

Evoq™ Engage:

Interactive websites to drive customer engagement

According to Forrester Research, 2015 will see a renewed focus on customer engagement in owned media channels: in other words, on your website and branded online communities. Forrester lists the following benefits to the branded online communities that you host on your site:

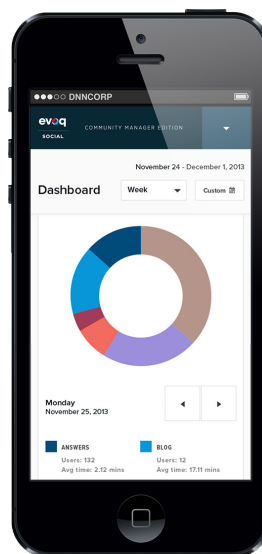
- Greater brand reach
- Convert prospects into customers
- Cement existing customer relationships

Evoq™ Engage provides you with an “all in one” solution to build your web content and online customer community, all on a single website. By hosting your website and online community on a single site, you’ll see the following benefits:

- ✓ Stronger Search Engine Optimization (SEO)
- ✓ A single login for customers
- ✓ A consistent user experience

- ✓ Higher user satisfaction: customers can navigate website content and user-generated content on a single site.

With Evoq Engage, you can take advantage of our award-winning content and experience management capabilities, while incorporating online community elements at the same time.



All features of Evoq Engage are mobile-ready.

“DNN's Evoq Engage has the full set of features we need for our community site. What puts them over the top is their integrated Content Management System, along with their flexible and extensible platform. With the custom applications we're building, we find it easier to build on top of DNN than competitive platforms.”

-- Bill Floyd, CIO at Gold's Gym



Evoq Engage from DNN provides all of this. And more. Evoq Engage Includes:

Content Creation

• Flexible Content Layouts

You can select from a collection of built-in layouts (e.g. 25% + 75%, 50% + 50%, 5x20% and more), or assemble your own via a simple-to-use, drag-and-drop interface. If you create a custom layout, you can save the new layout as a template, making it available for re-use on other pages.

Benefit: Build pages and edit content more quickly and efficiently. Reduce duplicate effort and rework.

• Permissions and Workflow

Permissions and workflow can be used together to manage a growing team of content managers. As more people contribute content to the site, you'll be able to instrument quality controls (via editor-based reviews and approvals), as well as monitor and enforce consistency with brand standards. Evoq Engage's granular permissions feature allows you to dictate the actions enabled by particular groups of users.

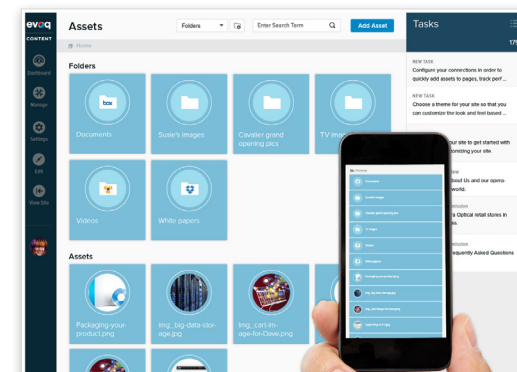
Benefit: Grow your team of website content contributors, while ensuring quality control and brand consistency.

• Asset Management

Evoq Engage provides centralized access to cloud-hosted content repositories. We provide built-in connectors to Box, Dropbox, Amazon S3, Azure Storage and SharePoint, making it easy to access any piece of content or digital asset from a single window. Marketers can conveniently share documents with third parties, without the need to contact IT to upload large files.

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.

Evoq provides centralized access to cloud-hosted content repositories.



Optimization

• Content Personalization

Today's web visitors expect personalized experiences. In other words, they need to see what they want, when they want it.

Evoq Engage 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.

• Analytics

Marketers can quickly see how their content is performing without needing a high level of proficiency with analytics or access to a separate Web analytics system. Evoq Engage provides statistics on page views, referrers, unique visitors and conversions.

Analytics are presented as an overlay on each page, via data collected and managed by Evoq. Marketers can also view a

navigation summary, to see how visitors are coming to a page and how they are leaving.

Benefit: Helps you quickly understand the performance of each page of your site, without having to log into a separate web analytics tool.

• Search Engine Optimization

Evoq Engage provides on-page search engine optimizations tools to help your website rank higher in search results. Features include re-direct management, custom page titles and automated sitemap generation.

Benefit: Save time on URL management, while gaining more organic search traffic to your site. In addition, reduce the risk of errors and broken links from manual processes.

Immediately understand how content is performing, without navigating to a separate web analytics system.



Performance and Scalability

• Webfarms for Scalability

Webfarms enable you to use two or more web servers to power your website. One server can be "primary" and the second can load-balance traffic during peak periods. Our webfarms feature provides cache synchronization (across servers), ensuring that a session spanning more than one server has a consistent user experience.

• Site Groups for Multi-Site Management

Site Groups give you the ability to group multiple websites together and share users and user profile data across sites. It also enables you to offer single sign-on (SSO) across multiple sites.

• Page and Module Caching

Keep static components of your web pages in memory, so content is served to visitors more quickly. Evoq Engage provides options to cache content on an entire page, or on a particular module (or modules) on that page.

Mobile

• Mobile Experience

Evoq Engage makes it fast and easy to deliver a tailored, online experience on any device, anywhere. Evoq Engage is "mobile-ready" out of the box, with templates and page layouts that incorporate responsive web design.

In addition, Evoq Engage provides a mobile previewer to see how pages will appear across different mobile devices (e.g. tablet, smartphone, etc.).

E-commerce

• E-commerce Solution

Evoq Engage provides e-Commerce capabilities that include flexible product displays, robust order management, discount management and checkout options. Payment processing supports PayPal™ and Authorize.Net®.

"No other Content Management System touches DNN in terms of cost effectiveness and rich features."

-- Robin Parker, Web Programming Manager, Johnson Graduate School of Management, Cornell



Cornell University



Integrations

Marketing Software

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

- **Marketo:** Integrate Marketo easily without programming knowledge. Add the Marketo Munchkin code and deploy Forms 2.0 in just a few keystrokes.
- **Google Analytics:** Add Google Analytics to your website and start collecting valuable data on visitor behavior, traffic sources, search terms, and more.

Authentication

Evoq provides seamless integration with the following authentication systems:

- Active Directory
- Facebook
- Twitter
- LinkedIn
- Microsoft Account
- Google

Add-On Extensions from the DNN Store

Visit the [DNN Store](#) for popular modules, applications, and themes. Modules from the DNN Store enable you to extend the functionality of your site without the need to develop custom code. Modules are priced affordably and include commercial support from the module vendor.

Customer Engagement

The following features enable you to add online community features to create an interactive customer experience on your site.

Community Management

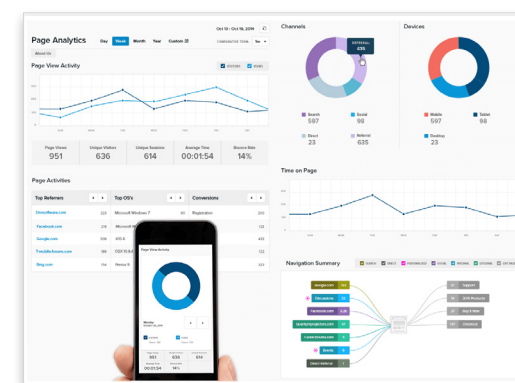
• Analytics

Who are the super heroes in your community? Where should you focus for the highest impact? Without analytics data to answer these questions, you are flying blind and community health will suffer. Analytics in Evoq Engage empowers you to instantly visualize and improve online community performance.

• Member Profiles

Allows members to personalize their profile, join groups, follow topics or other

Instantly visualize and improve customer engagement with Evoq Engage's Analytics capability.



members, generate and share content, like comments, vote for ideas, and manage their reputation and rewards.

• Moderation

Enables community managers to moderate, review and approve content in conversations and grant moderation privileges to members.

Benefit: Ensures that inappropriate content is removed from your site.

Gamification

• Gamification

Tracks, rewards and empowers members with reputation points, special privileges, recognition, awards and badges, activities, and contributions.

• Leaderboard

Promotes top contributors, most active, top influencers, and power rankings by member profile. Leaderboards motivate users to participate by displaying their status and reputation compared to other users.

• Badges

Encourage and reward community members for the positive behaviors you define. Use our default badges or easily create your own.

Advocate Marketing

• Advocate Marketing

Activate your brand advocates by creating “Challenges” on your site. Utilize Challenges to encourage site members to create a post, comment on an idea or share content across their social media channels. Evoq Engage validates the completion of each Challenge and provides detailed analytics around adoption and resulting website traffic.

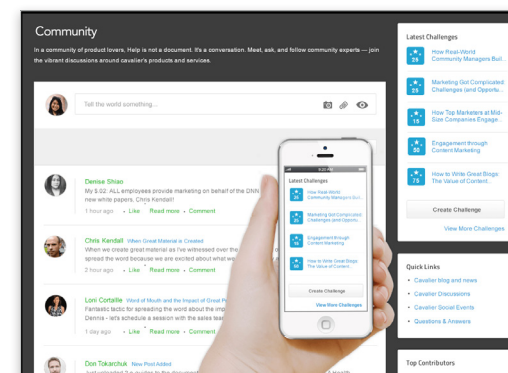
Benefit: Increase the reach of your marketing message beyond your owned channels. Deepen customer engagement with your brand.

Interaction

• Ideas

Enhance product development with ideas crowdsourced from your customers. Easily capture and curate feedback and run cost-

Activate the brand advocates on your site via Evoq Engage’s Challenges.



saving focus groups. At the same time, increase customer engagement and brand loyalty.

Benefit: Leverage customers to crowdsource innovative new product ideas.

• Answers

Leverage social knowledge creation to its advantage: invite customers to post questions, which other customers can answer. Watch customer service request volume and costs drop dramatically as members exchange information and generate a valuable knowledge base. Empower customers to quickly find answers for themselves and connect with peers for trusted recommendations and tips.

• Discussions

Facilitate meaningful dialog via Discussions. Threads in the Discussions area of your site can be active for days, weeks, months – even years – and are a popular part of any website.

Benefit: Enable customers to express themselves and engage in ongoing conversations.

• Groups

Allow members to create niche social networks, providing focused areas of conversation for members who want it, while keeping the main content areas relevant to the wider community. The result? Satisfied members who return often to a unique group they can't find elsewhere.

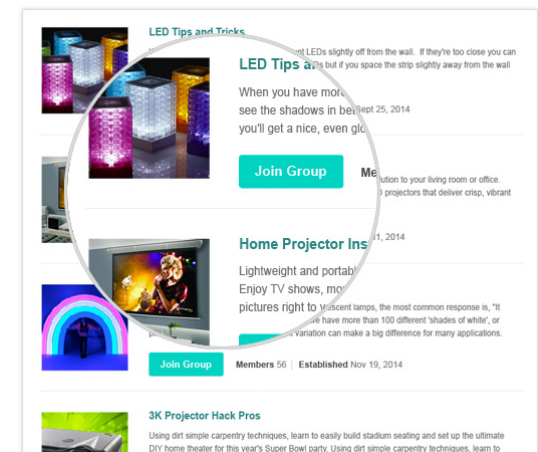
• Wikis

An ideal way for members to collaborate on documenting activities, projects, and knowledge. Giving customers a direct role in creating wiki content ensures that it is accurate, useful, and authoritative.

• Events

Evoq Engage lets you organize and publicize events related to your organization. Rally members around a cause, inform customers about sales and promotions, or organize members to gather formal input.

Use Groups to facilitate focused areas of conversation.



Service and Support

Your Evoq Engage subscription includes the following:

- ✓ Access to DNN's Customer Success Network, which provides access to our online Knowledge Base. From the Customer Success Network, you can download the latest version of Evoq Engage and submit technical support requests.
- ✓ 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.

Why Choose Evoq Engage?

Evoq Engage is a purpose-built solution for today's modern marketers. With one of the most intuitive, drag-and-drop user experiences on the market, modern marketers can conveniently connect to cloud storage systems, personalize page content, and instantly see how pages are performing.

Flexible Delivery Options

Evoq Engage is delivered via one of two options:

1. Evoq Engage: OnPremises
2. Evoq Engage: OnDemand

With **Evoq Engage: OnPremises**, you install, configure and manage the Evoq Engage software. The software resides on servers that you own, or on servers managed by a cloud or hosting provider that you select.

Evoq Engage: OnDemand is a fully-managed, Software as a Service (SaaS) offering from DNN. Evoq Engage: OnDemand is delivered from a highly redundant, flexible and powerful cloud environment that dynamically scales as your traffic grows.

"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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About Inventise

Inventise specialise in enterprise bespoke software developments ranging from complex corporate CRM solutions to interactive and engaging websites and web apps. We also provide a complete range of development support services, such as consultancy, system and database design, graphic design, digital media services, SEO and online marketing.

We have a team of dedicated software developers and consultants ready to meet all of your web and IT business development needs as well as a hugely satisfied client base in the UK, Ireland and further afield who have chosen Inventise as their business partner.