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Implementing Sitecore Smart Hub CDP in XM Sitecore Headless App

Chirag Khanna

Varun Shringarpure

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Chirag Khanna

Technology Lead, Horizontal Digital

- Total 9 years of Technology experience.
- Sitecore 10, Sitecore CDP, Sitecore Content Hub and Sitecore Order Cloud Certified.
- I am blogging at <https://sitecorefoundation.in/>
- Redis Labs Hackathon Winner, a Global Competition
- Love travelling and outing with friends and family.

Varun Shringarpure

Senior Technology Lead, Horizontal Digital

- Total 13 years of experience , of which 9+ years At Horizontal!
- 4 Time Sitecore MVP (2015-2020). Sitecore & Sitecore Content Hub Certified Developer
- Co-Founder of Sitecore UserGroup India and a Co-Host of Sitecore TECH Talks Podcast.
- I blog at <https://blog.varunvns.in/> from last 12 years.
- LinkedIn : <https://www.linkedin.com/in/varunvns/>
- DIY Hobbyist and Avid Gardener.





Agenda

- Implementation Approach of Sitecore CDP and Personalize
- Use Cases
 - Code Walkthrough

Implementation Approach of Sitecore CDP and Personalize



Personalization Tactics

10 tactics for quick wins

1. Make first-time visitors feel welcome
2. Recognize existing customers
3. Link inbound traffic to personalized experiences
4. Serve up location-relevant content
5. Treat known contacts like the VIPs they are
6. Take their mobile context into account
7. Leverage in-the-moment visitor behavior
8. Assign each customer a score
9. Let customers connect with social media accounts
10. Map the customer journey

Source: <https://sitecore.com/knowledge-center/digital-marketing-resources/10-personalization-tactics-for-quick-wins>

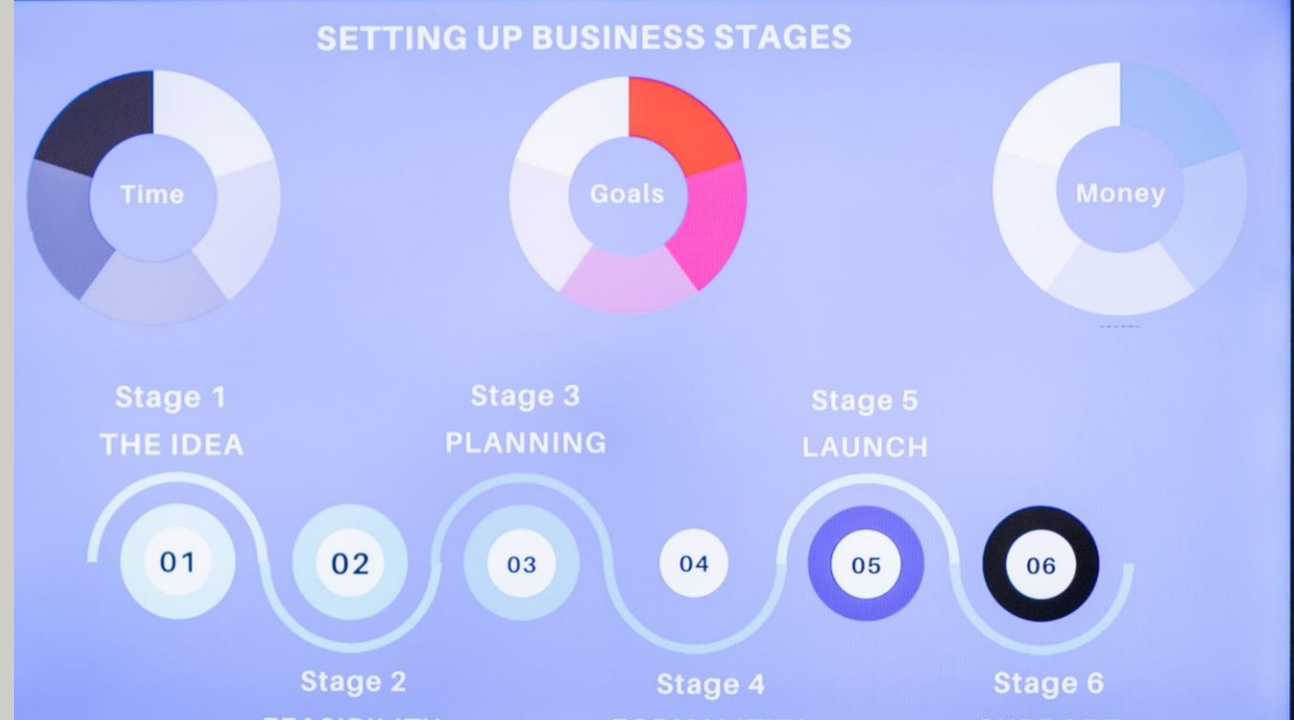
Use Cases

Use Cases

New Features and solutions to Business Problems

- Visitor Personalization:
 1. Location Specific Personalization
 2. Feature Specific Personalization

- Existing Customer Personalization:
 1. Providing a Connected Experience
 2. Maintaining Customer Score and treating them as VIP.





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Personalization for Visitors

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Personalization for Visitors

Location Specific Personalization

- Car Company
- Stats:
 - Gurgaon – THAR 
 - Vadodara – XUV300 
- Promote:
 - THAR in Gurgaon
 - XUV300 in Vadodara

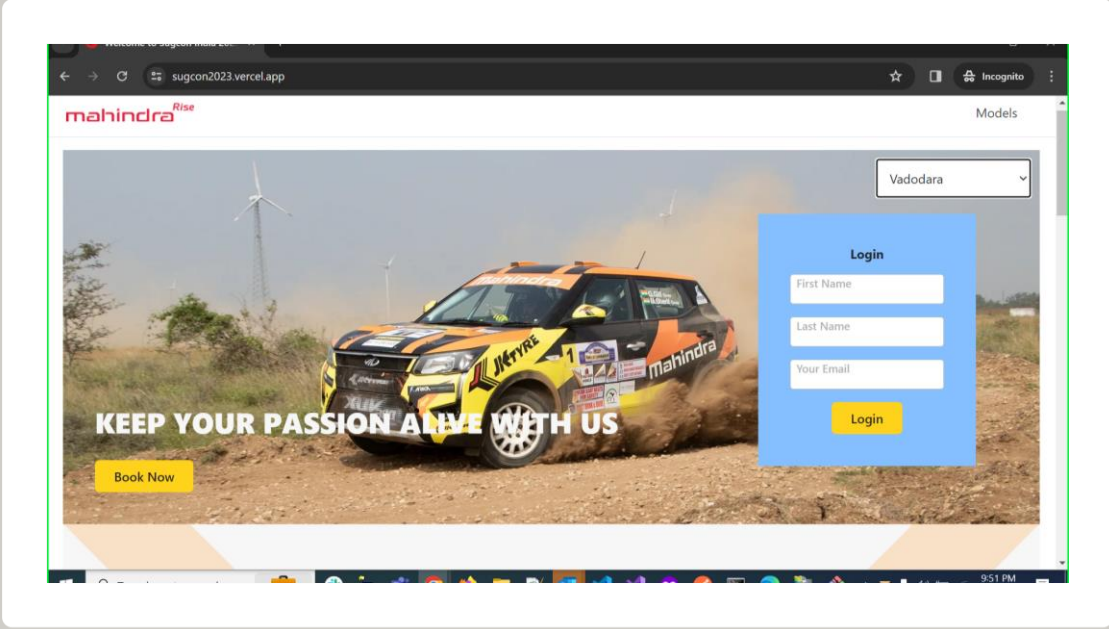
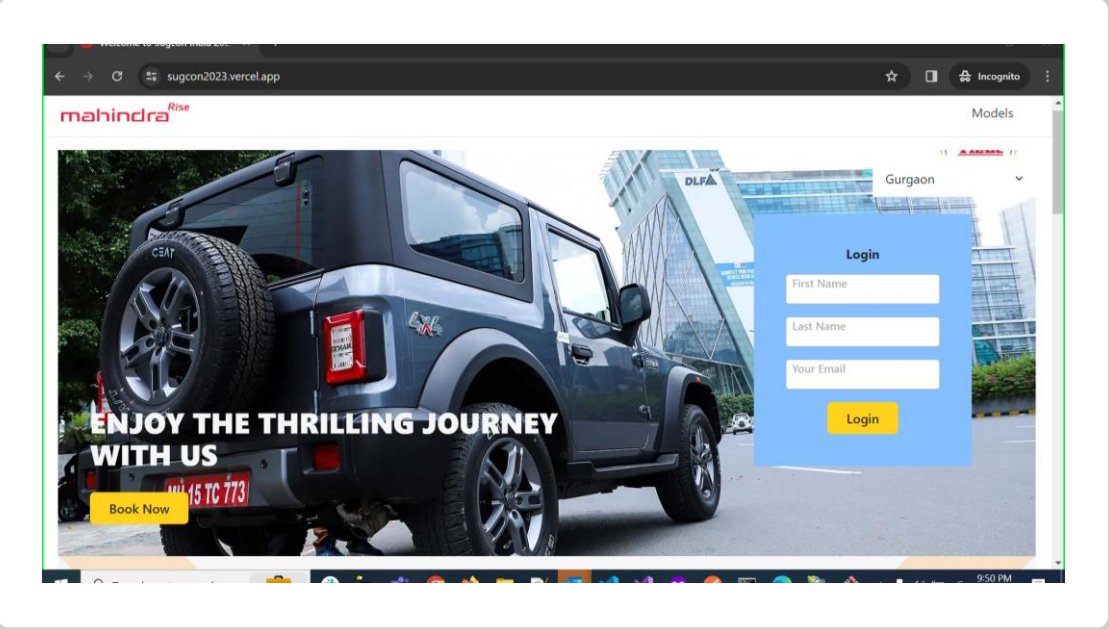


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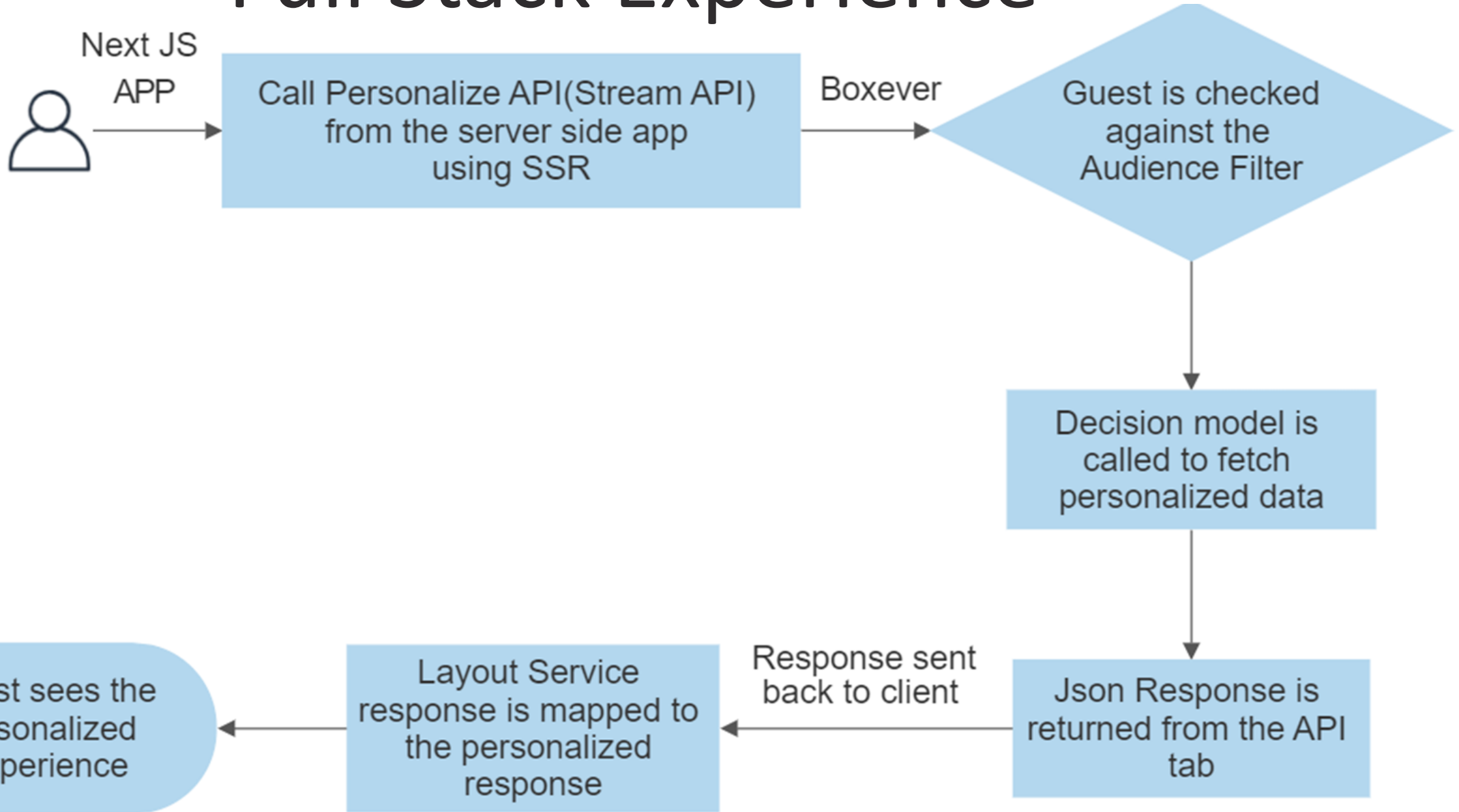
Demo

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Location Specific Personalization



Full Stack Experience



Personalization for Visitors

Feature Specific Personalization

- Website Customers visiting and reviewing the features and Cars
 - Like a Feature
 - Like a Car
- Difficulty in choosing the right variant with the features

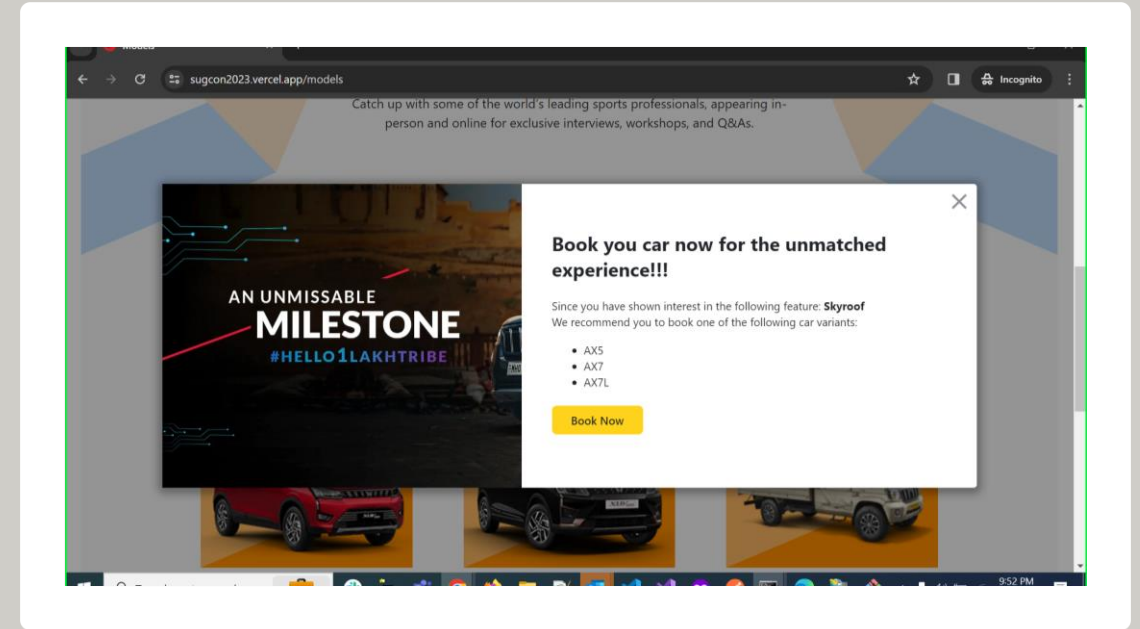
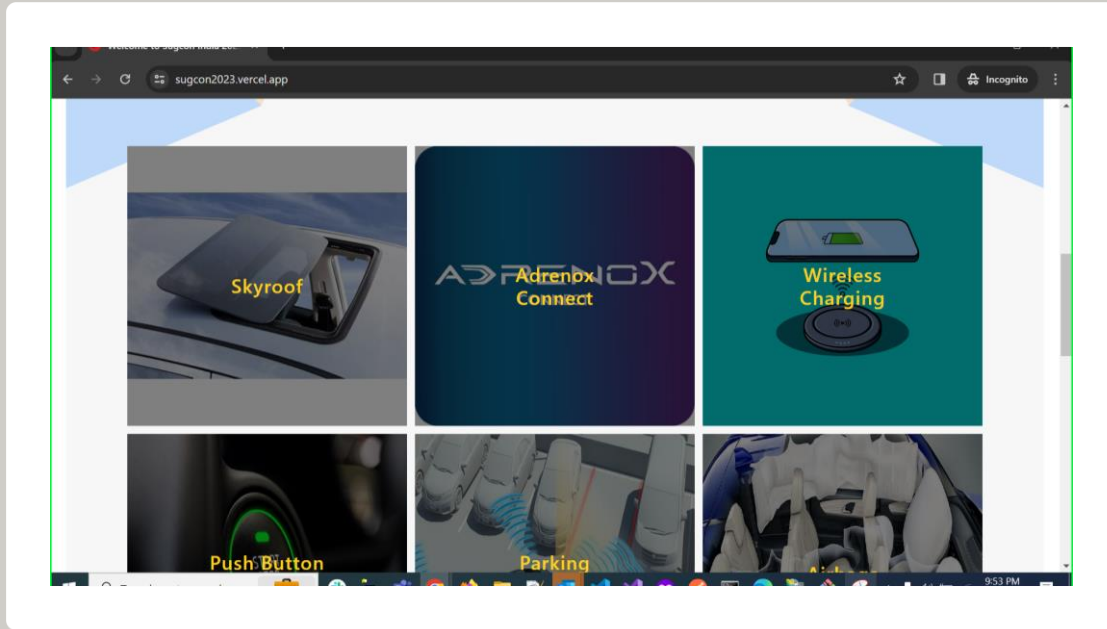


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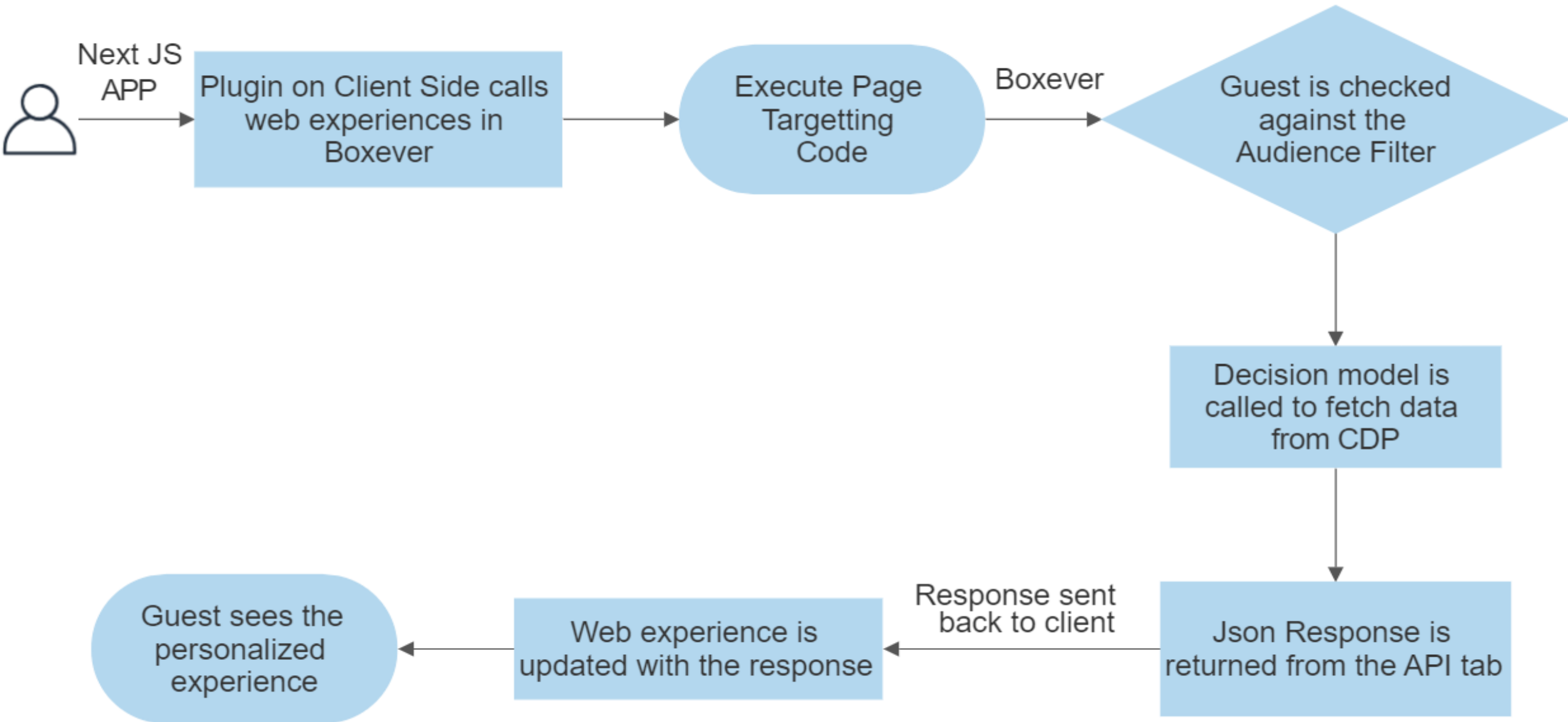
Demo

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Feature Specific Personalization



Web Experience



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Personalization for Customers

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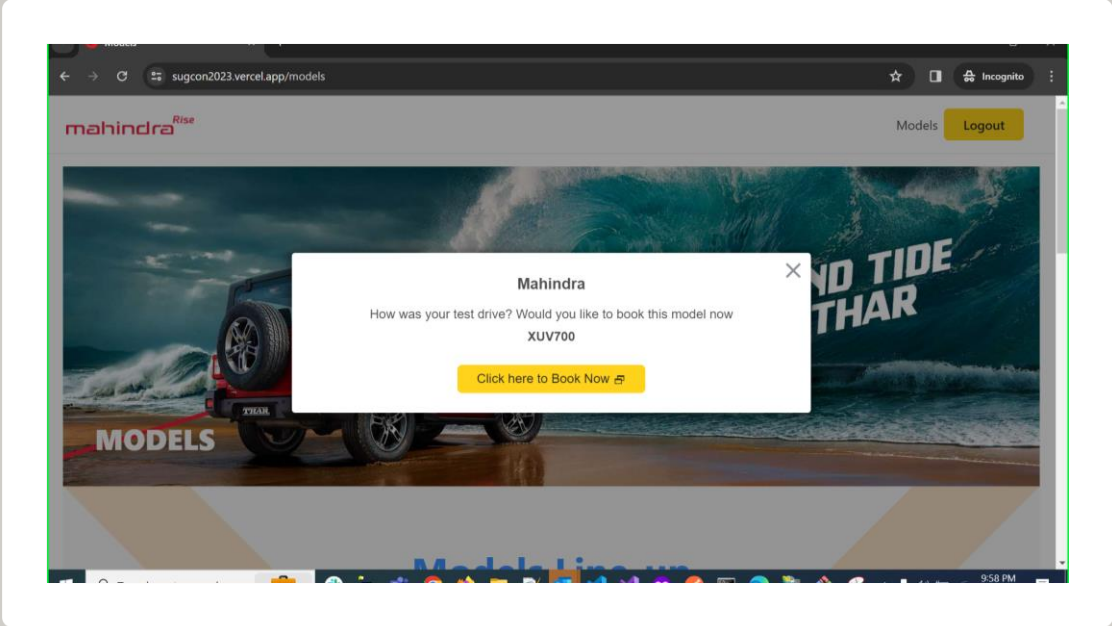
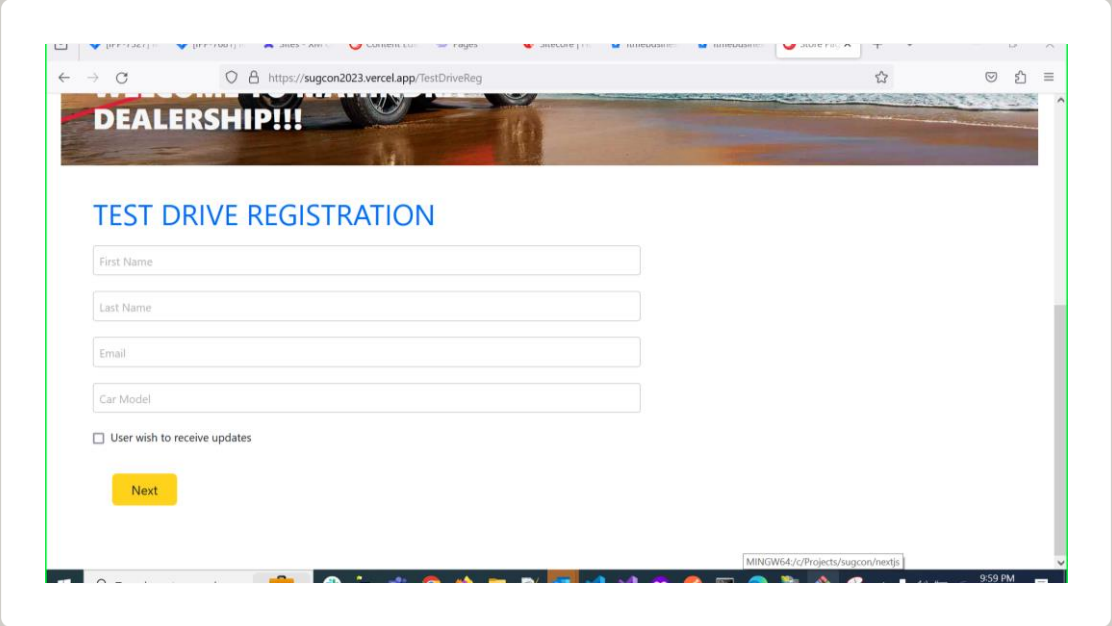
Personalization for Customers

Providing a Connected Experience!

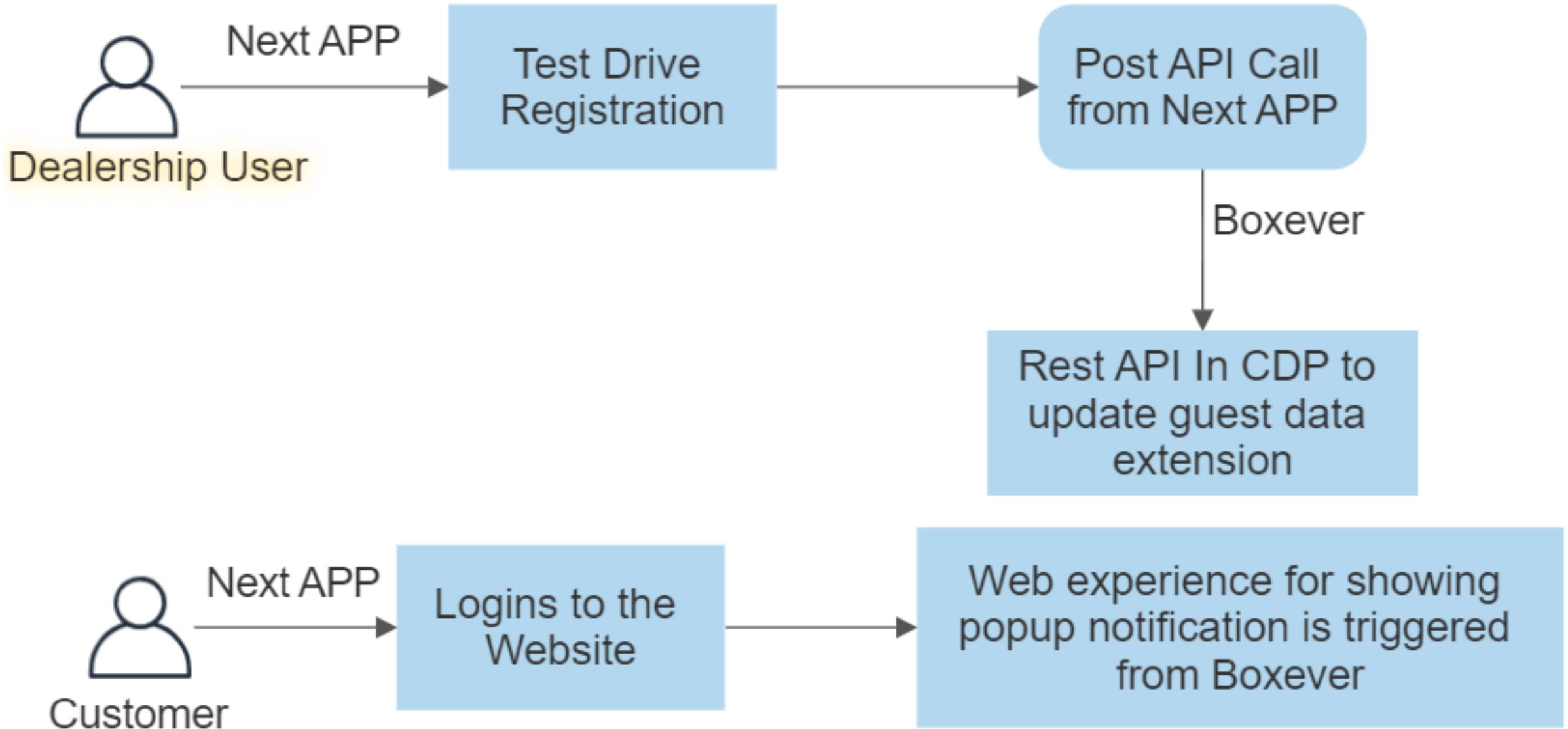
- Person visits a Dealer
- Provides Details
- Takes Test Drive
- Travels back home
- Goes to the website on laptop
- Logs in using the same details
- Conversation continues from where it was left at the Dealership.



Connected Experience for the Customers



Connected Experience



Personalization for Customers

Maintaining a Score and Treating Customers as VIPs

- Each Activity on the Website needs to have some value
- Store in user profile
- Provide Benefits to the customer when the time comes.

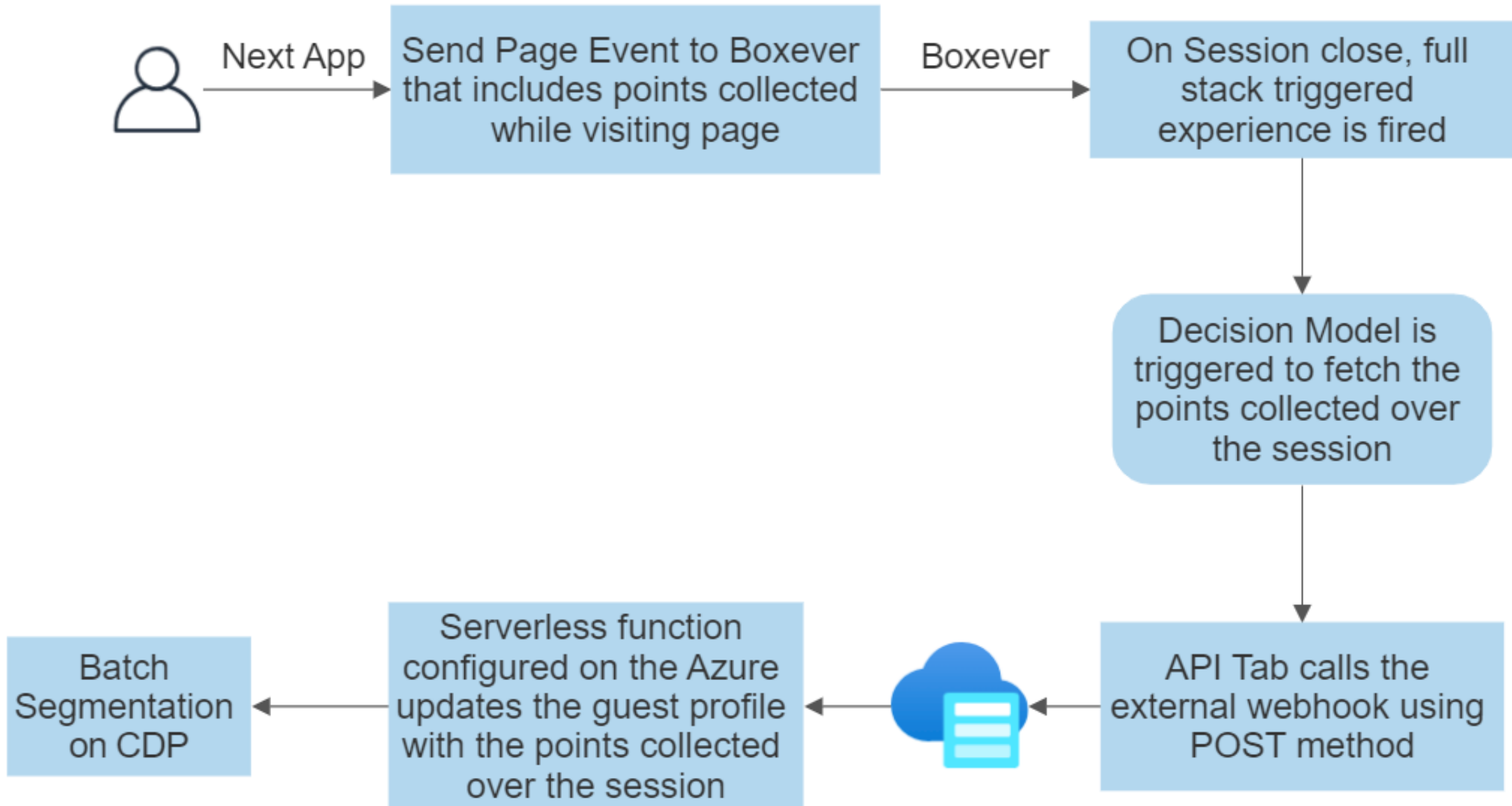


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Batch Segmentation





Questions?

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References

Appreciate the help from Sitecore and Community Members

- Suggestions:

- <https://www.sitecore.com/knowledge-center/digital-marketing-resources/10-personalization-tactics-for-quick-wins>

- Related Links:

- <https://doc.sitecore.com/personalize/en/developers/api/index-en.html>
- <https://doc.sitecore.com/personalize/en/developers/api/index-en.html>
- <https://sitecore.cdpknowledgehub.com/docs/decision-models-best-practices>
- <https://sitecorebasics.wordpress.com/2022/10/03/sitecore-smarthub-series-and-sitecore-cdp-basics/>
- <https://github.com/Sitecore/Sitecore.Demo.Edge>
- <https://github.com/neilkillen/SitecoreCDPPostmanCollection>
- https://community.sitecore.com/community?id=community_blog&sys_id=d8fdc45d1bb6811038a46421b24bcbb7

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Thx.