

4 Signs You Need to Upgrade to Evoq™ Content

You have lots of content stored in different places



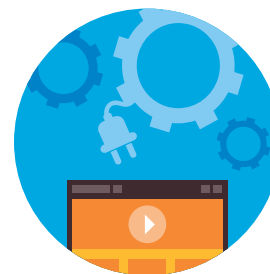
Get a centralized view into your assets, all from your CMS. This enables you to use preferred content storage services without moving files, duplicating effort or wasting valuable time.

You want to increase engagement via personalized content



Personalization is seen as an essential digital marketing capability that increases conversion, according to recent research by Econsultancy.

You Need to Connect Your Website to Marketo



Connect to Marketo in just a few clicks: no programming knowledge required. By connecting Evoq Content to Marketo, you're better able to tie your website content to revenue.

You are managing a mission-critical website



With expanded support coverage, you receive shorter guaranteed response times.

Upgrade to Evoq Content for these additional capabilities:

• Centralized Asset Management

Evoq Content provides centralized access to cloud-hosted content repositories. We provide built-in connectors to Box, Dropbox, and SharePoint, making it easy to access any piece of content or digital asset from a single window.

Benefit: Allows marketers and content producers to use preferred content storage services or use multiple services, without moving files, duplicating effort, or wasting valuable time.

• Content Personalization

Evoq Content enables you to build personalization rules that tailor site content based on the visitor's profile. Rules are based on user role, geographic location, language, device type, page visited, link clicked and last activity date.

Benefit: Personalizing content to the visitor's individual profile has been proven to increase conversions and customer engagement.

Integration with Marketo

Evoq connects easily to popular cloud marketing software, so you can use familiar and preferred solutions to extend your website's functionality:

Marketo

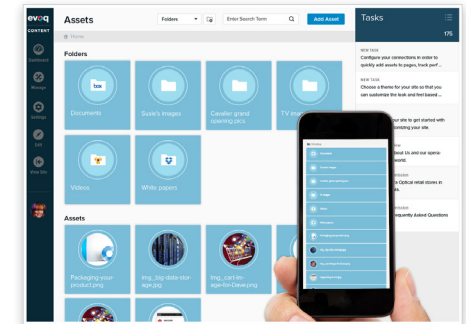
Add the Marketo Munchkin code and deploy Forms 2.0 in just a few keystrokes.

Expanded Service & Support

Your Evoq Content subscription includes expanded support coverage not included in Evoq Content Basic.

- ✓ Online and Phone Support, available Monday through Friday, 6am to 6pm PT, with a maximum response time of two business hours.
- ✓ Source Code Access: provides access to code level functionality, including web farm caching and advanced content workflows.
- ✓ Installation or Upgrade Assistance: A one time, phone-based installation or upgrade session with a DNN technical support engineer. This session does not include assistance with the upgrade of third party software apps or the creation of custom software code.

Centralized access to Box, Dropbox and SharePoint. Only available in Evoq Content.



"DNN's customer support team is fantastic. Because of their deep product knowledge, questions and issues are resolved right away. In fact, DNN provides the best customer support from any vendor I've worked with in my entire career."

-- Davit Veng, Senior Systems Analyst Programmer, Gundersen Health System

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