

PIMCORE BEHAVIORAL TARGETING AND PERSONALIZATION

Pimcore provides a very powerful integrated behavioral targeting and personalization engine. With this toolkit it is possible to profile visitors based on their behavior, assign target groups to them and provide personalized content to these target groups. This makes it possible to show contextual, relevant, and personalized content to your customers.

Basic Concepts

- **VisitorInfo:** Contains run-time information on the current visitor and is used by all conditions and action handlers to collect/apply data.
- **DataProvider:** Can be used by other components such as conditions to fetch data about the current visitor. E.g. the Device data provider loads device info from the user-agent string. Data is only loaded on demand if really needed by a component.
- **Condition:** A condition which is being matched. Conditions are configured in the Admin UI for global targeting rules.
- **ActionHandler:** A targeting rule can have one or multiple actions which are executed when its conditions match. These actions are executed by an action handler. E.g. the Redirect action handler creates a "RedirectResponse" which is used to redirect the visitor to another page.
- **Storage:** Visitor data is valid for the lifetime of the visitor and should be persisted but depending on the used storage. Different storages exist, e.g. cookie, JWT signed cookie, DB, session and Redis.
- **Targeting Rule:** A condition/action combination executing one or more actions if a set of conditions match (like pricing rules in the ecommerce framework).

Targeting

basketball 0 2
Document Target Group Matched Rules Assigned Target Groups

Results Visitor Info Storage

Matched Targeting Rules

ID	Name	Duration	Conditions	Actions
(no rules matched)				

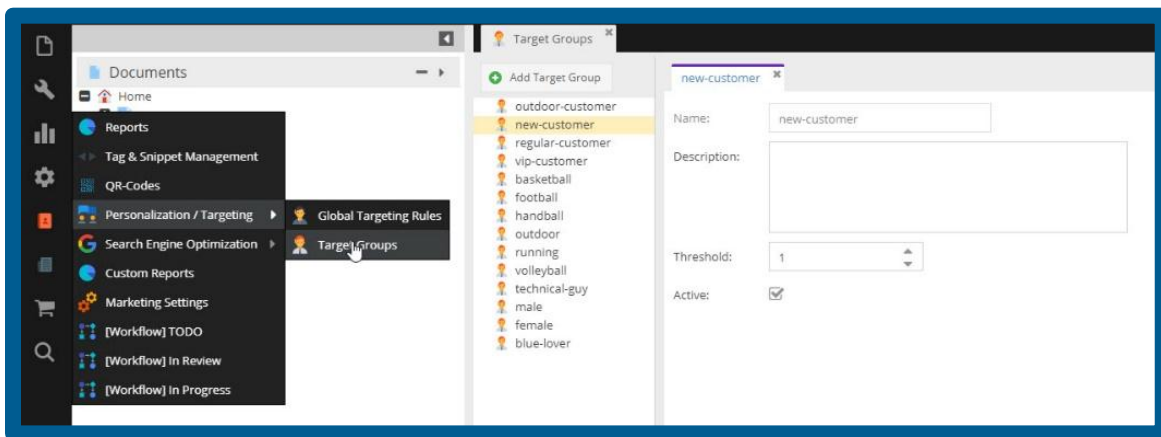
Assigned Target Groups

ID	Name	Threshold	Assignment Count
7	basketball	5	9
15	female	5	7

Target Groups assigned to Documents

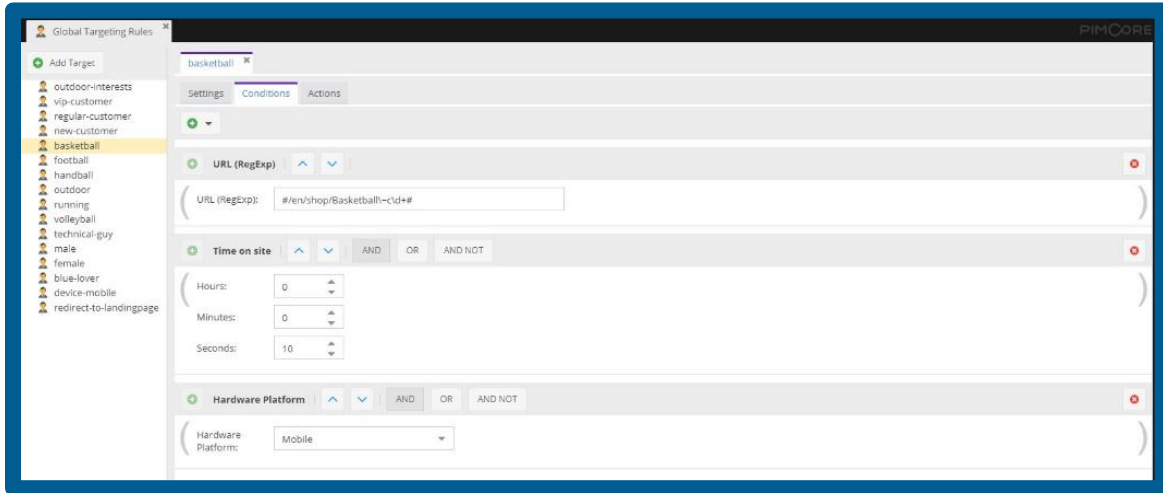
Document ID	Path	Target Group ID	Name
4	/en	7	basketball
9	/en/shared/includes/footer	15	female

- **Target Group:** An entity which is used to target content for personalized content for a specific target group (e.g. a special banner for a target group "Outdoor Interested)



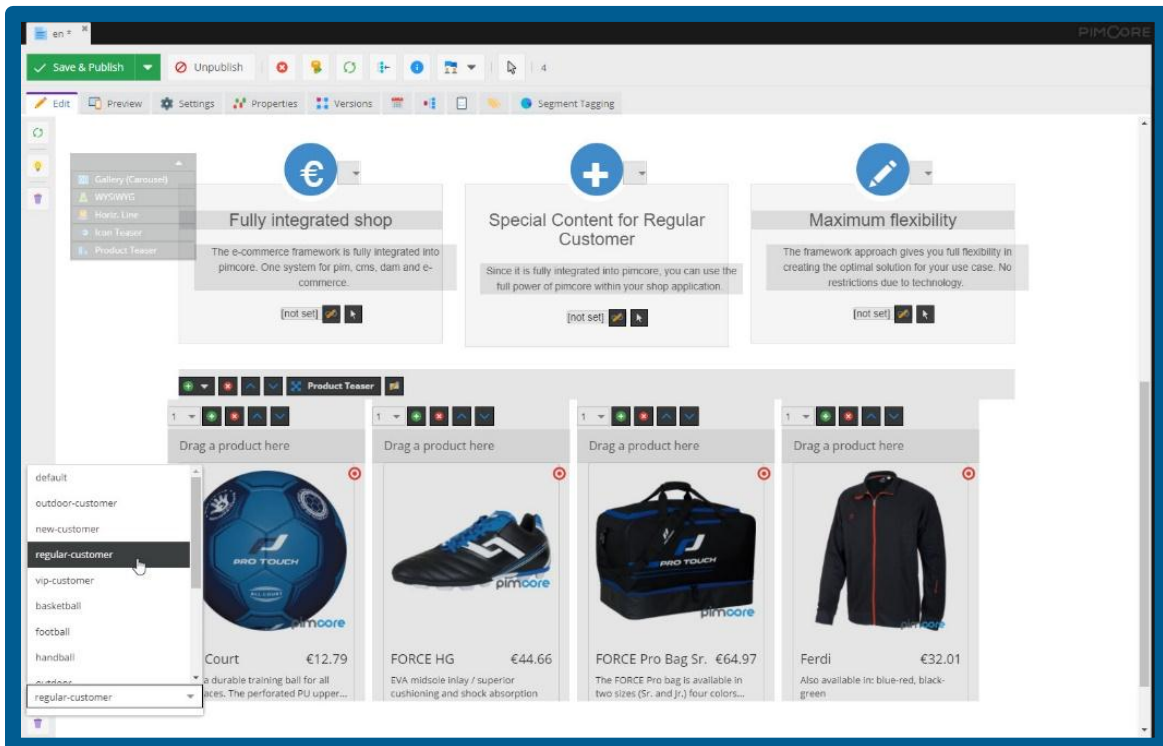
Target groups are defined centrally, have a unique name and can have a description.

- **Global Targeting Rule:** Defines the rule set based on which visitor profiling and content personalization takes place.



Each targeting rule has name, may have a description and a scope

- **Personalized Document Content:** Pimcore Documents provide the possibility to create varying content variants for each defined target group.



Extending the Targeting Engine

The targeting engine is designed in a way to be easily extendable by third party code to extend and customize the engine's behavior.

Conditions: Logical blocks which can be combined with other conditions inside a target rule

Data Providers: A class implementing the "DataProviderInterface" which is registered as service. Basically, a data provider can do anything,

Action Handlers: After a targeting rule matched it executes one or more actions as configured in the admin UI. As example, we'll implement a simple Log action handler which will log each matched rule with a configured log level.

Targeting Storage: Is responsible for persisting the given data to a storage

Frontend JavaScript: When targeting is enabled, a snippet of JavaScript is injected into every response.

Opt-out From Targeting

You can give the user the possibility to opt-out from targeting at any time.

