

Sitecore Integration

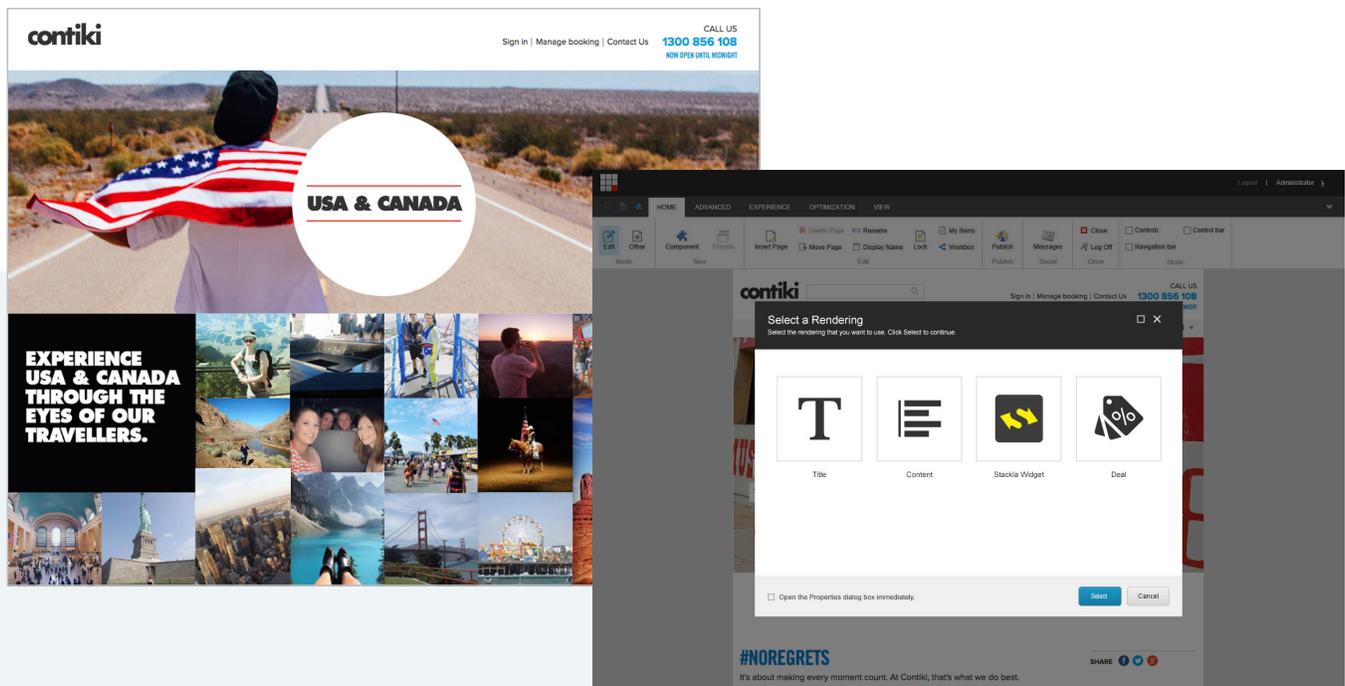
The challenge of scale

Personalization is a powerful tactic, but it comes with a challenge for marketers to create or curate enough relevant content to serve each customer.

Stackla provides brands with the ability to achieve personalization at scale by tapping into the enormous volumes of authentic user-generated content being created by customers every day.

The Stackla for Sitecore module allows Sitecore admins to discover and curate the best user-generated content and dynamically embed it within Sitecore pages.

The Sitecore Experience Editor can be used to configure rules and apply them to the Stackla display. Content that matches each visitor's profile is then dynamically drawn from Stackla and displayed in Sitecore - achieving relevant, personalized displays at scale.



Alexis Sitaropoulos
VP Marketing,
Contiki

“ *The combination of Stackla and Sitecore is a powerful one. We already know that our customers engage more with user-generated content—and now this technology will make it easy for us to dynamically serve the most relevant, interesting UGC for each user of our site. UGC and personalization are both powerful tools on their own, but using them together will take their effectiveness to another level.* ”

Want to know more?

Contact Stackla to find out how user-generated content can power relevant, personalized experiences on your Sitecore websites.

sanfrancisco@stackla.com or +1 415 528 4910



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The challenge of relevance

Personalization provides an amazing opportunity to target your content to each and every site visitor. However, to achieve the full potential of personalization, the content you deliver must be both relevant and authentic.

User-generated content solves the challenge of relevance by allowing you to discover content produced by people just like your customers - content that delivers an authenticity and inherent trust that no branded content can.



92% of consumers trust earned media more than any form of advertising.

**Nielsen*



1.8 billion photos, 500 million tweets and 85 million Instagram photos are posted daily.

**Instagram, Twitter*



81% of consumers' purchase decisions are influenced by social media posts.

**Forbes*

Harness user-generated content with Stackla



Discover

Find relevant content from 15+ social sources by #hashtag, keyword, page, profile or even geolocation.

Moderate

Automate content moderation with smart rules, whitelists, blacklists and bad word filters.

Curate

Sort, categorize and tag content with rich meta data. Link to product SKUs and overlay with CTAs to drive action.

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