



April 25, 2023

Training Tuesday

Instinct

Presented by:

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Agenda

I. Instinct Overview

- I. Configuration
- II. Creating Content Blocks
- III. Creating Dynamic Content
- IV. Implementing Dynamic Content
on your pages
- V. Segments
- VI. Visitors & Contacts

Omni CMS™ Dashboard Content Reports Add-Ons Setup

INSTINCT™

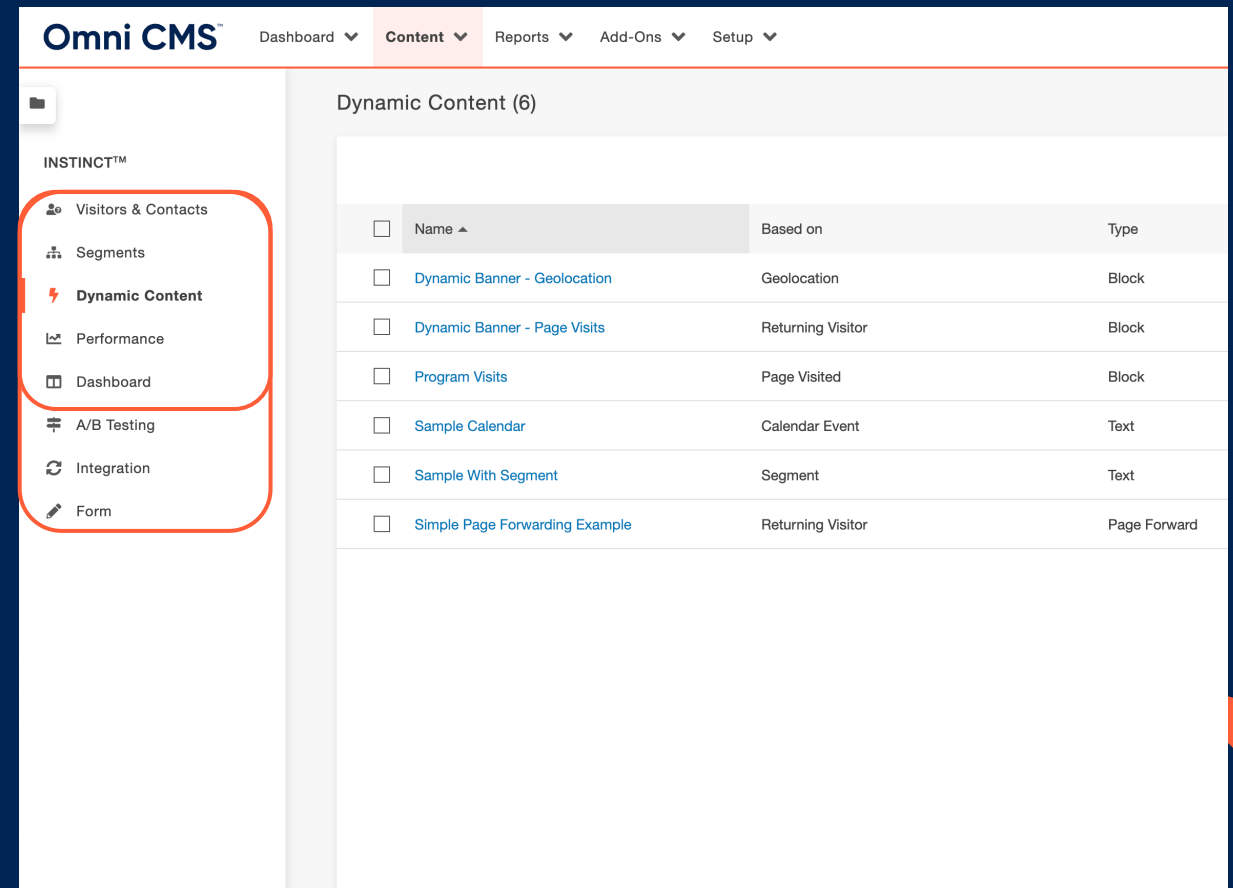
- Visitors & Contacts
- Segments
- Dynamic Content**
- Performance
- Dashboard
- A/B Testing
- Integration
- Form

Dynamic Content (6)

<input type="checkbox"/>	Name	Based on	Type
<input type="checkbox"/>	Dynamic Banner - Geolocation	Geolocation	Block
<input type="checkbox"/>	Dynamic Banner - Page Visits	Returning Visitor	Block
<input type="checkbox"/>	Program Visits	Page Visited	Block
<input type="checkbox"/>	Sample Calendar	Calendar Event	Text
<input type="checkbox"/>	Sample With Segment	Segment	Text
<input type="checkbox"/>	Simple Page Forwarding Example	Returning Visitor	Page Forward

Two Versions of Instinct – Anonymous and Known Visitors

- Today's session will be focused on the Anonymous Visitor Version of Instinct
 - Included with all implementations of Omni CMS
- Known Visitor Version of Instinct is available at an additional cost
 - Integrations for importing visitor data from CMS and SIS
 - Increased Segment Functionality
 - A/B Testing



The screenshot displays the Omni CMS interface. The top navigation bar includes 'Omni CMS™', 'Dashboard', 'Content', 'Reports', 'Add-Ons', and 'Setup'. The left sidebar, titled 'INSTINCT™', lists several menu items: 'Visitors & Contacts', 'Segments', 'Dynamic Content' (highlighted with a red rounded rectangle), 'Performance', 'Dashboard', 'A/B Testing', 'Integration', and 'Form'. The main content area shows a table titled 'Dynamic Content (6)' with columns for 'Name', 'Based on', and 'Type'. The table contains six rows of data:

<input type="checkbox"/>	Name ^	Based on	Type
<input type="checkbox"/>	Dynamic Banner - Geolocation	Geolocation	Block
<input type="checkbox"/>	Dynamic Banner - Page Visits	Returning Visitor	Block
<input type="checkbox"/>	Program Visits	Page Visited	Block
<input type="checkbox"/>	Sample Calendar	Calendar Event	Text
<input type="checkbox"/>	Sample With Segment	Segment	Text
<input type="checkbox"/>	Simple Page Forwarding Example	Returning Visitor	Page Forward

Dynamic Content Types

		Attributes		
		Visited Pages	Number of Visits	Geolocation
Dynamic Content Types	Block	✓	✓	✓
	Text	✓	✓	✓
	Page Forward	✓	✓	✓

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LET'S SEE IT!



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Thank You!

The next Training Tuesday will be
on Tuesday, May 30th

Omni CMS + Acalog Catalog
Connector

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