

July 2025

# Training Tuesday

## Getting Started with Personalization

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# A BIT OF “HOUSEKEEPING”

2



This webinar is being **recorded** and will be available on our support site



Use the **Q&A** for questions. Feel free to ask during the presentation



I am working in a sandbox, but you can **follow along** in your own instance



Please complete our **survey** after the webinar

# Overview

1. Personalization Fundamentals
2. Creating Personalized Content
3. Building Segments
4. Using the Personalization Dashboard
5. Known Personalization Features
6. Q&A



# PERSONALIZATION FUNDAMENTALS

## What is Personalization?

Create personalized, dynamic content based on a visitor's website behavior. Then, track your visitors' activity and use it to optimize your website.

### • Dynamic Content

- Content on a webpage that updates automatically based on who the visitor is or what they do such as their location and past actions
- Examples:
  - Returning Visitor Welcome Message
  - Location-Based Call-to-Action
  - Academic Interest-Driven Highlight

### • Segments

- categories of visitor characteristics and attributes
- Examples:
  - First-Time Visitors Interested in Online Learning
  - Visitors from Out-of-State Exploring Programs
  - High-Achieving Prospects Interested in STEM

# PERSONALIZATION FUNDAMENTALS

- Types of Dynamic Content
  - Text, Block (HTML Content), and Page Forwarding
- Each type of dynamic content has 7 variations. You can set your customized content to show based upon:

5

<b>Returning visitor</b>	A person who visits any tracked pages on your website more than once.
<b>Geolocation</b>	The geographic location of your website visitor.
<b>Page visited</b>	Your website visitor lands on a page that you specify.
<b>Page most visited</b>	Your website visitor lands on a page you've specified more than they land on other tracked pages.
<b>Page most recently visited</b>	Your website visitor lands on a page you've specified more recently than they land on other tracked pages.
<b>Segment</b>	Categories (segments) of your website visitor characteristics and attributes.
<b>Events</b>	After your website visitor clicks on an Modern Campus CMS calendar event.

# PERSONALIZATION FUNDAMENTALS

## Possible Variations

	page forwarding	text	block (HTML content)
geographic location	✓	✓	✓*
returning visitor	✓	✓*	✓
pages visited	✓	✓	✓
page most visited	✓	✓	✓
page most recently visited	✓*	✓	✓
calendar events visited	✓	✓	✓*
segments	✓	✓	✓

✓\* Indicates variations seen as examples in this webinar

# PERSONALIZATION FUNDAMENTALS

## Why Personalization Matters



### Improve Engagement

Examples: click-through rates, time on site



### Tailor Experiences

Prospective students, parents, alumni, etc.



### Support Institutional Goals

recruitment, retention, donations



### Anonymous or Known\*

Based on context, behavior, and identity\*

## Types

# PERSONALIZATION FUNDAMENTALS

## 4 steps to Building out Your Personalization Campaign



# PERSONALIZATION FUNDAMENTALS

## Non-Administrators

- All Users
  - See Visitor Data
- Level 1 and higher
  - Insert dynamic content on a page
- Level 8 and higher can:
  - create dynamic content
  - see performance and dashboard
  - enable tracking on a page

## Administrators

- All that non-admin can do plus:
  - create a/b testing and add it to a page
  - integrate contact data and create form
  - enable tracking on a directory
- Level 10 only
  - Enable Personalization on the site level

LET'S SEE IT

# Q&A

# Resources

- Personalization Lite Playbook: <https://support.moderncampus.com/cms/personalization/playbook.html>
- Known Contact Personalization Playbook: <https://support.moderncampus.com/cms/modules/known-contact-personalization/playbook.html>
- Personalization Worksheet: <https://resources.moderncampus.com/low-code-cms/personalization-template-attracting-elite-students?xs=393061#page=1>

# Other Questions?

- Email us at [training@moderncampus.com](mailto:training@moderncampus.com)
- Visit our [support site](https://support.moderncampus.com/cms/) (<https://support.moderncampus.com/cms/>)
- View all past [Training Tuesdays](https://support.moderncampus.com/cms/webcasts/training-tuesday.html)  
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# Modern Campus Annual User Conference

Unite & Innovate – The Power of Community in Higher Ed

## We Hope You Can Join Us!

- October 7-10, 2025 in Chicago, IL
- Hotel Block - [Hyatt Regency McCormick](#)
- Curated content featuring two tracks per product line with sessions across a spectrum of topics:
  - Thought Leadership
  - Customer-Led sessions
  - Panels, Roundtables, Workshopping
- Best practices + peer-tested solutions you can take back to your institution!!
- Do you have a great Session Idea? Let us know using the [Session Submission Form](#)

**SAVE YOUR SPOT**

SINGLE ATTENDEES	<b>\$1,099</b>
3+ MEMBER GROUPS	<b>\$999</b>
INTERESTED IN PRESENTING?	<b>ask me!</b>

SCAN ME!

HAVE QUESTIONS? EMAIL THE CONFERENCE TEAM!  
MCCONFERENCE@MODERNCAMPUS.COM

**Session information coming mid-June!**

The next Training Tuesday will be on

**August 26, 2025**

**CMS Website Search: Tips, Tools, & Tinkering**

Registration is now open!

# Survey Time!

Just 2 minutes!

## Modern Campus Training Webinar Feedback Survey

We would appreciate 2 - 5 minutes of your time to answer questions about the training webinar you participated in. The information gathered is shared with the Training Team and helps us to improve our training webinars. Thank you in advance for your feedback!

\* 1. College/University Name

\* 2. What product(s) was covered during the webinar?

- ☐ CMS (formerly Omni CMS)   ☐ Catalog (formerly Acalog)   ☐ Curriculum (formerly Curriculog)   ☐ Section   ☐ Navigate (formerly Register)
- ☐ Message (formerly Signal Vine)   ☐ Involve (formerly Presence)   ☐ Lifelong Learning Workforce & Community (formerly Lumens)   ☐ Lifelong Learning Extended Education (formerly Destiny One)

\* 3. Overall, were you satisfied with your training?

- ☐ Yes  
☐ No

\* 4. On the following scale, how **helpful** and **informative** was the training webinar?

1 - Not Helpful	2	3 - Neutral	4	5 - Helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments to reflect your score.

5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

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