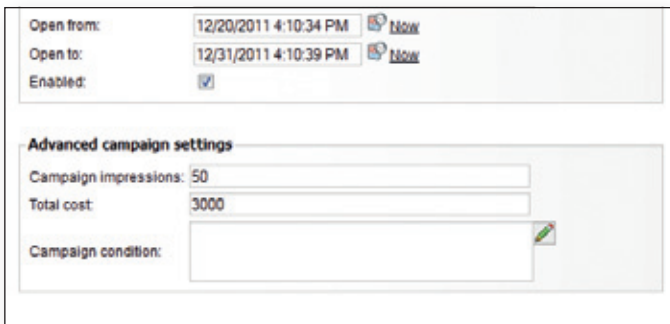
1. To create a new campaign in Kentico EMS, select the **On-line marketing** tab, then the **Campaigns** button and finally the **Campaigns** tab. Click **New Campaign**.

Field	Value
Campaign display name	Services
Open from	Now
Open to	End of month
Enabled	checked



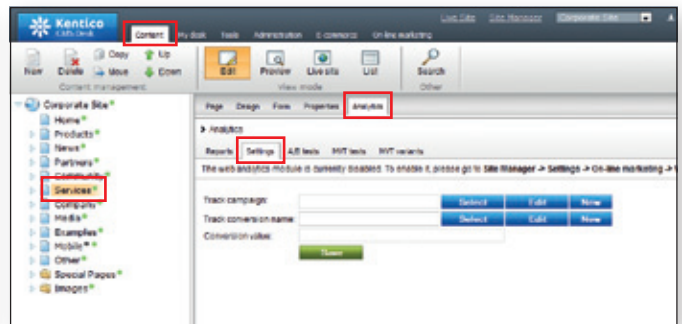
2. Specify the following properties for the campaign and then select **Save**.

Field	Value
Campaign impressions	50
Total cost	3000

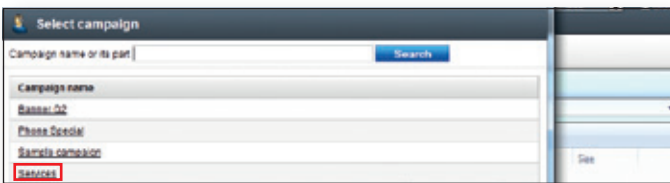


3. Specify the following properties in the Advanced campaign settings of the General tab. The General tab is displayed automatically after a new campaign is saved. Select **Save**.

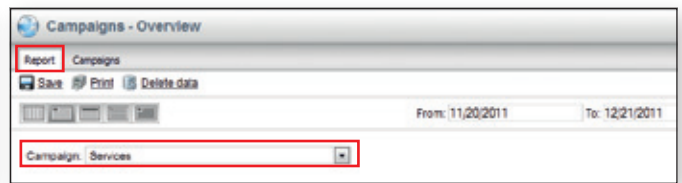
Field	Value
Number of visitors (Red flag)	0
Number of visitors (Goal)	50



4. Select the **Goals** tab and update the following fields and then select **Save**. This specifies a target of 50 visitors for the campaign. Once this is complete, select the Content tab. Select the desired page from the content tree and click the **Analytics** tab. Next, select the **Settings** tab. Click the Select button on **Track campaign**.



5. Select the Services campaign from the Select campaign screen. Select **Save** on the Setting screen. Log out of the CMS Desk and navigate to the page you associated with the campaign.



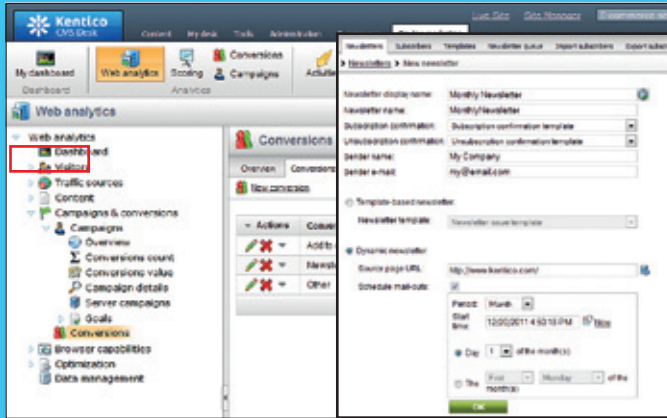
6. Log back into the CMS desk as Administrator and select the **Online marketing** tab. Click the **Web analytics** button. Select and expand the **Campaigns & conversions** node, then expand the **Campaigns** report node and select **Overview**. Select the Report tab in the report screen. Select the 'Services' campaign from the **Campaign** drop down. A report similar to the one below should be displayed. If it is not displayed, wait a few minutes for Kentico EMS to update the campaign activity. ■

Explore the other campaign reports provided by Kentico EMS, such as the conversion count or campaign details report. Keep in mind that users can create custom metrics and reports if the built-in reports are not sufficient.

Email Marketing

Creating a Monthly Newsletter

Email marketing is a cost effective tool to keep customers and prospects engaged. Email marketing is supported via the newsletter feature of Kentico EMS. The software enables creation of two types of newsletters: Static Newsletters and Dynamic Newsletters. Static newsletters are created using pre-defined templates and sent manually. Dynamic newsletters can contain content from any specified URL and are distributed automatically based on a schedule.



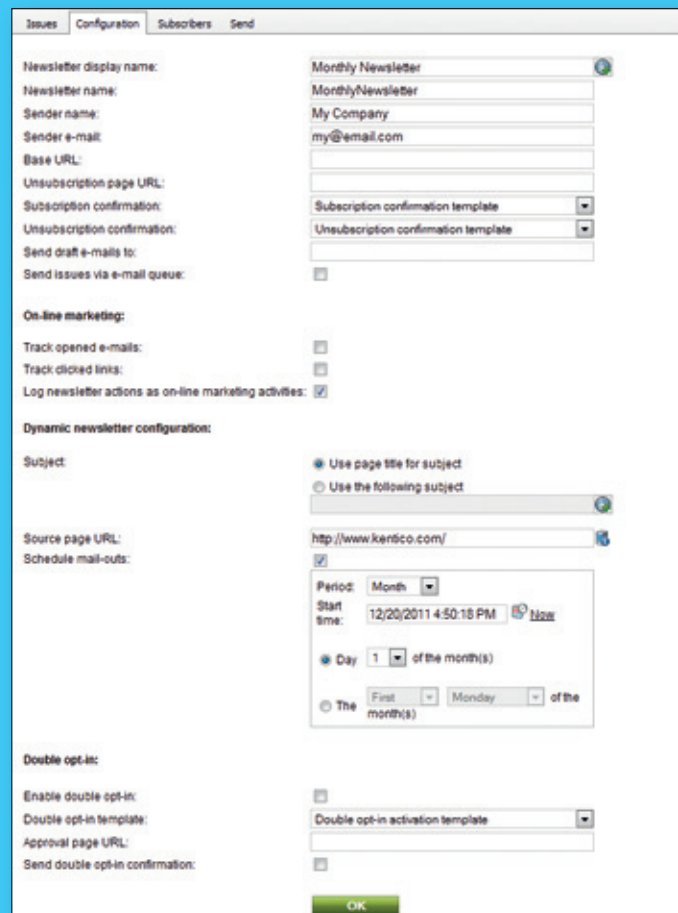
Field	Value
Newsletter Display Name	Monthly Newsletter
Newsletter name	MonthlyNewsletter
Sender name	My Company
Sender e-mail	Specify any desired email address.
Source page URL	Specify any desired URL; this is where the newsletter content is stored. The page does not have to be managed by Kentico EMS.
Schedule mail-outs	Check
Period	Month
Start time	specify the first day of the next month (e.g. 12/01/2011) and First Monday of the month

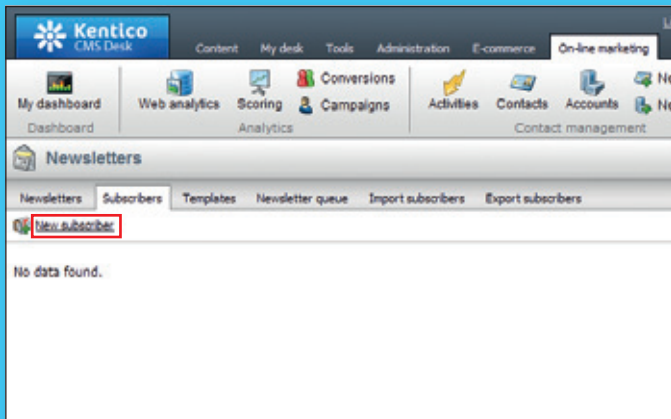
1. Select the **On-line marketing** tab and then click **Newsletters**. Select the **New newsletter** link to display the newsletter editing screen. Specify the properties above for the campaign and then select **OK**.

2. Once the newsletter is saved, Kentico EMS displays additional editing fields:

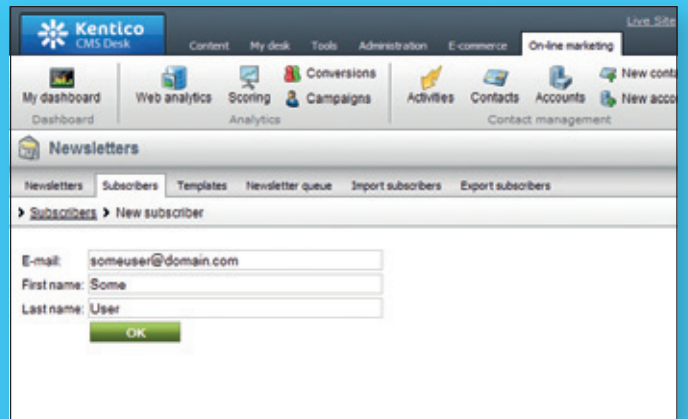
- **Base URL** – Used to specify the base URL of the website. Kentico EMS uses the base URL to convert relative links (e.g. /img/someimage.jpg) to an absolute link (e.g. http://www.mysite.com/img/ someimage.jpg).
- **Unsubscription page URL** - The URL of the page where users can unsubscribe from the newsletter. If no value is specified, the default value stored in Site Manager -> Settings -> On-line marketing -> Newsletters -> Newsletter unsubscription page URL is used.
- **Send draft e-mails to** - The email address that will receive draft newsletters for testing. Specify multiple email addresses by separating each email address with a semicolon.

Kentico EMS will automatically send the content from source page URL using the specified mail-out schedule. Allow visitors to subscribe to the newsletter by creating a subscription page. Kentico EMS provides a subscription web part to reduce the amount of effort required to create the page. »

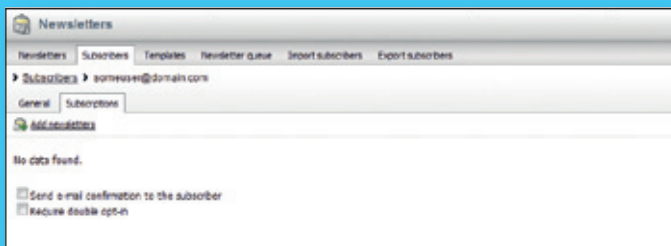




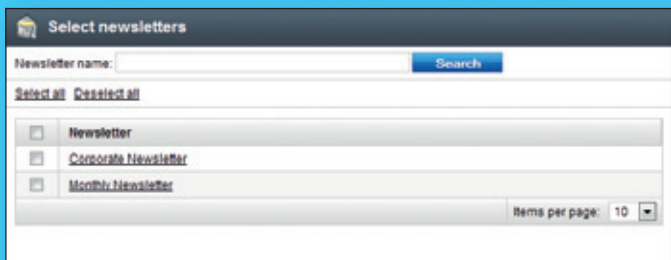
3. Alternatively, subscribers may be added manually by selecting **Newsletters**, then the selecting the **Subscribers** tab and clicking the **New subscriber** link.



4. Specify an email address, first name and last name for the subscriber. Select **OK**.



5. Once the subscriber is saved, navigate to the **Subscriptions** tab and click the **Add newsletter** link.



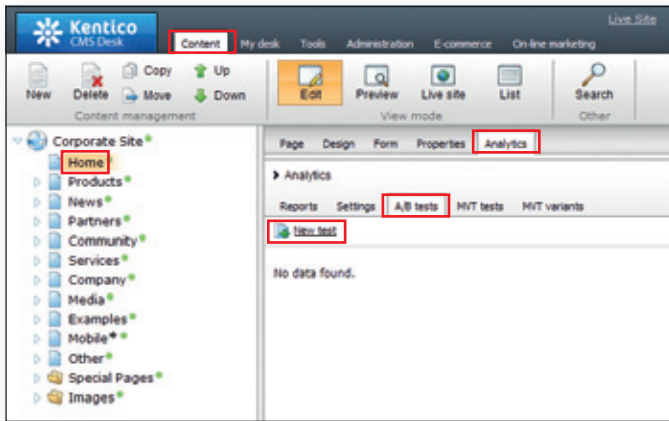
6. Kentico EMS will display the list of available newsletters. Select the desired newsletter(s) and click **OK** to save. This will subscribe the user to the newsletter. ■

These are the only steps necessary to perform email marketing; there is no need to use external tools or external solutions. Users can easily leverage any content within (or external to) Kentico EMS to create an email campaign.

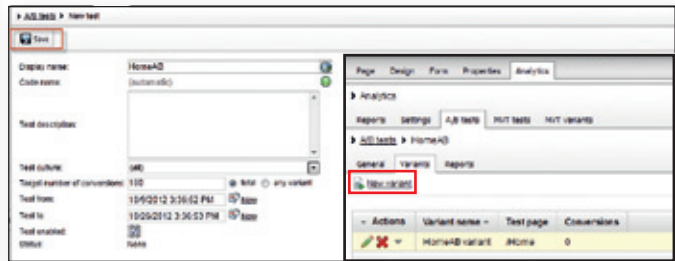
A/B Testing

A/B testing is a technique for optimizing campaign performance. A/B testing compares a baseline to one or more variants to determine which variant results in the best response rate. For example, a marketer could use an A/B test to determine which version of a banner ad generated the most customer responses. In Kentico EMS, test variants are just pages. They are created and managed like any other page and represented as separate documents, enabling any page or design to be part of a test.





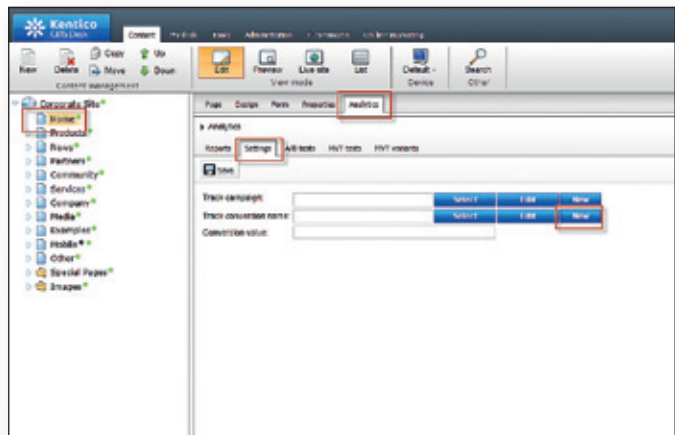
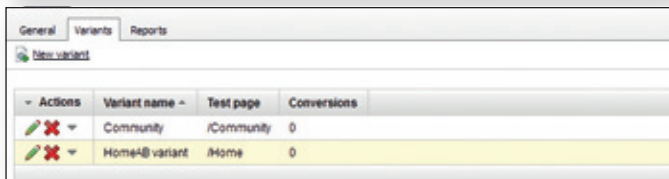
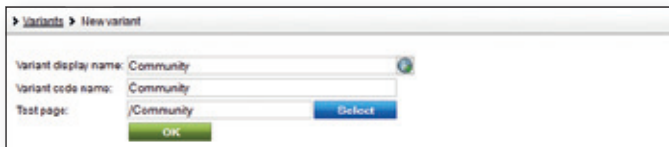
Field	Value
Display name	HomeAB
Target number of conversions	100
Test from	Now
Test to	Now + 2 weeks
Test enabled	Checked



1. Enable it by selecting **Site Manager**, then **Settings** and then **On-line marketing**. Check the box "Enable A/B testing." Once A/B testing is enabled, create a new test by selecting the **Content** tab and then selecting **Home** in the content tree. Click the **Analytics** tab; then select the **A/B tests** tab, and click the **New test** link.

2. Update the following fields and then select **Save**. Select the **Variants** tab and the click the **New variant** link.

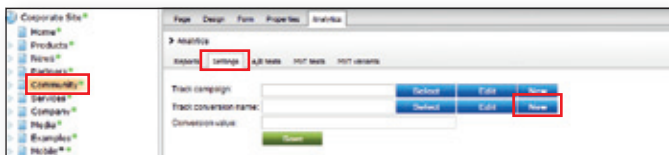
Field	Value
Variant display name	Community
Test page	/Community



3. In the **New variant** screen update the fields above and select **Save**. Click the **Variants** tab and validate that the two newly created variants are displayed.

4. In the **Content** tree select the **Home** page, select the **Analytics** tab, then the **Settings** tab, and in the **Track conversion name** click the **New** button. This will create a new conversion used to track visitor behavior.

Field	Value
Conversion display name	Home Page



5. In the **New conversion** screen specify the following values, select **Save & close**. Then, in the **Settings** tab select **Save**. In the **Content** tree select the **Community** page, select the **Analytics** tab, then the **Settings** tab, and in the **Track conversion name** click the **New** button.

Field	Value
Conversion display name	Community Page



6. In the **New conversion** screen update the following values, select **Save & close** and in the **Settings** tab select **Save**. Log out and visit the site to confirm one of the variants is displayed. The results of the test are available in real-time via one of six pre-built reports. ■

Kentico CMS 7

Product Editions

Kentico's platform is available in multiple editions configured to support specific types of business functions. Organizations get the exact features they need without any added complexity. All editions of Kentico CMS and Kentico EMS support:

Document-level permissions	Event calendar	Avatars	Categories
Versioning	Content rating	Bad words	Tagging
Content locking	Google sitemap	Portal engine	MetaWebLogAPI
Image gallery	Widgets	Articles, news, jobs, FAQ	Documentation
Media Library	UI personalization	Mobile websites	Secured pages
Reporting	Polls	RSS/Atom/XML feeds	Multisite support
Google, Yahoo, Bing Maps	Abuse reports	Custom document types	SEO support

The matrix below provides a visual guide to the capabilities provided by different variations of Kentico CMS 7 and the Kentico Enterprise Marketing Solution.

Kentico Content Management System 7 Editions			
	Kentico EMS (Enterprise Marketing Solution)	Kentico CMS Ultimate	Kentico CMS Base
Price	perpetual license from \$14,999 SaaS from \$999/month	perpetual license from \$ 4,499	perpetual license from \$ 1,999
Unlimited editors, pages and developers	Unlimited	Unlimited	Unlimited
Content Management			
Staging	✓	✓	
WebDav (Office Integration)	✓	✓	

Kentico Content Management System 7 Editions			
	Kentico EMS (Enterprise Marketing Solution)	Kentico CMS Ultimate	Kentico CMS Base
Mobile			
Mobile device layouts	✓	✓	
Mobile preview	✓	✓	
Security			
Active Directory Integration	AD Import Utility	AD Import Utility	Only Authentication
Live ID, Facebook Connect, Open ID, LinkedIn	✓	✓	
Banned IP Addresses	✓	✓	
Advanced Features			
Integration Bus	✓	✓	
Banner Management	✓	✓	
Team Development	✓	✓	
Wireframes	✓	✓	
E-commerce			
E-commerce	Unlimited	Unlimited	100 Products
Intranet & Collaboration			
Document Libraries	✓	✓	
Project Management	✓	✓	
Workgroups	✓	✓	
Social Networking			





Kentico Content Management System 7 Editions

	Kentico EMS (Enterprise Marketing Solution)	Kentico CMS Ultimate	Kentico CMS Base
Social Networking			
Forums	✓	✓	3 Forums
Blogs	✓	✓	5 Blogs
Private Messaging	✓	✓	
Notifications	✓	✓	
User Contributions	✓	✓	
On-line Users	✓	✓	
Message Boards	✓	✓	
Groups	✓	✓	
Friends	✓	✓	
Chat	✓	✓	
Automatic post to Facebook/ Twitter	✓	✓	
On-line Marketing			
Web Analytics	✓	✓	
A/B Testing	✓		
Campaigns and Conversions	✓		
Multivariate Testing	✓		
Contact Management	✓		
Content Personalization	✓		

Kentico Content Management System 7 Editions

	Kentico EMS (Enterprise Marketing Solution)	Kentico CMS Ultimate	Kentico CMS Base
Lead and Engagement Scoring	✓		
Segmentation	✓		
E-mail marketing - A/B Testing	✓		
Salesforce.com Connector	✓		
Data.com Connector	✓		
Marketing Automation/Drip Marketing	✓		
Enterprise Features			
Web Analytics	✓		
A/B Testing	✓		
Campaigns and Conversions	✓		
Multivariate Testing	✓		
Contact Management	✓		
Content Personalization	✓		

System Requirements

Client Environment

Kentico EMS supports browser-based content editing in: **Internet Explorer 7, 8, 9; Firefox 3.6, 4.0, 5.0; Chrome 12; Safari 4.0, 5.0, 5.1.** In general, Kentico EMS supports browsing in: **Internet Explorer; 6.0+; Firefox 3.6+; Chrome 12+; Safari 4.0+; Opera 10.50+.** The list of supported browsers for site visitors is a general guideline. The actual specific browser versions supported vary by site based on the actual features implemented.

Server Environment

Kentico EMS supports deployment to a server environment with the following configuration:
Windows XP, 2003, 2008, 2008 R2, Windows Vista Home Premium/Business/Enterprise/Ultimate or Windows 7 (both 32bit and 64bit); **Microsoft .NET Framework 3.5 SP1 or higher; Microsoft Internet Information Services (IIS) or Visual Studio/Visual Web Developer 2008/2010** built-in web server; **Microsoft SQL Server 2005, 2008 (including free SQL Server Express Edition).** ASP.Net permissions must be configured for either medium or full-trust. If .Net 3.5 SP1 is used with medium trust, ASP.Net AJAX 1.0 and Microsoft Chart Controls must also be installed. .Net versions after 3.5 with medium trust require installation of ASP.Net AJAX 1.0 but not the Microsoft Chart Controls, Kentico recommends that the server hosting Kentico EMS have a minimum of 200MB of free memory. It is also recommended that the database have a minimum of 100MB of free memory.

Development Environment

Developing custom web parts or integrating custom code requires Visual Studio 2008/2010 or alternatively Visual Web Developer 2008/2010 Express Edition.

Kentico Software

Kentico Software is based in Brno, Czech Republic and has office in the U.S., U.K and Australia. Founded in 2004, Kentico Software's mission is to help clients create successful websites that help them reach their marketing goals. Named in Deloitte's Fast 50 in 2010 and 2011, Kentico's platform is the choice for over 15,000 websites in 87 countries.

To get additional information about Kentico EMS and how it can drive new levels of marketing efficiency and performance contact:

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