

Evergage Knowledge Base



Getting Started

- Install the Visual Editor
- Navigating Evergage
- Glossary



Reports

- Dashboard
- Activity
- Results
- Visits



Channels and Campaigns

- Web Campaigns
- Mobile Campaigns
- Email Campaigns
- Third Party Campaigns



Audiences

- Understand Identity
- GDPR
- Unified Customer Profile
- Segments
- Segment Rules



Recommendations

- Recipes
- Catalog



Decisions

- Configure Contextual Bandit
- Use Promotions in Web Campaigns



Surveys

- Create or Edit a Survey
- Understand Survey Question Types
- Use Surveys in Campaigns
- Analyze Survey Results



Integrations

- Integrate with Oracle Responsys
- Integrate with Adobe Analytics
- Customer and Segment Sync
- Configure Google Analytics



Settings

- Data Model
- Integration Setup



Security

- API Tokens
- Manage Users

Playbooks

Playbooks provide ideas for planning and implementing personalization campaigns to achieve different marketing objectives.

Should you have any questions or need support, please contact your Customer Success representative or click Contact Support above.



Customer Success



Demand Generation



E-Commerce



Financial Services



Gaming



Travel and Hospitality

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