



# Kentico Xperience.

Create stunning digital experiences faster

with a seamless digital experience platform that combines content management, digital marketing, and commerce.

## Create personalized digital experiences across channels.

Provide customers with personalized experiences on the web, mobile, email, and other channels. Create touchpoints that offer unique content to different types of visitors or dynamically change what they see according to the actions they perform.



for marketers

## Automate your marketing campaigns.

Keep your customers engaged through automated actions. Nurture leads with drip campaigns, remind customers about abandoned shopping carts, and tell them it's time to re-order their favorite products. Pick one of the templates or create your own automation with a drag-and-drop designer. Make your campaigns work harder with real-time insights on actions and performance, and detailed information about contact behavior.

## Deliver differentiated commerce experiences.

Forget template-based stores. Provide a unique experience that will help you stand out! With Kentico Xperience, you can customize and personalize every part of the digital experience. That means higher conversion rates, increased basket sizes, and more returning customers.



**“ Kentico Xperience has not only provided us with an exceptional content management system, but also the backbone for our digital marketing efforts.**

Kate Walker, Marketing and Brand Manager

**fleet***care*

## Build fast and scalable websites with modern technologies.

Deliver high-performance websites using ASP.NET Core MVC, ASP.NET MVC 5, and Microsoft SQL Server technologies. Scale up your solutions effortlessly with the latest programming structures and languages to handle increased traffic and deliver a consistently fast digital experience.



for developers

## Make marketers more productive with exceptional web solutions.

Build exceptional web solutions using the MVC development model. Create predefined page templates, customize components, or implement your own. Empower marketers to achieve more on their own with reusable widgets. Gain full control over how a front end is rendered while keeping your solution architecture clean.

## Integrate with any system.

Grow your business with all your systems working seamlessly together. Integrate content, contacts, orders, and other data with your existing technology stack. Leverage out-of-the-box integrations, powerful APIs, or build your own connectors easily.



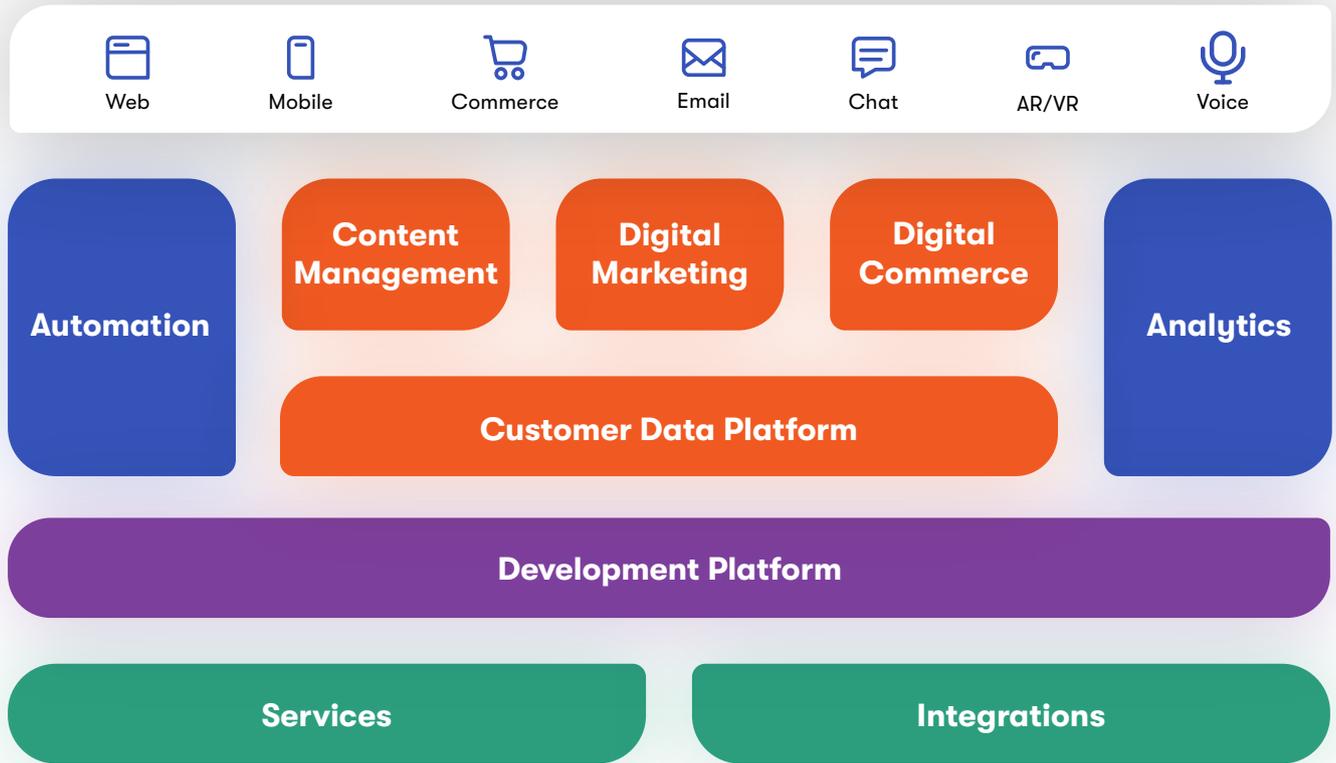
**“ Kentico Xperience has been such an improvement.**

It’s allowing us to broaden our business goals for the site, and start pushing the limits of technology. It’s been scalable and easy to use.”

**Jamie Flynn, Senior Project Manager**

**teradata.**

# Accelerate your business with the award-winning digital experience platform.



## Content management.

Create modern websites and reuse content in your mobile app, email campaigns, and other channels. Design beautiful pages using a drag-and-drop page builder, keep consistency with flexible workflows, and translate to any language.

## Digital marketing.

Deliver personalized digital experiences and outperform your KPIs. Create smart online forms to collect detailed customer data, execute effective campaigns, and use recommendations to increase customer engagement.

## Digital commerce.

Provide customers with a differentiated shopping experience. Create a stunning product catalog, recommend the right products, and utilize rule-based promotions. Reach more customers with multiple languages, currencies, and payment options.

## Customer data platform.

Capture data about your visitors and customers and gain actionable insights to create personalized experiences. Segment audiences and spot the most promising leads. Ensure compliance with GDPR, CCPA, and other data protection regulations.

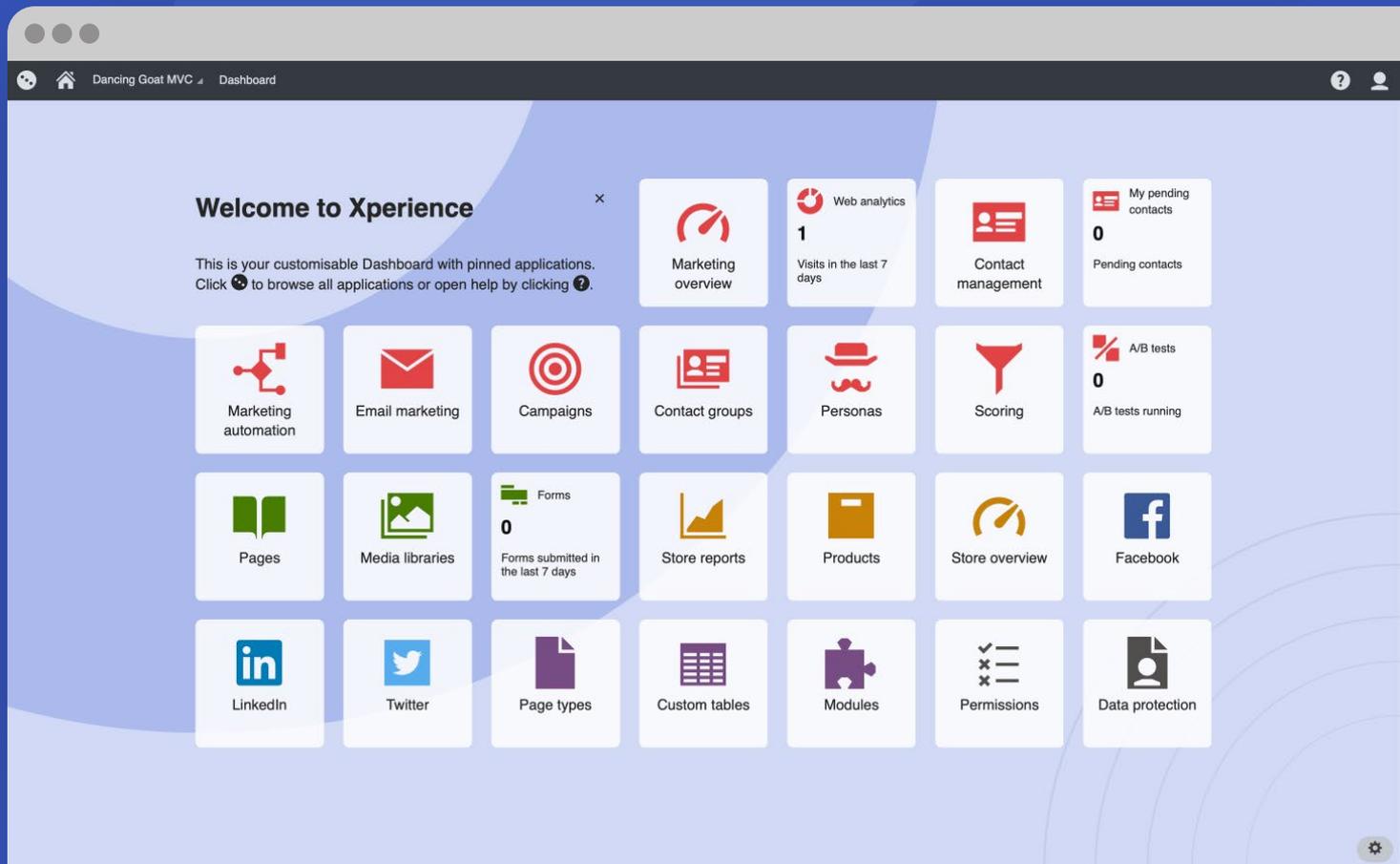
## Automation.

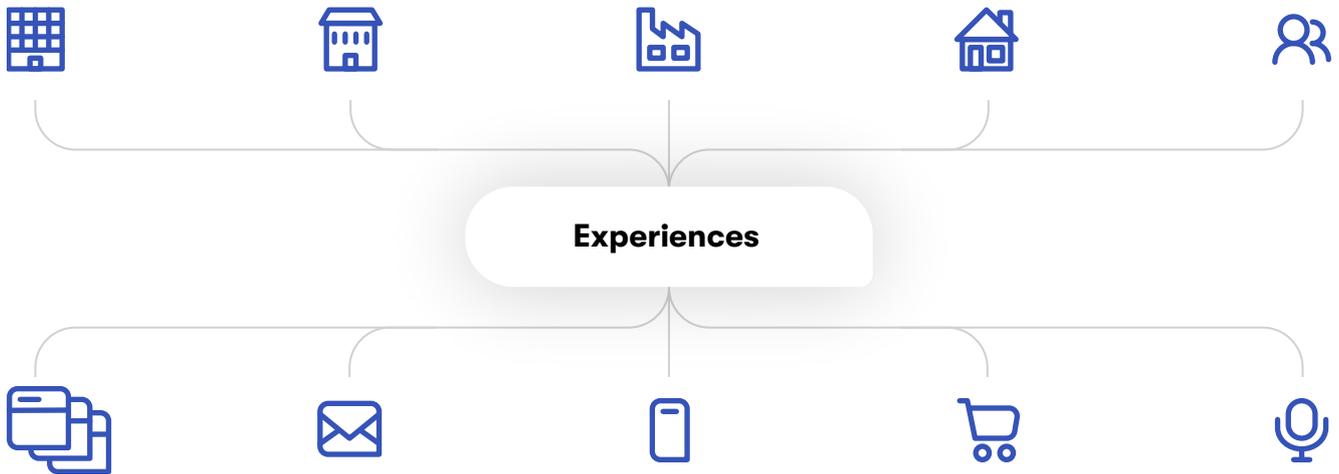
Keep your customers engaged through automated actions. Use built-in analytics and reporting to nurture leads, remind customers about abandoned shopping carts, and tell them it's time to re-order their favorite products. Pick one of the templates or easily create your own.

## Analytics.

Track and analyze customer journeys, clearly assess campaign performance, and optimize experiences and increase conversion rates with A/B testing.

# Platform.





# Create modern digital experiences at speed.

Speed up time to value with fully integrated modules and reusable components. Extend the platform to deliver highly customized solutions. Deploy on-premises or in the cloud.

## Scalability and Performance

### Deliver fast and scalable websites.

Implement high-performance websites with the latest ASP.NET technology. Scale up your solutions effortlessly to handle increased traffic and deliver a consistently fast digital experience.

## MVC Development

### Build exceptional experiences.

Gain full control over how a front end is rendered while keeping your solution architecture clean. Empower marketers to achieve more on their own with reusable widgets.

## Deployment Tools

### Deploy projects with confidence.

Synchronize work between developers and marketers effortlessly. Set up different environments for various stages of your project. Move coding, data, and content from one environment to another effortlessly.

## Cloud

### Deploy on-premises or in the cloud.

Easily deploy your websites on-premises or in the cloud. Kentico Xperience provides native support for Microsoft Azure, Amazon Web Services, and Docker deployments.

## Security

### Secure your websites and data.

Eliminate threats and secure your websites with multiple security layers separating data, administration, and the live site. Protect your data by leveraging various authentication methods, permissions, and user management.

## Headless API

### Deliver content anywhere with a headless API.

Publish content easily to any channel with a powerful headless API layer. Make your content available at no time anywhere in the world. Create stunning digital experiences using modern JavaScript frameworks, and speed up development with SDKs for all major languages.

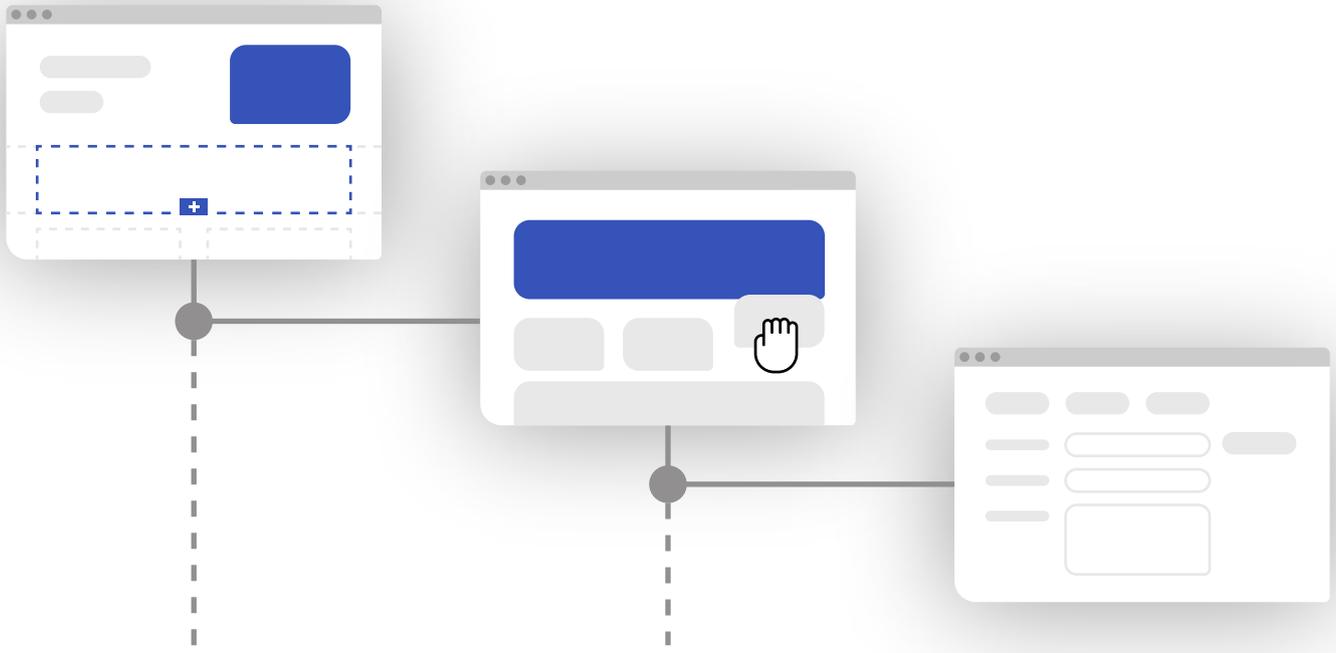
## Extensibility and Customization

### Extend and customize as you need.

Extend the platform with your code. Add custom functionality and customize the user interface to fit specific use cases. Create your own modules, widgets, page templates, or page types.

# Content management.

The screenshot displays a content management system (CMS) interface for 'Dancing Goat Core'. The browser address bar shows 'Dancing Goat Core' and 'Pages > Home (page)'. The CMS interface includes a top navigation bar with 'Edit', 'Preview', and 'Listing' tabs, and a 'Page' dropdown menu. A left sidebar contains a tree view of site pages: Home, Store, Articles, About Us, Cafes, Contacts, Landing pages, Manufacturers, Footer, and Specials. The main content area features a hero banner with a background of coffee beans and a cup of coffee. The banner text reads: 'Roasting Premium Coffee' and 'Discover the fascinating world of Dancing Goat high-quality coffee and you will never miss a single coffee break again.' Below the banner, a 'Widgets' panel is open, showing a grid of available content blocks such as '50:50 content', 'Card', 'Form', 'Image', 'Page Heading', 'Rich text', 'Trust metrics', 'Video', 'Agenda', 'Case Study...', 'Course carou...', 'FAQs', 'Form (Custom)', 'Latest blog p...', 'Partner netw...', 'Tabbed Cont...', 'Bullet List', 'Download File', 'Featured eve...', 'Hero banner', 'Logo Grid', 'Pricing', 'Tabbed Featu...', 'Call To Action', 'Events carou...', 'Filterable Pag...', 'HTML Code', 'Newsletter Sl...', 'Reports list', and 'Testimonial C...'. The interface also includes a search bar, a language selector set to 'EN', and a 'Variant A (original)' dropdown.



## Manage content your way.

Create modern websites with ease, flexibility, and full control over your content. Design beautiful webpages and reuse content in your mobile app, email campaigns, and other channels. Maintain consistency and compliance throughout the entire content lifecycle.

### Page Builder

**Design beautiful pages without technical knowledge.**

With an intuitive Page Builder, you can create new pages using drag and drop widgets. Deliver personalized experiences by applying personalization rules without any technical skills.

### Structured Content

**Create content once. Use it anywhere.**

Manage different content types from articles and blog posts to complex product catalogs with ease. Increase productivity and save time by reusing content in line with SEO best practices across multiple sites, in your mobile app, or in an email campaign.

### Advanced Workflows

**Ensure consistency and compliance.**

Make sure your content is always consistent with your brand and compliant with internal processes and regulatory requirements. Design custom workflows based on your internal processes and manage the flow of your content between authorized users.

### Digital Asset Management

**Centralize your digital assets.**

Get access to the latest version of an image, brochure, or presentation with a built-in asset library. Organize your assets into thematic libraries and reuse them across pages and websites. Save time with automatic resizing of images for different screen sizes, so that you don't have to do it manually!

### Multi-site Management

**Manage multiple websites.**

Manage multiple websites from a single platform and share content, data, code, and credentials across them. Kentico Xperience is designed with multi-site support in mind and is ready to handle the most advanced digital experience scenarios.

**“ Kentico Xperience has increased our organization’s efficiency in uploading large amounts of content to our website throughout the year for our busy program of events.**

**Its ease of use has enabled our staff across the organization to be more involved in the content creation process, and it has given them the confidence to take ownership of pages without requiring in-depth HTML knowledge or specialist technical skills.”**

Caitlin Watson, Head of Public Engagement  
and Communications



# Digital marketing.

The screenshot displays a web editor interface for a website named "Dancing Goat Core". The interface includes a top navigation bar with "Home", "Store", "Articles", "About Us", "Cafes", and "Contacts". A search bar is located on the right side of the navigation bar. The main content area is divided into two sections. The first section is a banner for "Roasting Premium Coffee" featuring a background of coffee beans and a cup of coffee. The text on the banner reads: "Roasting Premium Coffee" and "Discover the fascinating world of Dancing Goat high-quality coffee and you will never miss a single coffee break again." The second section is titled "Latest article" and features a sub-section for "Coffee Beverages Explained" dated "SEPTEMBER 16". The article text states: "Espresso and filtered coffee are two main categories of coffee based on the method of preparation. Learn about individual types of coffee that fall to these categories." The editor interface also shows a left sidebar with a tree view of the website structure, including "Home", "Store", "Articles", "About Us", "Cafes", "Contacts", "Landing pages", "Manufacturers", "Footer", and "Specials". A "Condition types" dialog box is open on the right side of the editor, showing options for personalizing content based on user location, contact group, and persona.

**Dancing Goat Core** | Home | Store | Articles | About Us | Cafes | Contacts

## Roasting Premium Coffee

Discover the fascinating world of Dancing Goat high-quality coffee and you will never miss a single coffee break again.

### Latest article

SEPTEMBER 16 — **Coffee Beverages Explained**

Espresso and filtered coffee are two main categories of coffee based on the method of preparation. Learn about individual types of coffee that fall to these categories.



## Increase your marketing performance.

Create personalized digital experiences and outperform your KPIs by launching campaigns using any channel. Leverage customer data and deliver individualized content at the right time, driving relevant traffic to your digital touchpoints with marketing automation.

### Personalization

**Provide a personalized experience at every touch point.**

Deliver the right content to the right person at the right time using customer profiles, location data, demographics, behaviors, and customer journey insights. Personalize every experience – on the web, mobile, and email.

### Campaign Management

**Deliver results with campaigns across channels.**

Launch campaigns at scale with minimal effort, all from one place. Manage assets and run campaigns using your website, emails, online store, and other channels. As your audience flows through funnels, automated reports describe how you deliver breathtaking results.

### Form Builder

**Get more insights with smart forms.**

Create online forms and add them to your landing pages without any technical knowledge to collect additional details at every interaction.

### Email Marketing

**Increase performance with integrated email marketing.**

Let your customers subscribe to beautifully crafted newsletters. Leverage built-in analytics and time-based triggers to send targeted marketing emails using website activity, customer data, or lead scoring. Discover the best-performing copy with A/B testing and decide what to do next with detailed reports.

### Content and Product Recommendations

**Increase engagement with AI-driven recommendations.**

Increase conversion rates or basket size by recommending relevant content or products. Use built-in personalization features or leverage the integration with AI-driven recommendation engine Recombee.

# Digital commerce.

The screenshot displays a digital commerce interface for a product catalog. At the top, there is a search bar labeled "Product name or SKU:" with "Advanced search" and "Search" buttons. A sidebar on the left lists categories: Store, Coffees, Brewers, Accessories, and Grinders. The main content area features a "Hot tips" pop-up window with four product cards:

- Harlo Mini Mill Slim**: Price \$23.90
- Harlo Skerton Hand Grinder**: Price \$37.90
- AeroPress** (Bestseller): Price \$25.90
- Espro Press**: Price \$74.90

Below the pop-up is a table listing various coffee-related products with columns for Actions, Product name, SKU, Price, Stock, Status, For sale, and Languages.

Actions	Product name	SKU	Price	Stock	Status	For sale	Languages
<input type="checkbox"/>	AeroPress	AER-AP	\$25.90	10	Bestseller	Yes	EN
<input type="checkbox"/>	AeroPress Filters	AER-AP-F	\$4.90	2	Bestseller	Yes	EN
<input type="checkbox"/>	Anfim Super Caimano	ANF-GR-CAIMANO	\$1779.90	99		Yes	EN
<input type="checkbox"/>			\$3.90	1		Yes	EN
<input type="checkbox"/>			\$5.00		Tracking disabled		
<input type="checkbox"/>			\$5.00	0		Yes	EN
<input type="checkbox"/>			\$5.19	15		Yes	EN
<input type="checkbox"/>			\$49.90	0		Yes	EN
<input type="checkbox"/>			\$21.90		Tracking disabled		
<input type="checkbox"/>			\$29.90		Tracking disabled		
<input type="checkbox"/>			\$6.00		Tracking disabled		
<input type="checkbox"/>			\$8.00		Tracking disabled		
<input type="checkbox"/>			\$74.90		Tracking disabled		
<input type="checkbox"/>			\$3.50		Tracking disabled		
<input type="checkbox"/>			\$6.00		Tracking disabled		
<input type="checkbox"/>			\$23.90	20		Yes	EN
<input type="checkbox"/>			\$23.90	98		Yes	EN
<input type="checkbox"/>			\$37.90	100		Yes	EN
<input type="checkbox"/>			\$15.90		Tracking disabled		
<input type="checkbox"/>			\$74.90		Tracking disabled		
<input type="checkbox"/>			\$5.50		Tracking disabled	Bestseller	Yes
<input type="checkbox"/>			\$484.90	100		Yes	EN
<input type="checkbox"/>	Macap M4D	MAC-GR-M4D	\$594.90	100		Yes	EN
<input type="checkbox"/>	Mazzer Super Jolly DR	MAZ-GR-JOLLY	\$674.90	99		Yes	EN
<input type="checkbox"/>	Nicaragua Dipilto (decaf)	CO-NIC-DIPLTO	\$5.00		Tracking disabled		

At the bottom, there are navigation controls including "Selected pages", "select an action", and "OK" buttons. The footer indicates "Items per page 25".



## Deliver differentiated commerce experiences.

Create a product catalog with flexible design and navigation catered to your needs so that customers can find the right product. Design an intuitive checkout process and increase basket sizes with product recommendations.

### Product Information Management

#### Showcase and sell any product.

Create beautiful product pages with rich interactions, imagery, videos, and technical specifications. Let your customers choose from product options and compound variants, and customize products according to their needs.

### Checkout Process & Shopping Cart

#### Tailor and automate your checkout process.

Provide a shopping cart and checkout experience fully customized to your customer needs. With integrated marketing automation, you can boost your revenue by nurturing cart-abandoners or remind customers to re-order their favorite products.

### Promotions & Discounts

#### Run promotions to boost sales.

Kentico Xperience allows you to apply discounts, gift cards, and various offers to boost customer purchases, increase basket size, cross-sell related products, and drive repeat visits.

### Payment & Shipping Options

#### Offer flexible payment and shipping options.

Let your customers pay using a card, PayPal, on delivery, or via a third-party payment service. Easily configure your carriers and automate shipping cost calculations.

### Multi-store Management

#### Reach additional markets with multiple stores.

Efficiently manage multiple stores in one place. Share your products, payment methods, order statuses, invoices, and other settings across all your stores.

### Commerce Integrations

#### Integrate commerce with existing systems.

Exchange product information, prices, orders, invoices, and delivery notes with other systems and apps. Extend commerce functionality according to your own rules using built-in tools or fully-fledged APIs.

### Multilingual Stores

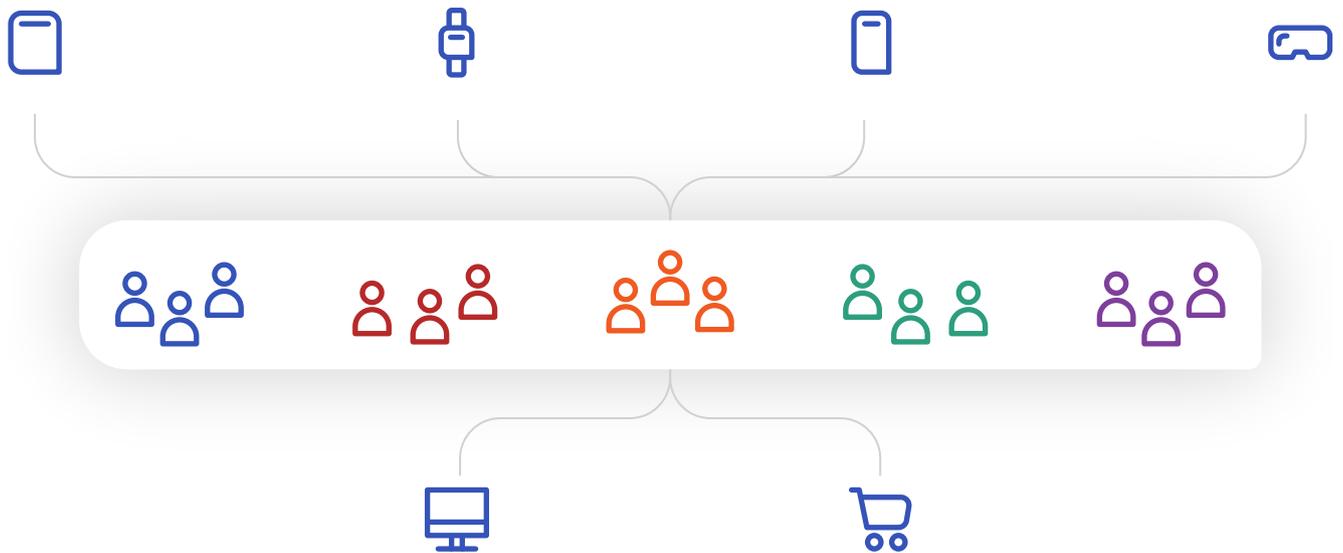
#### Sell in any language using any currency.

Offer products and communicate with customers in any language. State prices in the currencies your customers prefer and convert them effortlessly. Automatically show content in appropriate language, currency, and time zone.

# Customer data platform.

The screenshot shows a web application interface for managing customer personas. The browser's address bar displays the path: `DancingGoatCore > Personas > Martina, the Coffee Geek (Persona)`. A left-hand navigation menu includes 'Properties', 'Rules', and 'Contacts'. The main content area features a 'Save' button and the following fields:

- Persona name:** Martina, the Coffee Geek
- Image:** A portrait of a woman with curly hair. Below the image is a 'Select image' button.
- Enabled:**
- Point threshold:** 15
- Description:** Martina is 28, she's an online entrepreneur and a foodie girl who likes to blog about her gastronomic experiences. The preparation of her coffee has to be perfect. She knows all the technical bits that go into the process. Not to leave things to chance, she also owns a professional



## Create personalized experiences with an integrated customer data platform.

Capture data about your visitors and customers as they engage with your websites, emails, or online stores. Gain actionable insights, and utilize them for delivering personalized experiences across any channel.

### Contact Management

**Gain a 360-degree view of your customers.**

Get a holistic view of your customers across all channels and devices. Use this data to segment customers and identify their personas to deliver a personalized experience.

### Segmentation

**Segment audiences to deliver the right message.**

Segment contacts using a full range of collected data. Leverage segments in all your digital initiatives to deliver highly relevant content, boosting visitor engagement and conversion rates.

### Lead Scoring

**Identify high-quality leads with automated lead scoring.**

Automatically qualify your prospective clients using lead scoring rules that combine demographics and behaviors. Pass high-quality leads to your sales team effortlessly via automated emails, exports, or directly through your CRM.

### Personas

**Deliver the right experience to each persona.**

Define personas using rules and give each visitor a personalized experience across channels. Monitor how they perform over time and gain insights on segmentation with an easy-to-use dashboard.

### Data Protection

**Comply with data protection regulations.**

Comply with the strictest data protection regulations, such as GDPR, PII, or CCPA. Effortlessly handle the right to access, data portability, and the right to be forgotten. Keep track of consents and let your visitors update their privacy settings.

### Activity Tracking

**Track activity across all digital touchpoints.**

Capture visitor journeys on a website, in email, or mobile. From the first arrival, through registration, and on to becoming a repeat customer. Record every page viewed, video watched, or file downloaded and get insights from campaigns to, understand visitors and optimize for results.

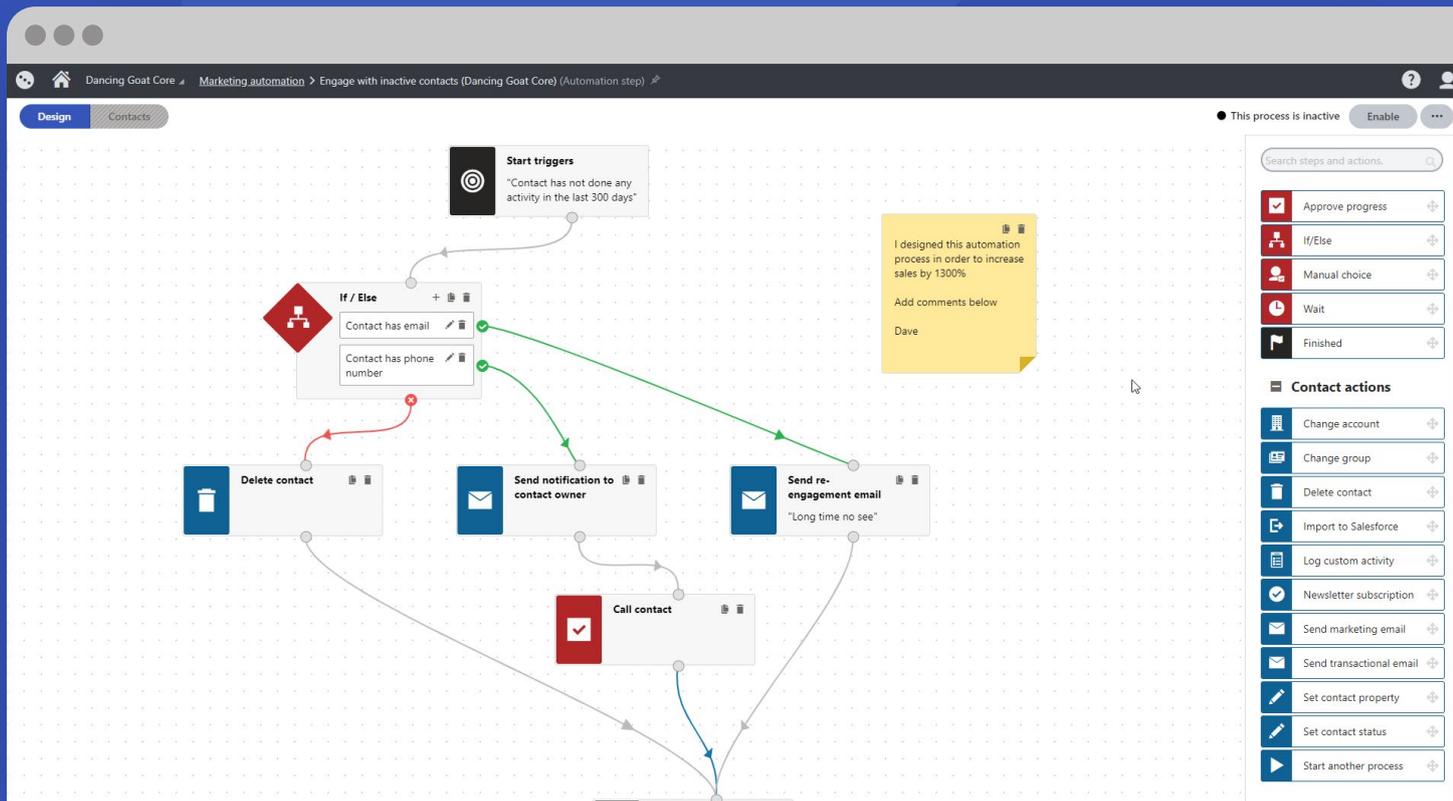
**“This detailed tracking, which not only applies to forms, but also to downloads and much more, gives us the opportunity to continuously improve the website based on analytics data in terms of increasing relevant leads”**

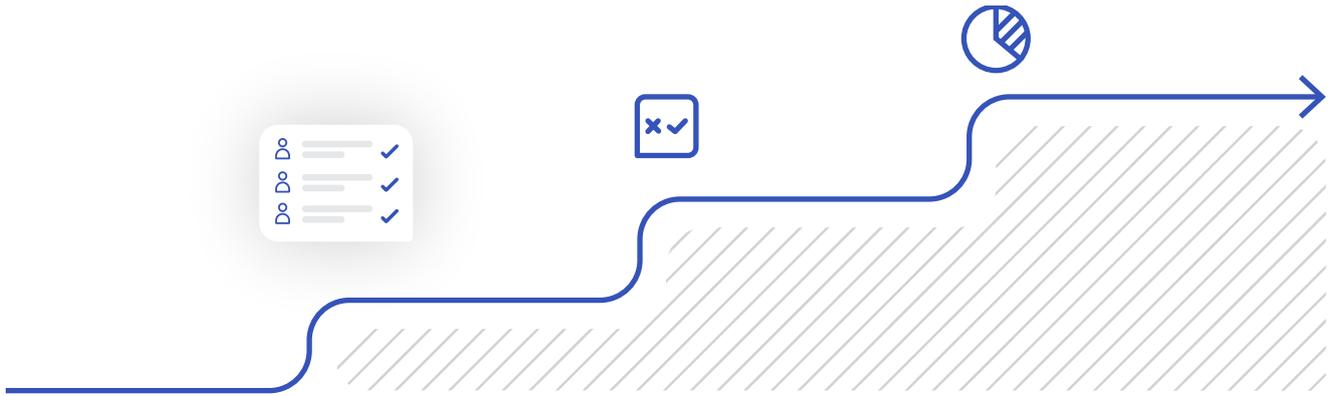
Stefan Stürmer, Senior Expert Marketing  
Communications Digital



**KONICA MINOLTA**

# Automation and analytics.





## Analyze performance at all levels.

Make confident business decisions by understanding the needs of your customers with built-in analytics and reporting. Track and analyze audience engagement across touchpoints, clearly assess campaigns, and gain deep content insights using A/B testing.

### Web Analytics

#### Get real-time insights.

Enhance your digital experience strategy with information about behavior of your visitors, email recipients, and customers. Leverage customizable reports containing real-time statistics and insights on the content and campaigns.

### A/B Testing

#### Increase conversion rates with A/B testing.

Create and test multiple variations of your pages to identify those that work. Pick segments to include in the tests and set conversion goals. Monitor conversion rates and automatically pick the best-performing variant.

### Reporting

#### Gain valuable insights with cross-platform reporting.

Analyze your performance with ready-made, customizable reports, or create new ones according to your needs. Whether you want a report on your content, workflows, commerce, or customer journeys, we've got you covered.

## Increase engagement with automation.

Initiate personalized activities and deliver the right content through multiple stages of the customer life cycle. With a simple drag-and-drop interface, you can easily automate and optimize your campaigns on any channel.

### Personalized Workflows

#### Nurture leads at scale.

Deliver engaging content to prospective customers as they go through the buying process. Trigger personalized drip campaigns to gradually warm up your leads while growing your customer intelligence with newly acquired data.

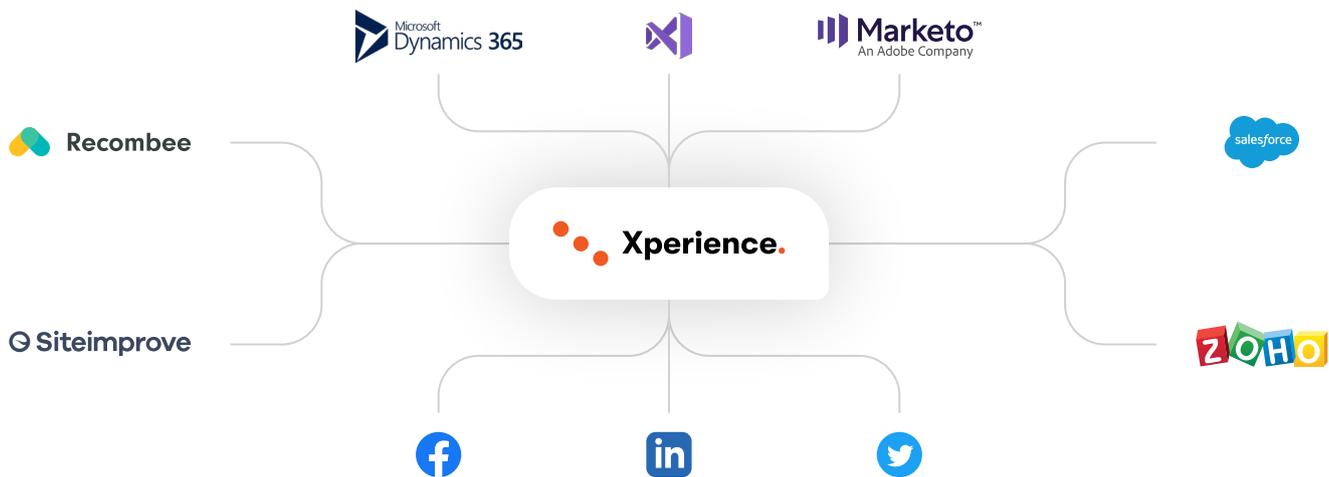
### Automation Templates

#### Guide buyers to conversions.

Get up and running quickly with automation templates and adjust them as needed. Remind customers about abandoned shopping carts or re-ordering their favorite products.







## Integrate Xperience with any system.

Grow your business with all your systems working seamlessly together. Integrate content, contacts, orders, and other data with your existing technology stack.

### Out-of-the-box Integrations

#### Leverage out-of-the-box integrations.

Benefit from prepackaged integrations with Salesforce, Dynamics 365, Zoho, Marketo, SiteImprove, Recombee, or Visual Studio, and enjoy smooth upgrades. Or, pick one of the integrations provided by Kentico partners.

### APIs

#### Connect anything with powerful APIs.

Manage data and objects within the platform programmatically via .NET and REST APIs. Use a headless API layer to deliver content anywhere.

### Integration Bus

#### Build your own connectors.

Integrate with any CRM, ERP, PIM, and various marketing technologies. Set up connectors to synchronize all types of objects and pages in both directions. Automate data exchange and monitor the queue of synchronization tasks.

### Marketplace

#### Discover the Kentico Xperience Marketplace.

Explore extensions for Xperience made with love by the Kentico community.

### Payment Providers

#### Integrate payment gateways.

Integrate your choice of payment methods. Make payments an integral part of the checkout process and provide a seamless shopping experience.

### Authentication Providers

#### Provide cross-platform authentication.

Authenticate visitors using a variety of authentication methods, including Facebook, LinkedIn, OpenID, OAuth, and more. Or, integrate your own user database or authentication service.

### Translation Management

#### Automate content translation.

Connect third-party translation services and automate your translation process. Manage your content through translation, review, and approval steps using smart workflow rules.

# Solution map.



Web



Mobile



Commerce



Email



Chat



AR/VR



Voice

## Automation

Marketing Automation

Commerce Automation

Content Automation

## Content Management

Content Authoring  
Page Builder  
Multilingual Content  
Multi-site Management  
Digital Asset Management  
Workflows & Versioning

## Digital Marketing

Campaigns  
Personalization  
Email marketing  
Recommendations  
Social marketing  
Forms  
Search  
SEO

## Digital Commerce

Shopping Cart  
PIM  
Order Management  
Promotions  
Multi-store  
Payment Gateways

## Analytics

Web Analytics

Reporting

Customer Journeys

A/B Testing

## Customer Data Platform

Contact Management  
Activity Tracking

Segmentation  
Personas

Lead Scoring  
Data Protection

## Development Platform

.NET Architecture  
MVC Development mode

Deployment tools  
Security

Cloud Support  
REST API

Integration Bus  
Headless API Layer

## Services

7-Day Bug-Fix Policy  
24/7 Global Support  
Training & Consulting

Customer Success Services  
Solution Partners

## Integrations

Authentication Providers  
Marketplace  
Translation Services

Payment Providers  
ERP  
CRM



## We help people tell stories that change the world.

### In-house Support

**We're there for you.**

Kentico offers 24/7 in-house support and a 7-day bug-fix policy to help you every step of the way. It all adds up to successful websites, without the usual headaches or avoidable delays.

### Kentico Community

**Developing success, together.**

Founded in 2004, Kentico has become a trusted partner to some of the largest and best-known organizations and digital agencies in the world. Kentico has more than 1,000 digital solution partners with the skills and expertise to match our technology to your vision, and to create a powerful successful result.

### Customer Success Services

**Getting you on the right track.**

Success for you means success for us, so we offer a wide range of services to help you get on the right track. Join one of our training courses, attend one of our weekly webinars, or leverage one of our consulting packages to get the most out of Kentico Xperience.

## That's why leading brands love us.



# Ready to test drive Kentico Xperience?

Schedule a live online 1-on-1 demo personalized to your needs

[xperience.io/demo](https://xperience.io/demo)

Install a 14-day trial on your own server

[xperience.io/trial](https://xperience.io/trial)

Try a 7-day trial hosted on our server

[xperience.io/hosted-trial](https://xperience.io/hosted-trial)

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