Smart Layout Widget
with
Audience Segments

Use the Smart Layout Widget with Audience Segments to deliver content based on users' interests and behaviors.

Increase engagement with content tailored to your users

Personalized content—whether announcements, events, articles, videos, or advertisements—resonates more effectively with your audience. Scholarly publishers and societies, like all digital content providers, aim to boost engagement, discoverability, conversion rates, and advertising opportunities by enhancing the website experience for their users.

Our new Smart Layout Widget used with Audience Segments Identity helps achieve this by delivering content tailored to individual interests and behaviors. This tool enhances user experience with improved targeting that presents relevant and engaging content, ultimately increasing engagement, discoverability, and conversion rates.

- **Deliver** personalized content based on users' interests and behaviors, making their experience more relevant and engaging
- **Increase** engagement and monetization opportunities by targeting the right group of users with tailored content and relevant announcements
- **Understand** your users, and immediately use the information to target and engage them
- **Create** user groups with Audience Segments that can target users based on collected demographics, past activities, and behavior on your website

Audience Segments and the Smart Layout Widget can be used separately, or together to deliver content tailored to users' interests and behaviors.

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How it Works | Smart Layout Widget

The new Smart Layout Widget can be linked to Smart Groups and to the new Audience Segment Identity types to target up to four different types of users. The widget contains five drop zones, with four empty drop zones available to link to targeted user groups and a default fallback. Each drop zone can be filled with any of the widgets available in the PageBuilder Widgets Library. Site editors can add or remove drop zones, manage the Smart Groups through a link in the widget properties, and preview the results of the widget for the users of each assigned Smart Group.

Create a Smart Layout Widget [client login required].

Ready to submit? Start a new submission or continue a submission in progress — Go to submission site ⤴
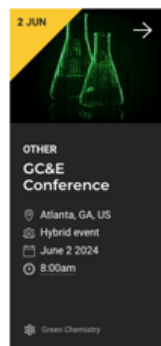
A user not in a target group visiting a Journal page and seeing the default view

Ready to submit? Start a new submission or continue a submission in progress — Go to submission site ⤴

🔒 **Great news!** You may be eligible to publish open access at no cost. ⌄

A user who is a member of an institution with special institutional agreements will see the personalized view

2 JUN →
OTHER
GC&E Conference
📍 Atlanta, GA, US
⬡ Hybrid event
🗓 June 2 2024
🕗 8:00am
⚛ Green Chemistry

Users who are frequently accessing articles related to the topic of the event and in the same region will see this promotion

A special collection can be featured for users who have a license to related content so they can check out and purchase similar articles

Collections
Electrode Interfaces
This Virtual Issue offers a small sampling of the latest advancements in interfacial electrochemistry with a focus on novel electrode materials and their applications, playing a crucial role in driving sustainable energy solutions and enhancing sophisticated sensing technologies.
View this Collection

WILEY ▪ Partner Solutions | ATYPON

Contact your account manager to learn more.

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How it Works |Audience Segments

The new Audience Segment Identity groups users based on their previous activity to offer an enhanced user experience by providing personalized and relevant content, aligning with users' known interests. You can also use the Audience Segment Identities in the new Smart Layout Widget to deliver content tailored to the users' interests and behaviors.

The Audience Segment Identity (like other identities on the platform) can be leveraged to create tailored offers and provide specific licenses to a certain group of users, taking full advantage of the segmentation and targeting of users.

Create an Audience Segments Identity [client login required].

Insights Data → Insights Report → Group of Users → Literatum Group

Users who **visited articles tagged** with electrical engineering topics frequently in the past 3 months from a specific region →

A group of users who have **demonstrated interest** in Electrical Engineering in the specified region will be created in the Atypon Platform

- Promote an Electrical Engineering event
- Offer a discount on related articles
- Highlight related collections and virtual issues

Contact your account manager to learn more.