AEM marketing solutions for the financial sector

Vasily Lazerko

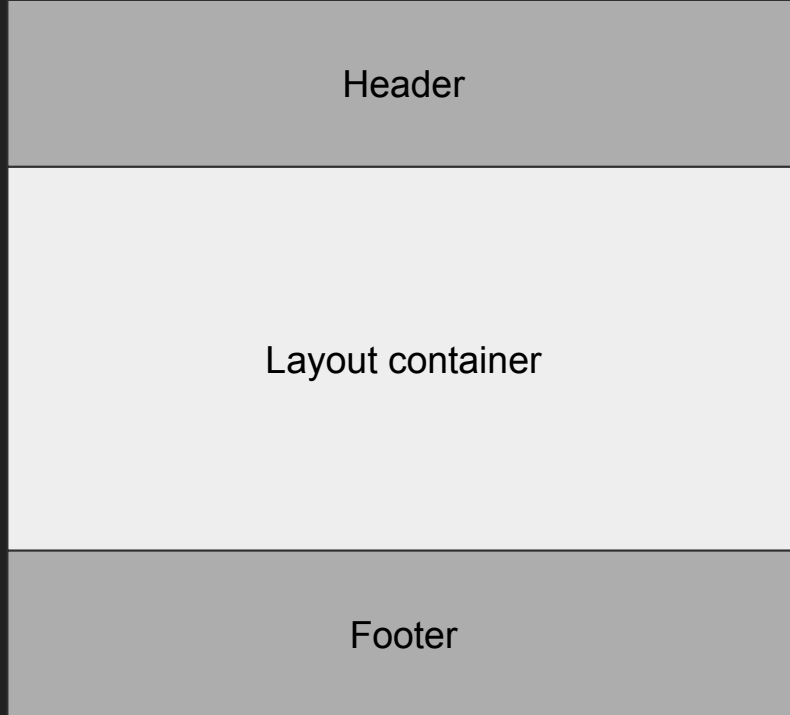AXAMIT

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Prerequisites

- AEM 6.3

- Experience fragments

- Application components: header, footer,

- User with roles: content-authors, template-authors
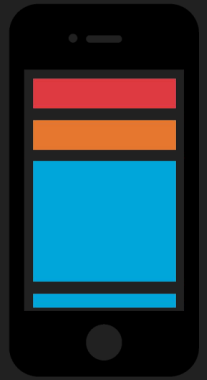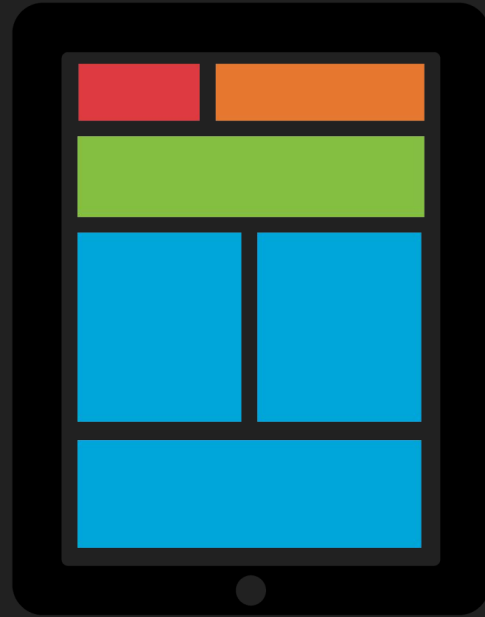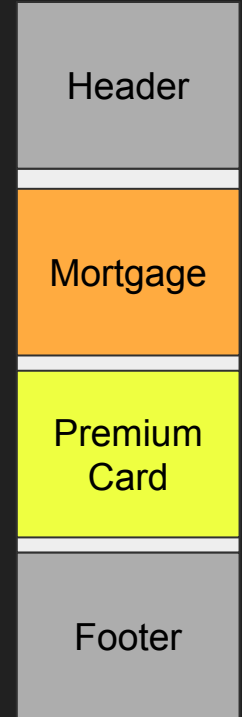
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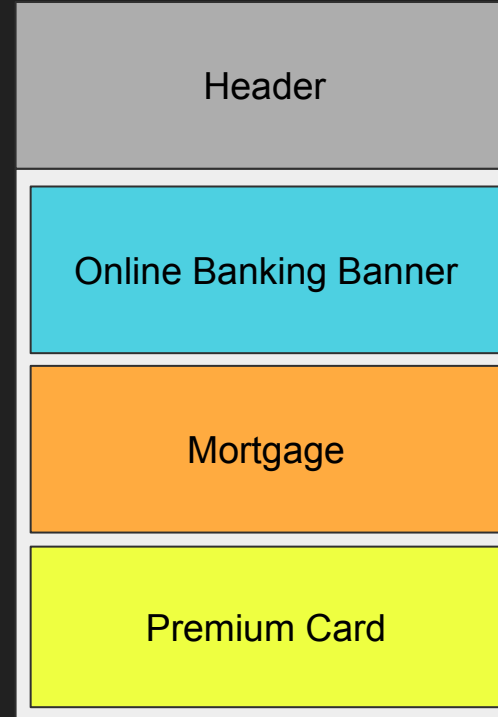
Editable page template

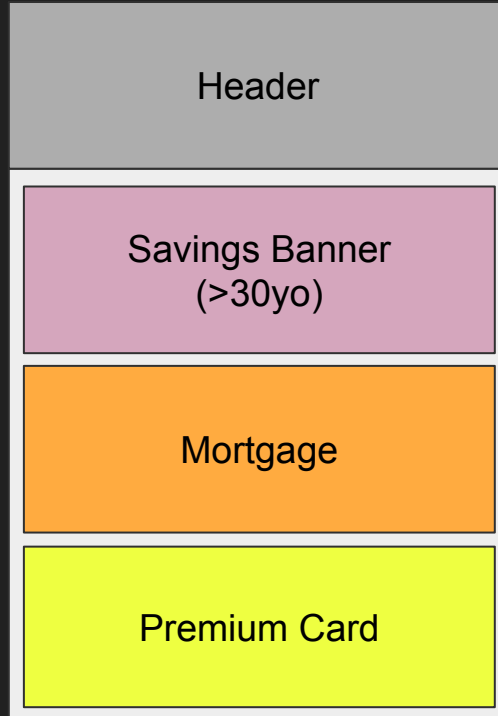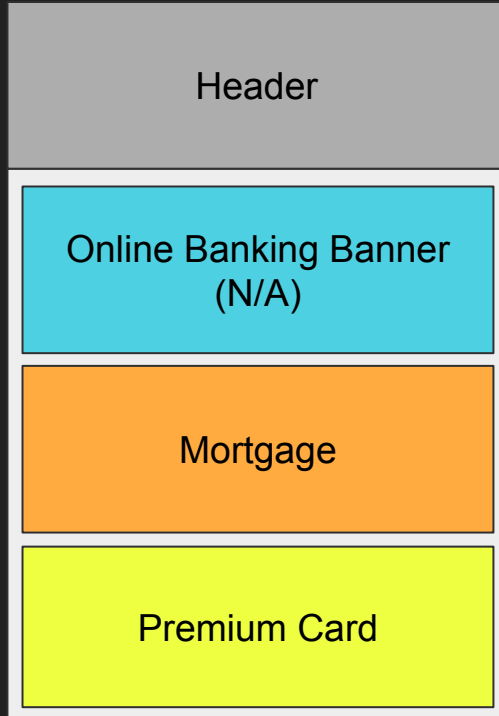|	
Header	Template
Layout container	Page specific General components allowed
Footer	Template

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Page composition

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Page composition

Targeting

Header	**Header**	**Header**
Online Banking Banner (N/A)	Savings Banner (>30yo)	Home Loan Banner (<30yo)
Mortgage	Mortgage	Mortgage
Premium Card	Premium Card	Premium Card

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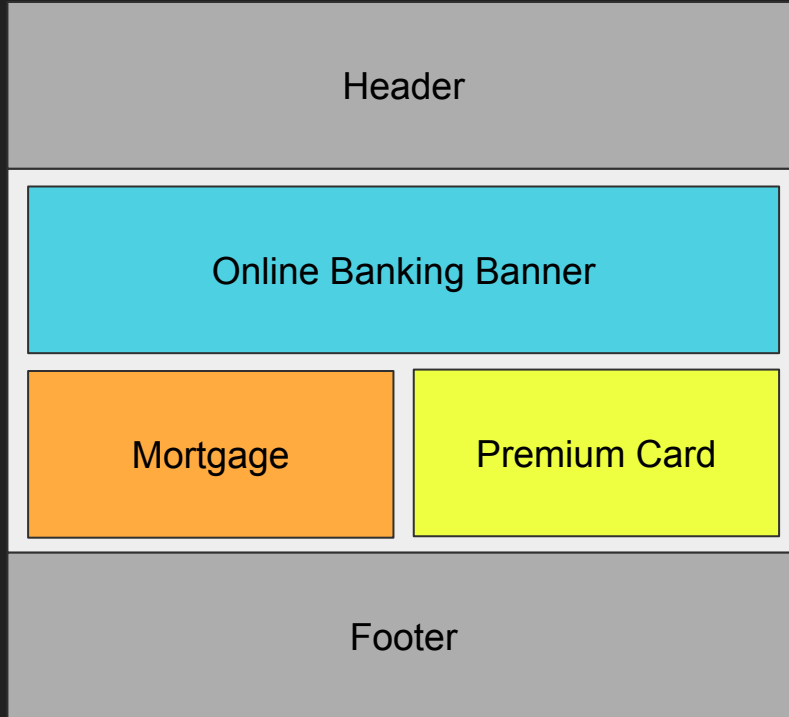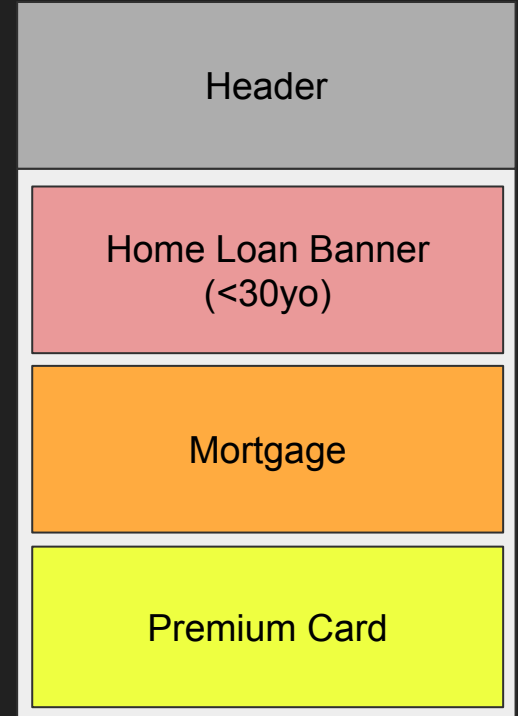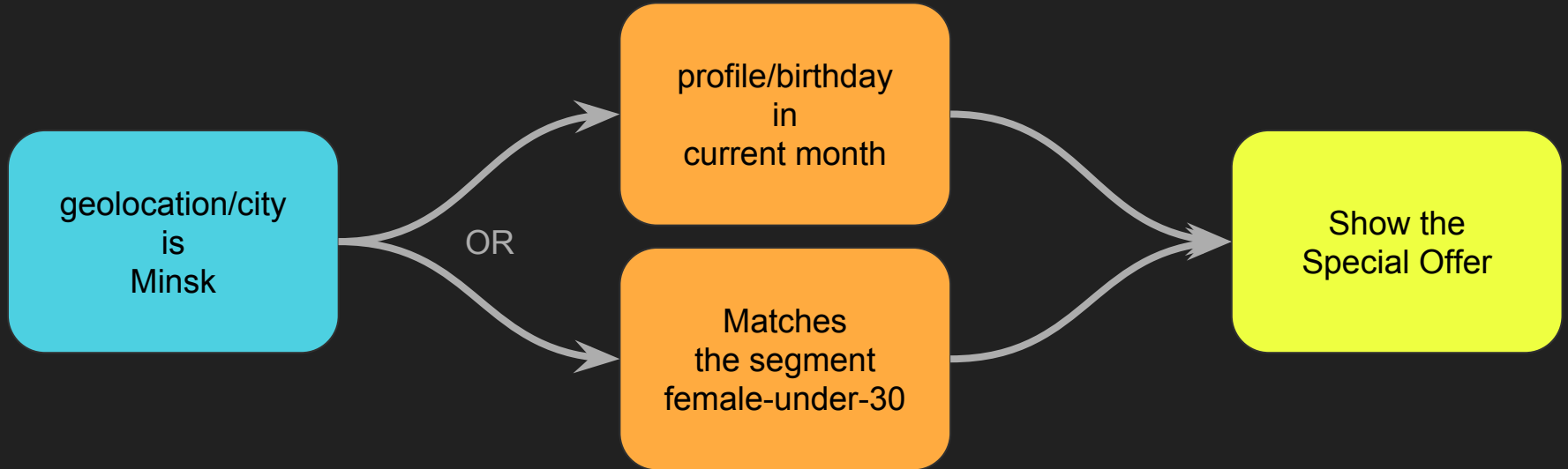
Customization

A special offer targets to anyone located in Minsk AND (celebrating birthday this month OR matches specific segment)

```
geolocation/city
is
Minsk
```
OR
```
profile/birthday
in
current month
```
```
Matches
the segment
female-under-30
```
```
Show the
Special Offer
```

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Questions?

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