

Name			
$\Box \nabla$	🖹 home		
$\Box \triangleright$	🖹 products		
$\Box \triangleright$	🖹 services		
$\Box \triangleright$	🖹 about us		
$\Box D$	🖹 contact us		
$\Box \triangleright$	🖹 virtual-2-0		

Title Home page Products Services About us Contact us Launching Virtual 2.0
 Template
 Created

 Home
 2013-03-02

 Section
 2013-03-04

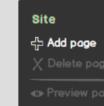
 Section
 2013-03-04

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 2013-03-04

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 2013-03-04

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 2013-03-04

 Compaign
 2014-01-02



🖉 Edit page

🕻 Move page

⇒ Publish page ⇒ Publish w subpages ⇔ Unpublish page



►

Name	Title
🗌 🔽 🖹 home	Home page
🗌 ▷ 📑 products	Products
🗆 ▷ 🖹 services	Services
🗆 🕨 🖹 about us	About us
🗆 🕨 🖹 contact us	Contact us
🗹 ▷ 🖹 virtual-2-0	Launching Virtual 2.0

Created
2013-03-02
2013-03-04
2013-03-04
2013-03-04
2013-03-04
2014-01-02



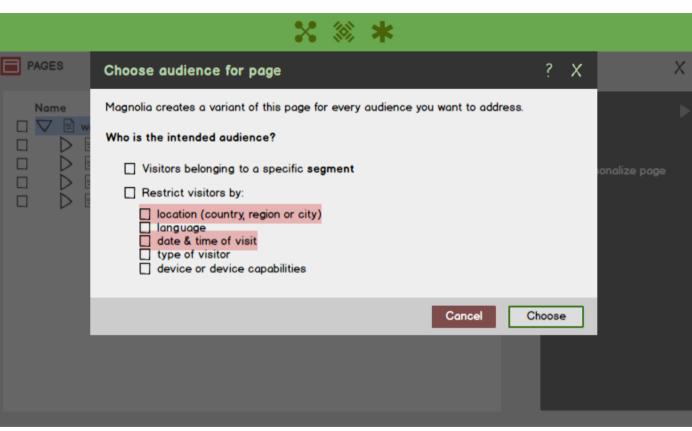
🖉 Edit page

Move page

⇒ Publish page
 ⇒ Publish w subpages
 ⇒ Unpublish page

Personalization

Choose audience





Choose audience for page



Magnolia creates a variant of this page for every audience you want to address.

Who is the intended audience?

Visitors belonging to a specific segment

Restrict visitors by:

location (country, region or city)

PICK

language
 date & time of visit
 type of visitor
 device or device capabilities

Cancel

Choose

? X

onalize page

X



PAGES	Choose aud	Pick one or several countries	x	? X	
Name	Magnolia creat Who is the int Visitors Ø Restrict Ø locat	Pick one or several countries L Africa Canada Colombia United States Venezuela Asia	Cancel PICK	PSS.	onalize page

UI of a single trait (location)

Х

Opens chooser as list of countries supported by this site is specified in Categories app.



Name

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Choose audience for page

? X

Choose

Cancel

Magnolia creates a variant of this page for every audience you want to address.

Who is the intended audience?

□ Visitors belong to a specific segment

Restrict visitors by:

location (country, region or city)

Location is any of



language
 date & time of visit
 type of visitor

+

D

X

UI of a single trait (location) Supports multiple values. Allows to add more values. Doesn't support rules.



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Name		Т
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$\Box \triangleright$	products	Ρ
$\Box \triangleright$	🖹 services	S
$\Box \triangleright$	🖹 about us	A
$\Box \triangleright$	🖹 contact us	C
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	С <mark>о ик</mark>	L
	🔁 United States	L
	C all others	L

Title lome page Products Services About us Contact us Launching Virtual 2.0 Launching Virtual 2.0 Launching Virtual 2.0

Template Created Home 2013-03-02 2013-03-04 Section Section 2013-03-04 Section 2013-03-04 Section 2013-03-04 2014-01-02 2014-01-04 Campaign 2014-01-04 Campaign Campaign 2014-01-04

Campaign page 🖧 Add page X Delete page

Preview page

🖉 Edit page

1 Move page

⇒ Publish page ▷ Publish w subpages Unpublish page

Personalization

Choose audience Create variant



Choose audience for page



PAGES

Magnolia creates a variant of this page for every audience you want to address.

Kestrict visitors by:

□ location (country, region or city)
 □ longuage
 ☑ date & time of visit

Visit occurs

anytime

 O during the last
 ▼
 2
 weeks
 ▼

 O between
 ▼
 Feb 1 2014
 ■ and
 Feb 7 2014
 ■

Cancel

☐ type of visitor
 ☐ device or device capabilities



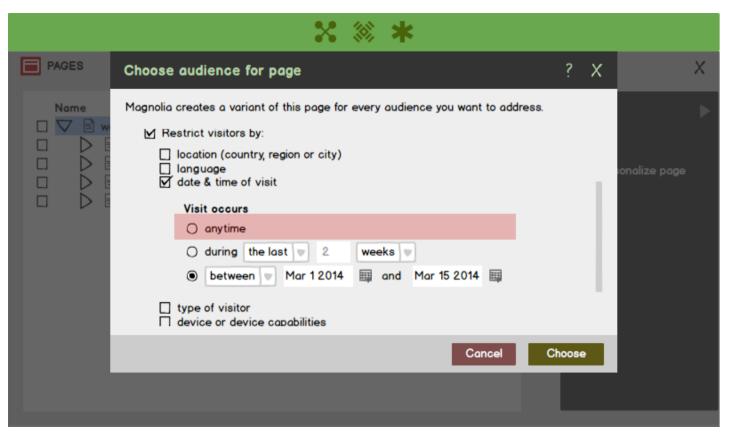
? X

Choose

X

UI of a single trait (date&time of visit)

Embedded, simple form allows to specify two types of ranges.





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Name		Т
$\Box \nabla$	🖹 home	H
$\Box \triangleright$	🖹 products	P
$\Box \triangleright$	🖹 services	S
$\Box \triangleright$	🖹 about us	A
$\Box \triangleright$	🖹 contact us	C
$\boxtimes \nabla$	🖹 virtual-2-0	q
	🕞 Visit: Mar 1	L
	C all others	L

Title Home page Products Services About us Contact us <u>ک2</u> Launching Virtual 2.0 Launching Virtual 2.0 Template Created Home 2013-03-02 2013-03-04 Section Section 2013-03-04 Section 2013-03-04 Section 2013-03-04 2014-01-02 2014-01-04 Campaign Campaign 2014-01-04

Campaign page 🖧 Add page X Delete page

Preview page

🖉 Edit page

1 Move page

⇒ Publish page ▷ Publish w subpages < Unpublish page

Personalization

8 Choose audience Create variant



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Name Title E $\Box \nabla$ home Home page products Products \triangleright services Services Þ about us About us Þ contact us Contact us ☑ ∇ virtual-2-0 62 🖒 Visit: Mar 1 - ... Launching Virtual 2.0 Co all d lal 2.0 Visit date&time: Mar 1 - Mar 15 2014

Template Created Home 2013-03-02 2013-03-04 Section 2013-03-04 Section Section 2013-03-04 Section 2013-03-04 2014-01-02 2014-01-04 Campaign 2014-01-04 Campaign

Campaign page Add page X Delete page

Preview page

🖉 Edit page

1 Move page

⇒ Publish page ▷ Publish w subpages < Unpublish page

Personalization

Choose audience Create variant