



SMART CONTENT

BadCamp 2019

Anonymous Personalization Without Leaving Drupal

by **Mike Lander**



Michael Lander

Technical Director @ Elevated Third

D.O.: [@michaellander](#)

Twitter: [@MikeLand3r](#)

Drupal Slack: [@michaellander](#)

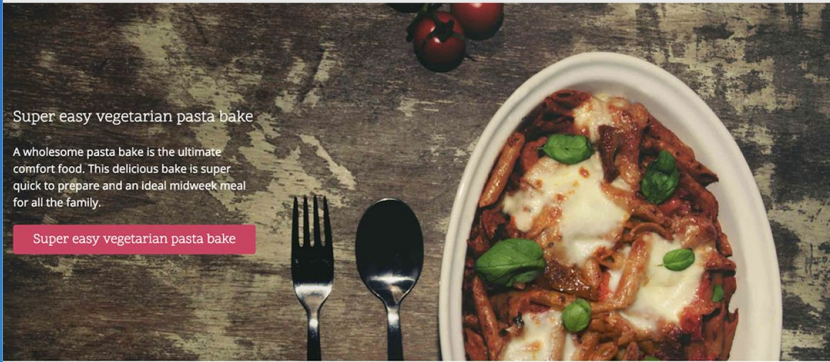
What is personalization?

Personalization is to alter the content and UX of a website to provide an experience customized to an individual users context or state.

Types of anonymous personalization:

- Dynamic Content Recommendation
- Individualized Tokenization
- Contextual Conditions*

** This is where we are focusing.*



Super easy vegetarian pasta bake

A wholesome pasta bake is the ultimate comfort food. This delicious bake is super quick to prepare and an ideal midweek meal for all the family.


[Super easy vegetarian pasta bake](#)

Give your oatmeal the ultimate makeover

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[VIEW RECIPE >](#)



Fiery chili sauce

[VIEW RECIPE >](#)



Crema catalana

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Super difficult Steak Quesolite

Vegetarian pasta bakes aren't for everyone. Why not try this steak quesolite instead.


[Learn how to make a Steak Quesolite](#)

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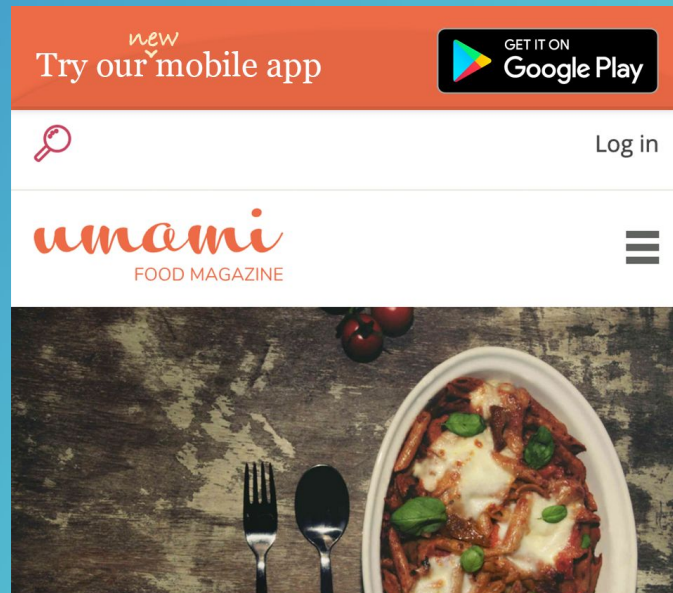
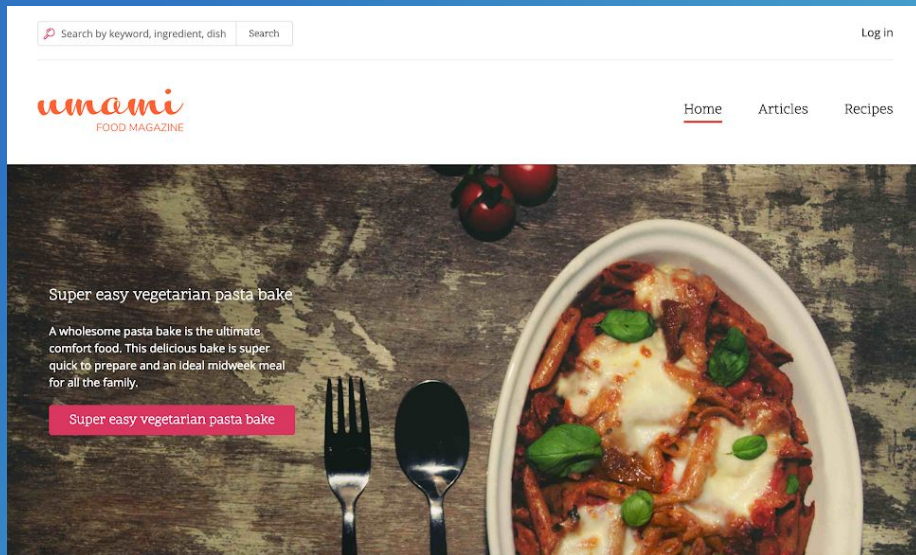
Fiery chili sauce

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Drupal is great at providing customized experiences for authenticated users, and flattening pages for anonymous users.

But what if we want to provide customized experiences for anonymous users?

localStorage

Third Parties

Visitor Actions

Device Properties

And more...

Cookies

Browser properties

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Smart Content

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Posted by [michaellander](#) on *15 March 2017*, updated *8 February 2019*

[★ 8](#)

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Sample use cases include:

drupal.org/project/smart_content

Maintainers for Smart Content

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Issues for Smart Content

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Smart Content at its core, is an API and toolset for providing **conditions**, and subsequent **reactions**.

... it is **not**, however, an **access control** module.

The Ecosystem

- **Smart Content** (smart_content)
- **Smart Content Block** (smart_content_block)*
- **Smart Content Browser** (smart_content_browser)*
- **Smart Content View Mode** (smart_content_view_mode)
- **Smart Content Segments** (smart_content_segments)
- ***More to come...***

* *Included in smart_content module.*

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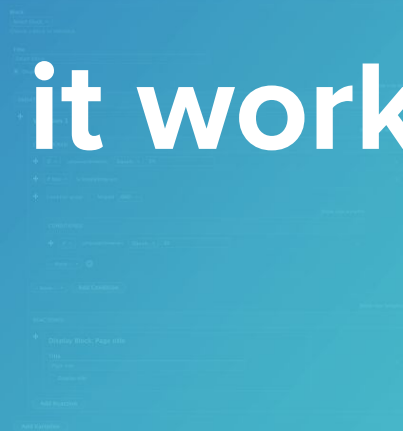
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Issues for Smart Content

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Page is rendered
with a placeholder
for each Smart
Content decision.

Placeholder <div>

Give your oatmeal the ultimate makeover

[VIEW ARTICLE >](#)



Fiery chili sauce

[VIEW RECIPE >](#)



Crema catalana

[VIEW RECIPE >](#)

Home

Explore recipes across every type of occasion, ingredient, and skill level.

Deep mediterranean quiche

[VIEW RECIPE >](#)



Vegan chocolate and nut brownies

[VIEW RECIPE >](#)



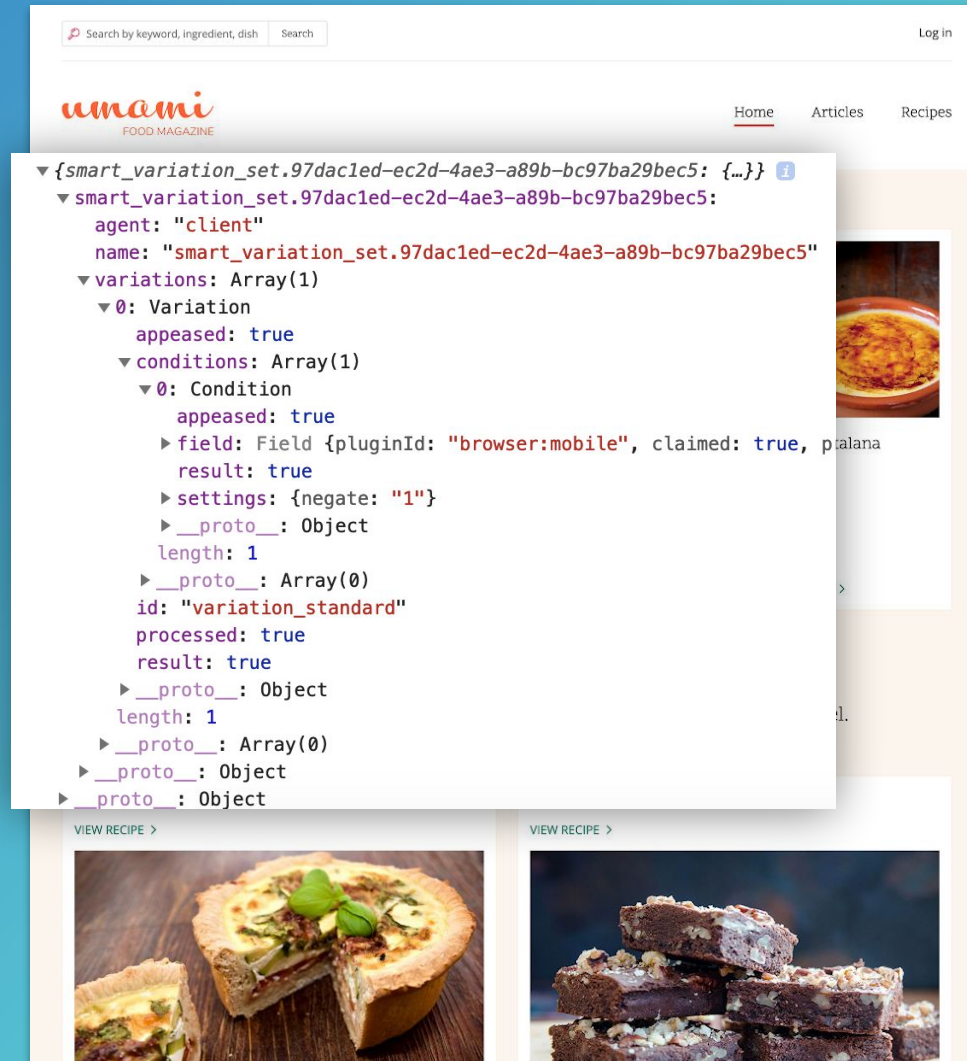
Settings are passed to Javascript containing associated data for each decision.

Search by keyword, ingredient, dish Search Log in

umami
FOOD MAGAZINE

Home Articles Recipes

```
▼ {smart_variation_set.97dac1ed-ec2d-4ae3-a89b-bc97ba29bec5: {...}} ⓘ  
  ▼ smart_variation_set.97dac1ed-ec2d-4ae3-a89b-bc97ba29bec5:  
    agent: "client"  
    name: "smart_variation_set.97dac1ed-ec2d-4ae3-a89b-bc97ba29bec5"  
    ▼ variations: Array(1)  
      ▼ 0: Variation  
        appeased: true  
        ▼ conditions: Array(1)  
          ▼ 0: Condition  
            appeased: true  
            ▶ field: Field {pluginId: "browser:mobile", claimed: true, palana  
              result: true  
            ▶ settings: {negate: "1"}  
            ▶ __proto__: Object  
              length: 1  
            ▶ __proto__: Array(0)  
            id: "variation_standard"  
            processed: true  
            result: true  
            ▶ __proto__: Object  
              length: 1  
            ▶ __proto__: Array(0)  
            ▶ __proto__: Object  
            ▶ __proto__: Object
```



**Additional libraries
are also attached for
processing
conditions.**

The screenshot shows the umami website interface. At the top, there is a search bar with the placeholder text "Search by keyword, ingredient, dish" and a "Search" button. The "umami" logo is on the left, and navigation links for "Home", "Articles", and "Recipes" are on the right. A dropdown menu is open, displaying a list of JavaScript files, each with a document icon on the left:

- decision.js?v=1.x
- condition_type.standard.js?v=1.x
- condition.browser.js?v=1.x
- decision.client.js?v=1.x

Below the dropdown, the "Home" section is visible, featuring the text "Explore recipes across every type of occasion, ingredient, and skill level." and two recipe cards:

- Deep mediterranean quiche** with a "VIEW RECIPE >" link and an image of a quiche.
- Vegan chocolate and nut brownies** with a "VIEW RECIPE >" link and an image of brownies.

Decision.js searches the page for all placeholders, and begins processing the associated data for each decision.




Placeholder <div>


Search by keyword, ingredient, dish Search Log in

umami [Home](#) [Articles](#) [Recipes](#)


Give your oatmeal the ultimate makeover
[VIEW ARTICLE >](#)



Fiery chili sauce
[VIEW RECIPE >](#)




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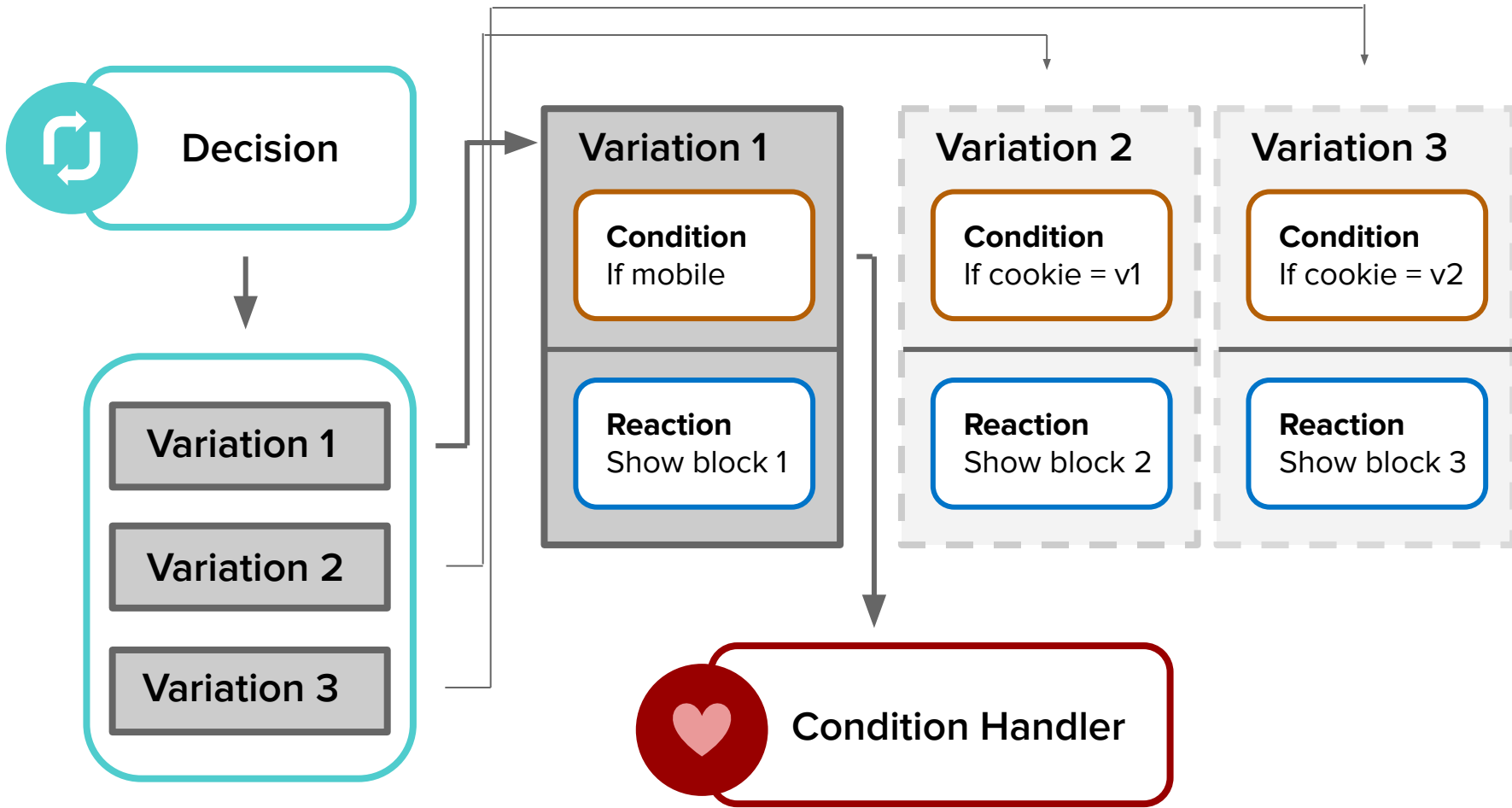
Home
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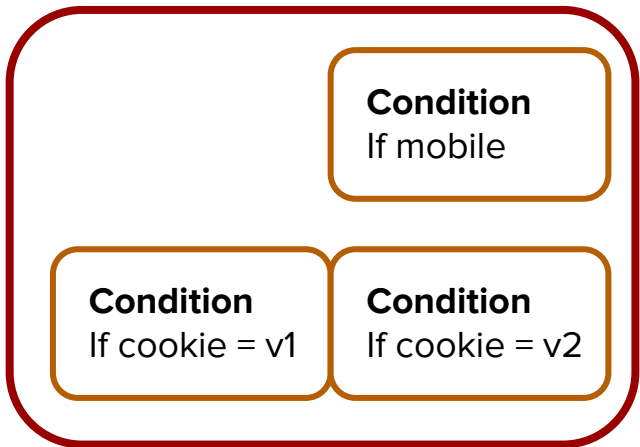
Deep mediterranean quiche
[VIEW RECIPE >](#)



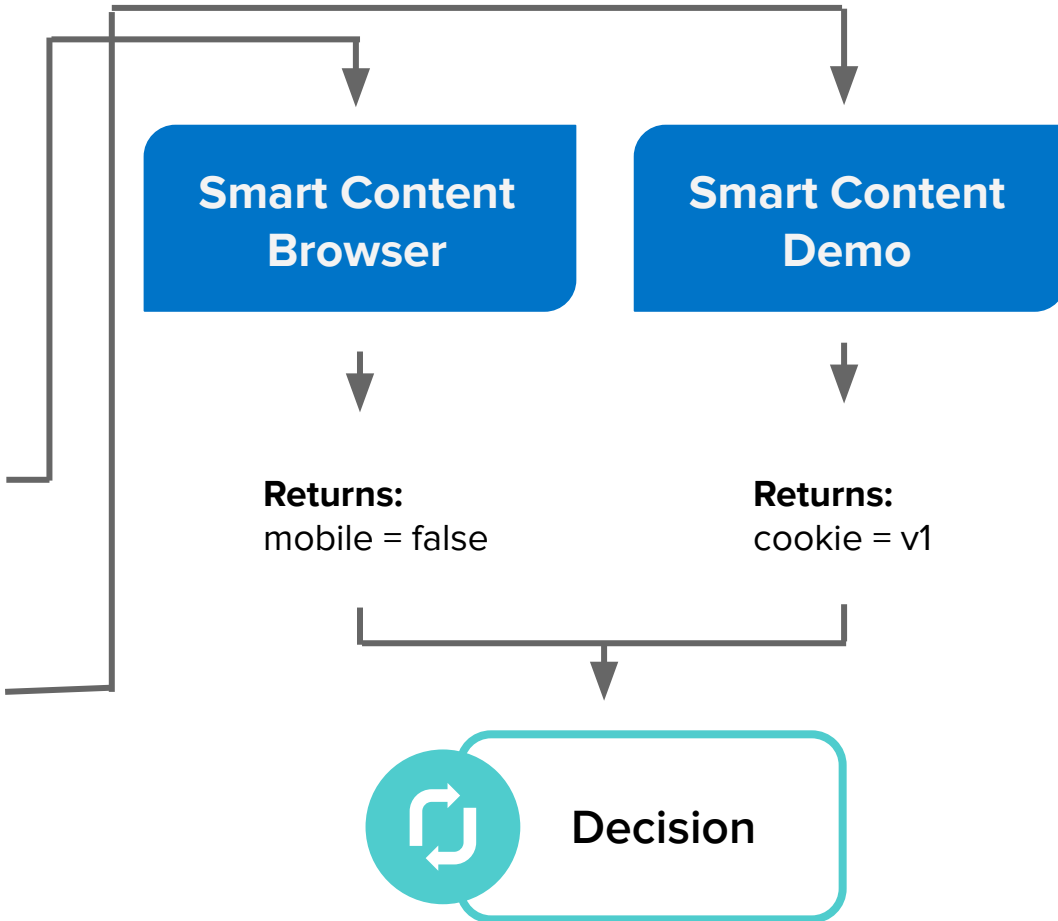
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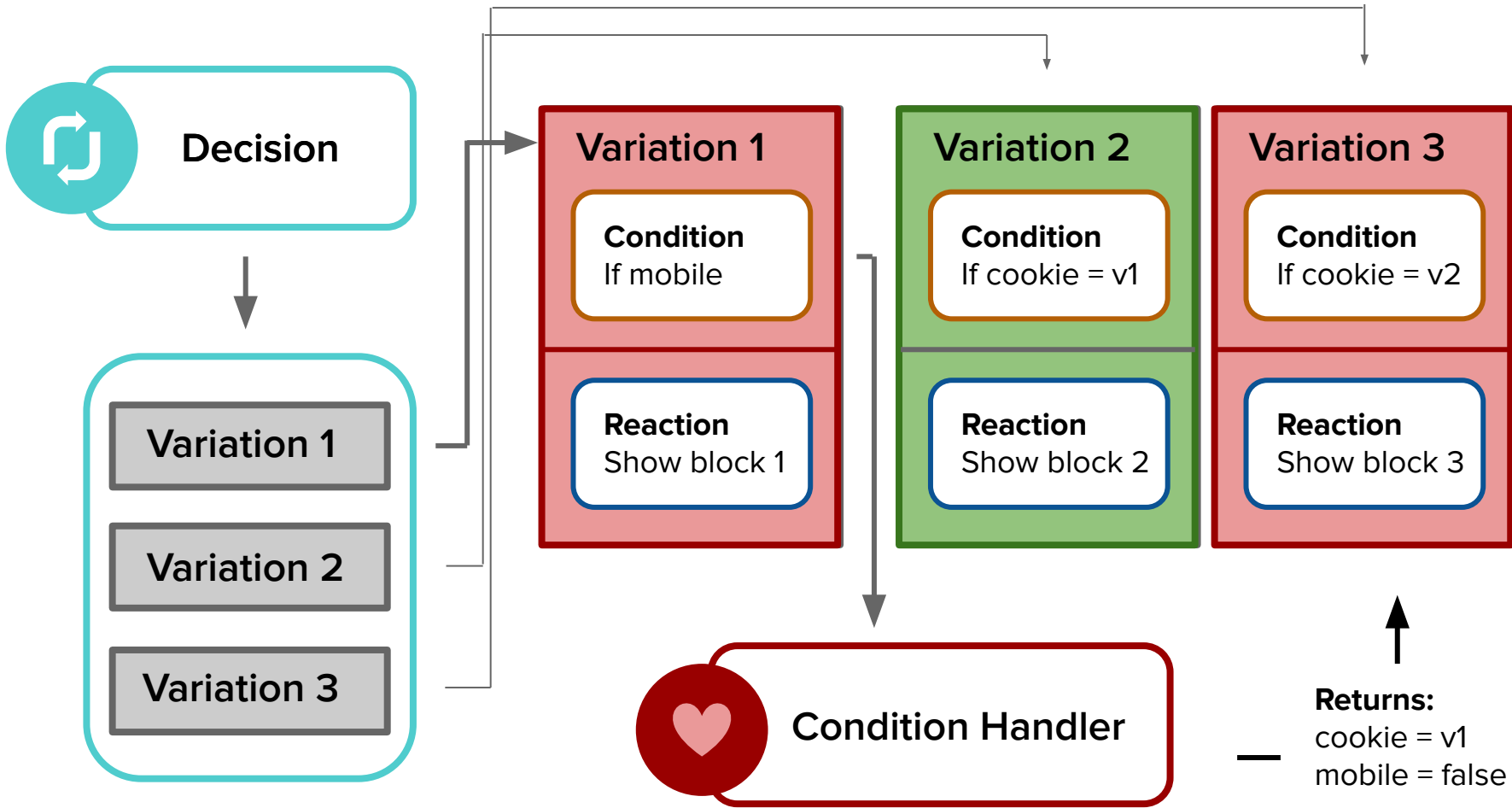






Common conditions are combined until value satisfied.





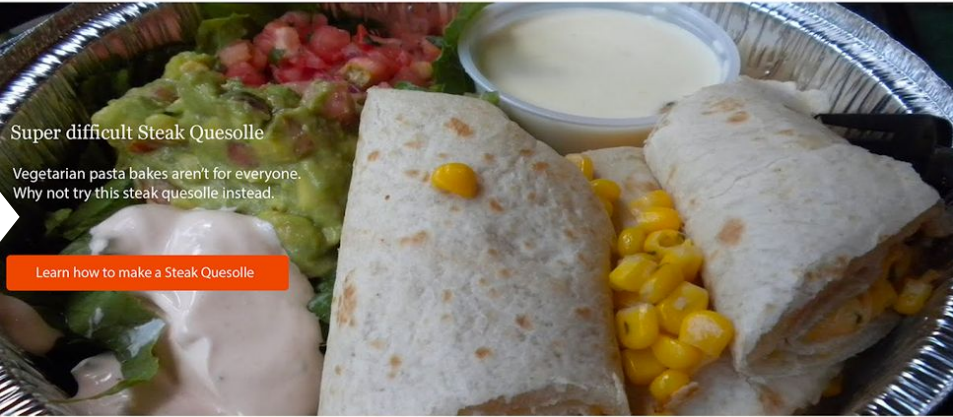
If a winner is found, a request is made to retrieve the winning reaction. The placeholder is then replaced.



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umami
FOOD MAGAZINE

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... so what can we use this for?

Targeting segments

Time-of-day customizations

Gated resources

New vs Returning

A/B or Multivariate

Content based on scoring

Location based customizations

Per device/os content

GDPR Notifications

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Smart Content is currently in alpha. We are 1 issue away from Beta.

And then what?

- Continue on to a full release
- Extend the module to feature additional conditions and reactions

2.x.....

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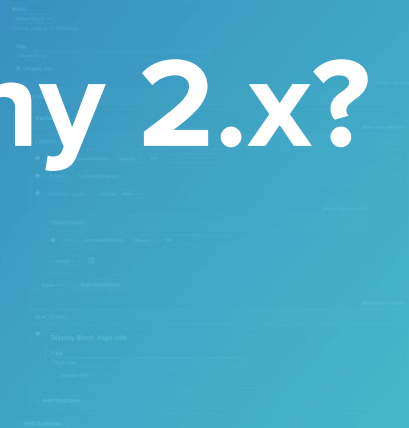
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We can do better

- Reduce overuse of plugin system.
- Fewer, tighter API's
- Make decisions... decide. Reactions can depend on decisions without living within them.
- Further decouple storage from behavior
- Improve UX

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