



1. Upbeat music introduction

SDL logo animation



2. Remember when managing website content was easy? When you could make simple adjustments based on what pages were popular?

Desktop computer with website. Dashboard with graphics showing web traffic and clicks.



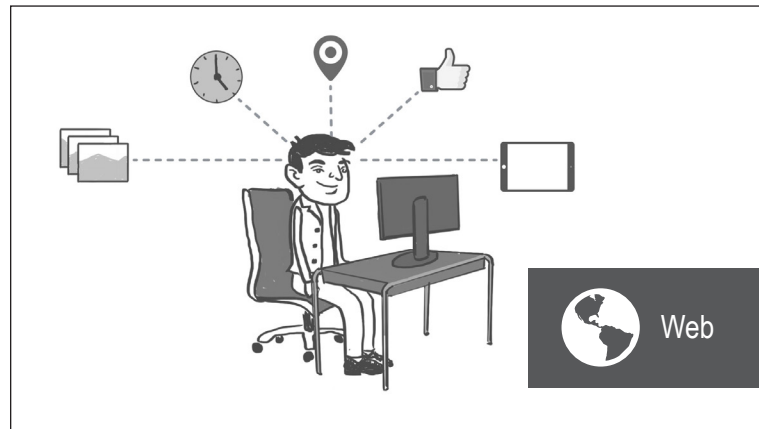
3. Today's online world is a lot more complicated. To be relevant and keep visitors engaged, you need to understand their personal behavior and motivations.

We see Peter at his desk. Many ads and web pages are moving past him in the scene.



4. SDL Web solutions are built for this new era.

Transition to the SDL Web icon & text.



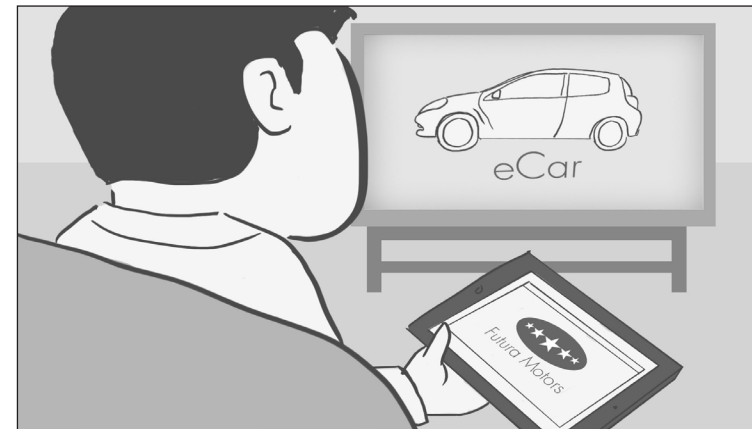
5. They enable you to deliver hyper-relevant, rich experiences to individuals... based on their actions... the content they've viewed... their location, language and time of day... and the exact device they are using to access your site.

Peter with arrows pointing off to icons that represent actions, content, location, time and devices.



6. Let's take Peter for example. His car is 15 years old, needs a new muffler and smells like tuna fish.

Peter in his old clunker car. As he drives across the stage we see a billboard for the eCar in the distance.



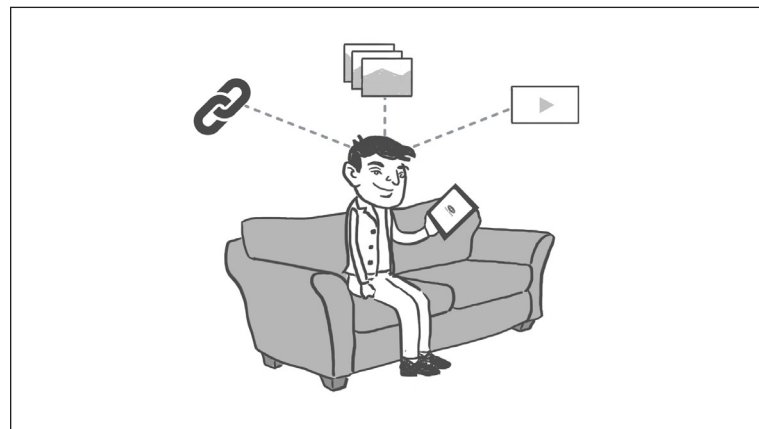
7. He's considering buying a new one, and a friend just shared a cool video by Futura Motors through social media.

We see Peter watching TV, he focuses his attention on his iPad and begins watching a video on his tablet.



8. So he clicks over to the company's website.

The shot shifts to the close view of Peter looking at his tablet. He swipes the surface and begins looking at the Futura Motors website.



9. He doesn't know it but Futura Motors' entire online presence is powered by SDL Web. That means every time Peter clicks a link, views a photo, or watches a video his behavior is used to optimize subsequent engagements at every digital touch point.

Peter with arrows pointing off to icons that represent links, photos and videos.



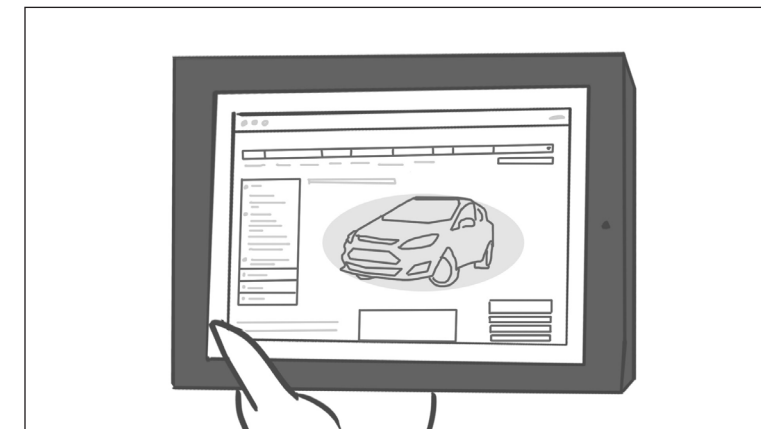
10. While browsing, Peter comes across the company's new hybrid vehicle... the eCar.

360-degree view of the eCar.



11. He'd love to save money on gas so a hybrid is exactly what he needs.

Thought bubble showing an animated gas pump with a mouth and sharp teeth literally eating Peter's money.



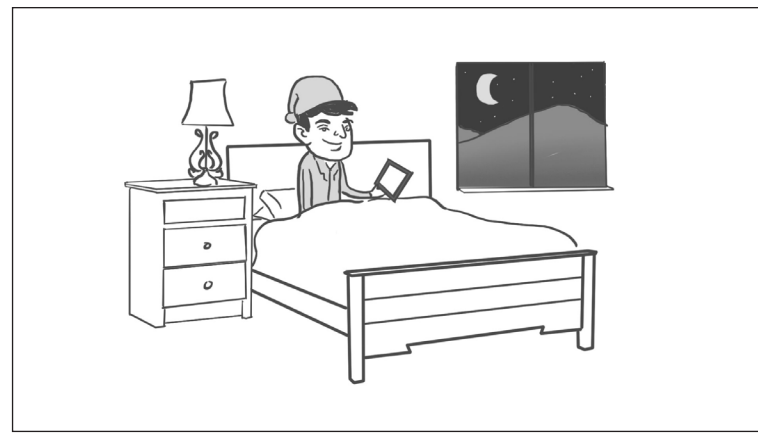
12. The site serves up cool videos, great photos, articles geared toward his interest in eco-friendly driving and pricing based on the options he wants, including a moon roof.

Pan around the website to show the items in the narrative — car interior, eco-friendly articles, pricing, moon roof.



**13.** And the more time Peter spends on the website, the more relevant his experience becomes.

Show Peter swiping through pictures of real-life situations and five-star reviews.



**14.** Before he calls it a night, Peter signs up for updates, downloads a brochure and likes them on Facebook.

We see Peter in his bed with a window next to him with night time exterior. He then turns the lights off.



**15.** When Peter checks his email on his smartphone. Lo and behold, he sees a message from Futura Motors.

Sun rises out the window and Peter picks up his smartphone.



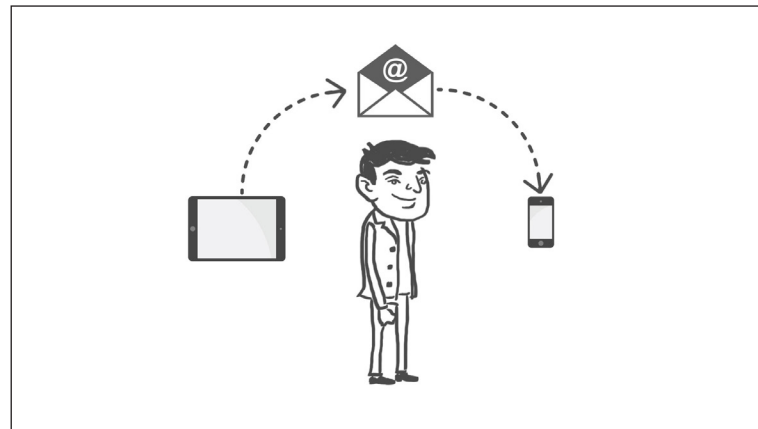
**16.** He's amazed to see a promotion of an eCar just like the one he configured the night before.

Screen shows an email with an image of the same car he was looking at last night and a map with a pin icon.



**17.** Plus, it offers a test drive at a nearby dealership. That's great service! And if he buys within 10 days, he'll get the moon roof for free.

We see Peter thinking about test driving the car.



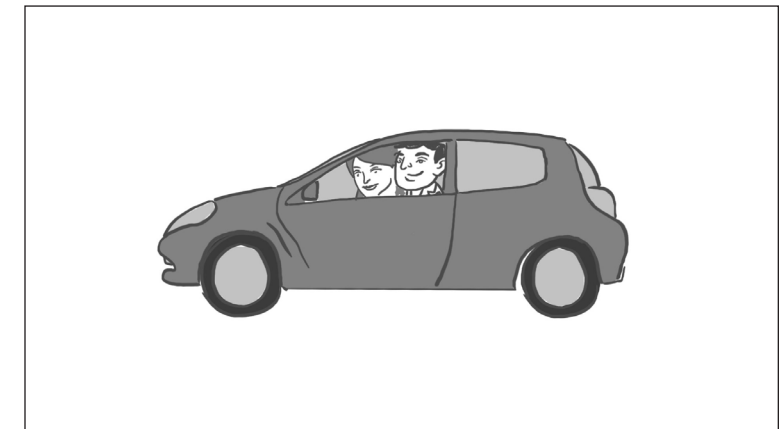
**18.** With SDL powering the entire Futura Motors web experience, Peter's journey is tuned to his exact situation, behaviors and preferences.

Dotted lines showing his journey from tablet to email to smartphone, etc.



**19.** With every interaction, Futura Motors greets him with an experience that is tailored just for him.

We see the website with a custom greeting and his eCar.



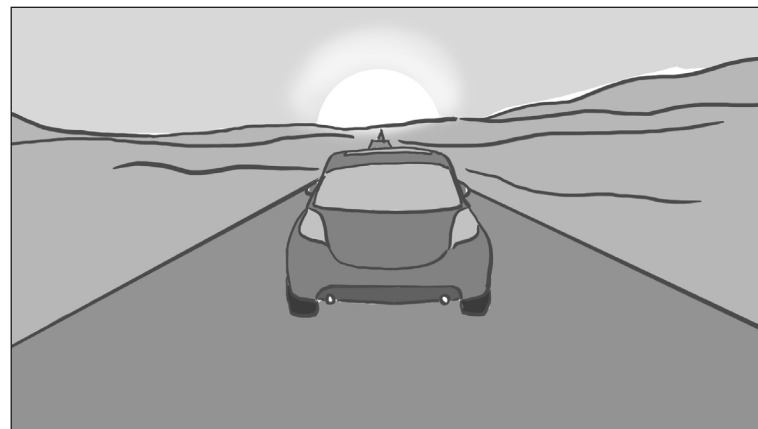
**20.** His personalized eCar experience continues...

The tablet is moved away and we see Peter and Sarah in his eCar.



**21.** ...with tailored updates on ecofriendly driving, maintenance and promotions.

The tablet in hand moves back in and we see a promotion pop up.



**22.** And he can't wait for the next weekend road trip.

We see Peter in his new eCar with Sarah, take a corner and drive off into the sunset.



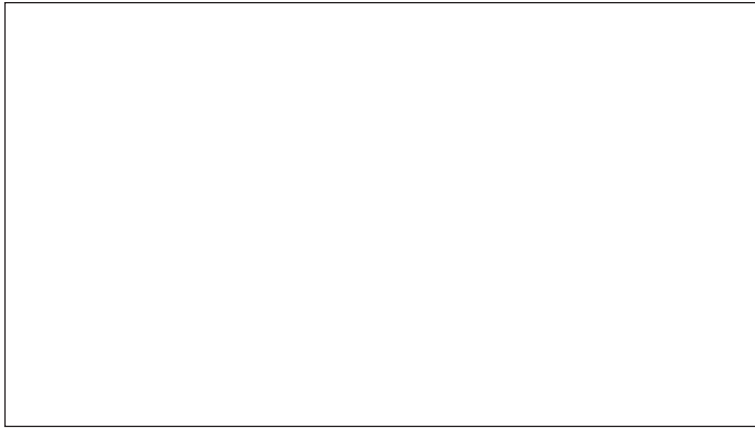
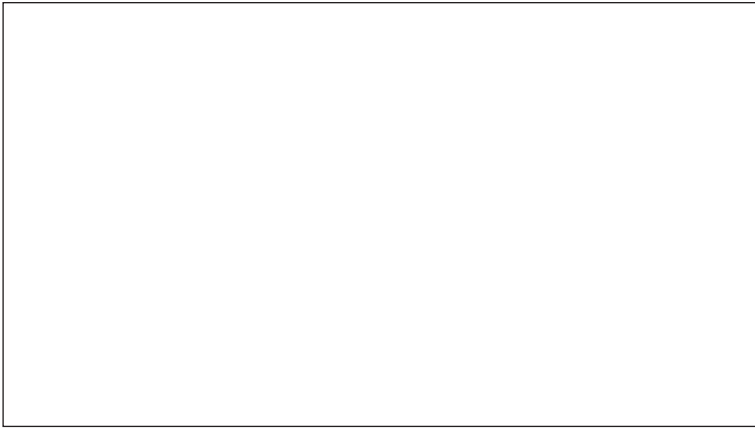
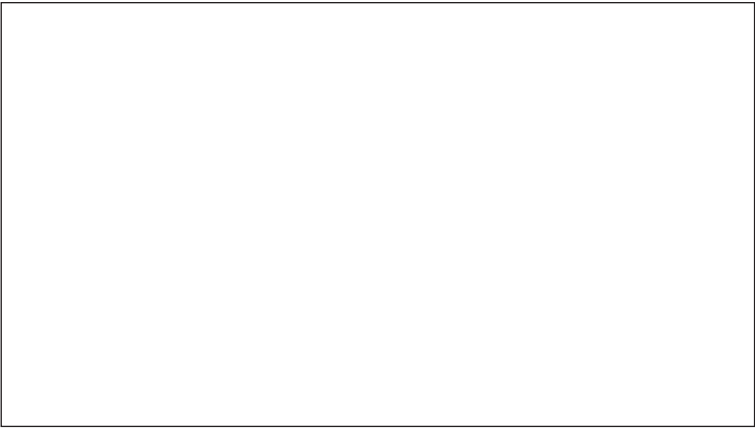
**23.** Do you deliver great web experiences that are relevant for each visitor's unique context?

SDL Web icon



**24.** Discover how SDL Web solutions can enable you to deliver hyper-relevant online experiences for every visitor.

SDL CXC logo



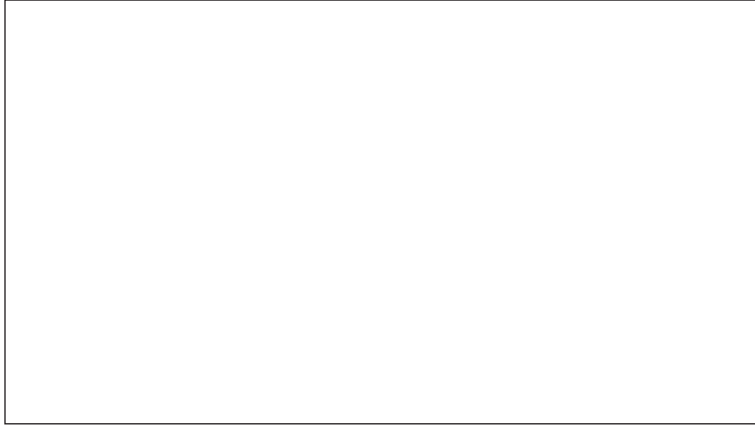
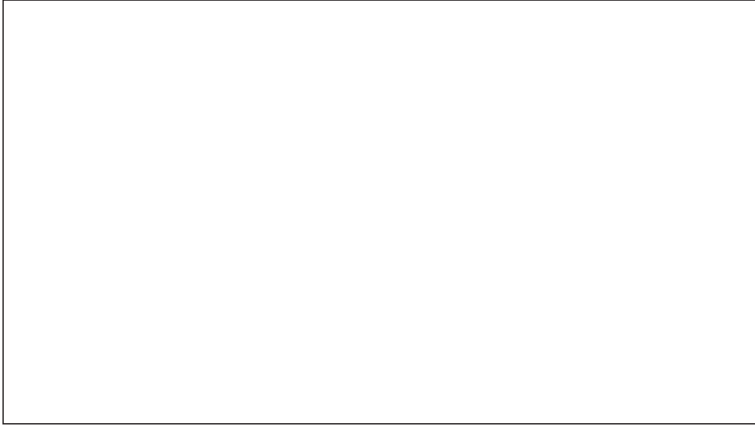
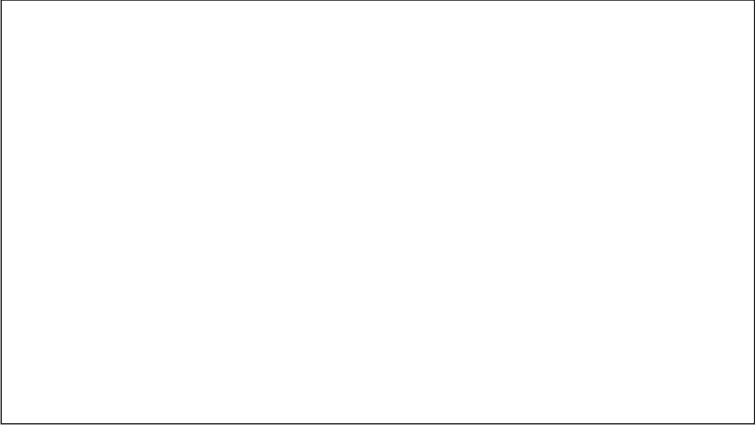
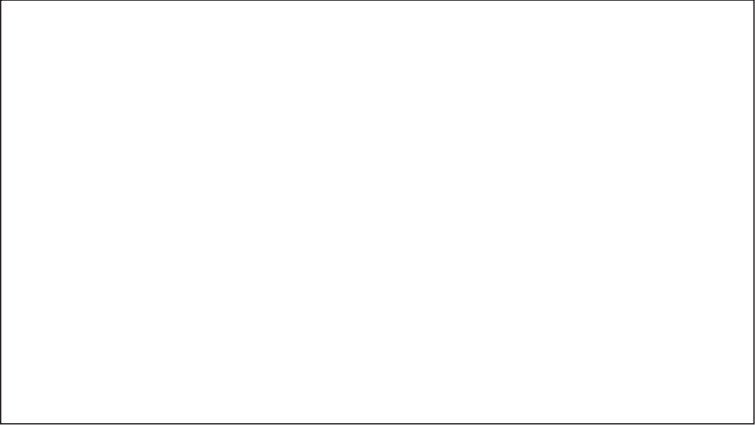
24. Visit [SDL.com/cxc/Web](http://www.sdl.com/cxc/Web)

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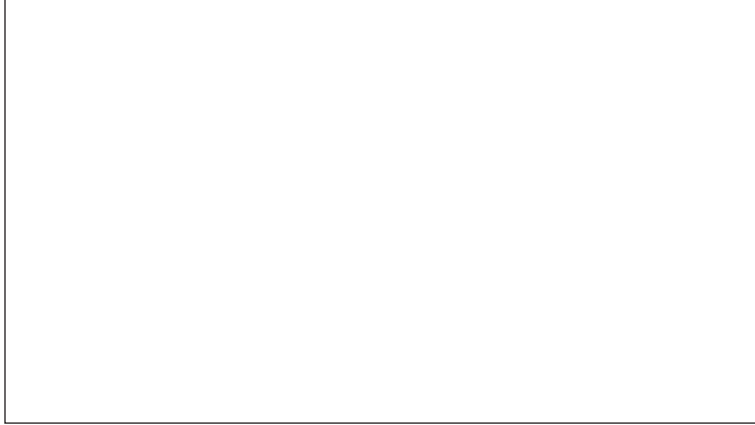
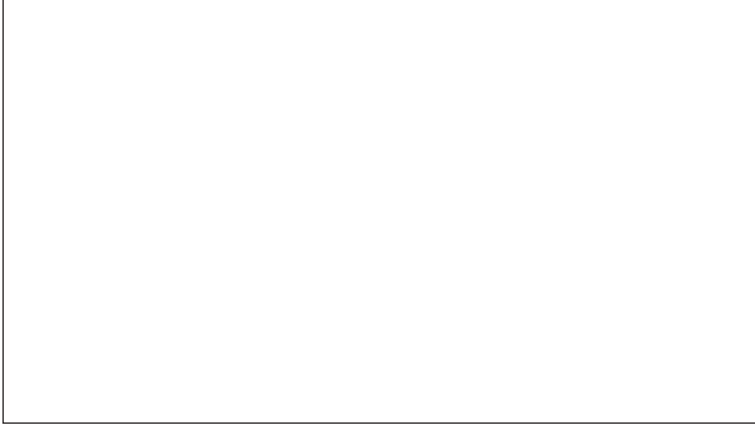
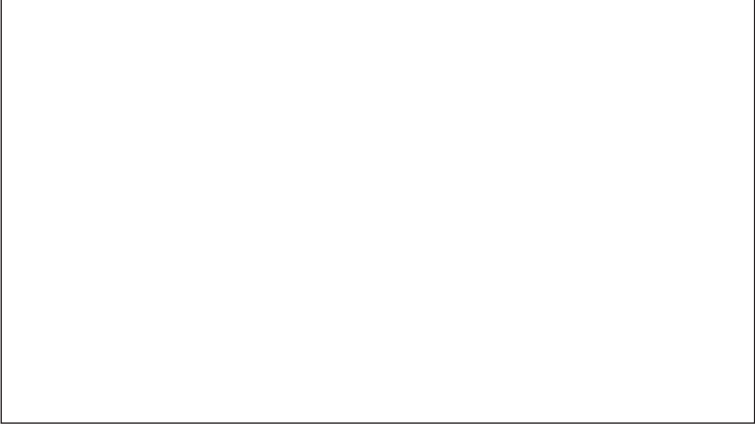
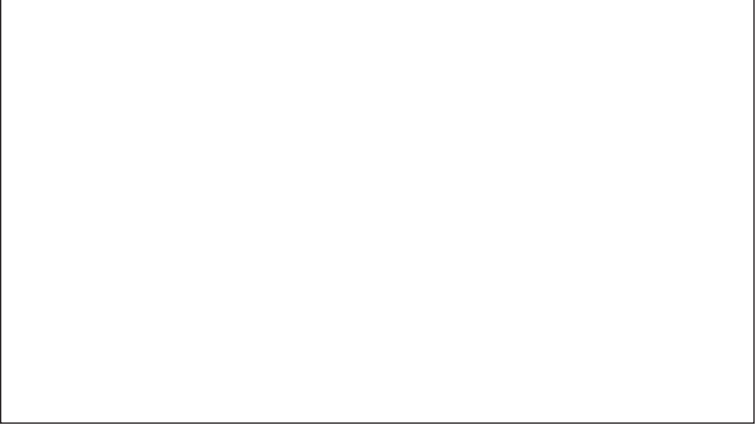


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