

# Use SmartHistory for Content



Since Evergage tracks the actions and activities a visitor takes on the site along with the interactions visitors have with site content, SmartHistory can present previously viewed content back to the visitor, sorted in order of viewing time. Giving visitors easy access to content that has resonated with them increases the likelihood that they will interact with it again and go deeper into the acquisition funnel.

| Category | SmartHistory  | Vertical | Demand Generation |
|----------|---|----------|-------------------|
| Topic    | Use SmartHistory to show site visitors content they have previously viewed or downloaded. | ID #     | 261               |

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## Example

In the example below, from the Evergage site, a visitor comes to the site, and navigates to the resources section. He views three document overviews, and downloads one of them.

A few days later, he wants to read one of articles again. Instead of having to search to find the downloaded article, he returns to the site, sees the SmartHistory tab, and clicks to expand it to quickly find and view the document.

The screenshot shows the Evergage website interface. At the top, there is a navigation bar with links for 'CONTACT US', '(888) 310-0569', 'GET A DEMO', and 'USER LOGIN'. Below this is the main navigation menu with 'WHY EVERGAGE', 'SOLUTIONS', 'FEATURES', 'RESOURCES', and 'BLOG'. The main content area features a large blue banner with the text 'The Real-Time Personalization Platform' and a statistic: '71% LIFT IN CONVERSIONS' with an upward arrow. A button labeled 'EXPLORE EVERGAGE FOR TECHNOLOGY PROVIDERS' is visible. A vertical sidebar on the right is labeled 'SmartHistory'. At the bottom, there are logos for 'intuit.', 'Dyn', 'mxd mendix', 'ENDURANCE International Group', and 'AUTODESK'. A 'Personalized for You' tag is also present.



# The Real-Time Personalization Platform

Convert more leads and improve customer retention with The Power of 1. Personalize the buyer's journey at the t1 level by dynamically presenting the most relevant experience, calls-to-action and content recommendations "in the moment."

[EXPLORE EVERGAGE FOR TECHNOLOGY PROVIDERS](#)

Personalized for You

SmartHistory

VIEWED

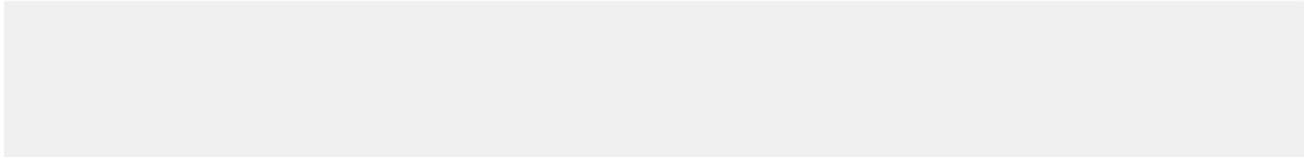
DOWNLOADED

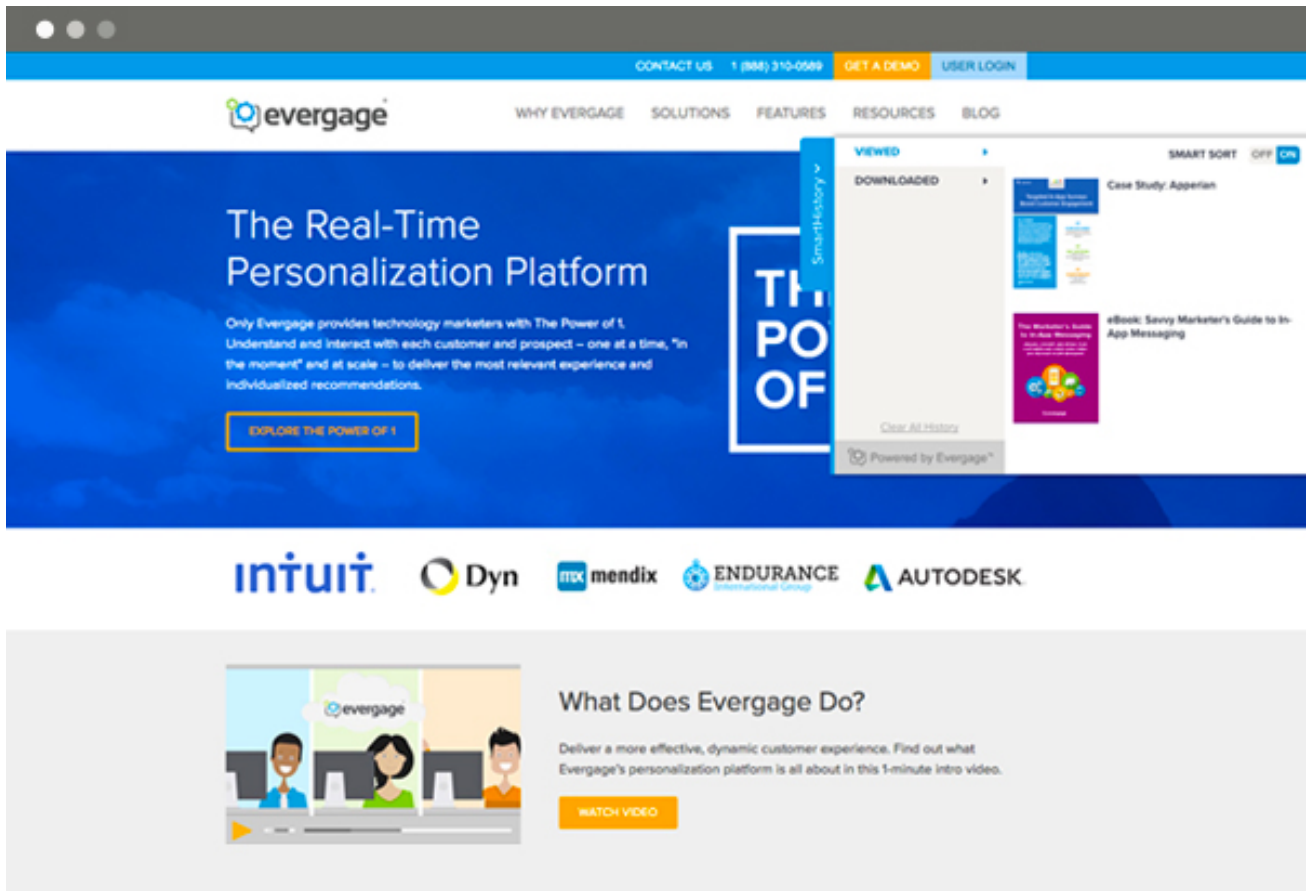
SMART SORT OFF ON

White Paper: True Real-Time Personalization

Clear All History

Powered by Evergage™





## Segment

There are no segments needed for this play. All data is captured through the integration of Evergage Promote and SmartHistory.

## Measure

You can create a test and control group, where the control does not see SmartHistory. The expectation would be that people with access to SmartHistory engage more with content, and are driven deeper into to the acquisition funnel. This can be measured by tracking global goals for the various funnel stages.

## Setup

### Process

SmartHistory is available to all customers, but it needs to be configured within Evergage. Contact your Customer Success Representative for more information.