

# Web Use Case Library



## Newer Topic in Salesforce Help

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The use cases listed in this section are designed to give Interaction Studio customers a selection of personalization examples that have been used by other customers to drive impact on their websites. Used in conjunction with your unique business and marketing goals, aligned with the different life cycle stages across your customer journey, the use cases can be used to increase sales, or lead generation, as well as overall customer experience by using Real Time Interaction Management.

### This Section Explains

This section includes web use cases for demand generation, retail, financial services, health and life science, and travel.

### Articles in this Section

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- [Demand Generation - Web Use Cases](#)
- [Financial Services - Web Use Cases](#)
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