



SMART CONTENT

DrupalCon Seattle 2019

Anonymous Personalization Without Leaving Drupal

by **Mike Lander**



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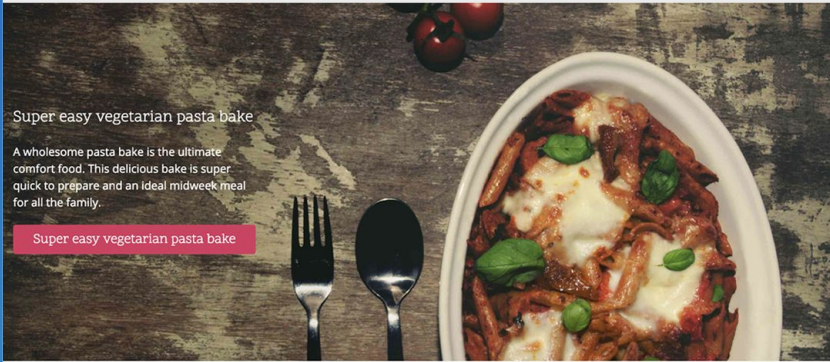
What is personalization?

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

[VIEW ARTICLE >](#)



[VIEW RECIPE >](#)



Fiery chili sauce

[VIEW RECIPE >](#)



Crema catalana

[VIEW RECIPE >](#)



Super difficult Steak Quesolle

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


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

Give your oatmeal the ultimate makeover

[VIEW ARTICLE >](#)



[VIEW RECIPE >](#)



Fiery chili sauce

[VIEW RECIPE >](#)



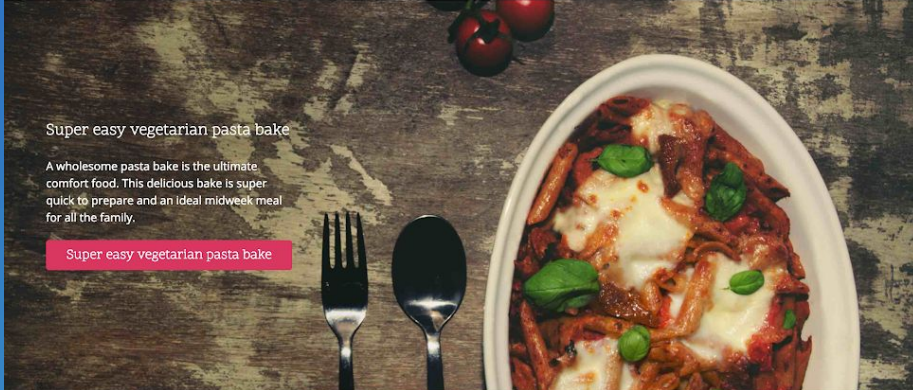
Crema catalana

[VIEW RECIPE >](#)

Search by keyword, ingredient, dish Search Log in

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[VIEW ARTICLE >](#)



Fiery chili sauce

[VIEW RECIPE >](#)



Crema catalana

[VIEW RECIPE >](#)

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

[View](#)[Version control](#)[Automated testing](#)

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

★ 8

Smart Content is a tool for enabling real-time, anonymous website personalization on any Drupal 8 website. Out of the box, it allows site administrators to display different content for anonymous or authenticated users based on browser conditions.

The Smart Content module provides limited functionality on its own. Instead, it is designed to work in conjunction with other modules to bring the full power of personalization to life:

- **Smart Content Blocks** (Included) allows you to insert a Smart Block on any page in order to hide/show/swap content within that block, based on conditions. They can be added anywhere you can normally place blocks, and multiple Smart Blocks can be placed on a single page.
- **Smart Content Segments** allows you to create, save and manage sets of conditions, called Segments. Smart Blocks can use any Segment(s) to display corresponding content.

Sample use cases include:

drupal.org/project/smart_content

Maintainers for Smart Content

[michaellander](#) – 99 commits

last: 1 hour ago, first: 2 years ago

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last: 23 hours ago, first: 1 week ago

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Issues for Smart Content

To avoid duplicates, please search before submitting a new issue.

Search

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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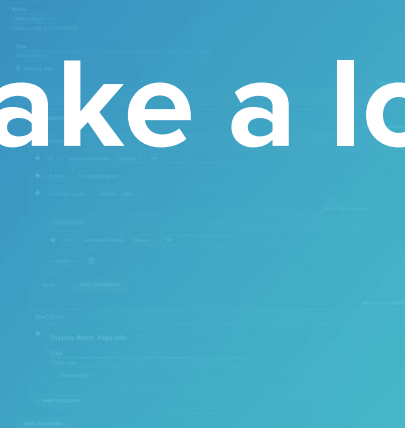
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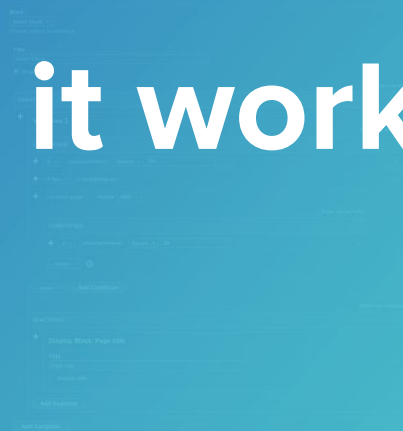


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Issues for Smart Content

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


Placeholder <div>

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 >




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


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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  
      appeared: true  
      ▼ conditions: Array(1)  
        ▼ 0: Condition  
          appeared: 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
```



VIEW RECIPE >



VIEW RECIPE >

**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 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 white overlay box displays 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 overlay, the "Home" section is visible, featuring the text "Explore recipes across every type of occasion, ingredient, and skill level." and two recipe cards:

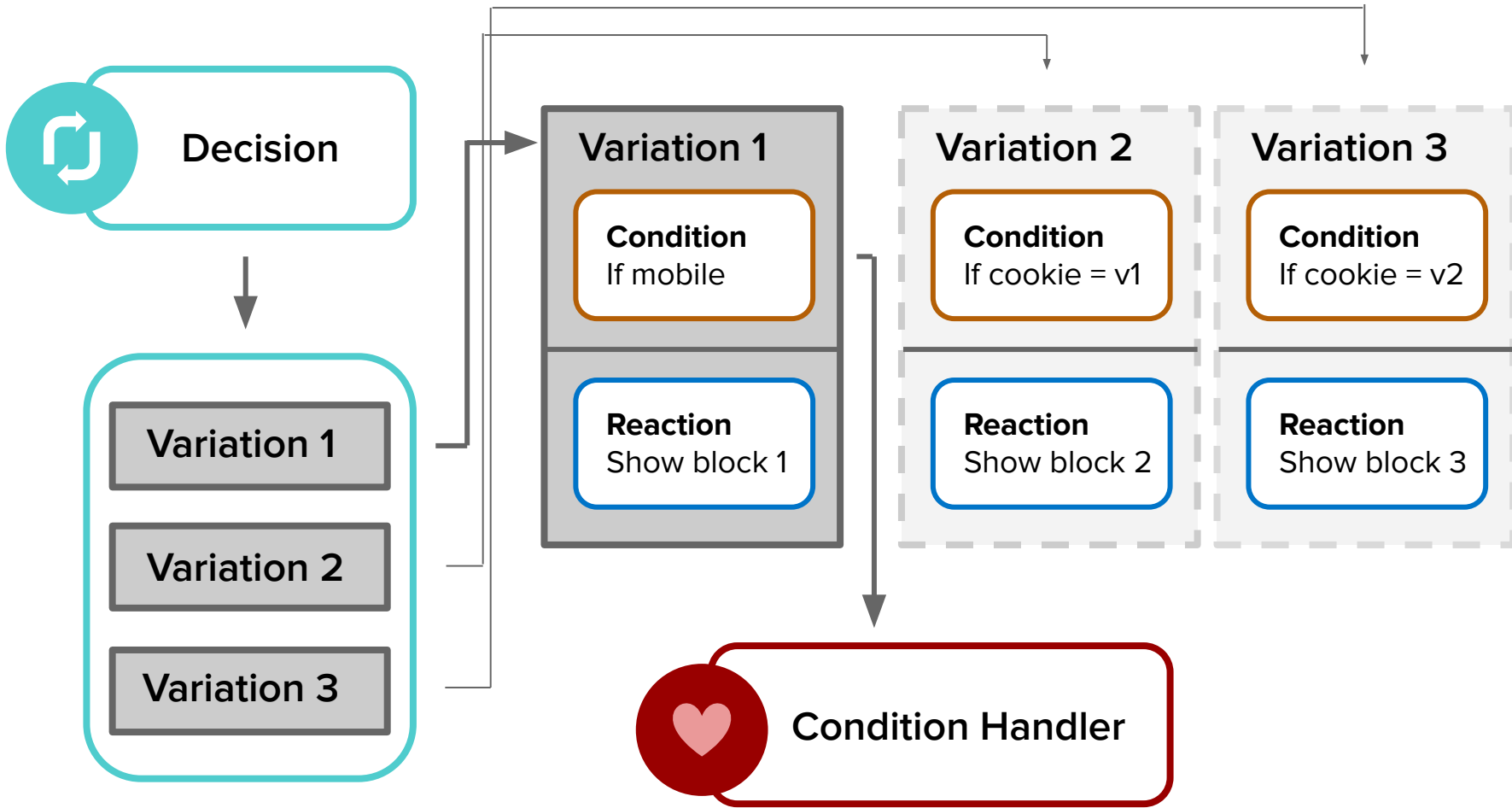
- Deep mediterranean quiche** with a "VIEW RECIPE >" link and an image of a quiche.
- Vegan chocolate and nut brownies** with a "VIEW RECIPE >" link and an image of brownies.

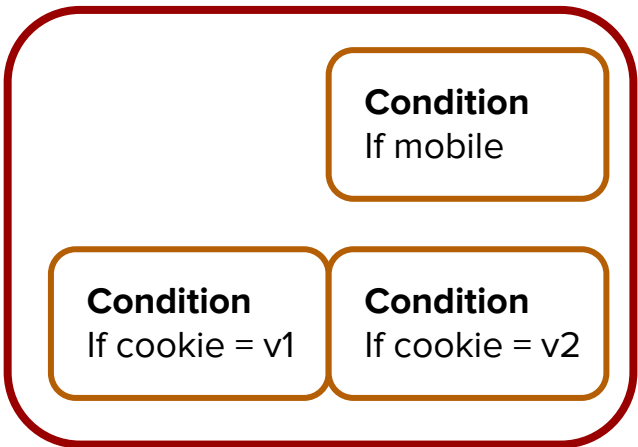
Decision.js searches the page for all placeholders, and begins processing the associated data for each decision.



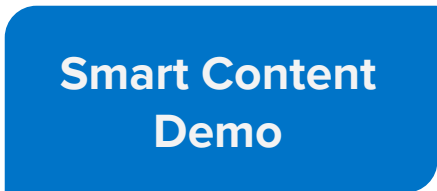
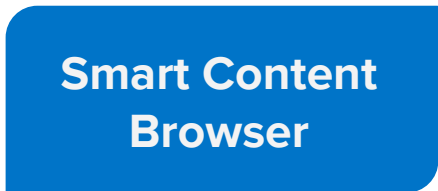
Placeholder <div>

The screenshot shows the homepage of the 'umami' website. At the top, there is a search bar with the text 'Search by keyword, ingredient, dish' and a 'Search' button. The 'umami' logo is in the top left, and navigation links for 'Home', 'Articles', and 'Recipes' are in the top right. A blue callout box with a refresh icon and the text 'Placeholder <div>' is overlaid on the left side of the page. The main content area features several recipe cards. The first card is titled 'Give your oatmeal the ultimate makeover' with a 'VIEW ARTICLE >' link and an image of oatmeal topped with berries and nuts. To its right are two smaller recipe cards: 'Fiery chili sauce' with a 'VIEW RECIPE >' link and an image of a colorful vegetable salad, and 'Crema catalana' with a 'VIEW RECIPE >' link and an image of a flan. Below these cards, the word 'Home' is centered, followed by the text 'Explore recipes across every type of occasion, ingredient, and skill level.' At the bottom, there are two more recipe cards: 'Deep mediterranean quiche' with a 'VIEW RECIPE >' link and an image of a quiche, and 'Vegan chocolate and nut brownies' with a 'VIEW RECIPE >' link and an image of brownies.





Common conditions are combined until value satisfied.

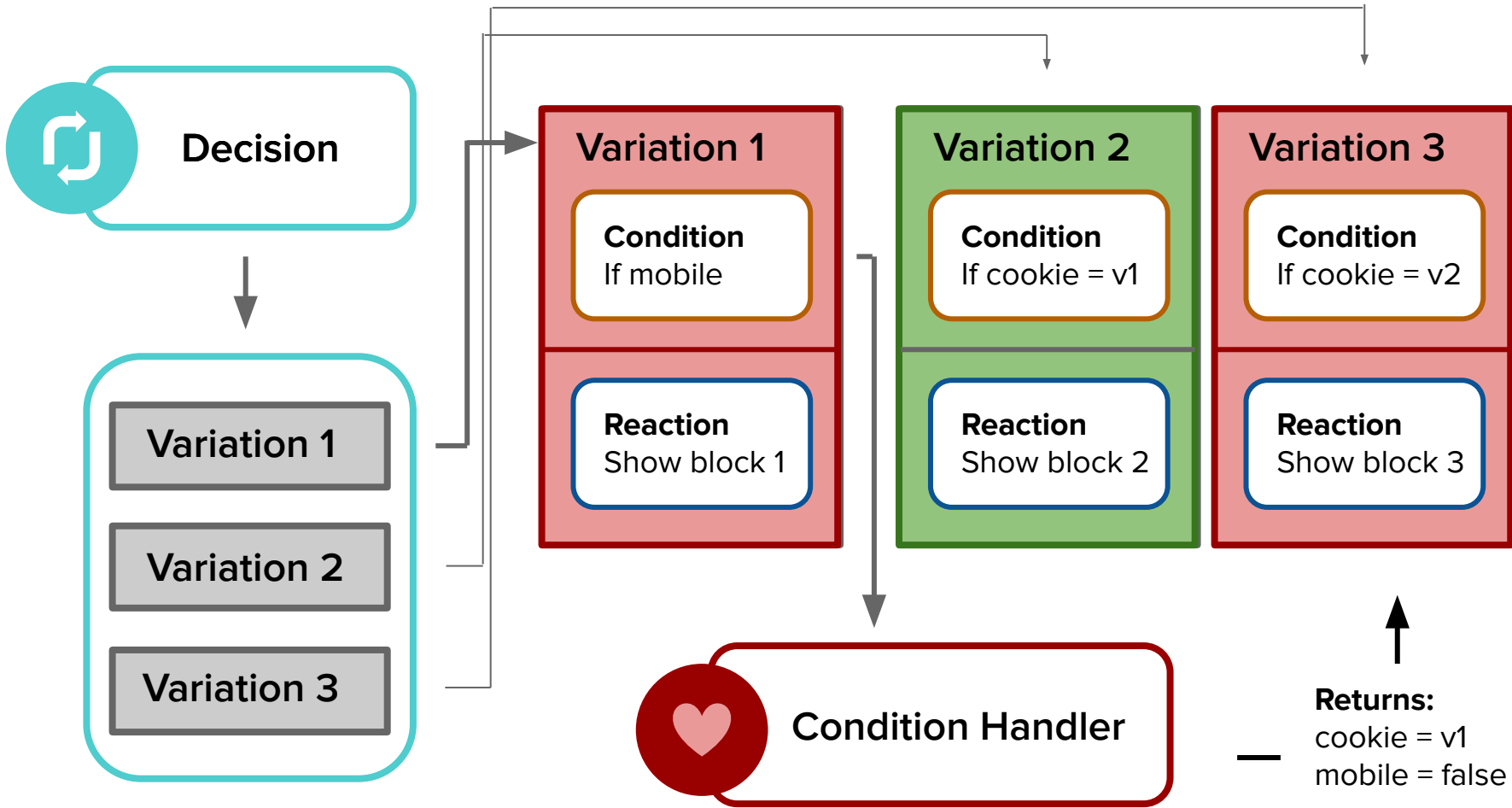


Returns:
mobile = false



Returns:
cookie = v1





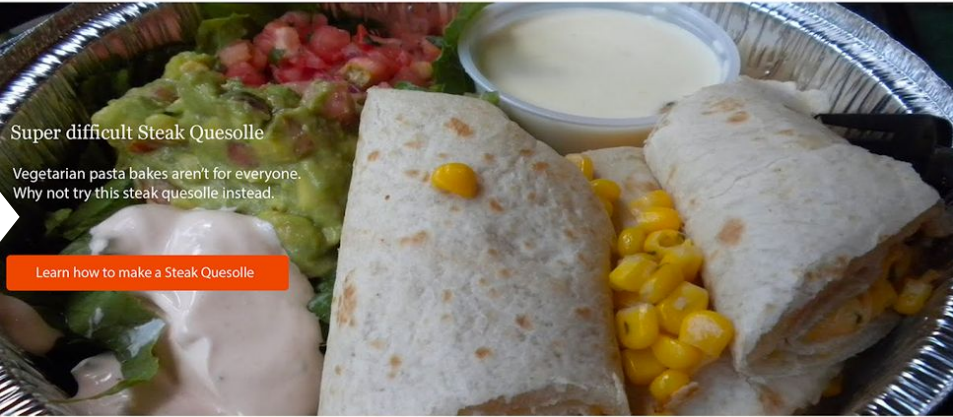
If a winner is found, a request is made to retrieve the winning reaction. The placeholder is then replaced.



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[VIEW RECIPE >](#)



Crema catalana
[VIEW RECIPE >](#)



... 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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Get Involved

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Smart Content is currently in alpha. We are looking for testers, and looking for people to extend and push the module.

Path to Beta:

- Finalize interfaces
- Fix any beta-blocking bugs
- Improve documentation

And then what?

- Continue on to a full release
- Extend the module to feature additional conditions and reactions
- A/B tests, multivariate tests...?

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Contribution opportunities

Friday, April 12, 2019

**Mentored
Contribution**

9:00-18:00
Room: 602

**First Time
Contributor Workshop**

9:00-12:00
Room: 606

**General
Contribution**

9:00-18:00
Room: 6A

#DrupalContributions

What did you think?

Locate this session at the DrupalCon Seattle website:

<http://seattle2019.drupal.org/schedule>

Take the Survey!

<https://www.surveymonkey.com/r/DrupalConSeattle>



Thank you!

If you have more questions, find me at our booth, on slack, twitter or on D.O.

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

Twitter: [@MikeLand3r](#)

Drupal Slack: @michaellander