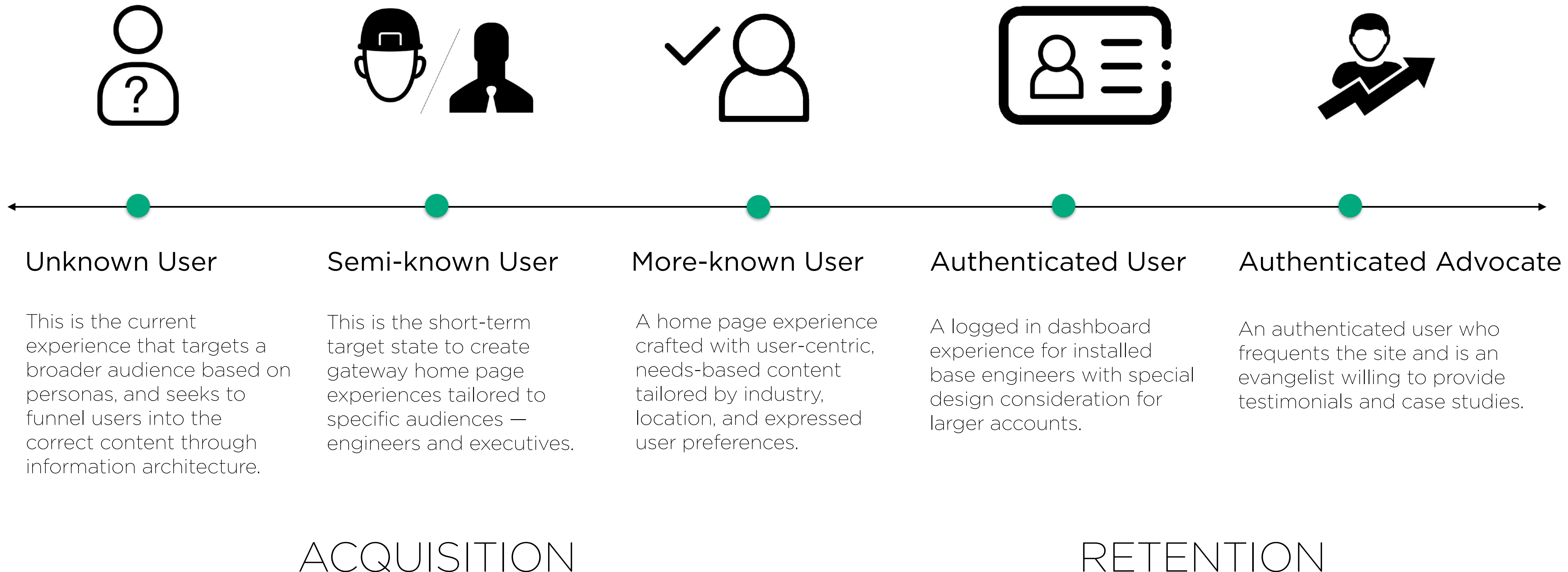




Home Page Personalization Strategy

June 2018

Progressive Personalization Spectrum



01. STEVE THE PROCESS ENGINEER

Meet Steve.

Steve is a process engineer located in the Permian Basin in Texas.

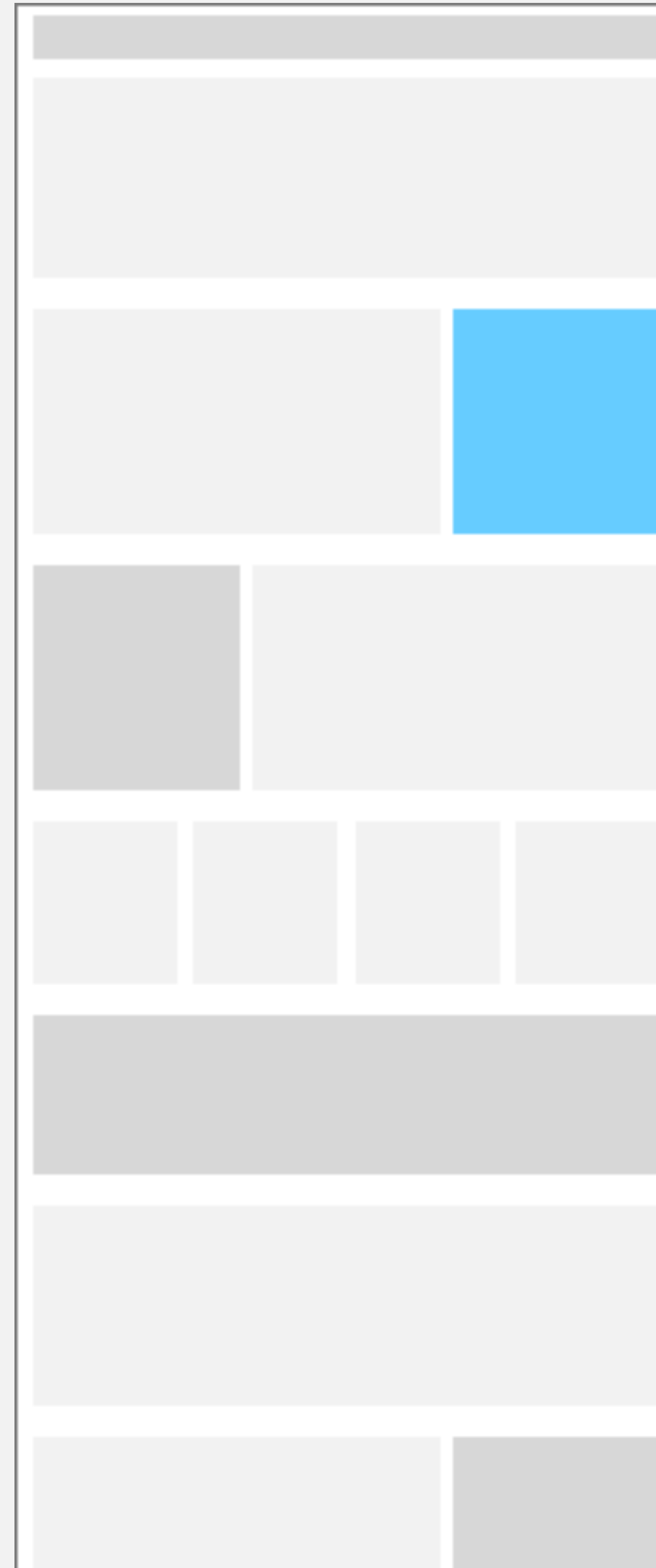
He works in the Oil & Gas industry and has been struggling to remotely monitor all of his well pads.

His challenges monitoring these wells make it difficult to reach the aggressive production goals set by his boss.



Steve knows his company worked with Emerson on similar issues on their offshore rigs, so later that night he goes to Emerson.com and starts to search for products, clicking on the new “View Product Catalog” link featured on the home page to attract engineers.

Steve peruses the Instrumentation section of the catalog and views several Rosemount wireless transmitters. The site sets a cookie on Steve’s computer and now understand Steve’s likely location and his likely product interests.



Later that week, Steve is reading articles on worldoil.com looking for ideas to help him meet his production goals.

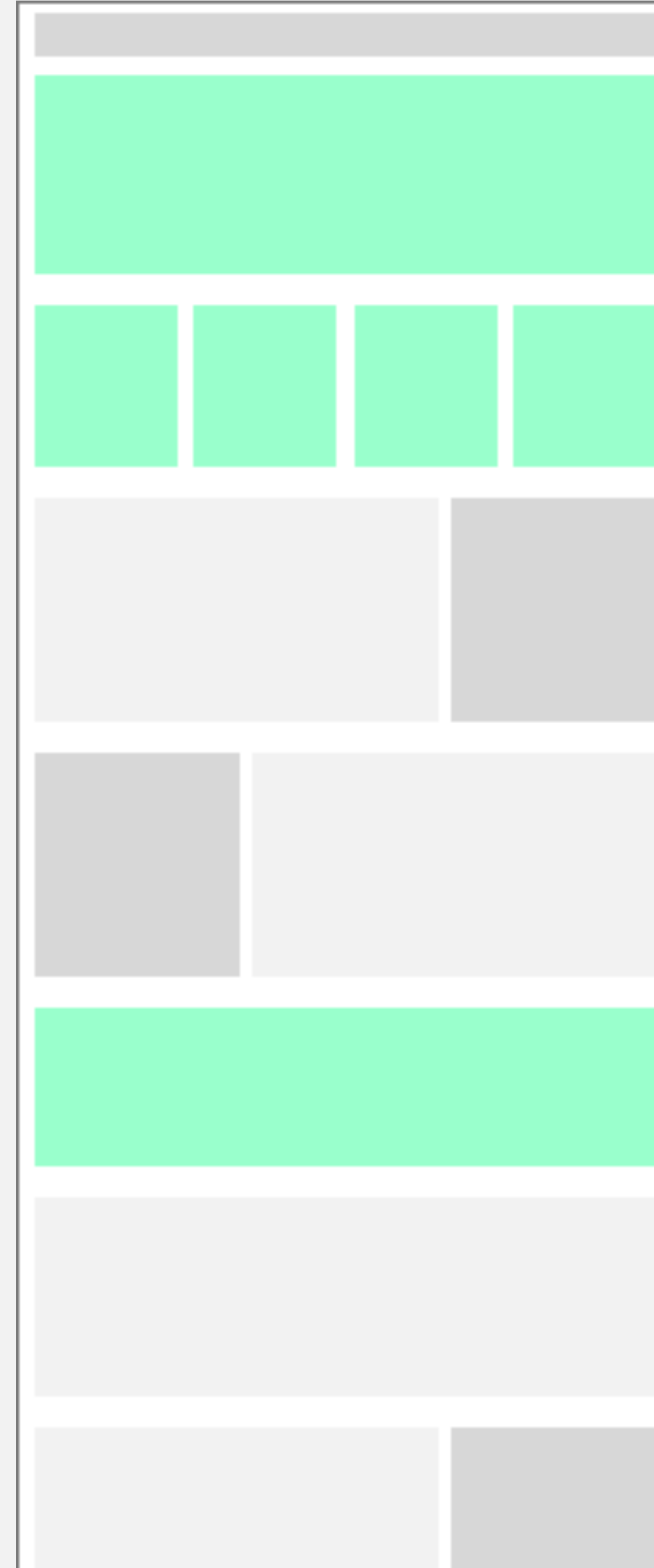
While browsing, he notices a digital ad for Emerson about advances in well monitoring. Intrigued by the headline, he clicks on the ad and is taken to the Emerson home page.

The screenshot shows the World Oil website homepage. At the top, there are several advertisements: a 'COMPRESSION IS WHO WE ARE' ad featuring a man's face, an 'ARIEL WORLD STANDARD COMPRESSORS' ad with a 'Click here for more' button, and a 'FREE TRIAL SUBSCRIPTION' ad for World Oil magazine. Below these is a navigation bar with the 'World Oil' logo and links for Magazine, News, Data, Resources, Events, and Energy Web Atlas. A search bar is also present. A secondary navigation bar lists various industry topics like Offshore, Deepwater, Subsea, etc. The main content area features a large carousel of news articles with headlines such as 'Permian frenzy drives U.S. crude exports to all-time high', 'Repsol shows faith in oil's rally with dividend, spending boost', 'Beheadings signal threat to Mozambique's \$30 billion investment', and 'BHP is said to get shale bids valuing unit up to \$9 billion'. Below the carousel is a 'LATEST NEWS' section with a list of recent articles. To the right of the news is a large advertisement for Emerson, featuring the Emerson logo and the text 'Connect with World Oil' and social media icons for Facebook, Twitter, LinkedIn, and Google+. Below the Emerson ad is a 'FEATURED ARTICLES' section with three articles, each with a thumbnail image and a brief description. The first article is 'Shaletech: Scoop/Stack' by Jim Redden, the second is 'What's new in artificial lift?' by Joe D. Woods and James F. Lea, and the third is 'Immiscible mixed gas enhances EOR economics, increases permeability in swelling clays' by P. Trost, J. Wright, and Wright Consulting. At the bottom right, there is a 'FEATURED VIDEOS' section with a video thumbnail titled 'Gulf Publishing Announ...'.

Because Steve clicked from a specific industry website and already has a cookie tracking his previous site visit, he lands on a version of the home page that is personalized specifically for Steve and other engineers in the Oil & Gas industry.

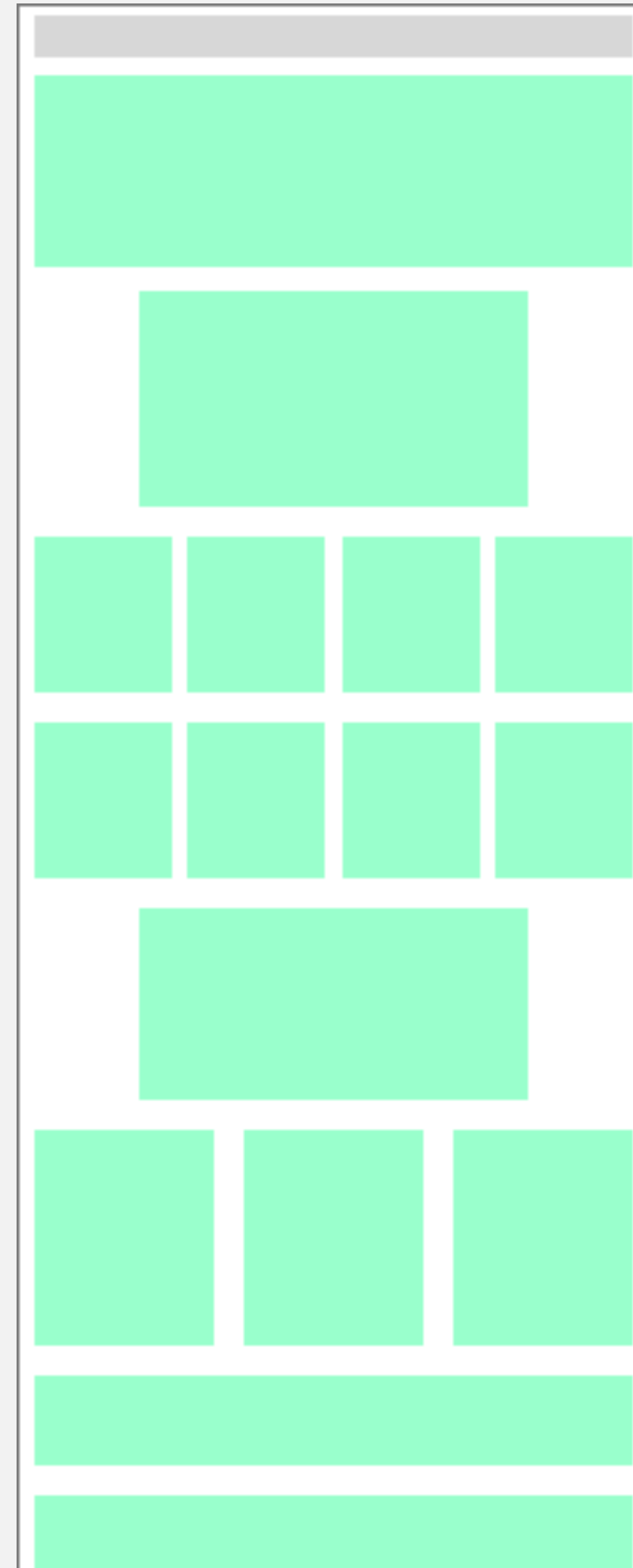
The page now includes the products that Steve had previously viewed and also related products, such as the ROC-800 Controller, which when used in conjunction with the wireless transmitters, would start to solve Steve's monitoring challenges. Case studies and white papers related to well monitoring support the story.

Steve explores the controller's product details page and downloads a featured white paper.



It's Monday morning and Steve is at work talking to a colleague about the wireless pressure transmitters and controllers he had been investigating. He returns to the emerson.com home page with his colleague looking over his shoulder.

The page is further personalized, now including the name of an Emerson Oil & Gas expert in Steve's area, a cost-savings calculator for automating wellhead processes, new case studies specific to the Permian Basin, a prominent button to register for the new authenticated dashboard experience, and a personalized discount coupon to attend Emerson Exchange 2020.



Engineer Configured Model



Solving the Oil & Gas Industry's Toughest Challenges

[THE EMERSON STORY >](#)

Boost Your Operation's Performance

[VIEW SOLUTIONS >](#)

A Full Lineup of Trusted Products

[BROWSE CATALOG >](#)

Featured Products



★★★★☆ (134)
Rosemount™ 3051 Wireless
In-Line Pressure Transmitter



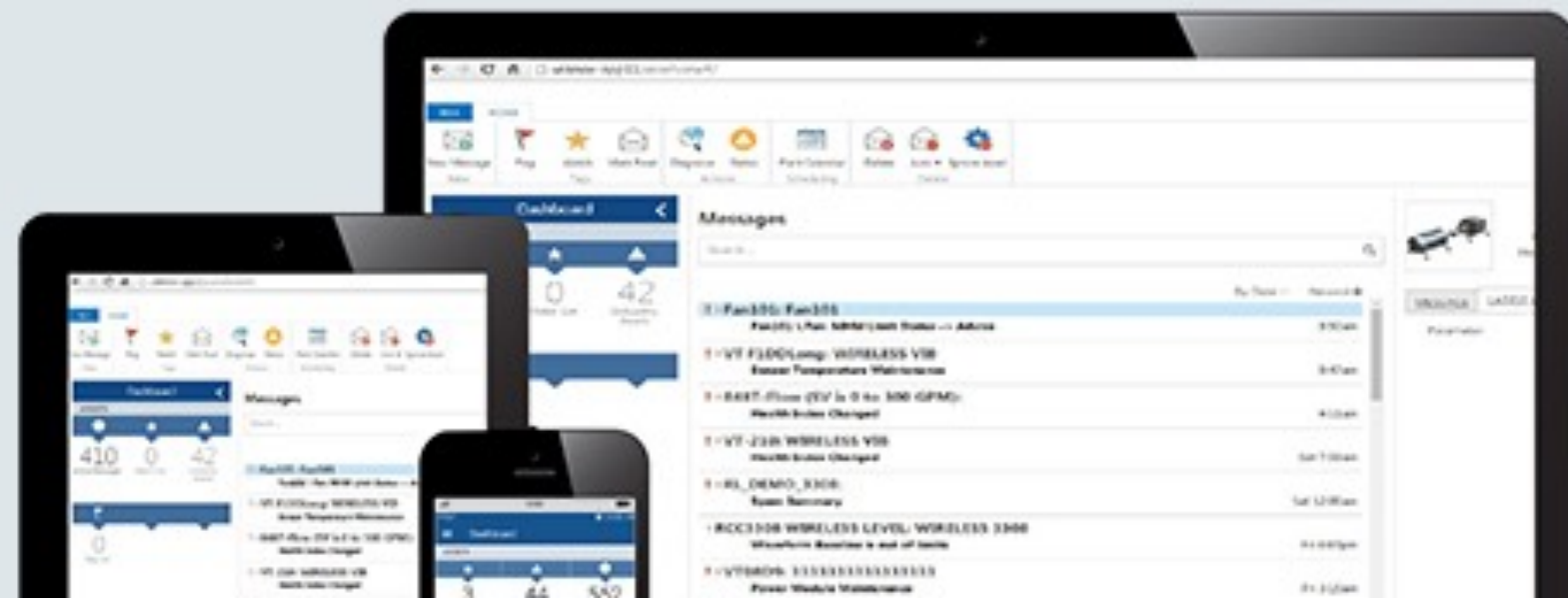
★★★★★ (254)
Rosemount™ 3051 Wireless
Coplanar™ Pressure Transmitter



★★★★☆ (134)
Emerson™ 701P SmartPower™
Module - Green

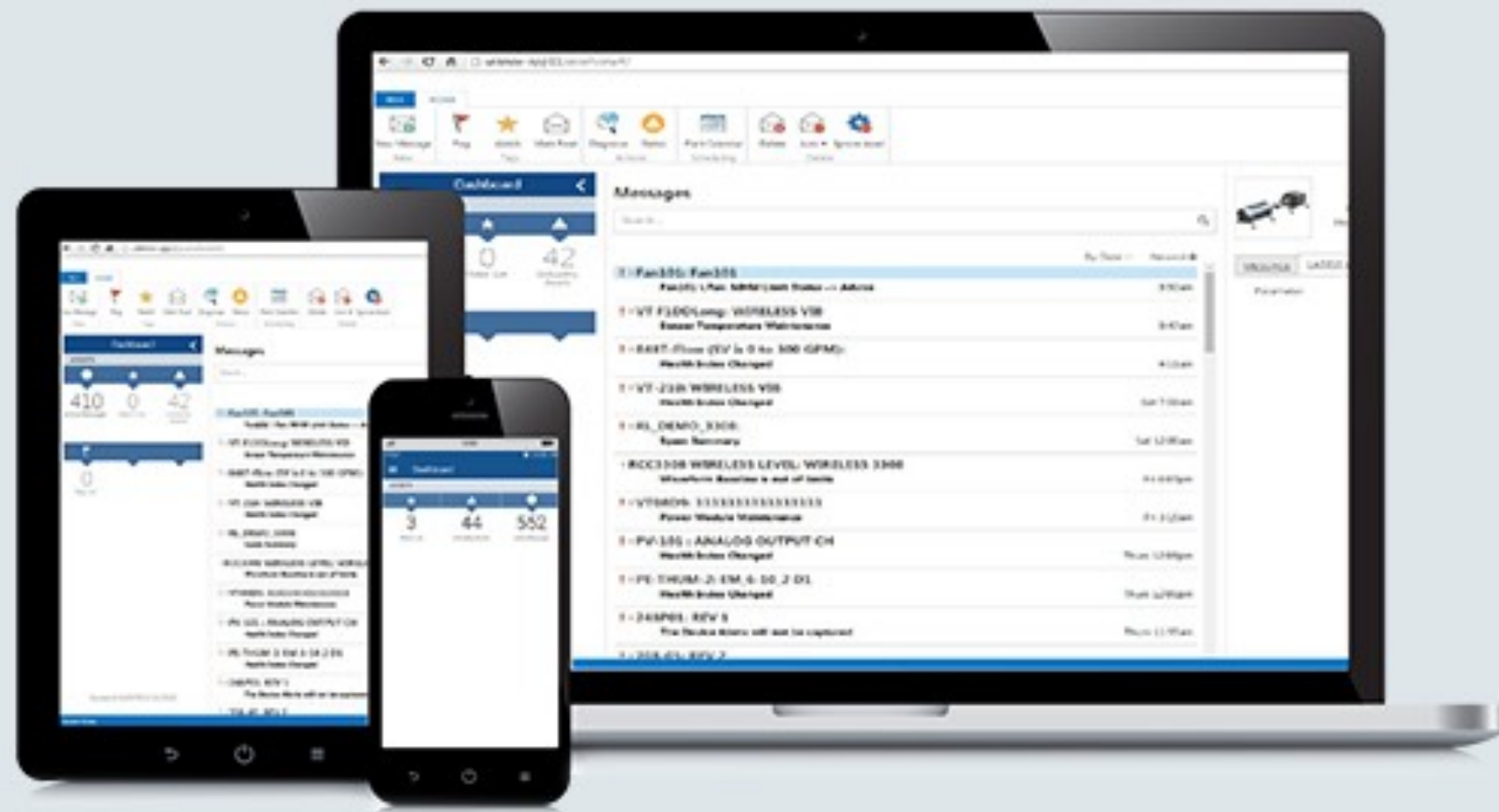


★★★★★ (165)
ROC800-Series Remote
Operations Controller



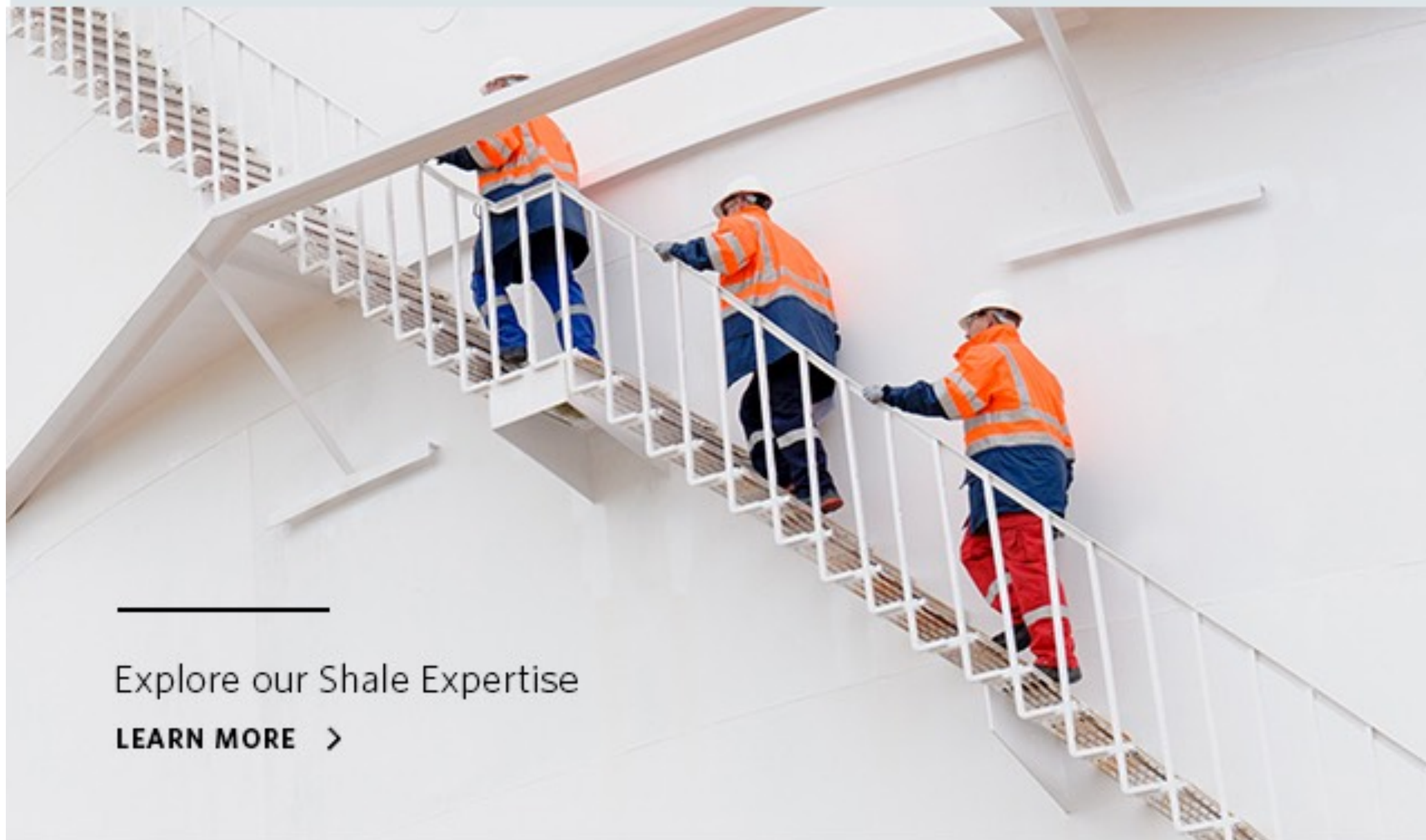
Advanced Engineering. Personalized.
Your products and solutions in one convenient place.

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Advanced Engineering. Personalized.
Your products and solutions in one convenient place.

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Explore our Shale Expertise
[LEARN MORE >](#)

Optimizing Shale Production
in the Permian Basin

[LEARN MORE >](#)



Carbon Holdings counted on Emerson's expertise to bring its \$6.9 billion ethylene plant online on-time and on-budget.

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Bringing Project Certainty to Oil & Gas

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Bringing Project Certainty to Oil & Gas

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Emerson Exchange

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Save 20% on tickets to hear the top oil and gas innovators present at Emerson Exchange 2018.

[REGISTER NOW >](#)

Wellhead Automation Cost Calculator

LOREM IPSUM

	MIN	NORMAL	MAX	FULL SCALE/ DESIGN	UOM
DOLOR		<input type="text"/>			▼
SIT AMET		<input type="text"/>			▼
CONSECTEUR		<input type="text"/>			▼
LOREM DELORE		<input type="text"/>			▼



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AUTOMATION SOLUTIONS

The New PLM: Highly Connected, a Little Disruptive

In the past, PLM was very much rooted in design and providing a way to manage the lifecycle of a product from inception through engineering and manufacturing

May 15, 2016

[READ MORE](#)



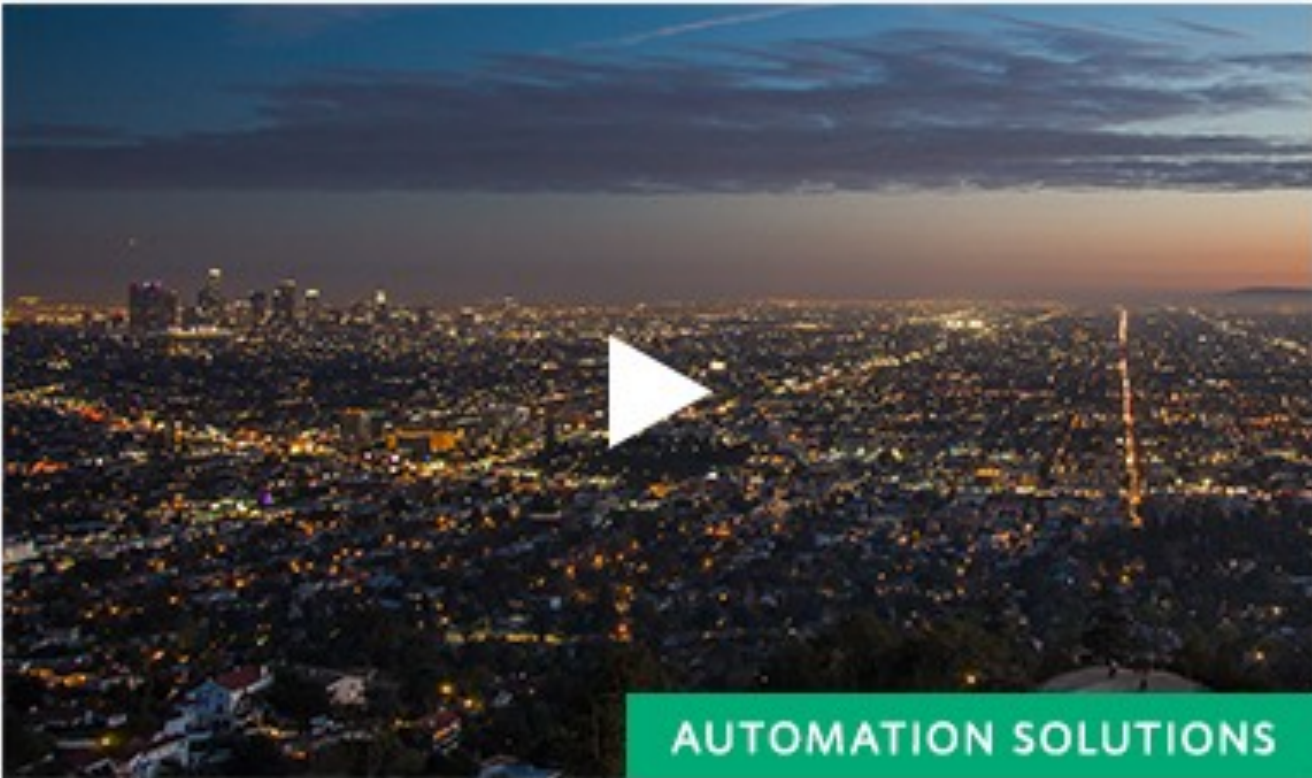
AUTOMATION SOLUTIONS

The Next Big Thing

Industrial Ethernet Cabling Solutions for Control, Monitor and Process Applications

May 15, 2016

[READ MORE](#)



AUTOMATION SOLUTIONS

DeltaV™ Version 14: Redefining the DCS Again

DeltaV™ v14 redefines how a distributed control system should operate, making a step change in usability, efficiency, and insight.

May 15, 2016

[READ MORE](#)



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Only by inspiring a love for all things STEM can we encourage the next generation of engineers and leaders today that we will all need tomorrow.

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OUR PASSIONS Innovations | We <3 STEM | Top Quartile | Emerson Exchange 365 | AC & Heating Connect | Automation Experts

Emerson. Consider It Solved.™

Emerson is where technology and engineering come together to create solutions for the benefit of our customers, driven without compromise for a world in action.



02. SUSAN - THE FOOD & BEVERAGE EXECUTIVE

Meet Susan.

Susan is the CEO of a large Food & Beverage company. After a series of safety incidents on the assembly line hurt her company's Q4 profit targets, she knows it's imperative to improve production times and reduce downtime.



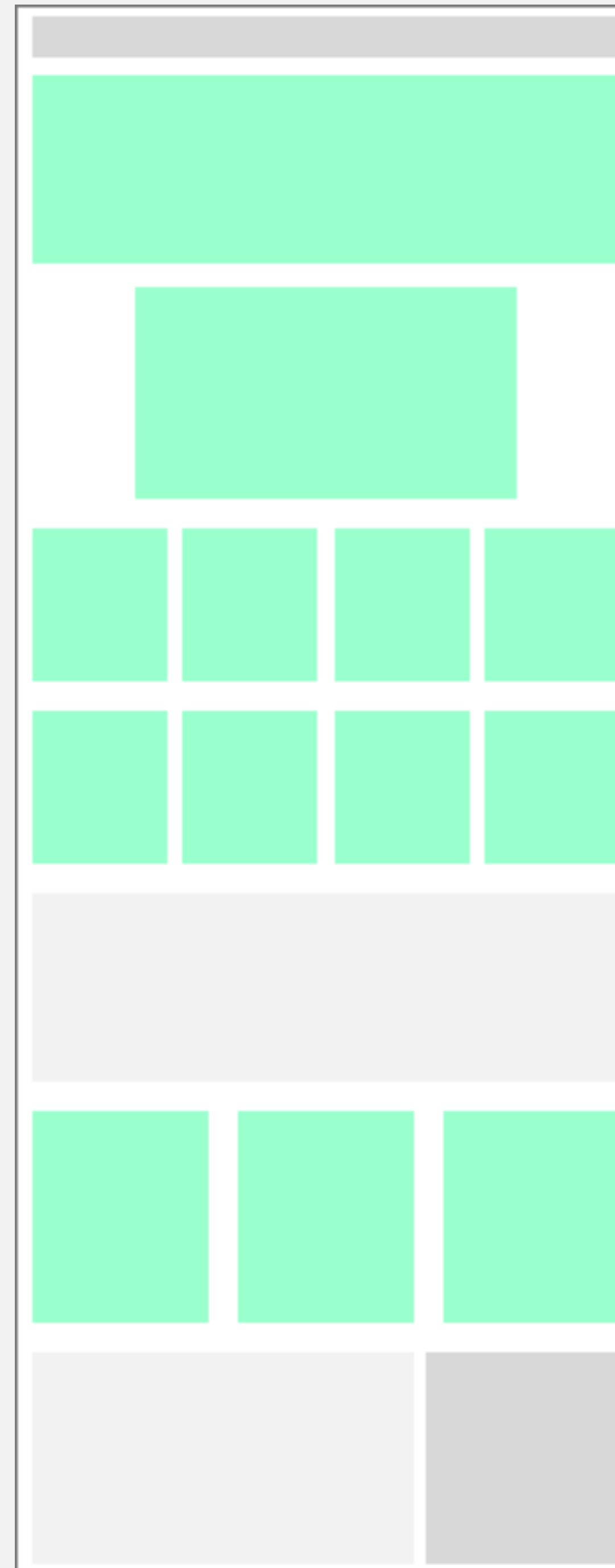
While reading the Logistics section of the WSJ.com website on her iPhone, she comes across a digital advertorial from Emerson about its new Top Quartile campaign.

She scans the article, clicks the button to “learn more” and is taken to the Emerson.com home page.



The home page is tailored specifically to appeal to company leaders and C-Suite decision-makers.

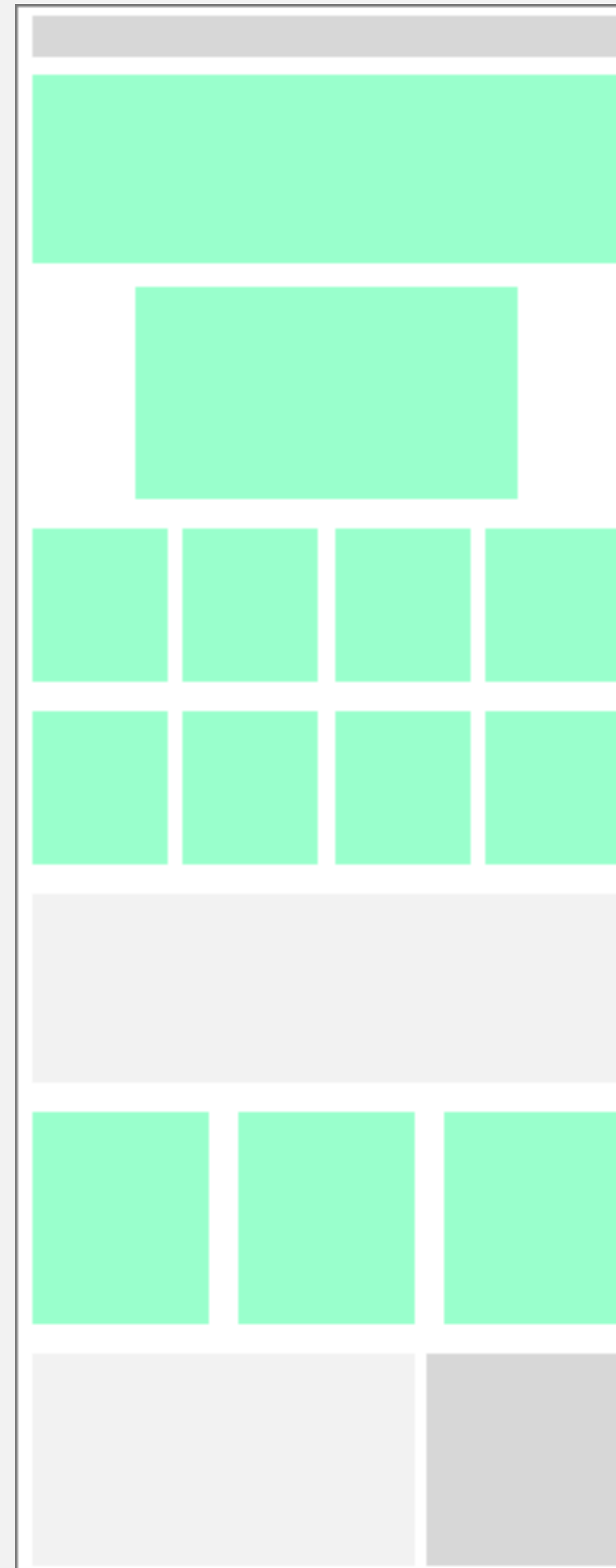
It features information about the Automation Solutions value proposition across process, hybrid and discrete industries, case studies about operational excellence and challenges unique to industrial businesses, and other relevant thought leadership content created to build trust.



Susan scans the home page and chooses to read a case study related to machine safety.

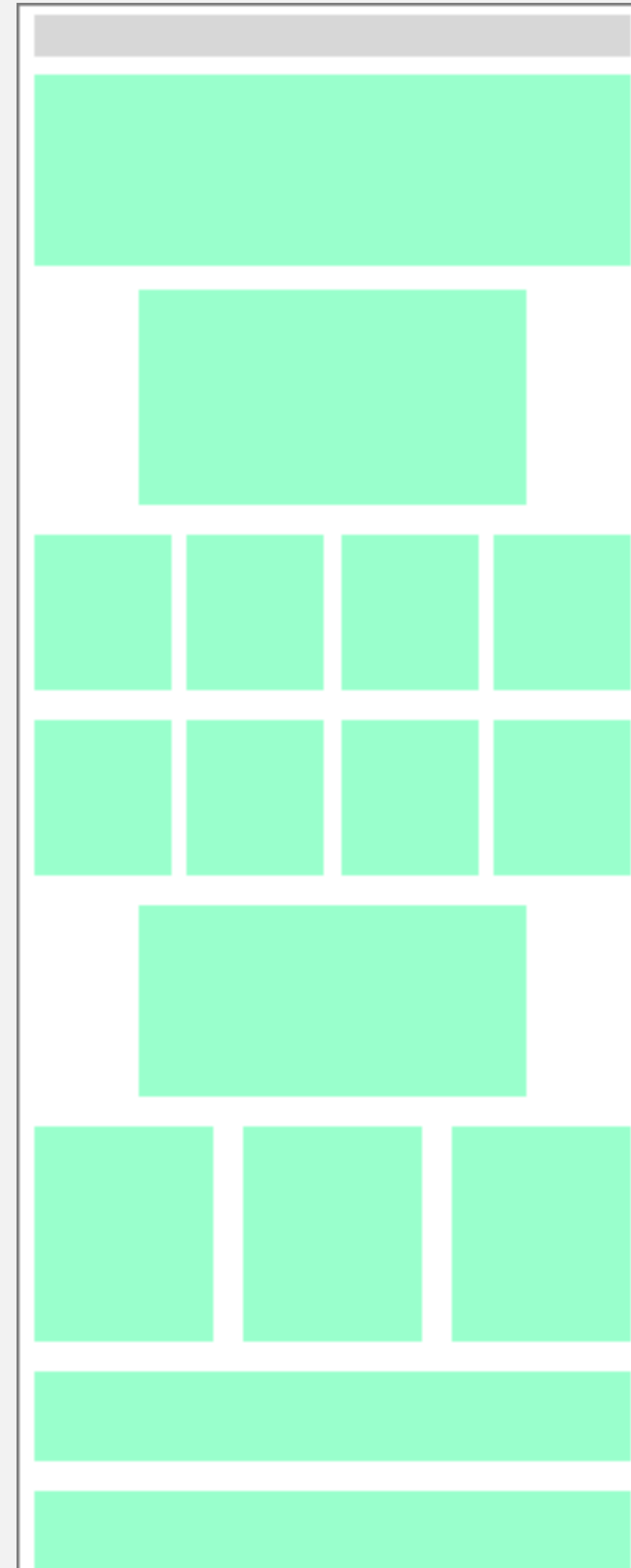
She then clicks on the navigation to explore the Food & Beverage industry section, where she reads a case study about recent packaging innovations.

At this point, a cookie is placed on Susan's browser indicating her likely location, industry and the area of Emerson expertise that interests her - in this case, safety and packaging.



The next day, Susan returns to Emerson.com to share an article that she had read and found interesting. She now experiences a hyper-personalized home page, with a new hero message as well as articles and infographics specific to her industry, and several new white papers about machine safety that are prominently featured.

The site makes educated guesses that Susan might be interested in Emerson's latest advances in automated packaging and palletizing. To be sure, the page prompts Susan to sign up for the Preference Center so she can further refine her areas of interest.



Executive Configured Model



Solving the World's Toughest Engineering Challenges

[THE EMERSON STORY >](#)

Reduce Risks to Make Production Lines Safer

[MACHINE SAFETY >](#)

Cost-effective, Innovative Packaging

[FOOD & BEVERAGE >](#)



ASCO Numatics Powered by SolaHD

[LEARN MORE >](#)

Personalized Solutions in Your Inbox

EMAIL

susan.ro|

[PREFERENCE CENTER >](#)



WHITE PAPER

"...the energy cost reduction exceeded the expense to





WHITE PAPER

"...the energy cost reduction exceeded the expense to install the valves..."

[READ MORE >](#)



Enhance Workflow with Zoned Safety

[LEARN MORE >](#)



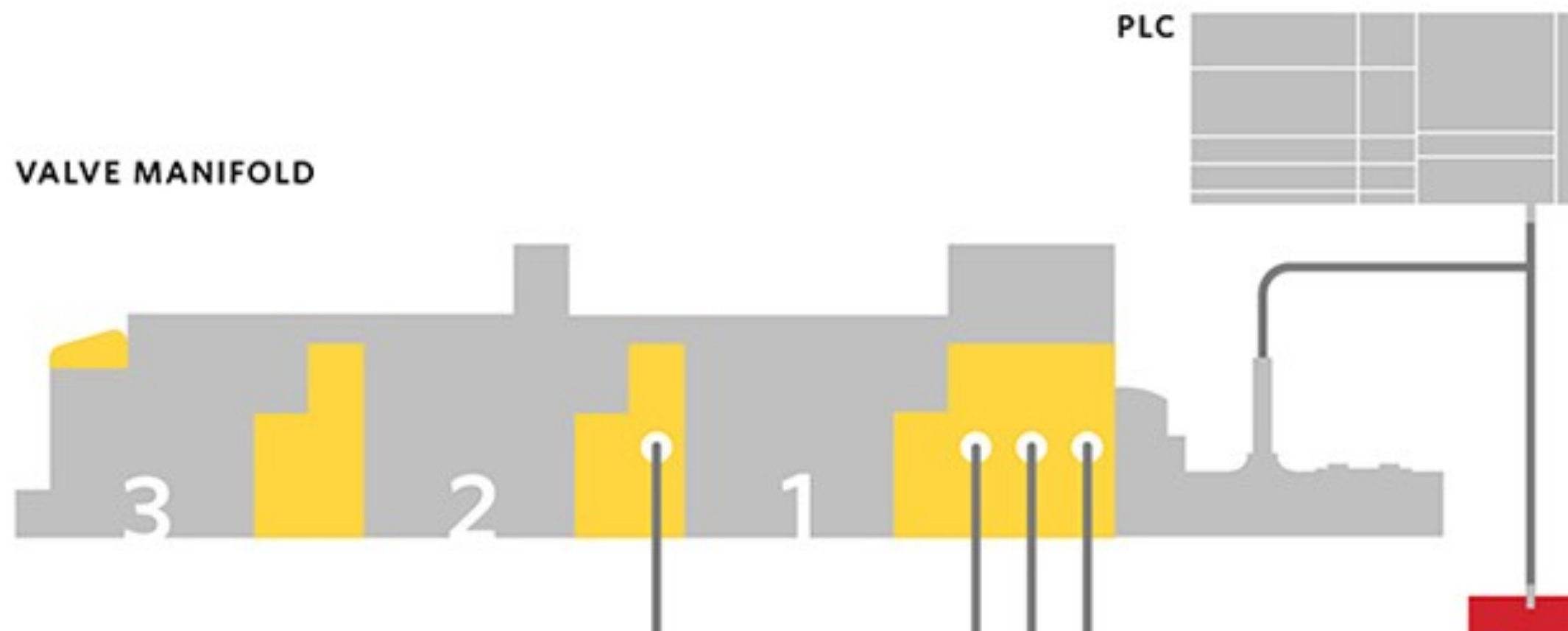
Achieve Fast, Repeatable Results
AUTOMATED PACKAGING >



Get More of Your Products to Market
ADVANCED PALLETIZING >

Ensuring Machine Safety

Zoned Safety Consists of One Manifold & Three Zones



BENEFITS FOR OEMs & END USERS



Manifold reduces components by up to 35%



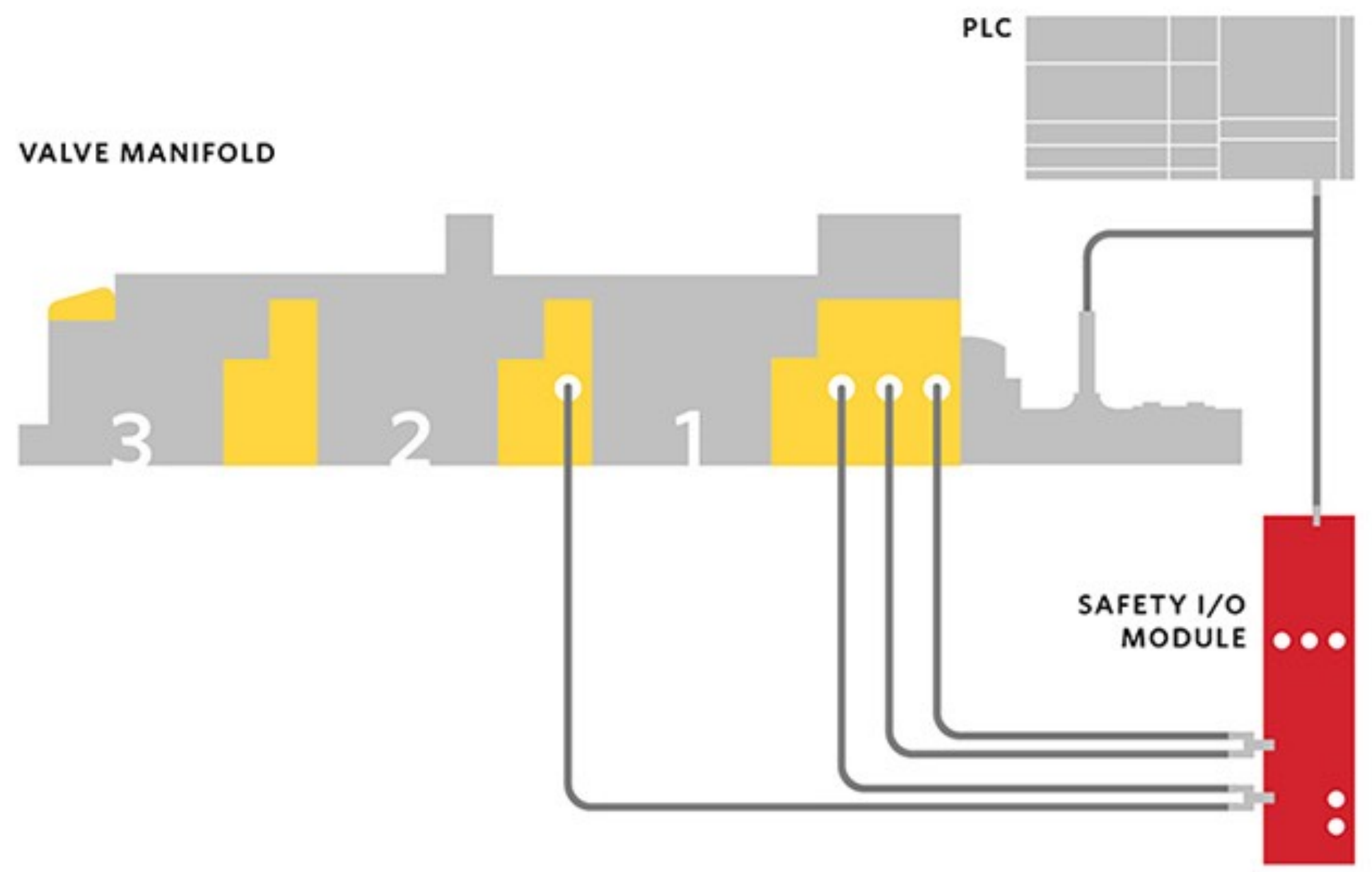
Optimizes safety network use



Requires less plumbing

Ensuring Machine Safety

Zoned Safety Consists of One Manifold & Three Zones



BENEFITS FOR OEMs & END USERS



Manifold reduces components by up to 35%



Optimizes safety network use



Requires less plumbing



Shrinks safety system size



Frees machine and manifold space



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AUTOMATION SOLUTIONS

Macro-trends affecting packaging machinery market

The world market for packaging machinery is expected to be \$42.2 billion by 2021—an increase of 2.8% CAGR from 2016, according to a new report by PMMI Business Intelligence.

May 15, 2018

[READ MORE](#)

AUTOMATION SOLUTIONS

Packaging details matter for Hormel's premium ham

Hormel considers every aspect of the packaging for its e-commerce-only premium ham, Curemaster Reserve, to leverage its small-batch quality and the heritage of Hormel's retail ham brand.

May 15, 2018

[READ MORE](#)

AUTOMATION SOLUTIONS

Direct digital printing on rigid containers

German ingredient maker Döhler is among the first to take advantage of direct digital print on both glass and PET bottles. New technology now emerging in this space is impressive.

May 15, 2018

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Emerson. Consider It Solved.™

Emerson is where technology and engineering come together to create solutions for the benefit of our customers, driven without compromise for a world in action.



Susan starts to receive personalized emails with content specific to her interests that she noted in the Preference Center.

Each email is crafted to gently push Susan along the purchase journey and each email includes progressively more detailed and useful information that is created to entice her to view Emerson as a trusted partner with whom her company should conduct business.

The screenshot shows a Gmail interface with the following elements:

- Header:** Google logo, search bar, and Gmail navigation icons.
- Left Sidebar:** 'COMPOSE' button, 'Inbox (20)', 'Starred', 'Sent Mail', 'Drafts (2)', and 'More' options. A contact 'RW' is visible.
- Email Header:** From: Emerson Electric Company (communications@emerson.com), To: Susan.
- Email Content:**
 - Image:** A Redimark TC12 date coder with a tablet displaying 'BEST BY: 03/24/2019 62801J4 19 16:53'.
 - Text:** 'Redimark Continuous inkjet (CIJ) vs. thermal inkjet (TIJ) coders: what's better for you? When it comes to coding technology, you have two choices: CIJ or TIJ. CIJ offers many benefits...but also a lot of drawbacks. Redimark's TIJ date coder, with its ease of use, low cost, and reliable operation is ideal for packaging applications. See how Redimark stacks up to CIJ to help you make the right decision.'
 - Button:** 'Compare Redimark'.
 - Event Announcement:** 'SUSTAINABILITY IN PACKAGING 2018 March 12-14, Chicago'. Text: 'Come and hear how General Mills, Waste Management, WestRock, Dow, Starbucks and Pepsi-co are making sustainable packaging a commercial reality--progress and pitfalls. Current trends such as the circular economy, natural resource extension, corporate commitments, addressing food waste, e-commerce, regulatory trends around the globe, and end of life challenges are featured in the agenda. [Learn More >>](#)'.
 - Image:** 'ROSEN SYSTEMS Machinery eXchange' with a photo of industrial machinery.

HVAC Residential Configured

03. SWEDE - THE CONTRACTOR

Meet Swede.

Swede supervises a growing construction firm riding the condo-building boom in Las Vegas.

He attended the recent HVAC Expo looking for ways to meet energy efficiency standards for his building projects and to find new climate tech to lure renters to fill his upscale buildings.

Swede saw a cool compressor demo at the EXPO and added his email to a list to receive more information.





Guide Your Customers to New HVAC Innovation

Our climate technologies are designed to help you do your next HVAC job with precision.

[EMERSON INNOVATIONS >](#)

The Future of the Compressor

New advances from Emerson make meeting tougher energy standards a reality.

[VIEW SOLUTIONS >](#)

Online Product Information

Register for the Online Product Information portal to specify your compressor needs.

[VIEW PRODUCT DATA >](#)

Featured Products



★★★★☆ (134)

Copeland Scroll™ 1-5 HP ZPK5



★★★★★ (254)

Copeland Scroll Digital™ 2-5 HP ZPDK5



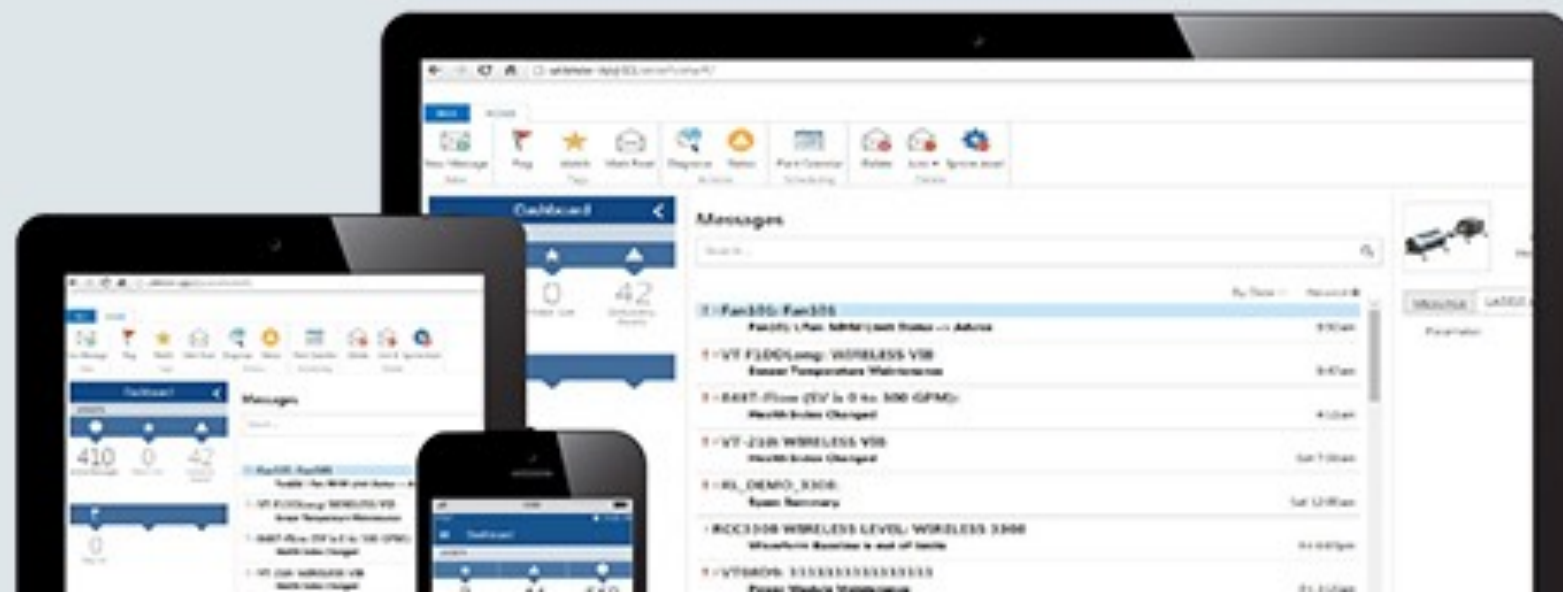
★★★★☆ (134)

Copeland Scroll™ 1-5 HP ZRK5



★★★★★ (165)

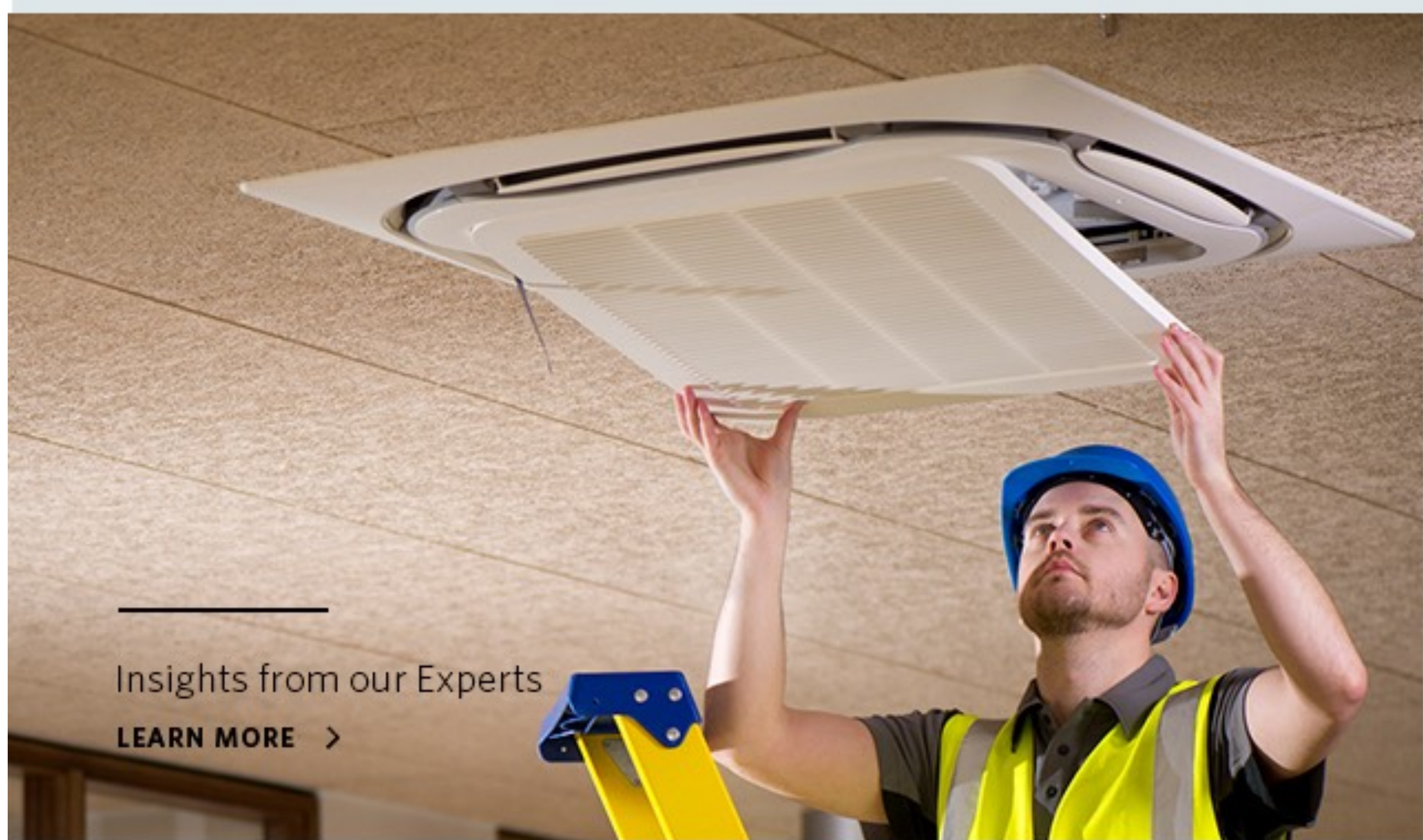
CoreSense Diagnostics - Fixed Capacity



Control Your Climate Content on the Go

Sign up for the AC Heating Connect newsletter.

[SIGN UP >](#)



Insights from our Experts

[LEARN MORE >](#)

Climate control questions?
We've got answers.

[LET'S CHAT >](#)

The newest controllers, the newest
features, the latest in home comfort.

[COOL NEW STRATEGIES >](#)



[Alexa Meet Sensi](#)

Residential Contractor Apps



Copeland X-Ref™

Put product specs and replacement information at your fingertips with quick, easy access to Emerson's AC compressor database.



Emerson e-Saver

Explore HVAC system conversion and replacement options—and save money—with instant access to on-the-go calculations.



HVAC Check & Charge

Find the information you need on-site with anytime access to a refrigerant charge calculator for air conditioning applications.



HVACR Fault Finder

Easily access product specifications for Copeland compressors containing electronics and troubleshoot AC and refrigeration applications.



Contractor's Corner

[VIEW RELATED NEWS >](#)

COMMERCIAL & RESIDENTIAL SOLUTIONS

Using Alexa to Control Your Thermostat

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May 15, 2019

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Installing HVAC Systems in Tricky Locations

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May 15, 2019

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New Tech for HVAC Inspections

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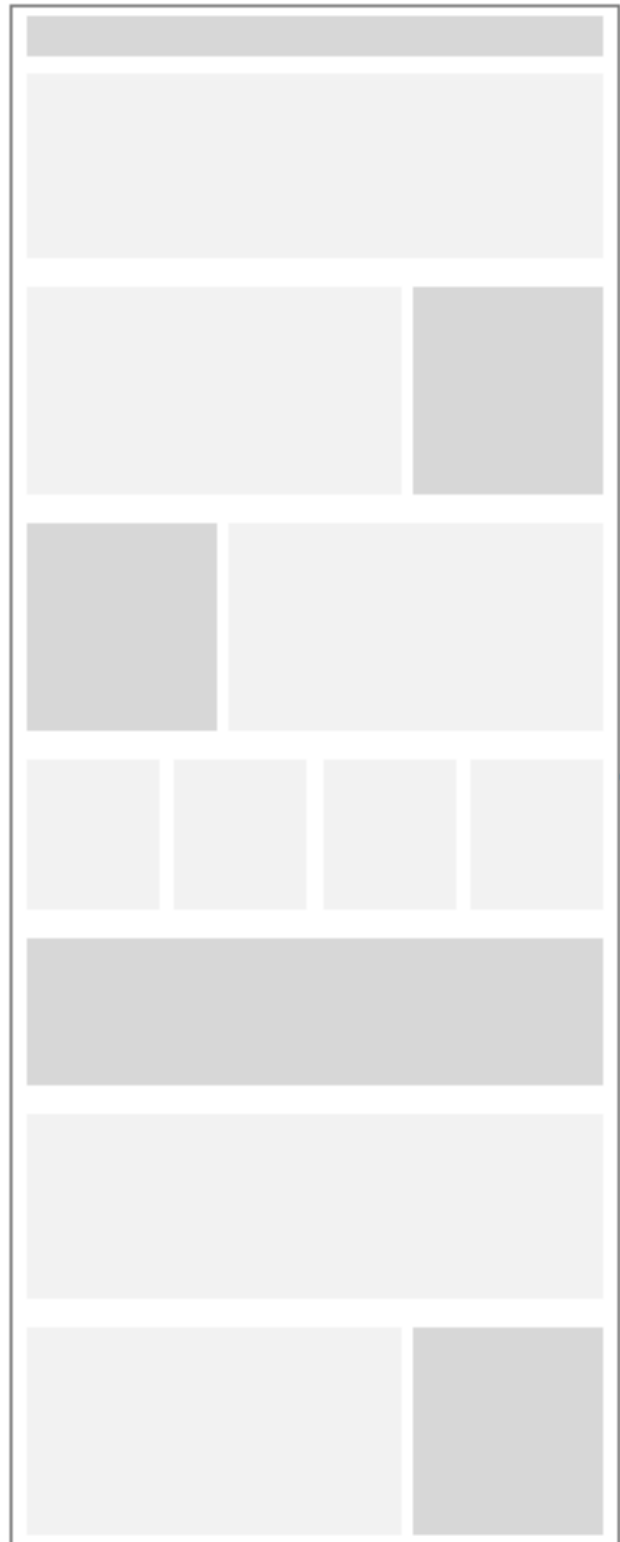
OUR PASSIONS Innovations | We <3 STEM | Top Quartile | Emerson Exchange 365 | AC & Heating Connect | Automation Experts

Emerson. Consider It Solved.™

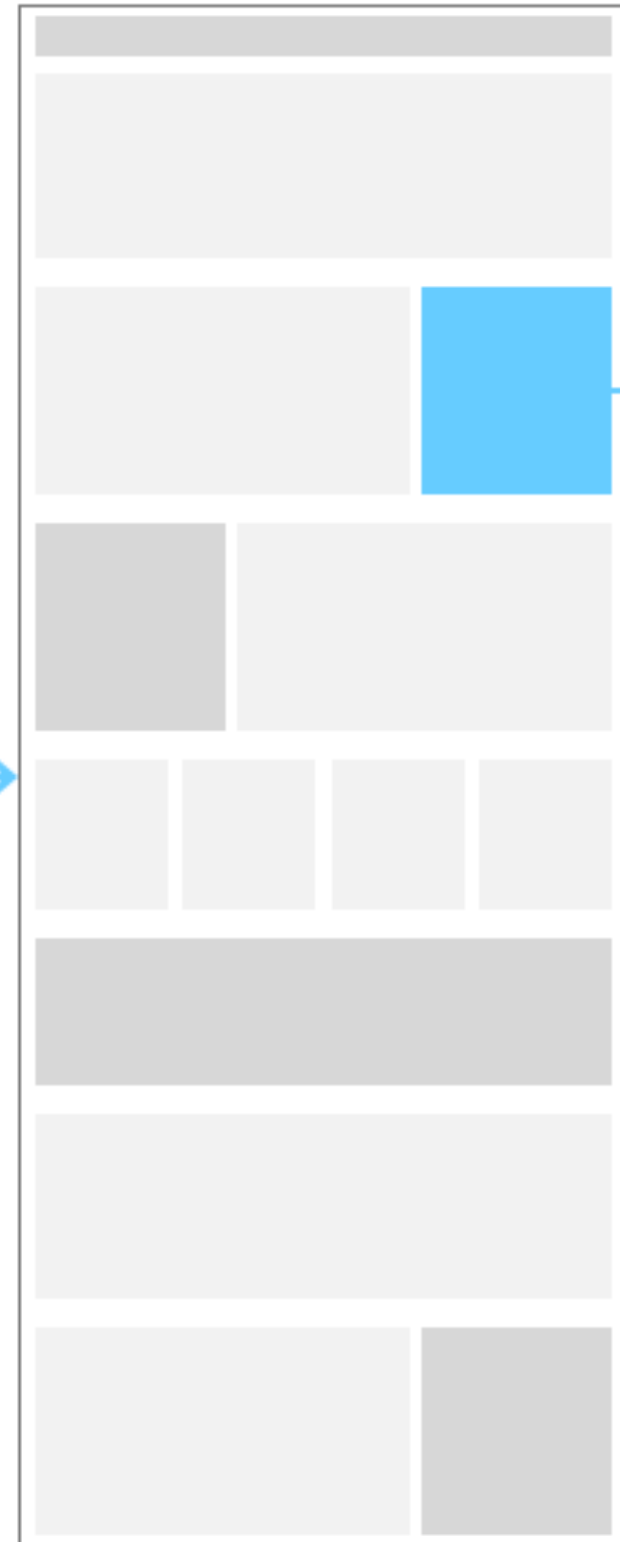
Emerson is where technology and engineering come together to create solutions for the benefit of our customers, driven without compromise for a world in action.



Homepage Visit 1:
Generic/Unknown User



[User Interaction]
Clicks link to Engineering Case Study
System: drops cookie/records content tag

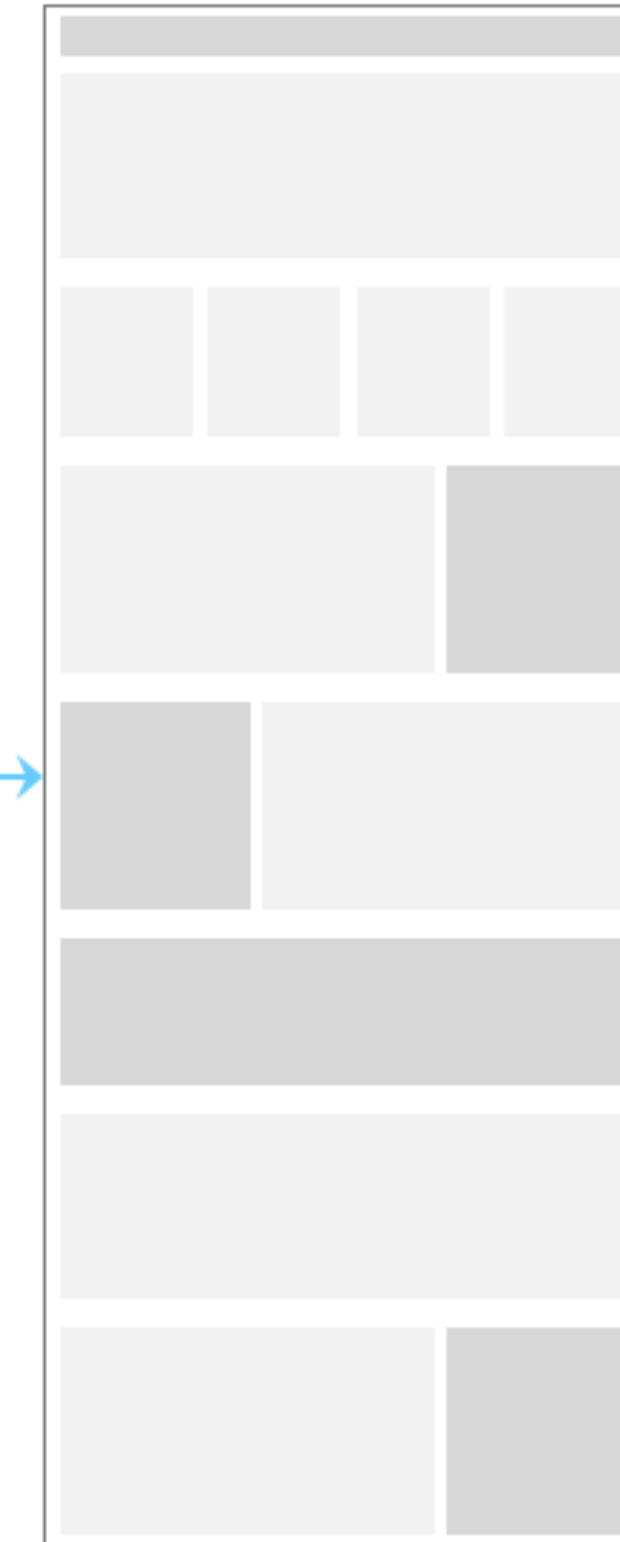


User Journey:
User reads case study
AND
1. Ends session/leaves site
OR
2. Continues browsing on site; Interaction data continues to be collected/cookie updated

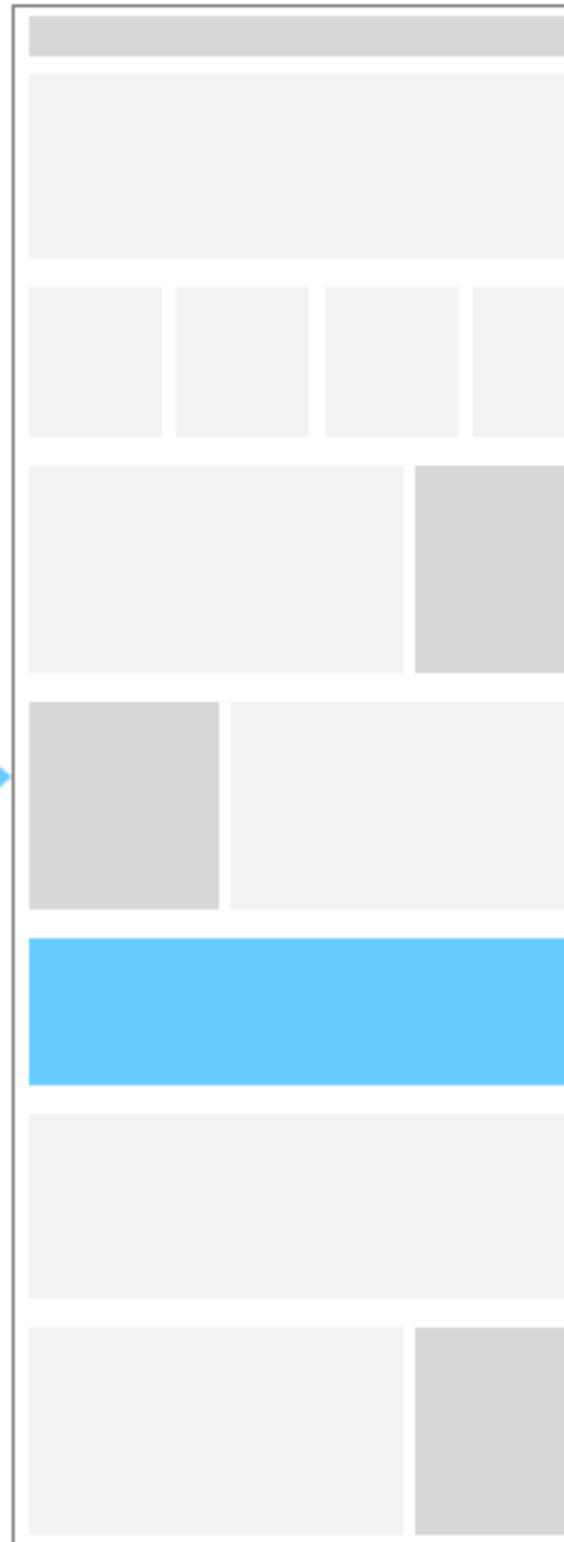
Homepage Visit 2:
Header content updated
Relevant content prioritized;
Additional content reflects related content



Homepage Visit 2:
Personalization Stage 1



[User Interaction]
User skips case studies; clicks on other content
System: updates cookies with new tag/s



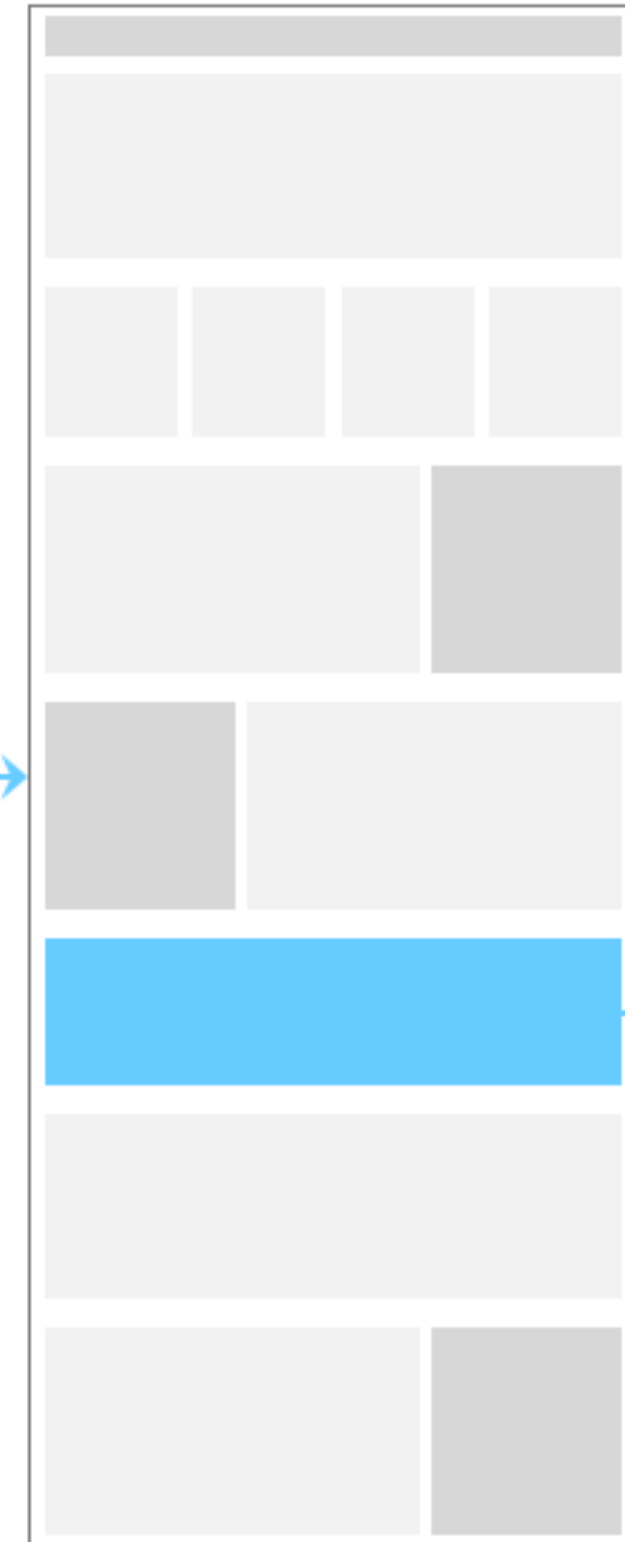
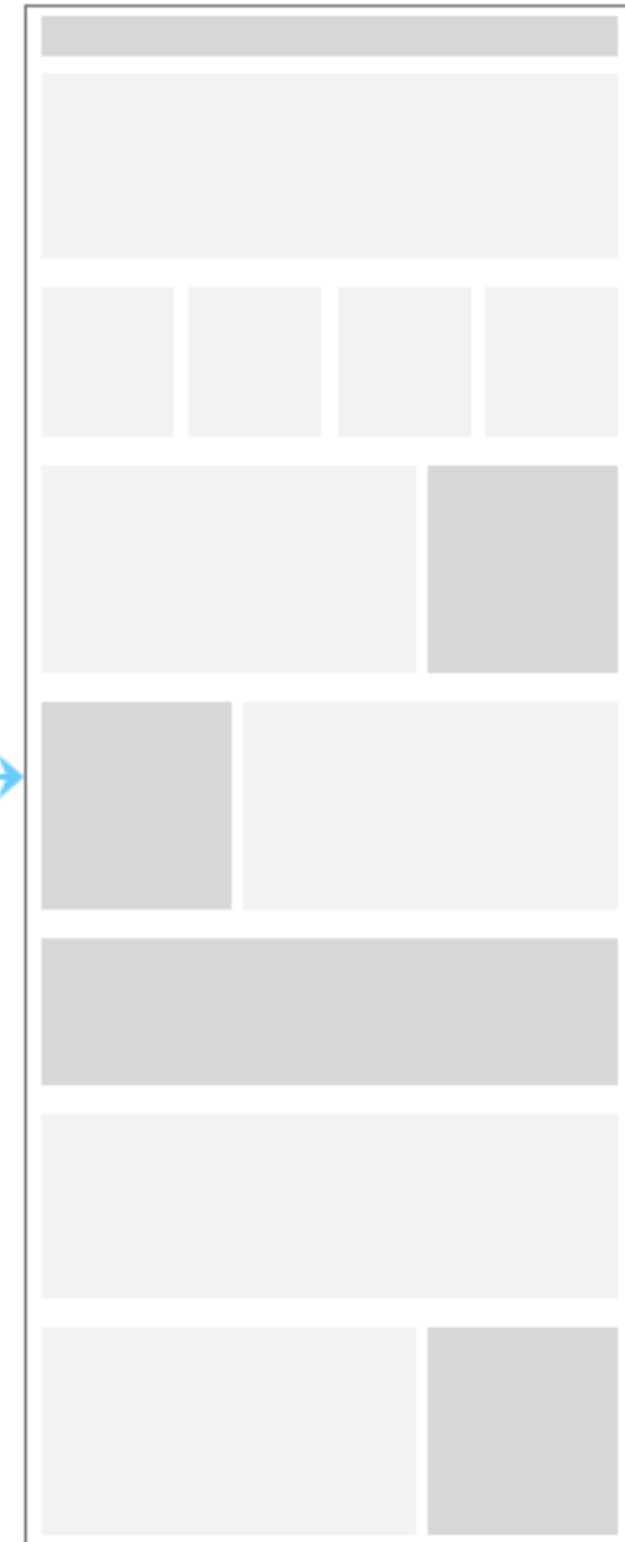
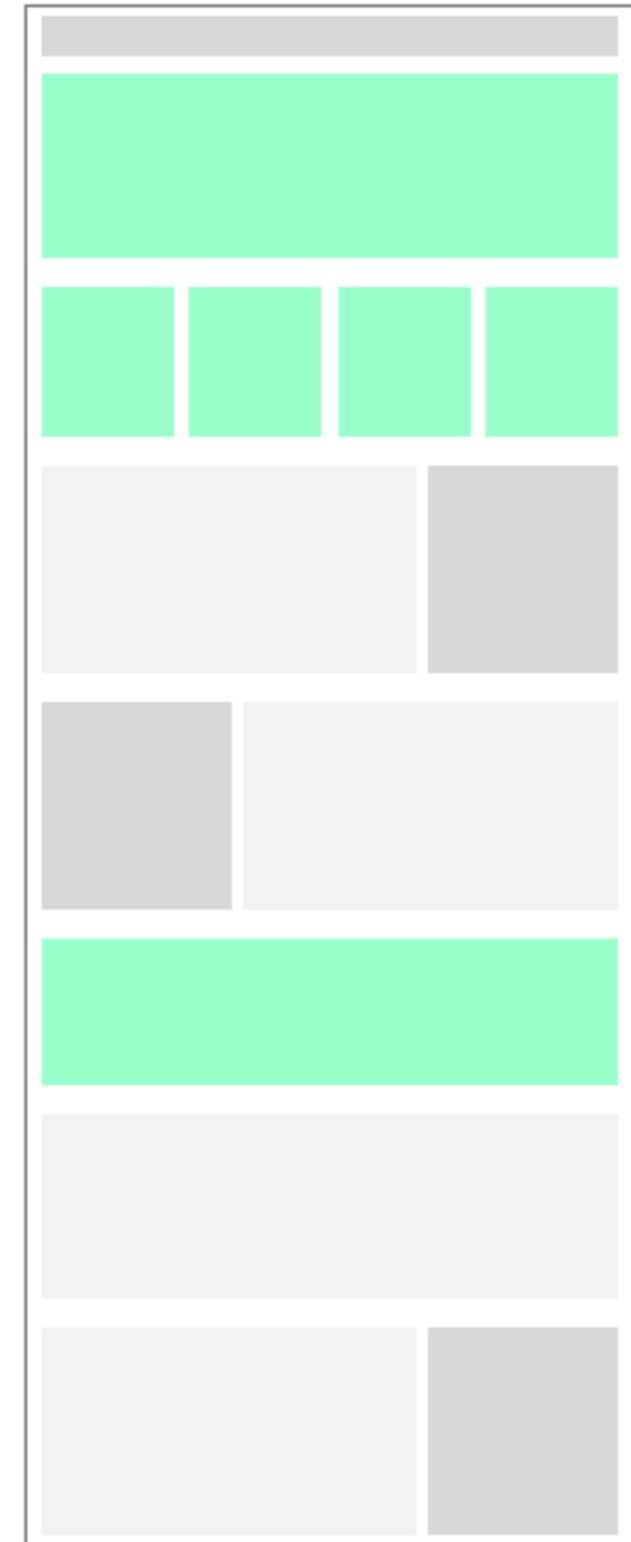
Homepage Visit 2:
Header content updated
Relevant content prioritized;
Additional content reflects related content

Homepage Visit 2:
Personalization Stage 1

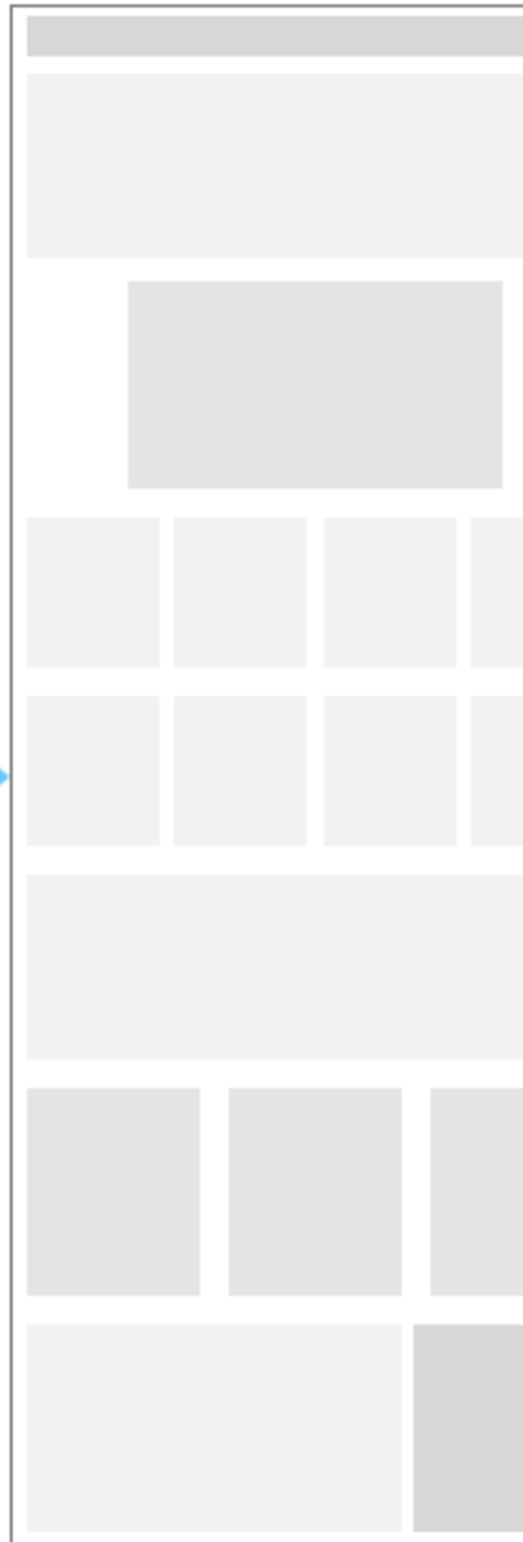
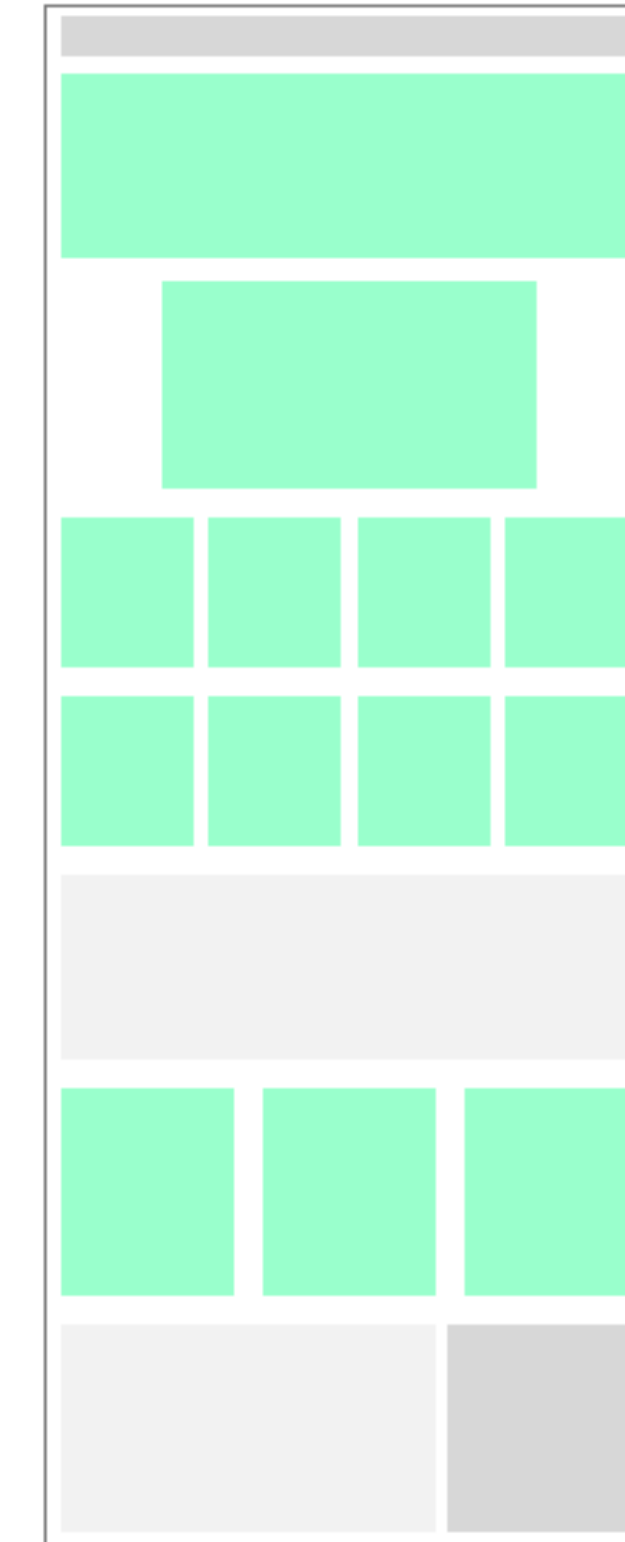
[User Interaction]
User skips case studies; clicks industry banner
System: updates cookies w/ new content type tag/s

Homepage Visit 3:
Header content updated
New/Relevant content prioritized;
Additional content reflects refined content interests

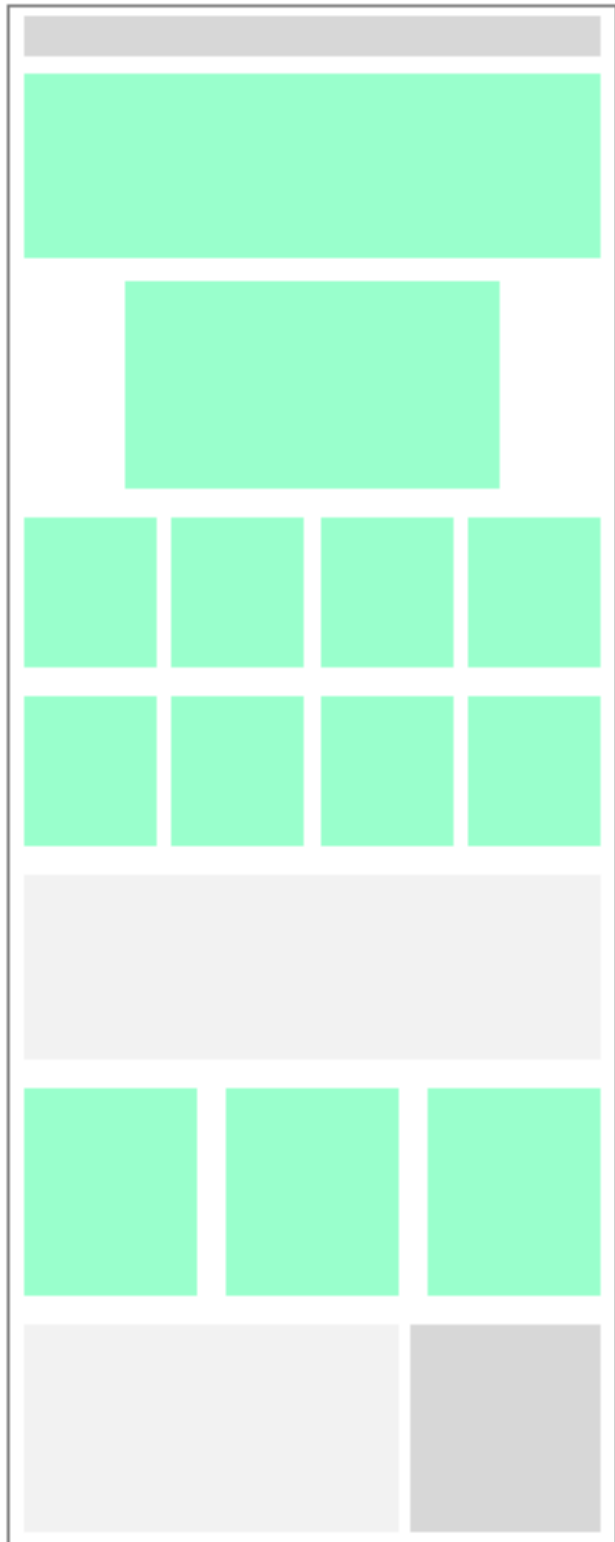
Homepage Visit 3:
Personalization Stage 2



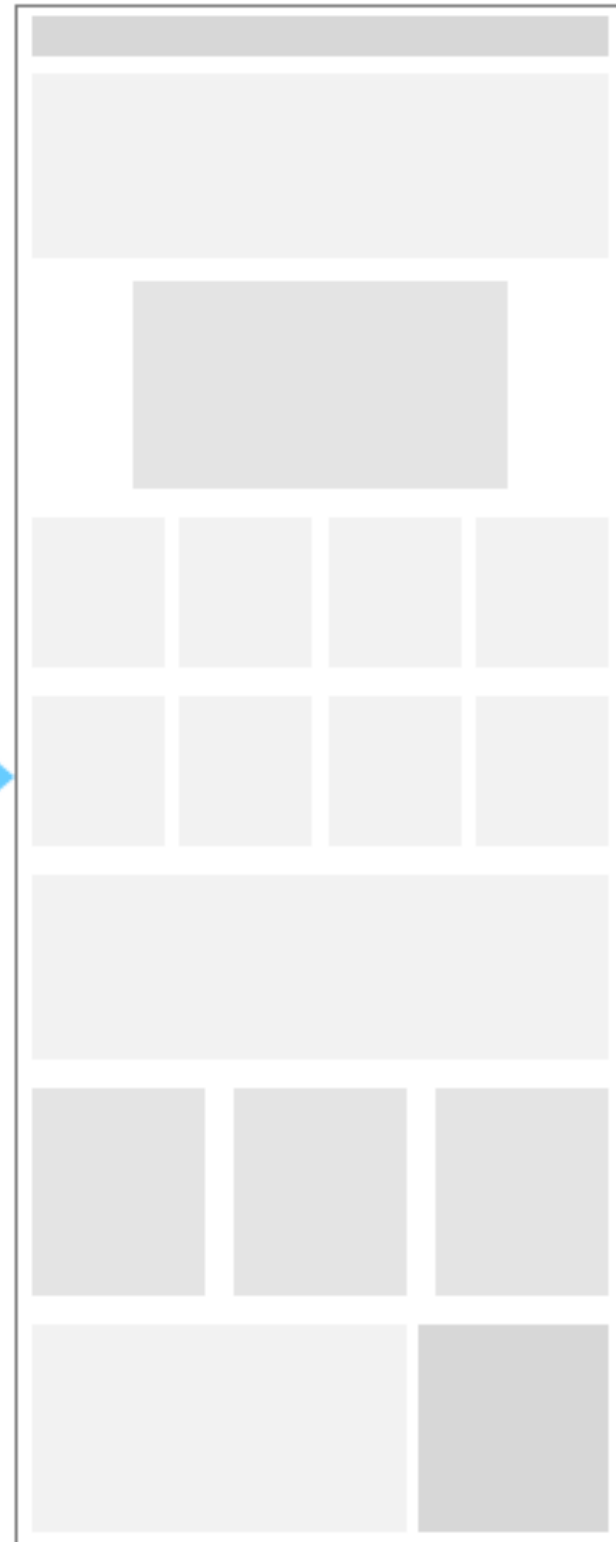
Journey:
User browses Industry Page content AND
1. Ends session/leaves site
OR
2. Continues browsing on site; Interaction data continues to be collected/cookie updated



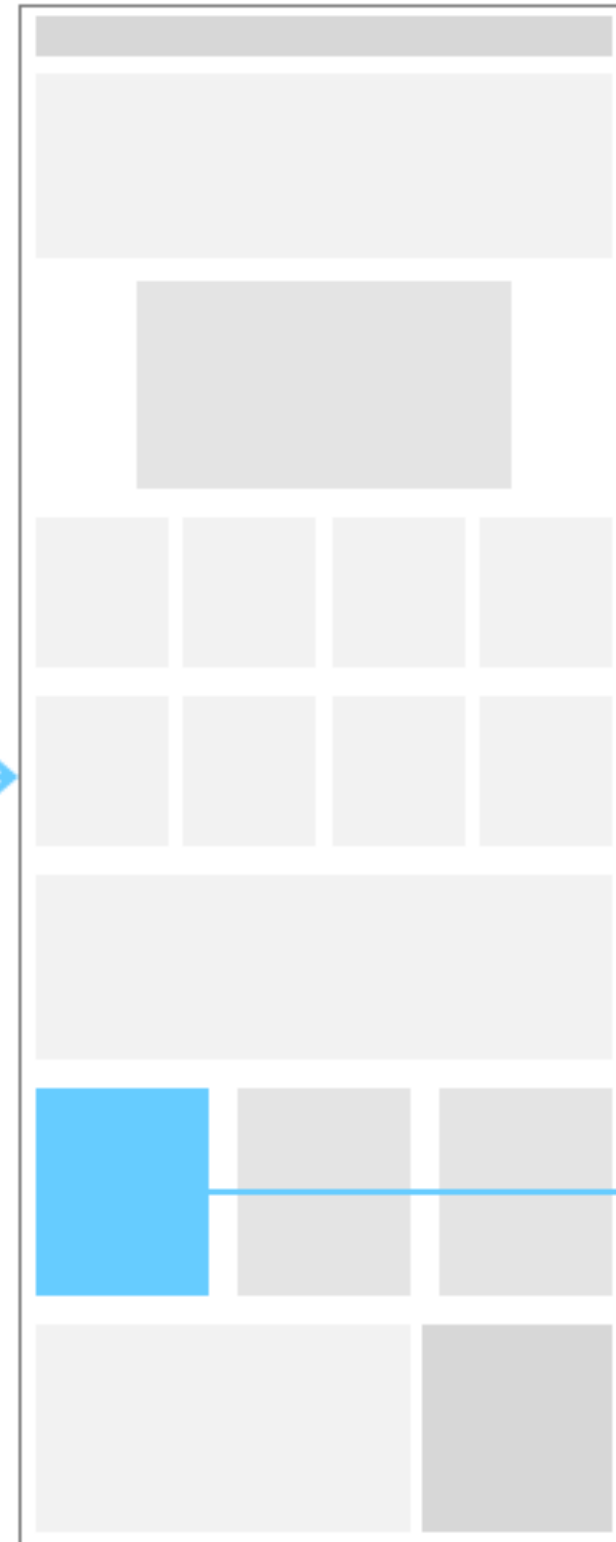
Homepage Visit 3:
Header content updated
New/Relevant content prioritized;
Additional content reflects refined
content interests



Homepage Visit 3:
Personalization Stage 2

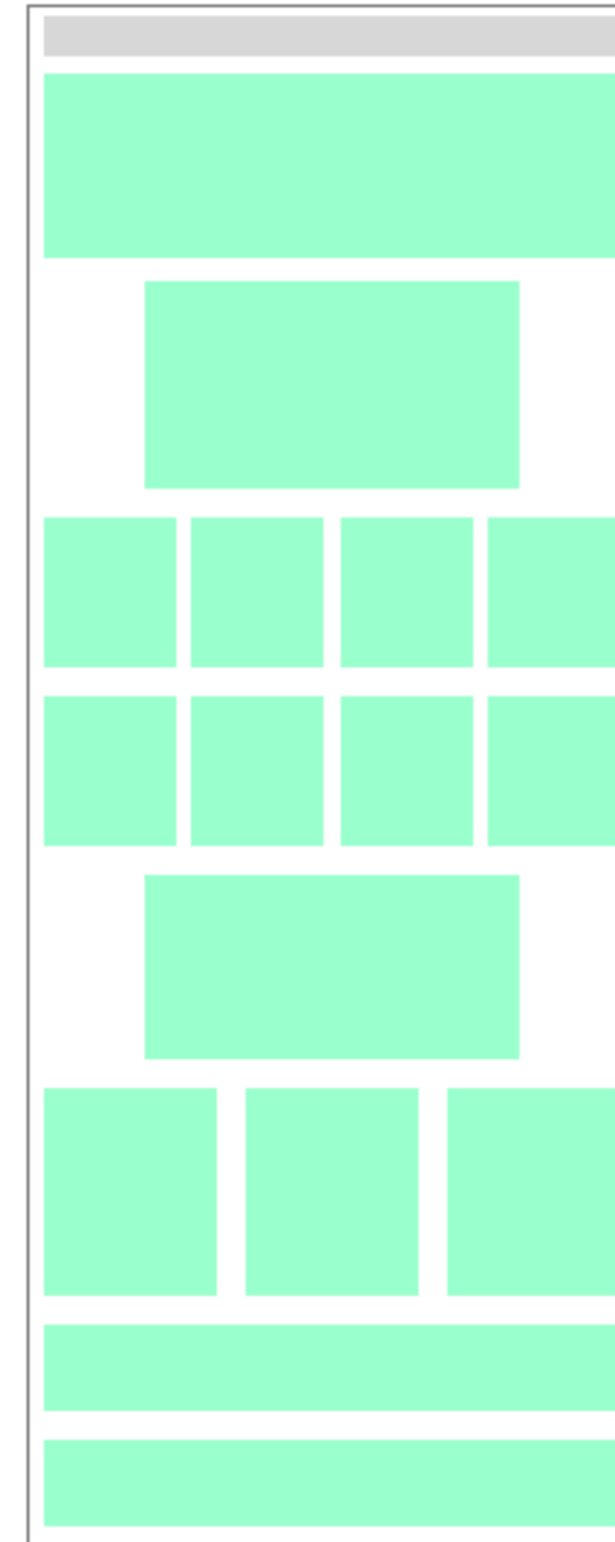


[User Interaction]
User clicks Latest News item
System: updates cookies w/ new content type tag/s



Journey:
User browses Latest News
content AND
1. Ends session/leaves site
OR
2. Continues browsing on
site; Interaction data
continues to be collected/
cookie updated

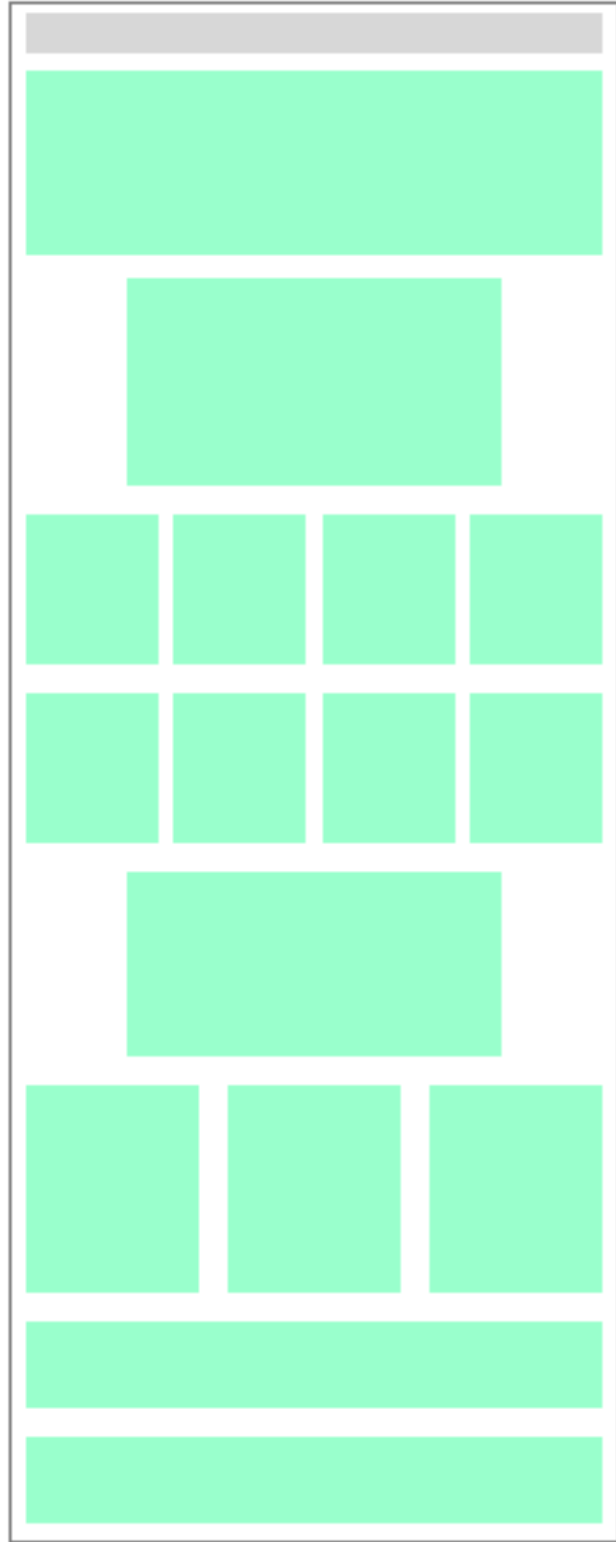
Homepage Visit 4:
Header content updated
New/Relevant content prioritized;
Additional content reflects refined
content interests



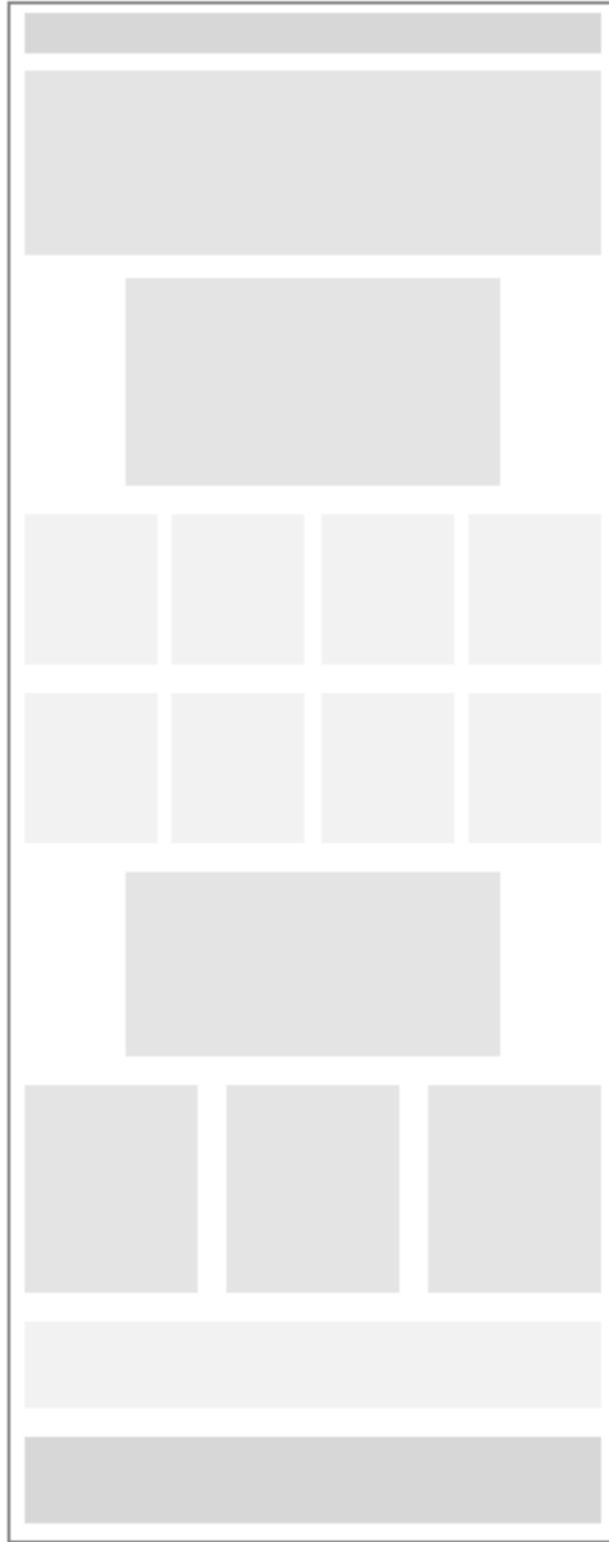
Homepage Visit 4:
Personalization Stage 3



Homepage Visit 4:
Header content updated
New/Relevant content prioritized;
Additional content reflects refined
content interests



Homepage Visit 4:
Personalization Stage 3



Area for personalized content that gets smarter over time based on return visits and other inputs

Area for corporate messaging that focuses on corporate campaigns, initiatives and career opportunities

Home Page Personalization Goals

- Encourage self-identification of engineers and executives in order to deliver tailored, personalized content on the home page to both audience types
- Use paid media, cookies, targeted calls to action, and behavioral scoring to aid in the identification process
- Market the platform and its OT capabilities to engineers. Encourage registration for personalized engineering experience
- Market thought leadership and industry insights/outlooks to executives. Encourage subscriptions to enter CRM funnel to nurture long-term relationship

Long-term Home Page Personalization Objectives

- Create contextual, intelligent content that delivers deeper personalization based on factors such as: a specific engineering job, stage of the sales cycle, industry, owned products, service, and solutions.

Ways to Personalize Before Authentication

Referring Paid Digital Media:

This is a strategically placed ad on special interest sites that the targeted user is known to frequent. The referring ad will use keywords to attract the user's attention and direct them back to the Emerson home page where a more personalized, targeted home page will highlight areas of likely interest.

Self-Selection:

In this scenario, the user comes to the Emerson site "cold", perhaps directly entering Emerson.com into their browser. The user chooses to self-identify on the home page by selecting a call to action that is targeted at one of the two audience types.

Cookies Based on Journey:

The user comes to the site and does not self-identify. As the user explores the various experiences available, the site sets a cookie on the user - using the click behavior on the site to assign an audience type - that allows for personalization on the user's subsequent visits to the home page.

TYPE OF HOME PAGE

Base Model

STAGE OF USER JOURNEY

The home page the user sees the first time they visit when entering emerson.com into their browser or from a branded Emerson search result

Configured Model for Engineers

The home page the user sees when they visit emerson.com from paid media or a return visit. Personalization deepens on subsequent visits.

Configured Model for Executives

The home page the user sees when they visit emerson.com from paid media or a return visit. Personalization deepens on subsequent visits.

Configured Model for Career Seeker

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CONTENT STRATEGY

Messages the broad Emerson value proposition based on Monser's Pyramid and other Corporate initiatives

Messages a specific Emerson value proposition based on Industry, Application, Location, and Product/Service/Solution Set

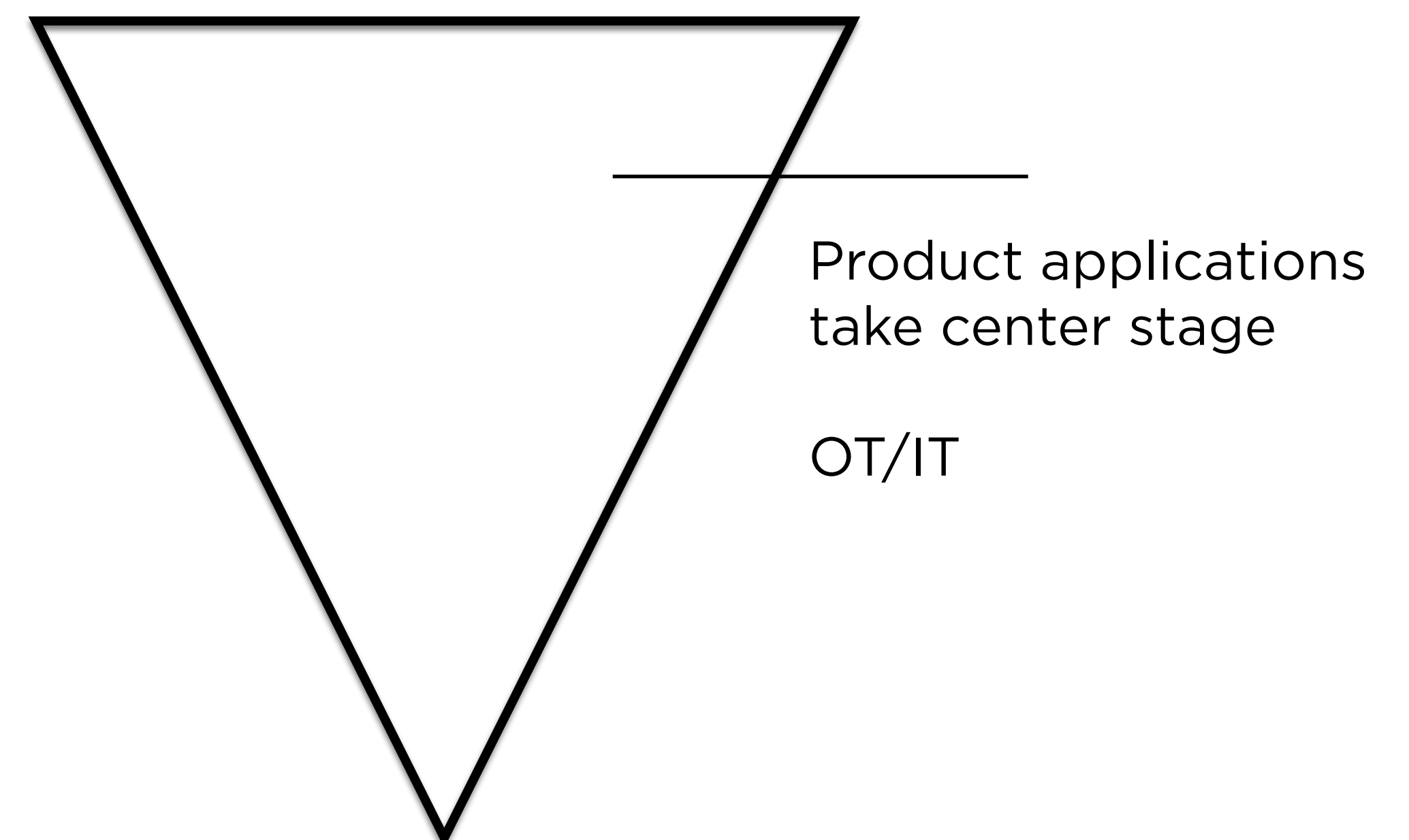
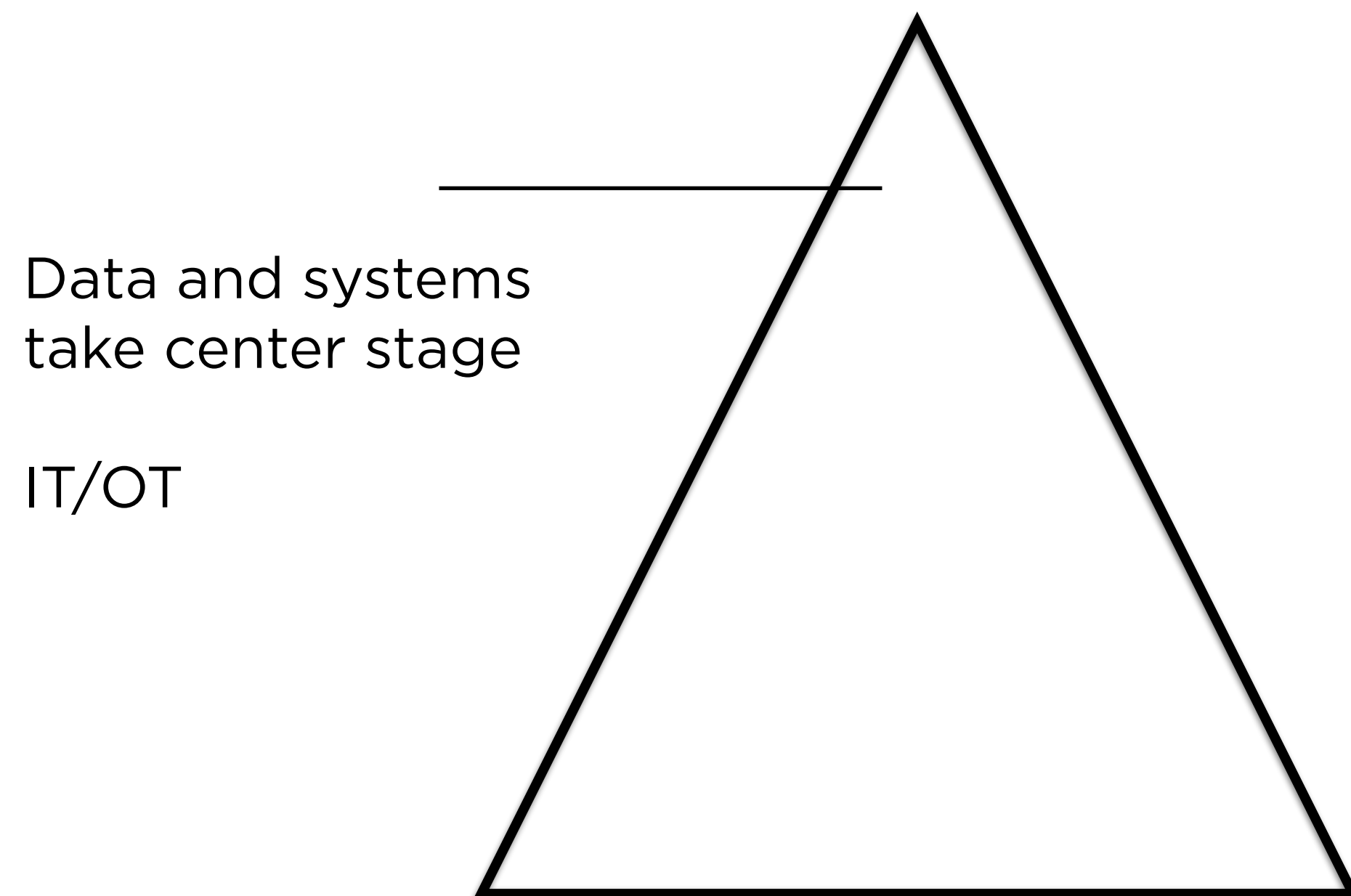
Messages a specific Emerson value proposition based on Industry Challenge, Financial Opportunity (e.g., ROI), and System-level Solutions

Messages a specific Emerson value proposition based on company values, job types, and career goals

Monser's Pyramid by Target Audience

For Executives the focus is on the power that data and automation systems have to impact the bottom line

For Engineers the focus shifts to a more product-centric view and on application expertise



Base Model - Not Configured

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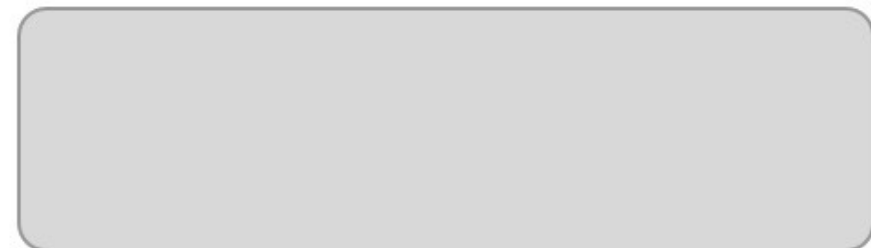


IMAGE or VIDEO:
data visualizations of
plant optimizations
due to automation



Connect Your Devices



Connect Your Devices

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Monitor Your Process

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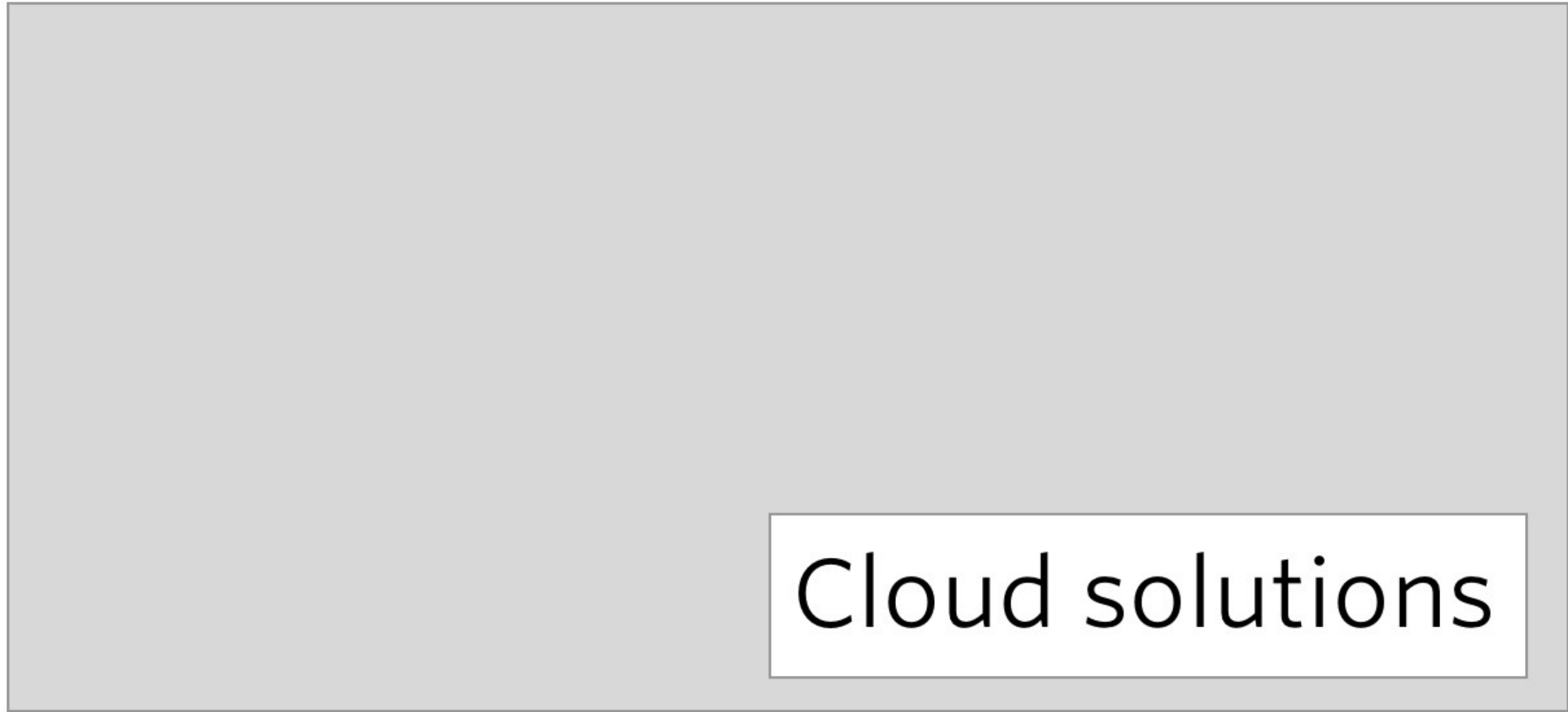


Drill Deeper into the Data



Drill Deeper into the Data

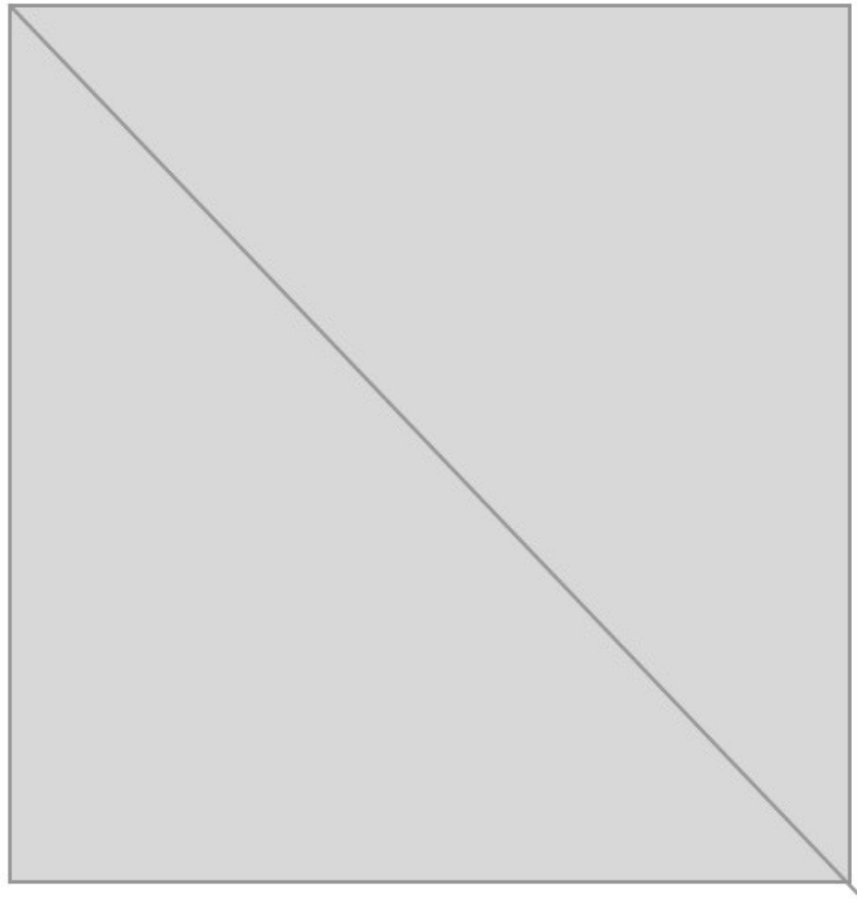
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Emerson Automation in Action

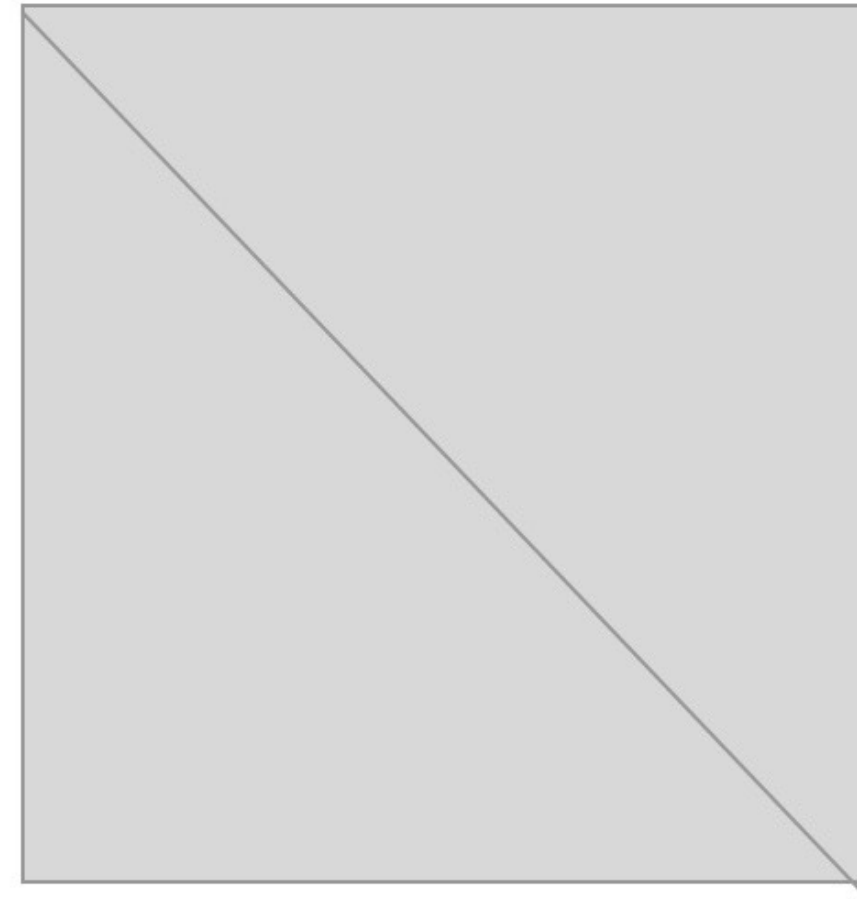


Emerson Automation in Action



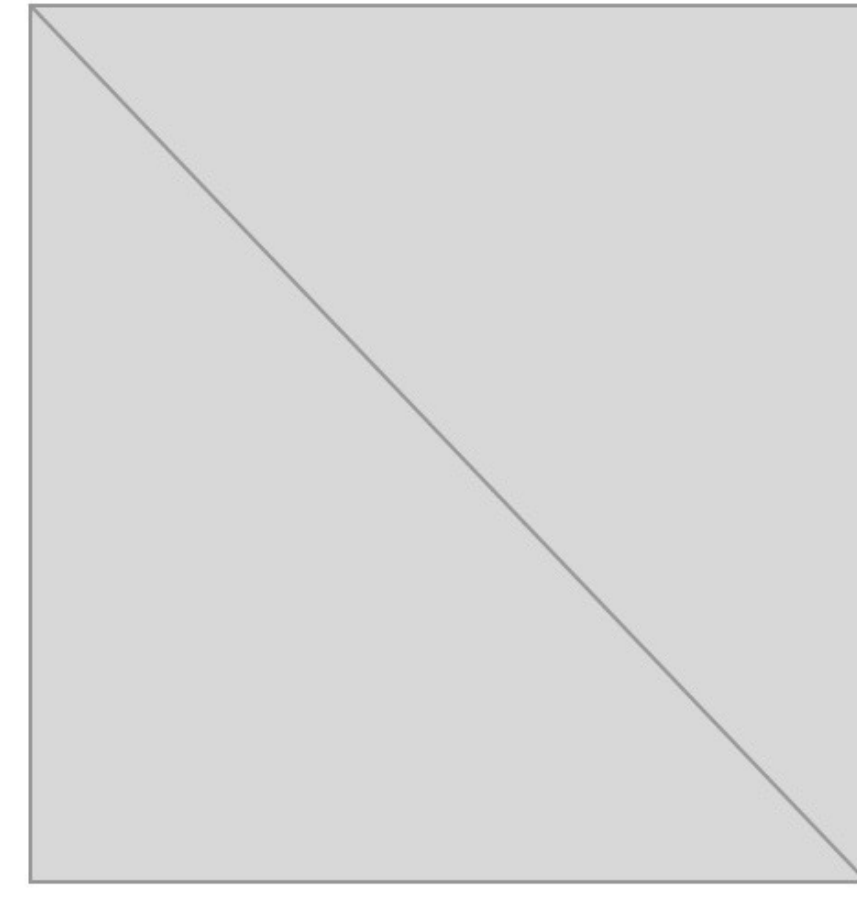
Article 1

Data for the Insights Your
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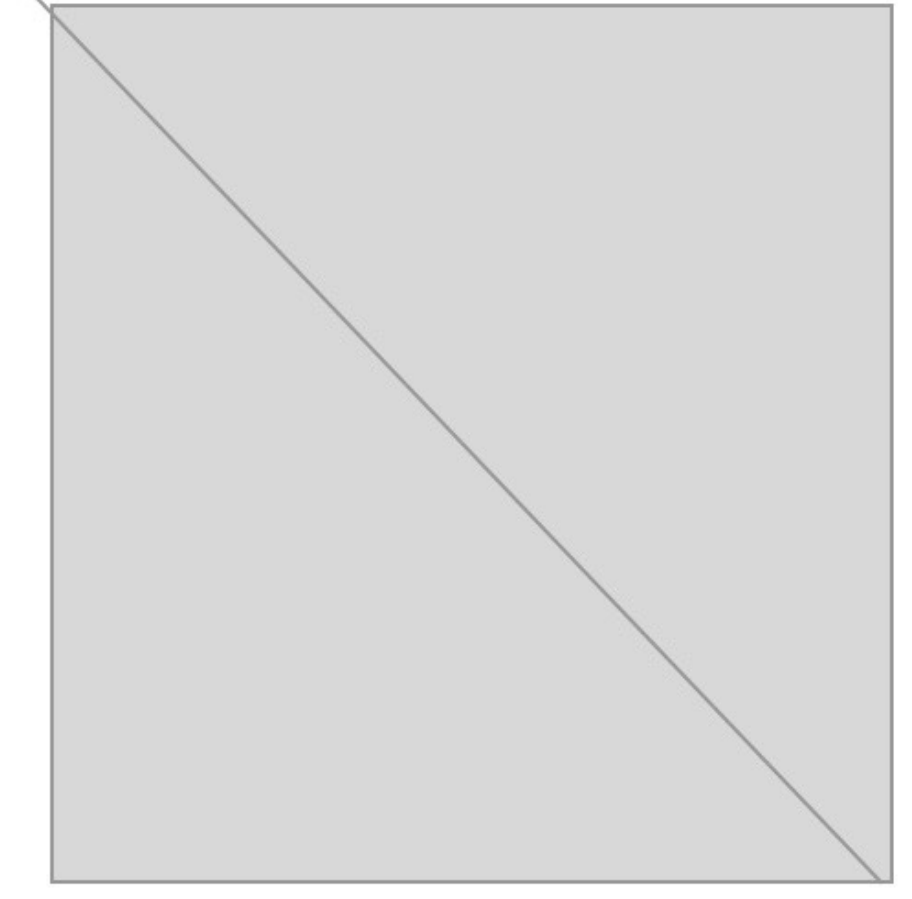
Case Study

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White Paper

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Article 2

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Featured Engineering Challenges

CHALLENGE 1

CHALLENGE 2

CHALLENGE 3

CHALLENGE 4

CHALLENGE 5

What's Your
Engineering Challenge?

Commercial & Residential Solutions

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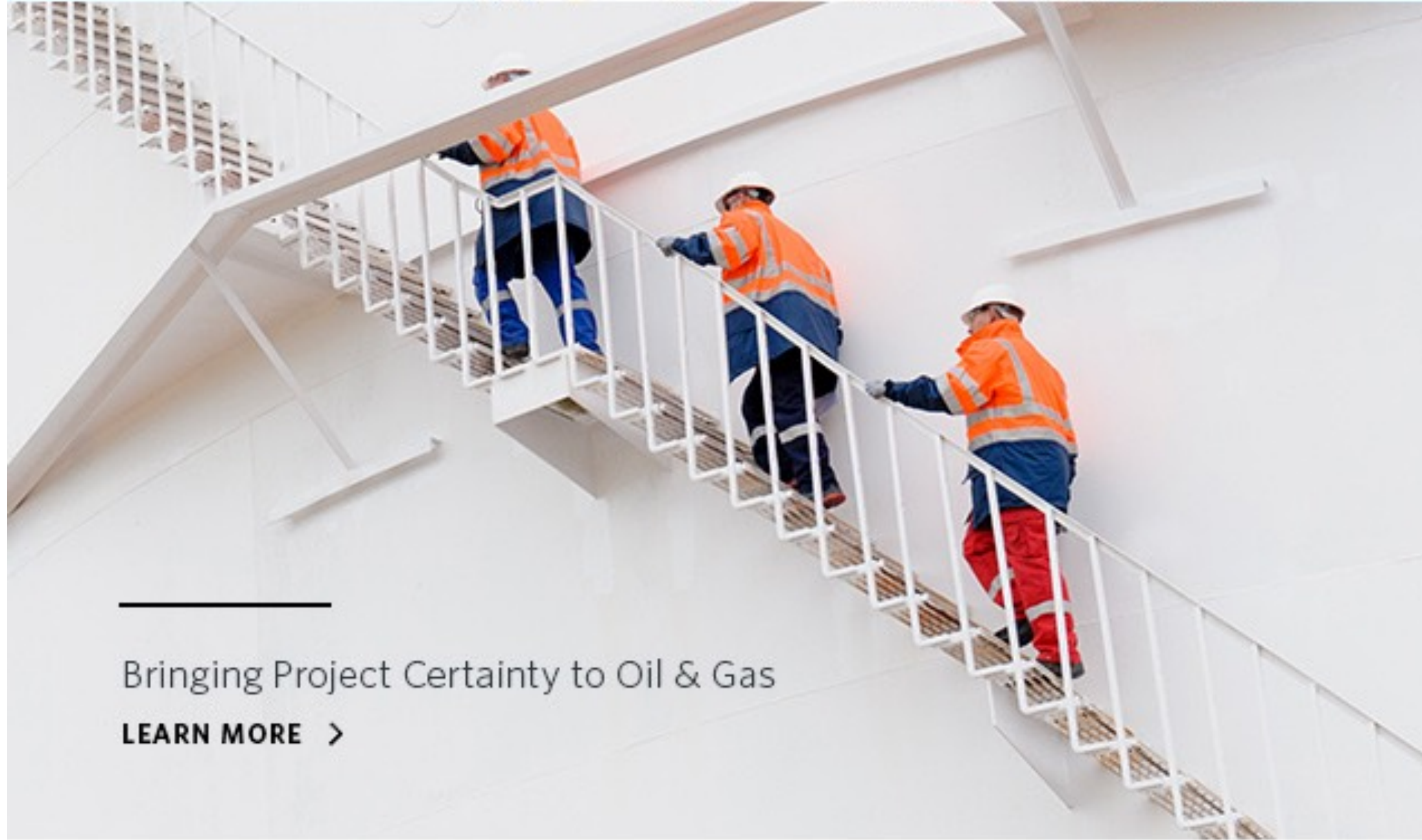
EMERSON FANS & VACS



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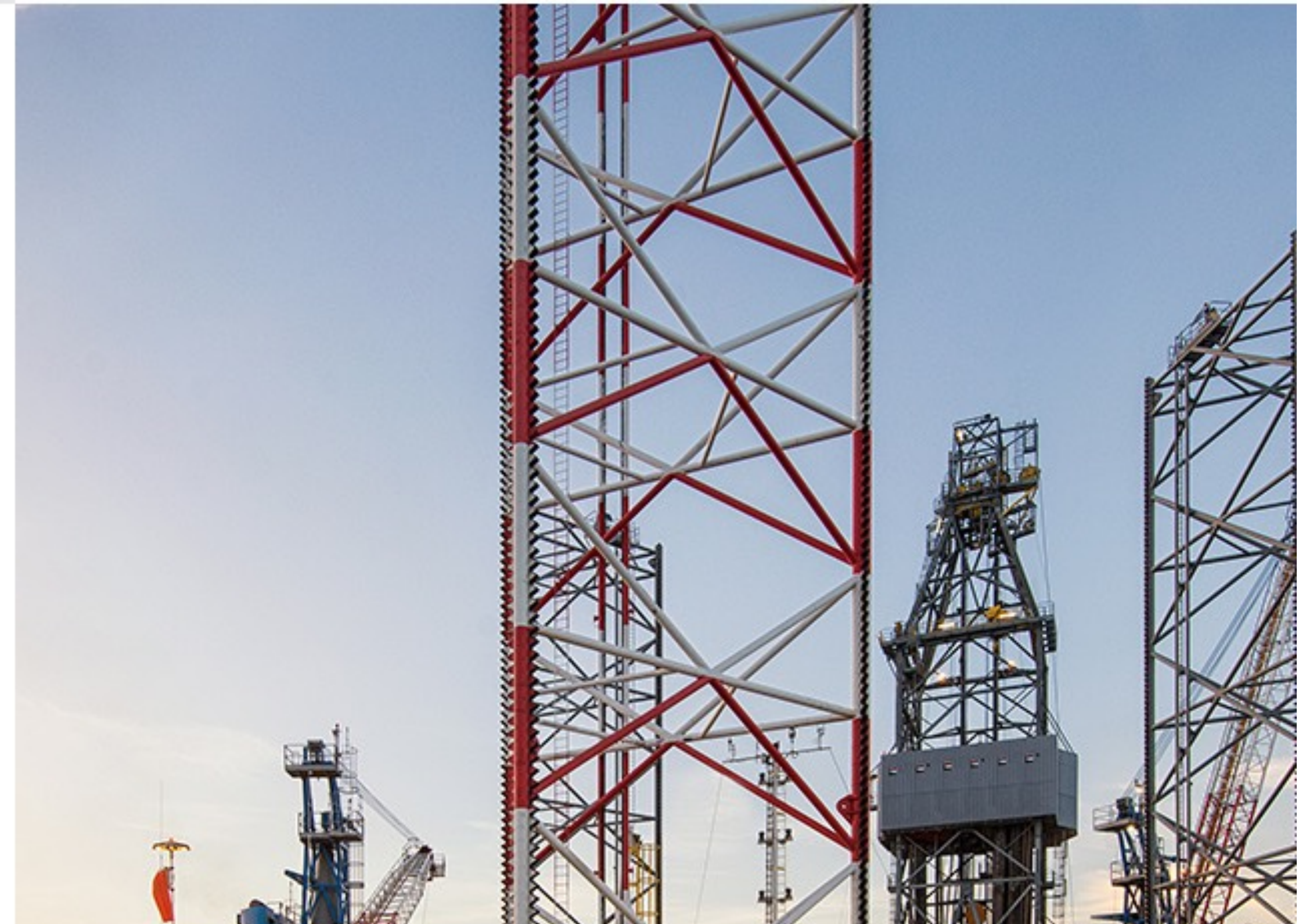
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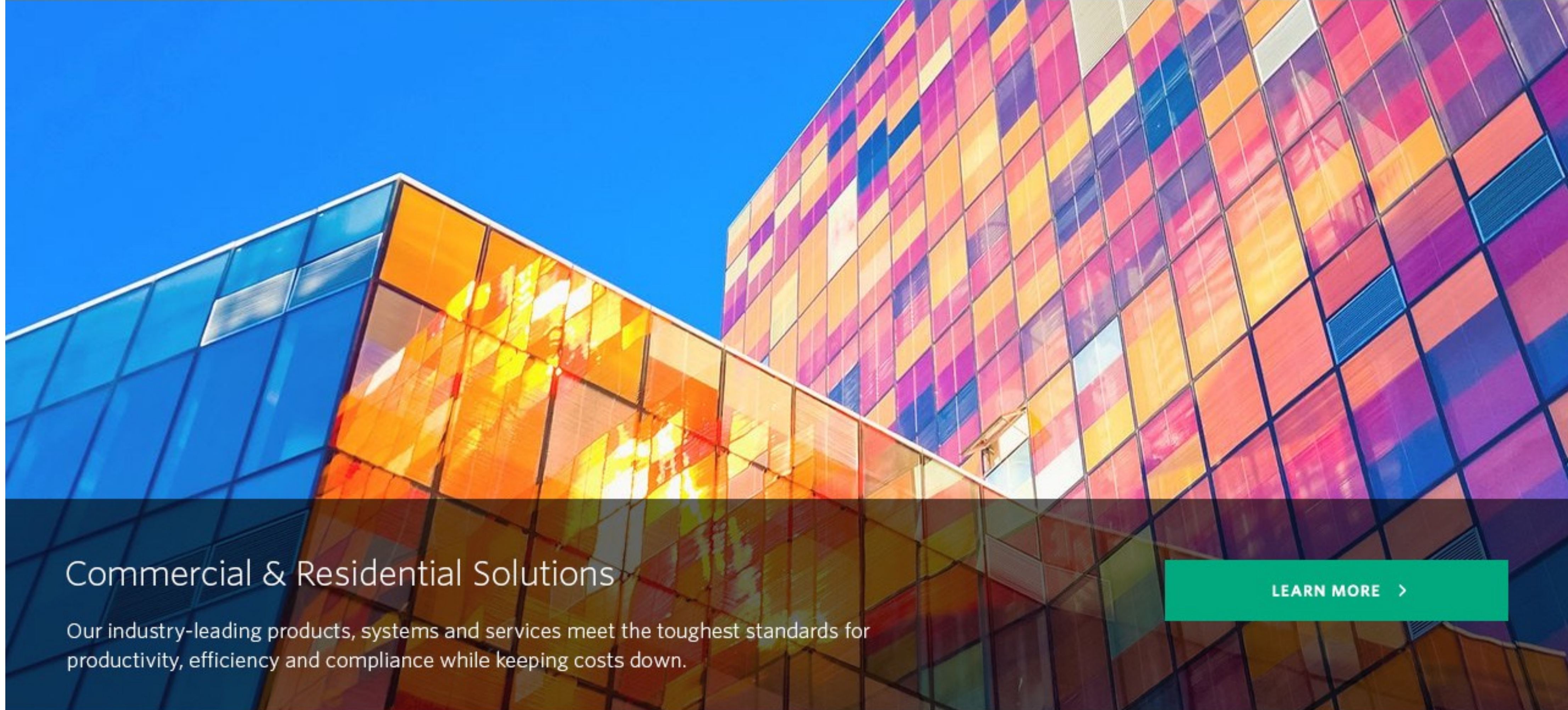


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