

SPECIMENS

The screenshot shows a web browser window displaying the Sitecore AIDA website. The browser's address bar shows the URL <https://www.sitecore.net/Platform/AIDA.aspx>. The browser's taskbar includes icons for Citrix Receiver, Website Optimization, and various search engines like Google and Bing. The website's header features the Sitecore logo, a "REQUEST A DEMO" button, and a "MENU" dropdown. The main content area is titled "Sitecore AIDA" and includes a sub-header "PLATFORM / SITECORE AIDA". The main text describes Sitecore AIDA as marketing performance optimization technology. Below this, there are four sections: "Analysis", "Insights", "Decisions", and "Automation", each with a brief description and a "Learn more" link. The right sidebar contains a "MENU" with categories like PLATFORM, EXPERIENCE PROFILE, EXPERIENCE CHANNELS, EXPERIENCE MANAGEMENT, SITECORE AIDA, EXPERIENCE DATABASE, CONNECTORS, PRICING, STRATEGIES, CUSTOMERS, LEARN, PARTNERS, SERVICES & SUPPORT, and ABOUT. At the bottom of the sidebar, there is contact information for Sitecore USA: "Contact Sitecore USA +1 415 350 0600".

Sitecore AIDA

Sitecore® AIDA™ is marketing performance optimization technology that simultaneously collects, evaluates, manages and analyzes customer intelligence from patterns, behaviors and decisions gathered across multiple digital channels. Immediately identify actionable insights and analytics that help marketers maximize results from marketing programs.

Analysis

Sitecore automatically tracks all interactions with content across channels. Analyze customer experiences knowing you have comprehensive data, without needing to tag and track every campaign in advance. Measure the performance of content, experiences, and campaigns.

Insights

Get meaningful insights about your customers from every interaction. Automatically analyze interactions to reveal what's working and what's not. Sitecore helps you discover your customers' likes and dislikes so that you can deliver better, more relevant experiences.

Decisions

Test, measure, decide and act quickly. Sitecore helps you deliver the most relevant experiences through tracking goals, personalizing content, and becoming increasingly predictive in producing compelling customer experiences.

Automation

Build an intimate relationship with each customer – and replicate this success across thousands of customer profiles. Sitecore marketing automation lets you respond immediately to customers' actions with lead nurturing content and triggered campaigns they need most, on any channel.

WORLD CLASS BRANDS USE SITECORE. [VIEW ALL CUSTOMER STORIES >>](#)

Contact Sitecore USA
+1 415 350 0600

The screenshot shows a Citrix Receiver browser window displaying the Sitecore AIDA website. The browser's address bar shows the URL <https://www.sitecore.net/Platform/AIDA.aspx>. The browser's taskbar includes icons for Chrome River, Google, Online Filing, TARR, IDs - PTO, ATMOS, HuffPo, OHIM, PTO, Saegis, Trademark Trial and Appeal, and UK. The website header features the Sitecore logo with the tagline "Own the experience" and a red "REQUEST A DEMO" button. Below the header, the breadcrumb "PLATFORM / SITECORE AIDA" is visible. The main content area is divided into three sections: a hero section for "Sitecore AIDA" with a description and a photo of a man at a laptop; an "Analysis" section with a description and a photo of a woman with a tablet; and an "Insights" section with a description and a photo of a man with a smartphone. A dark sidebar on the right contains a "MENU" with links to "PLATFORM", "EXPERIENCE PROFILE", "EXPERIENCE CHANNELS", "EXPERIENCE MANAGEMENT", "SITECORE AIDA", "EXPERIENCE DATABASE", "CONNECTORS", "PRICING", "STRATEGIES", "CUSTOMERS", "LEARN", "PARTNERS", "SERVICES & SUPPORT", and "ABOUT". At the bottom of the sidebar, contact information for Sitecore USA is provided: "Contact Sitecore USA +1 415 380 0000".

sitecore
Own the experience[®]

[REQUEST A DEMO](#)

PLATFORM / SITECORE AIDA

Sitecore AIDA

Sitecore® AIDA™ is marketing performance optimization technology that simultaneously collects, evaluates, manages and analyzes customer intelligence from patterns, behaviors and decisions gathered across multiple digital channels. Immediately identify actionable insights and analytics that help marketers maximize results from marketing programs.

[LEARN MORE ABOUT SITECORE AIDA](#)

Analysis

Sitecore automatically tracks all interactions with content across channels. Analyze customer experiences knowing you have comprehensive data, without needing to tag and track every campaign in advance. Measure the performance of content, experiences, and campaigns.

[Learn more](#)

Insights

Get meaningful insights about your customers from every interaction. Automatically analyze interactions to reveal what's working and what's not. Sitecore helps you discover your customers' likes and dislikes so that you can deliver better, more relevant experiences.

[Learn more](#)

MENU

- PLATFORM
- EXPERIENCE PROFILE
- EXPERIENCE CHANNELS
- EXPERIENCE MANAGEMENT
- SITECORE AIDA**
- EXPERIENCE DATABASE
- CONNECTORS
- PRICING
- STRATEGIES
- CUSTOMERS
- LEARN
- PARTNERS
- SERVICES & SUPPORT
- ABOUT

Contact Sitecore USA
+1 415 380 0000