

UNBOUND EXPERIENCES

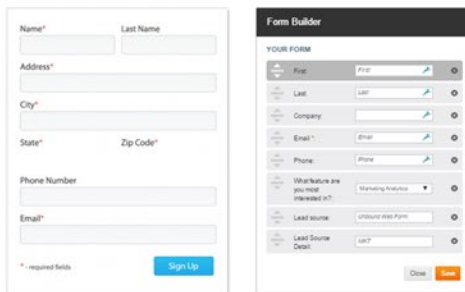
Engage prospects and build customer relationships.

What can I do with EXPERIENCE MANAGER?

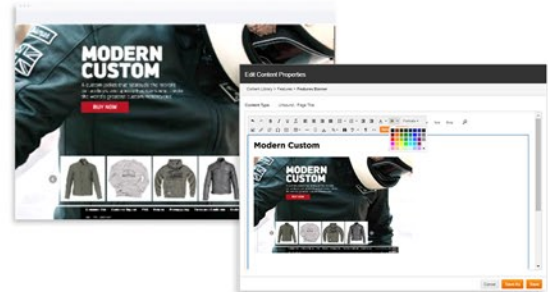
Radically transform how your brand interacts with prospects and customers.

1 EDIT CONTENT WITHOUT CODING

Enable **non-technical users** to effectively create & manage enterprise websites, mobile sites, landing pages and more. Build and edit content in-line with fully **configurable WYSIWYG controls**.

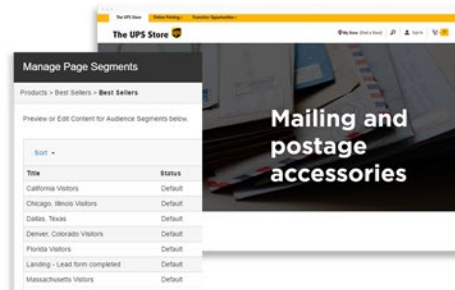


The image shows a 'Form Builder' interface. On the left is a preview of a form with fields for Name (First and Last), Address, City, State, Zip Code, Phone Number, and Email. A 'Sign Up' button is at the bottom. On the right is the 'Form Builder' panel with a 'YOUR FORM' section containing various field types like Text, List, Company, Email, Phone, and checkboxes for 'Whistleblower and you may be asked to...', 'Lead source: UNKNOWN', and 'Lead Source: Deal'. A 'Close' button is at the bottom right.



2 CREATE & OPTIMIZE PAGES FORMS AND WORKFLOWS

Engage users and capture meaningful data with embedded lead forms that alert your sales team in real time. Pre-configured marketing automation rules trigger **workflows that nurture and engage** with relevant content.



3 SEGMENT AUDIENCES TO DELIVER PERSONALIZED CONTENT

Generate **more conversions** by presenting relevant batches of content to different segments of your audience. **Personalize each experience** based on interest, actions, location, affiliates, device and more!



4 MANAGE MULTIPLE SITES & LEVERAGE SHARED CONTENT

Quickly create and deploy thousands of **hyper-localized sites**. Manage multiple sites with **distributed publishing** capabilities. Leverage **site attribution and embedding tokens** to create unique content, promotions and updates per location.

5 MANAGE SEO PARAMETERS & STRUCTURED DATA

Utilize tools that help you **optimize site pages** and create structured data content to be found and indexed by search engines.

