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Evoq™ Engage:

Interactive websites to drive visitor engagement

A Content Management System (CMS) helps you manage, publish and measure content. Every CMS on the market meets this primary needs. Evoq™ Engage provides all of the CMS capabilities you'd expect, and combines it with the visitor engagement capabilities you need.

With its wide range of visitor engagement, user-generated content and analytics capabilities, Evoq Engage helps you:

- Generate greater brand reach
- Convert prospects into new customers
- Nurture and grow relationships with existing customers

Evoq™ Engage provides you with a solution to publish web content and manage an online community, all on a single website. By hosting your website and online community on a single site, you'll see the following benefits:

☑ More organic traffic as a result of higher search engine rankings

☑ 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

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

Content Creation

• Liquid Content™ and Visualizers

Content editors can create and manage Liquid Content content items, while content managers can create custom content types without programming knowledge. A library of 100+ built-in visualizers are available to render items created in the Liquid Content repository.

Benefit: Create once, publish everywhere. Re-use content across your site, and make it available for omnichannel publishing to other destinations.

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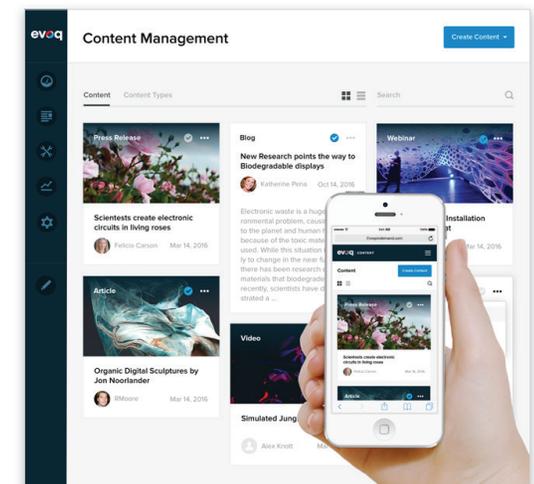
Benefit: Allows marketers and content producers to use preferred content storage services or use multiple services, without moving files, duplicating effort, or wasting valuable time.

• 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.

Liquid Content™ separates content from layout, making content available for re-use on your Evoq site, and for multi-channel publishing beyond your site.

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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, last activity date, user profile, referrer and cookie.

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 provides insights on page traffic, engagement trends, traffic trends, metrics by visitor segment, conversions and on-page clicks.

Analytics are presented as an overlay on each page. Evoq provides these insights by leveraging data from customers' Google Analytics instance.

Marketers can also view a navigation summary, to see how visitors are coming to a page and how they are leaving.
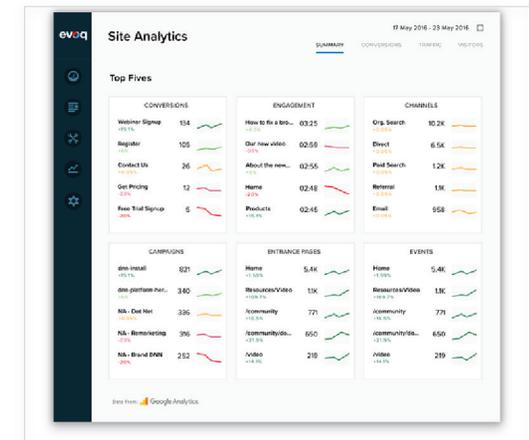
Benefit: Helps you quickly understand the performance of each page of your site, without having to log into a separate web analytics tool.

• 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.

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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.).

Form Builder

Build forms via an easy-to-use user interface, helping your forms look just the way you want. Select from an assortment of modern styles, then size and organize your input fields via a drag-and-drop user interface. Form submission data can be stored in Evoq, or passed to a custom endpoint.

"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

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.

- Optimizely: Connect Evoq to your Optimizely account, then add an Optimizely module to your Evoq page. From there, you'll specify the details of your Optimizely A/B test or multivariate test.

- MailChimp: Allow site visitors to manage subscriptions of your MailChimp email lists by adding Evoq's MailChimp module to a page. In addition, site users added to an Evoq user persona can be automatically subscribed to one of your MailChimp lists.

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.

"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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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 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.
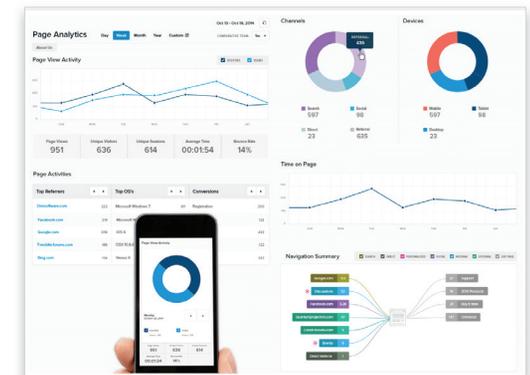
• Badges

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

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

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-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.
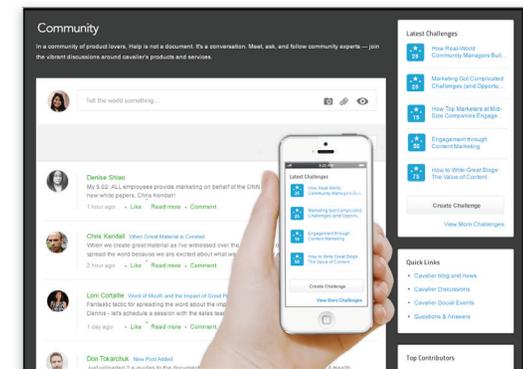
• Discussions

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.

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

- **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.
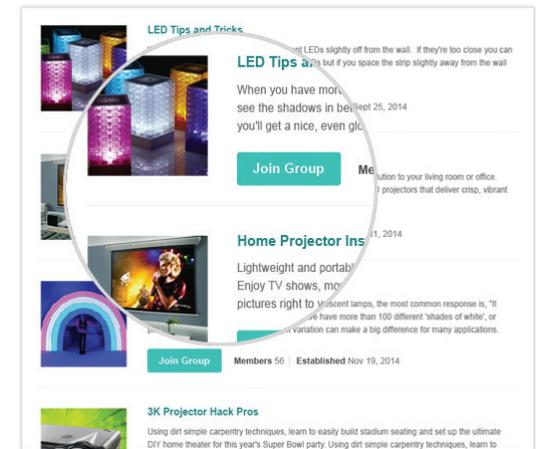
Service and Support

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.

- Included (no cost) non-production license that can be used for development or testing.

- 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. Evoq Engage is backed by a vibrant ecosystem of implementation partners and provides hundreds of commercial, third party modules in the DNN Store. Evoq Engage gives modern marketers everything they need to create compelling and engaging digital experiences.

Use Groups to facilitate focused areas of conversation.

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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.

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

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About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

Get started with Evoq™ Engage today - call us at (650) 288-3150 or visit dnnsoftware.com