



## Oracle WebCenter Sites

# Optimize Targeting with WebCenter Sites and BlueKai Integration

### Define your targeting strategy in BlueKai

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3. Get BlueKai user keys
4. Configure BlueKai properties

### Create Engage assets in WebCenter Sites

5. Create BlueKai segments
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### Target site visitors with BlueKai powered recommendations

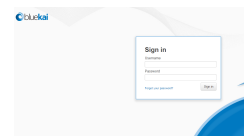
7. Capture a site visitor's online behavior
8. Use visitor data in recommendation engine
9. Show personalized content to site visitor

## *Define your targeting strategy in BlueKai*

1

### Get started with BlueKai

- > Register with BlueKai to get your BlueKai login credentials.
- > Login to BlueKai ([partner.bluekai.com](https://partner.bluekai.com)).
- > Create a container/site ID for your site.



2

### Use/Create BlueKai campaigns

Use/Create categories, audiences and campaigns in BlueKai.

## Enable BlueKai integration with WebCenter Sites

3

### Get BlueKai user keys

- Get the two BlueKai user keys from BlueKai. You will use them for programmatic access to BlueKai.

4

### Configure BlueKai properties

- Go to the Admin interface of WebCenter Sites.
- Open the Property Management Tool. Click **System Tools** and then **Property Management**.
- In the Property Management Tool, select **Bluekai** in the **Category** and **SubCategory** drop-down lists, and click **Search**. The four BlueKai properties display:  
bluekai.user.key,  
bluekai.segments.cookie.prefix,  
bluekai.sites.cookie,  
bluekai.private.key.
- Click each BlueKai property, enter the property value in the **Value** field and then click **Save**. For properties bluekai.user.key and bluekai.private.key, the value will be the two user keys obtained from BlueKai.

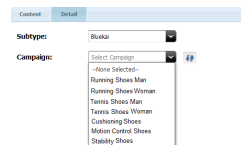


## Create Engage assets in WebCenter Sites

5

### Create BlueKai segments

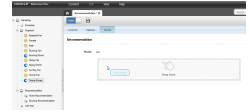
- Go to the Contributor interface of WebCenter Sites.
- Create a new Segment. Click **Content** and select **New**, and then select **Segment**.
- Click the **Detail** tab of your Segment form, and select **Bluekai** from the **Subtype** drop-down list. The **Campaign** drop-down list appears.
- Select the appropriate BlueKai campaign from the **Campaign** drop-down list and click **Save**.



## 6

## Create recommendations

- Create a new Recommendation. Click **Content** and select **New**, and then select **Recommendation**.
- Search for BlueKai segments. You can find BlueKai segments in the **Marketing Tree**.
- Drag and drop the BlueKai segment onto the *Drop Zone* of your Recommendation form.
- Click **Save**.



## Target site visitors with BlueKai powered recommendations

## 7

## Capture a site visitor's online behavior

- Embed the JavaScript code snippet in your webpages.



## 8

## Use visitor data in recommendation engine

- To display recommended content to site visitor use the Server side Java code snippet in template controller.



## 9

## Show personalized content to site visitor

- Here's an example of how recommended content will be shown to a female visitor to the Avisports website who is interested in *tennis shoes*.



✔ You're done!

## Find out more about *Oracle WebCenter Sites*

### Product Information

See: [oracle.com/webcenter/sites](http://oracle.com/webcenter/sites) and [docs.oracle.com](http://docs.oracle.com)

### Related Links

- [How do I create BlueKai segments?](#)
- [Setting BlueKai Campaigns](#)
- [Administering BlueKai Integration](#)
- [Understanding Segments](#)

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