



Liferay Experience Management

Experience

Deliver Personalized Digital Experiences Anywhere

Every digital interaction you have with a customer, partner, or employee is an opportunity to engage and connect with them on a personal level. But to do that effectively, you need to personalize the experience for your audience. This includes reaching them on the channels they visit, serving up relevant content on the devices they use, and tailoring the experience to take into account what you already know about them and how you might serve them better.

Build, Manage, and Launch Relevant Experiences Faster

Whether you're creating multiple online storefronts, a self-service portal, a modern intranet, or any number of other specialized online experiences, Liferay DXP can help you launch these tailored experiences faster, and make them much more relevant and rewarding to your audience.

Core Experience Capabilities

DIGITAL EXPERIENCE MANAGEMENT

A comprehensive publishing environment allows your non-technical business teams and developers to easily create, manage, and organize multiple branded sites, online storefronts, portals, and other digital experiences in one central location.

It also quickly helps you deliver these experiences in the right language, and across multiple channels, and devices, including mobile web, mobile apps, kiosks, IoT, and other smart devices.

Additionally, tools for integrating data and segments, designing a site's appearance, and managing workflows, streamline the publishing process and make it faster for your teams to launch relevant experiences that truly connect with the audiences they serve.

PERSONALIZATION AND SEGMENTATION

Personalize and optimize digital experiences at scale to make it easy for your customers, partners, or employees to find relevant information quickly. Target different audience segments with precision, generate tailored recommendations automatically, and test different digital experiences faster so you can optimize user journeys, increase conversions, and maximize results.

NAVIGATION AND DISCOVERY

Guide users in finding the information they need quickly. With navigation, categories, and search results that can dynamically change depending on the audience, users get a digital experience that makes it easy for them to locate what they're looking for and discover other highly relevant products, services, or content.

MULTICHANNEL SYSTEMS

Using an extensive collection of integrations, connectors, and APIs, you can quickly connect to a wide range of systems and data sources to provide your users with a unified experience that makes it easy for them to accomplish their goals on their preferred channel or device.

ANALYTICS AND OPTIMIZATION

Optimize digital experience outcomes with analytics that identify areas for improvement. From top-level site metrics, to deep drill downs into content, related assets, and user journeys, built-in dashboards and reporting tools help business teams monitor results and plan areas for improvement.

SEO

Ensure site pages reach your intended audience with extensive support for SEO. This includes tools for adding relevant metadata, creating user friendly URLs, and providing specific recommendations on what content authors can do to improve the visibility of their pages in search engines.

 **80%** of consumers are more likely to buy from a company that provides a tailored experience.

Source: Slideshare

CASE STUDY

AGIA Launches 300+ Personalized Web Portals in 9 Months

See how AGIA Affinity used Liferay DXP to improve and customize individual client sites to deliver the best experience to policyholders and insurance member benefit organizations. [Read more >](#)

What Our Customers Have to Say

“Nobody’s been able to throw anything at us that we couldn’t handle. Our portal supports growing, changing business needs, but it does it in a way that we don’t need to re-engineer it every time. It’s pretty awesome.”

[Anne Anderson, Vice President Global Business Transformation, HPE](#)

“Liferay provides the modern foundation on which we can build, maintain and grow our multiple sites, content, and applications.”

[Timothy Schwab, Vice President Consumer Technology, Excellus BlueCross BlueShield](#)

“We need a solution with many features: scalability, flexibility, based on standards. Liferay allowed us to do all that.”

[Jose Luis Castellano Torres, Head of Portals & Contact Center, Santander Group](#)

“Keycopter brings efficiency and autonomy to helicopter operators. By providing coherent online services, it is easy for our customers to keep their aircraft in good condition.”

[Jérôme Chauvin, IM Project Manager, Airbus Helicopters](#)

“Liferay’s out-of-the-box features and development toolset empower us to create a customer experience that moves us toward the vision of engaging customers wherever they are and completing the whole purchase process online.”

[Hab Adkins, Corporate Technology Manager, Mueller](#)

Request a Customized Demo

Talk to Liferay’s Sales team for a customized demo of Liferay DXP and an opportunity to ask questions about how Liferay can solve your unique business challenges. [Schedule a live demo.](#)



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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