



# Hyper personalisation in the era of **GDPR** and **SOLID** data vaults



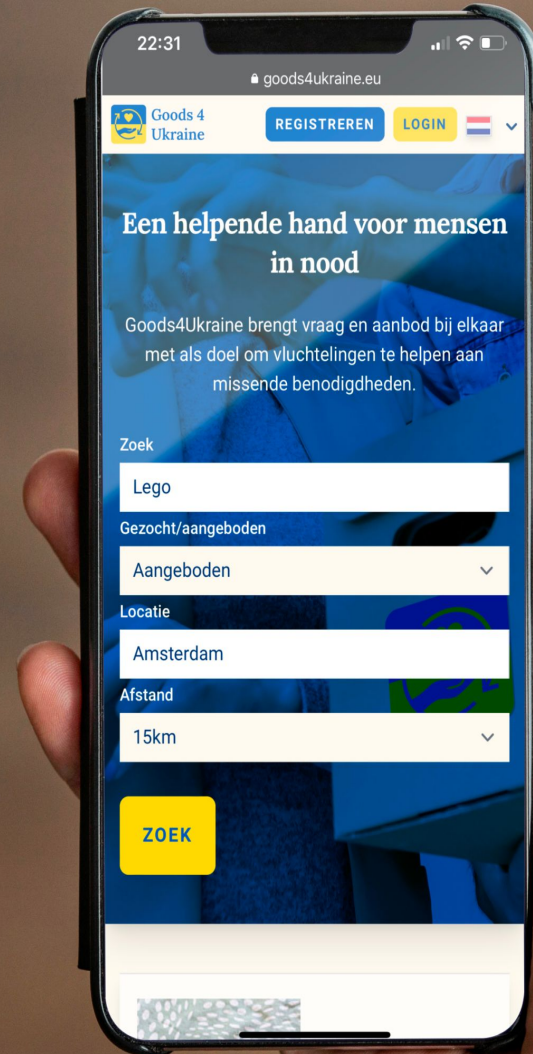
**Goods 4  
Ukraine**



# Mission

The **digital platform** Goods4Ukraine was created specifically to help **refugees** from **Ukraine in europe** find missing supplies.

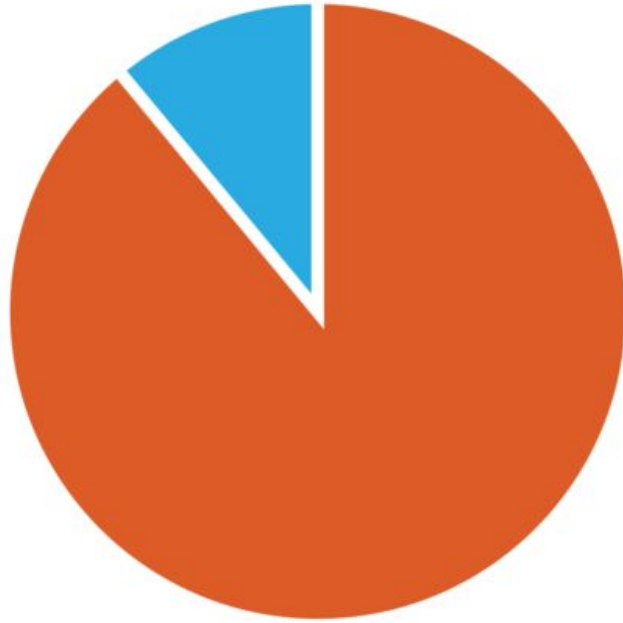
→ [www.goods4ukraine.eu](http://www.goods4ukraine.eu)





Did you know ...






**89% of consumers  
begin doing business  
with a competitor  
following a poor  
customer experience.**



When customers were targeted with **three personalised** pages conversion rates doubled, going **from 1.7% to 3.4%**

and when they're exposed to **10 personalised page** views, conversion rates jump **up to 31.6%**.

*source: Monetate's EQ4 2018 Quarterly Report*  
<https://www.ventureharbour.com/personalisation-fails/>

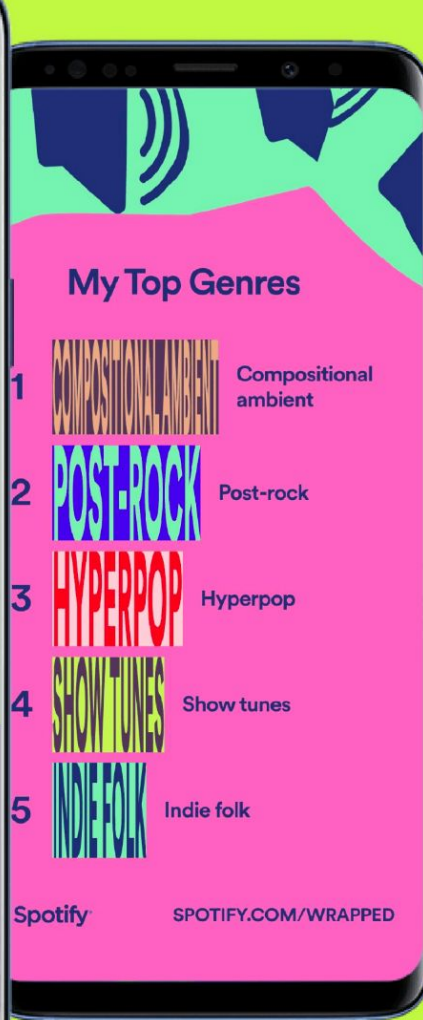


**80%** of shoppers saying they are more likely to buy from a company that offers **personalised experiences**.

Source: <https://instapage.com/blog/personalization-statistics>



What is  
personalization ?

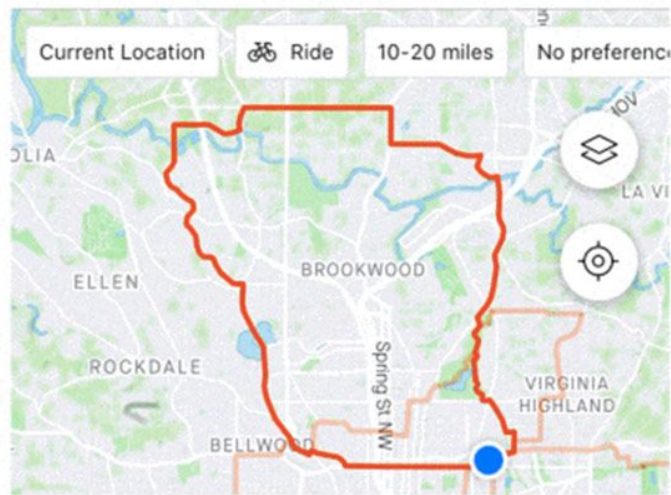


9:41



< Explore

Routes



Suggested routes



West Wesley Road-Defor Avenue  
Northwest-Howell Mill Road North...

15.1 mi 1h 1,291 ft

Save

See Details



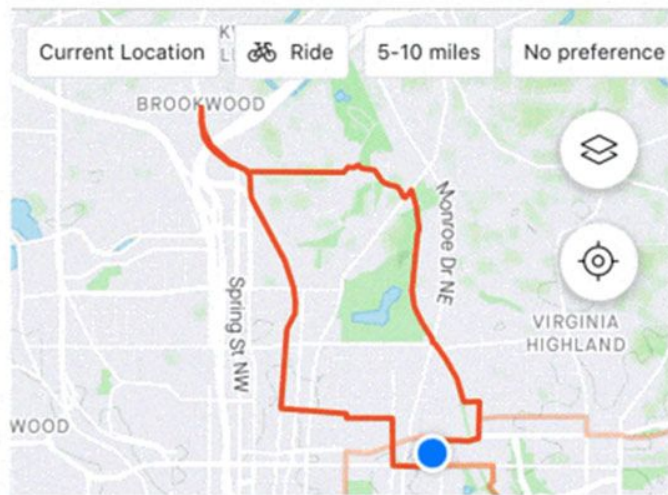
Glenwood Avenue Southeast-Clifton  
Street Southeast, Oakview Road

9:41



< Explore

Routes



Suggested routes



Interim BeltLine Eastside Trail-  
Beverly Road Northeast-Peachtre...

7.2 mi 28m 50s 522 ft

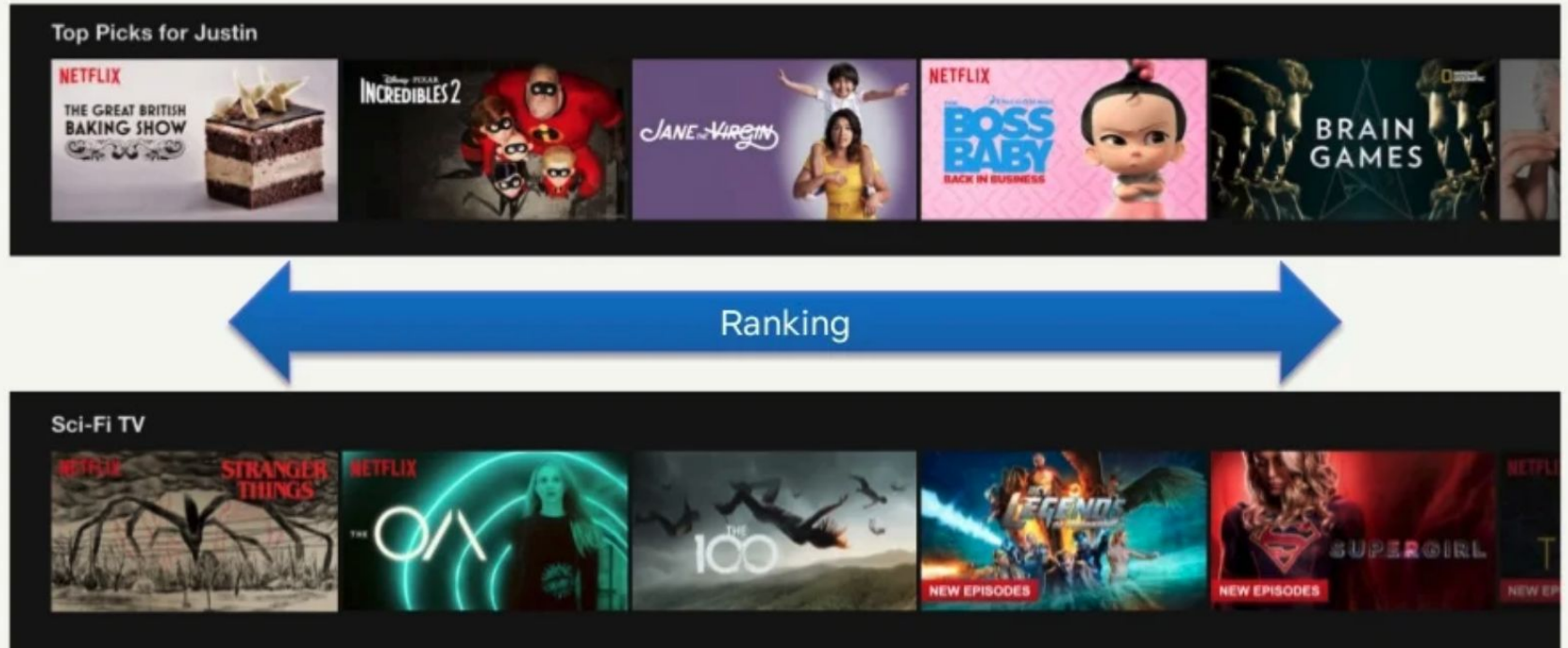
Save

See Details



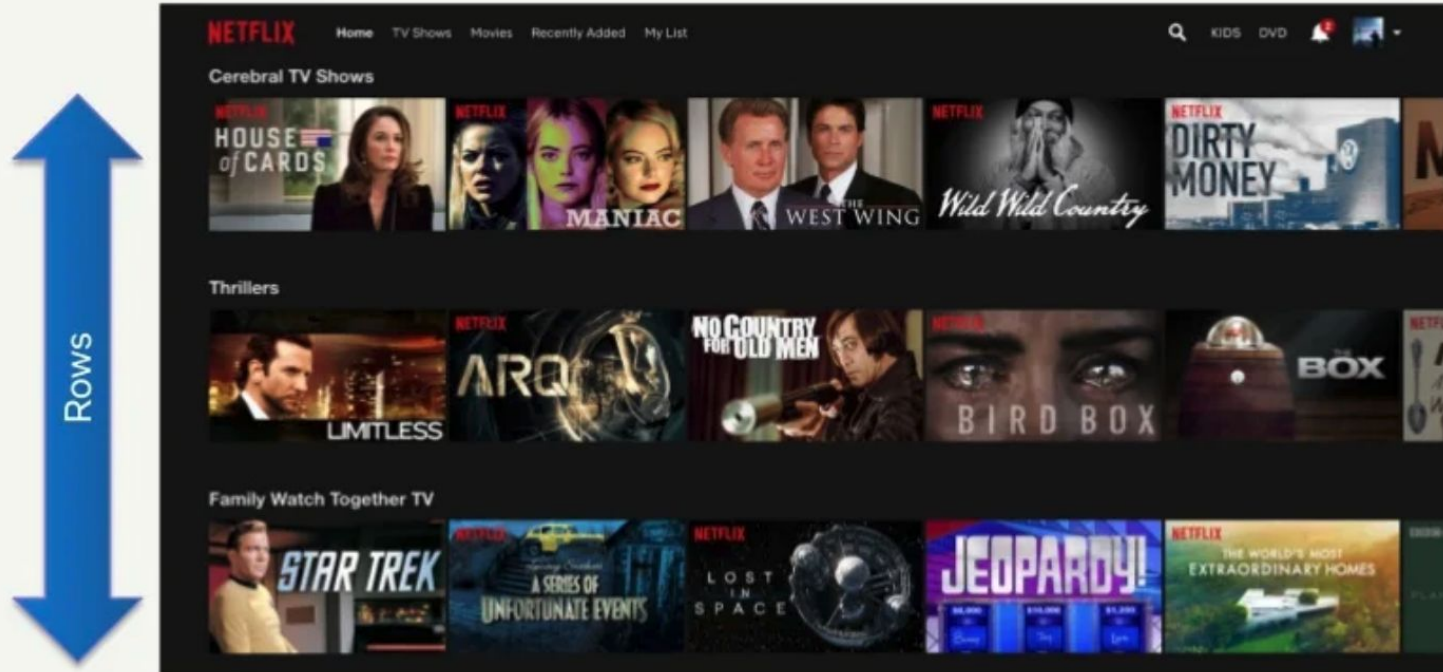
South Ponce de Leon Avenue  
Northeast, Ponce de Leon Avenue

# From what we recommend



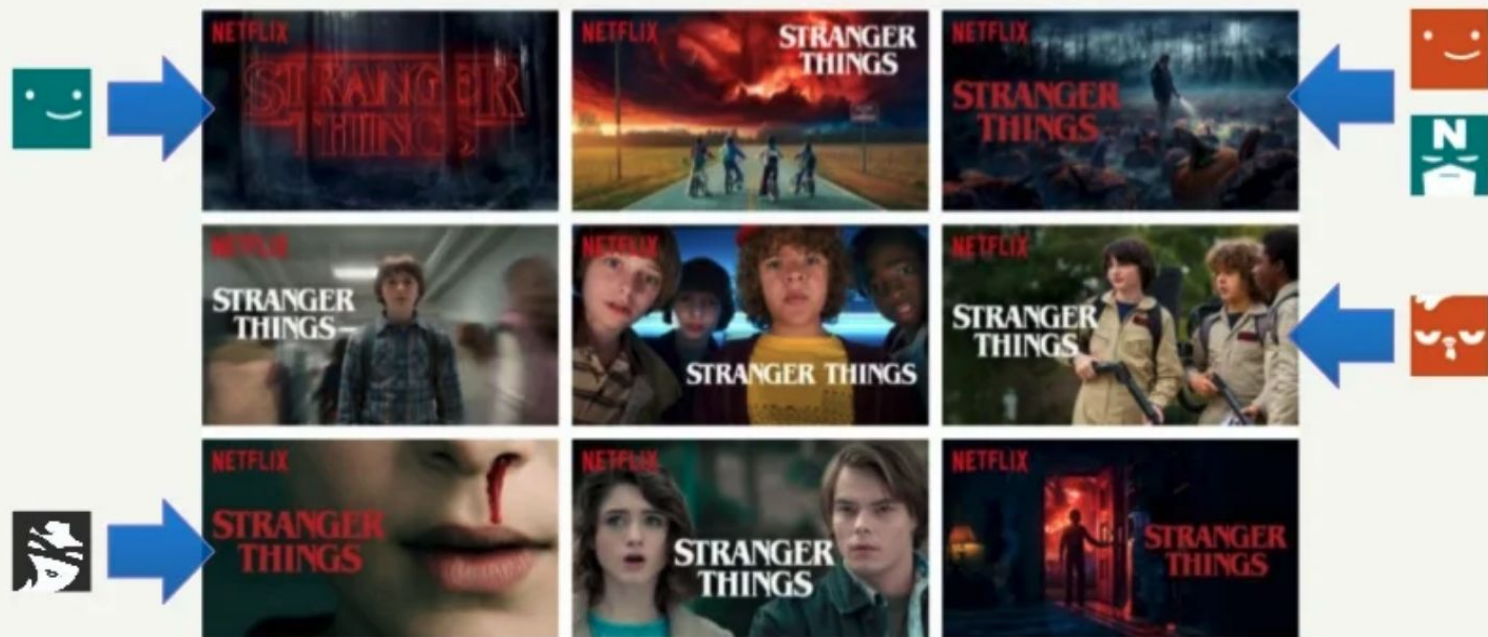
Ordering of videos is personalized

# ... to how we construct a page



Selection and placement of rows is personalized

# ... to what images to select



Personalized images

# **Everything** is a recommendation!

**Over 80%** of what  
people watch  
comes from our  
recommendations

Sign this document



InsurancePolicy\_ETYS.pdf

as



Sonia Chan Xue Ling

Personal

Domain

www.insurancecompany.com.sg

[Does the domain look suspicious?](#)

Match Reference Code

4

2

0

0

From

Insurance Company

Date

Cancel

Sign

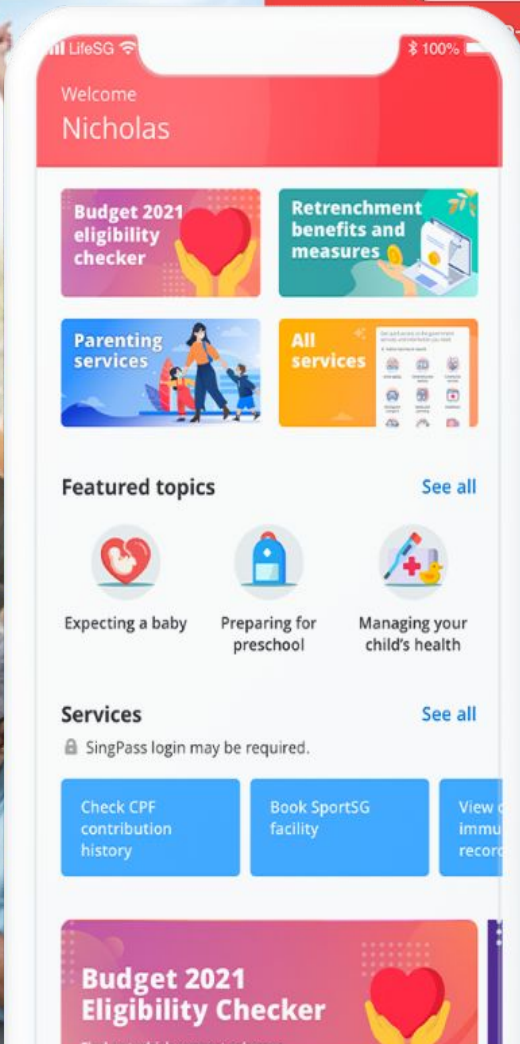
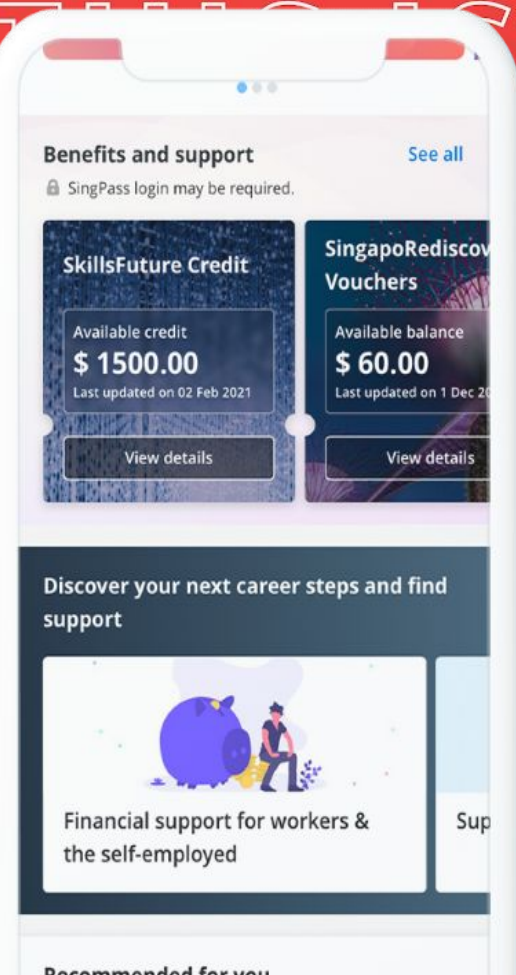
# Sign with singpass



Digitally signed with **singpass**

**Sonia Chan Xue Ling**

**26 Oct 2021, 9:45:13 SGT**



**ACCESS**

Government services at your fingertips with just one app.

**MANAGE**

Manage your government applications, appointments and more.

**NOTIFIED**

Stay up to date with the latest government benefits and events.

**LOAD THE APP**

ANDROID APP ON

Google play

Download on the

App Store

**GOVTECH SINGAPORE**

- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial
- Full Store Directory

**Just for me...**

AMAZON JEWELRY STORE

# Glittering Gifts

Shining ideas for Valentine's Day.



- Shop Valentine's Day Gifts
- Shop All Jewelry

Advertisement C

▶ Watch now

### Gold Box Deal of the Day



\$1.99 Harlequin Romances on Kindle

### ▶ Today's Deals



Protect Your iPhone 5 for Less ▶ Learn more

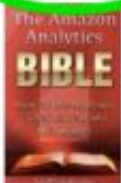
### Best Sellers

#### Video Games : PlayStation 3

Updated hourly

- 1,175 days in the top 100  
PlayStation 3 DualShock 3 Wireless Controller (Black)  
PlayStation 3  
~~\$54.99~~ **\$45.42**
- 286 days in the top 100  
Call of Duty: Black Ops II  
PlayStation 3  
~~\$59.99~~ **\$54.11**
- 74 days in the top 100  
Ni No Kuni: Wrath of the White Witch  
PlayStation 3  
~~\$59.99~~ **\$59.96**
- 241 days in the top 100  
Resident Evil 6  
PlayStation 3  
~~\$29.99~~ **\$19.99**
- 134 days in the top 100

### New For You



The Amazon Analytics Bible: How To...

▶ Tom Corson-Knowles

Kindle Edition

★★★★★ (17)

\$2.99

Why recommended?



SEO 2013 & Beyond :: Search engine...

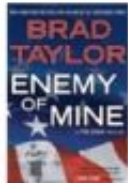
▶ Andrew Williams Ph.D., Dr. Andy Williams

Kindle Edition

★★★★☆ (57)

\$3.99

Why recommended?



Enemy of Mine: A Pike Logan Thriller

▶ Brad Taylor

Kindle Edition

★★★★☆ (50)

\$12.99

Why recommended?



Facebook Demystified - The 10...

▶ Don Wilson

Kindle Edition

★★★★☆ (45)

\$4.99

Why recommended?



How to Write Great Blog Posts that...

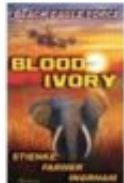
▶ Steve Scott

Kindle Edition

★★★★☆ (23)

\$0.99

Why recommended?



Black Eagle Force: Blood Ivory

Buck Slenke, Ken Farmer, Doran Ingrham

Kindle Edition

★★★★★ (1)

\$3.99

Why recommended?

▶ See more new releases

### More Items to Consider

Customers who viewed this also viewed



Garmin Forerunner 305 GPS Receiver...

★★★★★ (2,385)

\$329.99



Garmin Forerunner 410 GPS-Enabled...

★★★★★ (361)

~~\$299.99~~ **\$209.95**



Garmin Forerunner 310XT Waterproof...

★★★★★ (191)

~~\$299.99~~ **\$250.49**



Garmin Forerunner 10 GPS Watch

★★★★★ (150)

\$129.99



Garmin Forerunner 110 GPS-Enabled...

★★★★★ (473)

~~\$229.99~~ **\$189.99**



Garmin Forerunner 405 Wireless...

★★★★★ (540)




~~\$299.99~~ **\$175.00**

▶ View or edit your browsing history

**I looked at a heart rate monitor watch last week. Looks like they haven't forgotten.**


**They even let me know that they're always watching.**

# Amazon.com: Canon PowerShot SD780IS 12.1 MP Digital Camera with 3x Optical Image Stabilized Zoom and 2.5-inch LCD (Black)

 |  Inbox | 

 Amazon.com to me

[show details](#) 6:44 PM (17 hours ago)

 Reply

Chris Schwarz, We have [recommendations](#) for you

**amazon.com**

E-mail or print for immediate delivery > [Amazon.com Gift Cards](#)

[Your Amazon.com](#)

[Today's Deals](#)

[See All Departments](#)

Chris Schwarz,

**Put that data to work!**

Are you looking for something in our Camera, Photo & Video department? If so, you might be interested in these items.



[Canon PowerShot SD780IS 12.1 MP Digital Camera with 3x Optical Image Stabilized Zoom and 2.5-inch LCD \(Black\)](#)  
by Canon

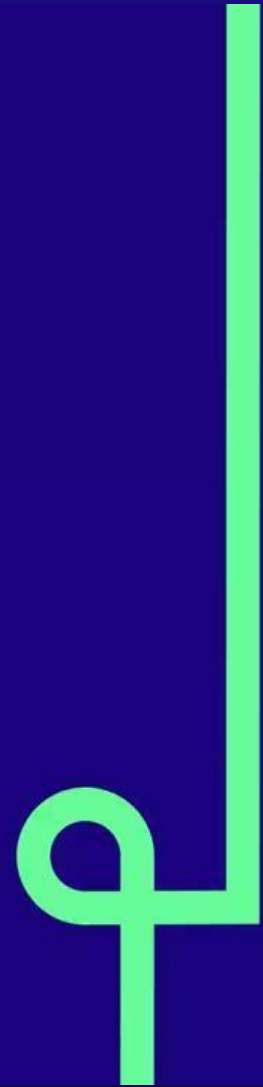
Sold by: tigris of mesopotamia

[Learn more](#)

[Add to Wish List](#)

Grow your business  
with a personal  
customer experience

dropsolid

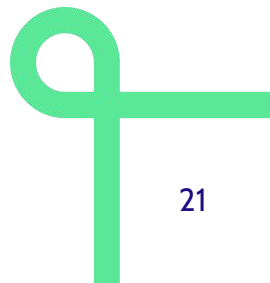
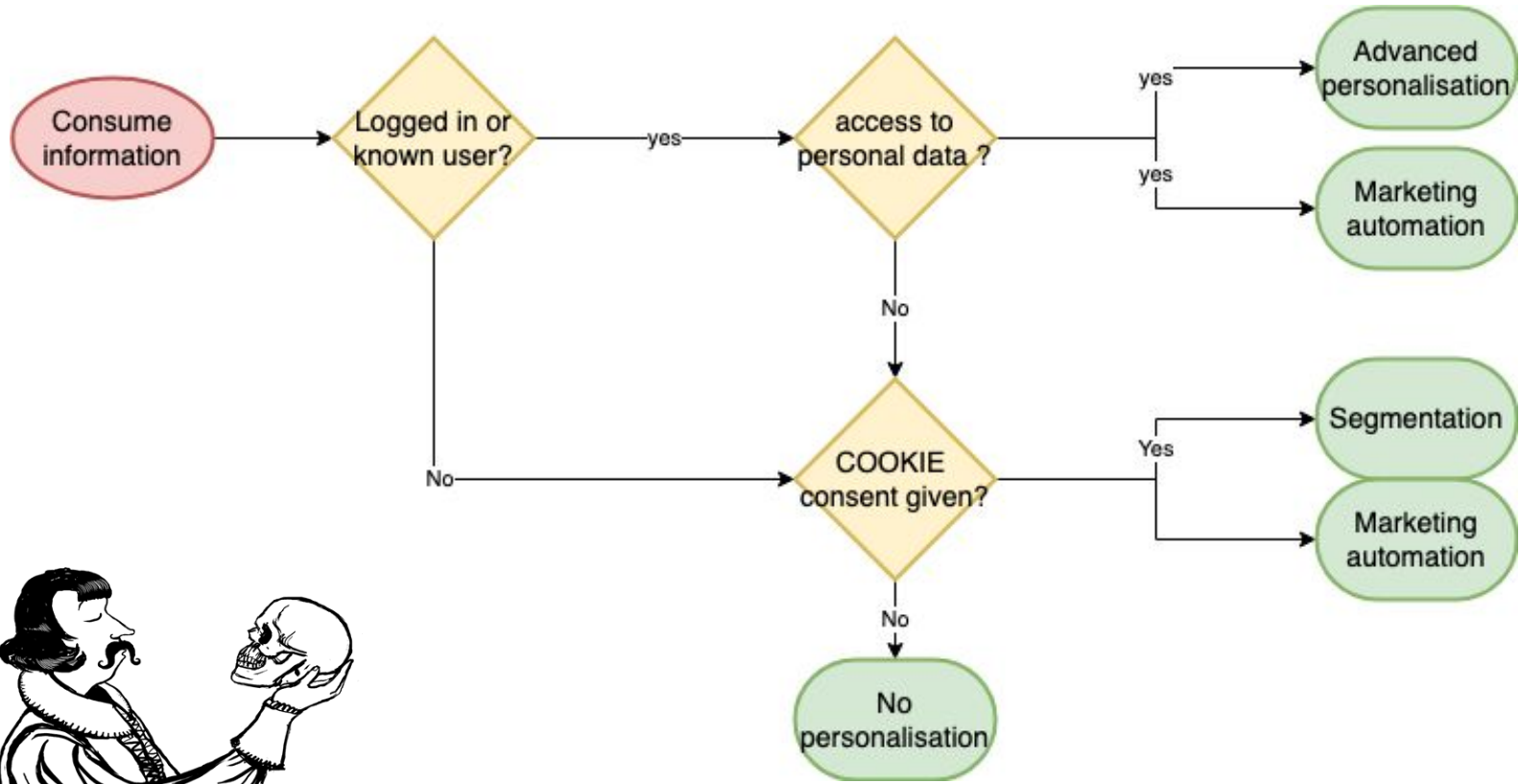




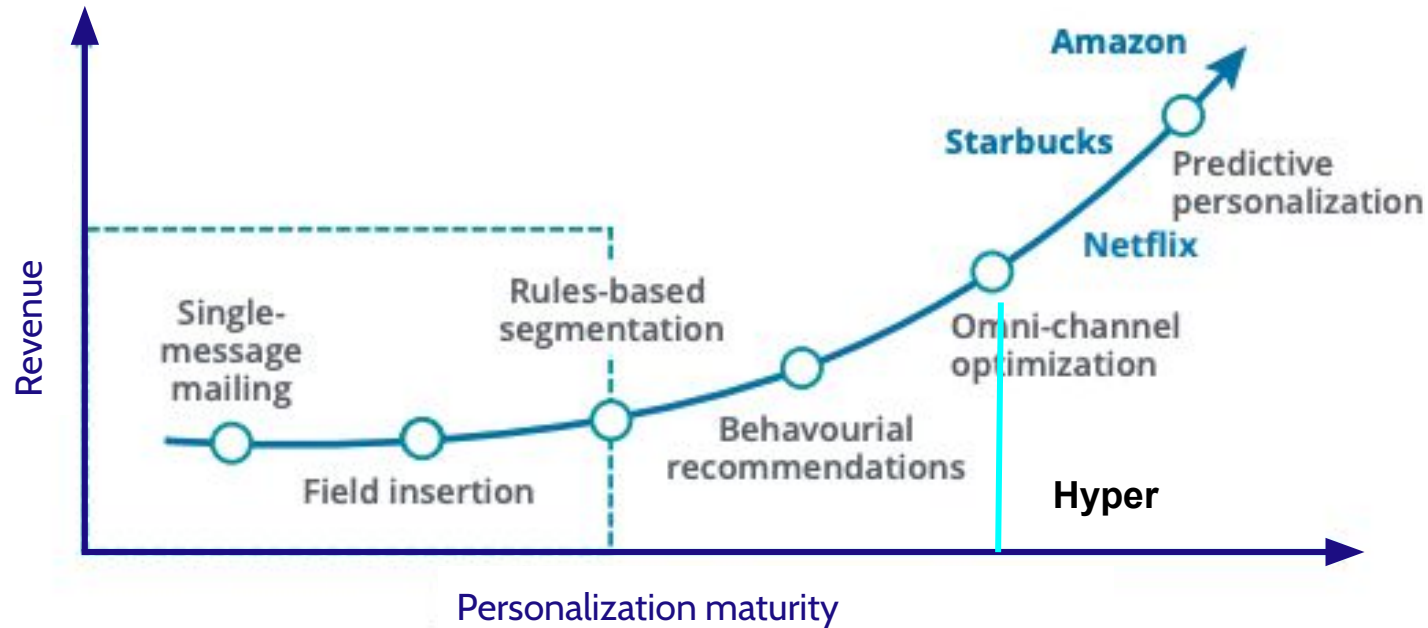
HOW ?

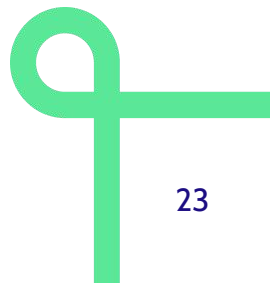


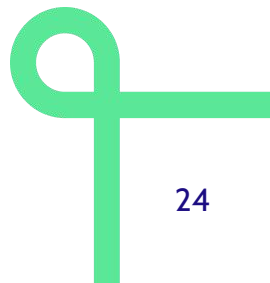
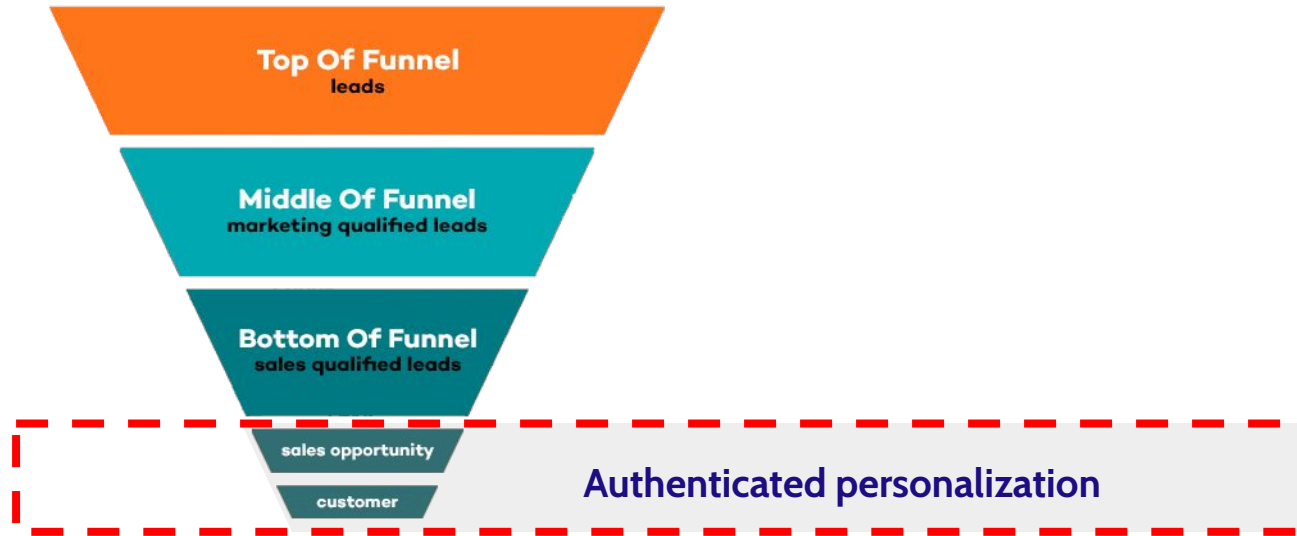
# To personalise or not to personalise?



# Personalization maturity curve









# Authenticated personalization



BUT GDPR

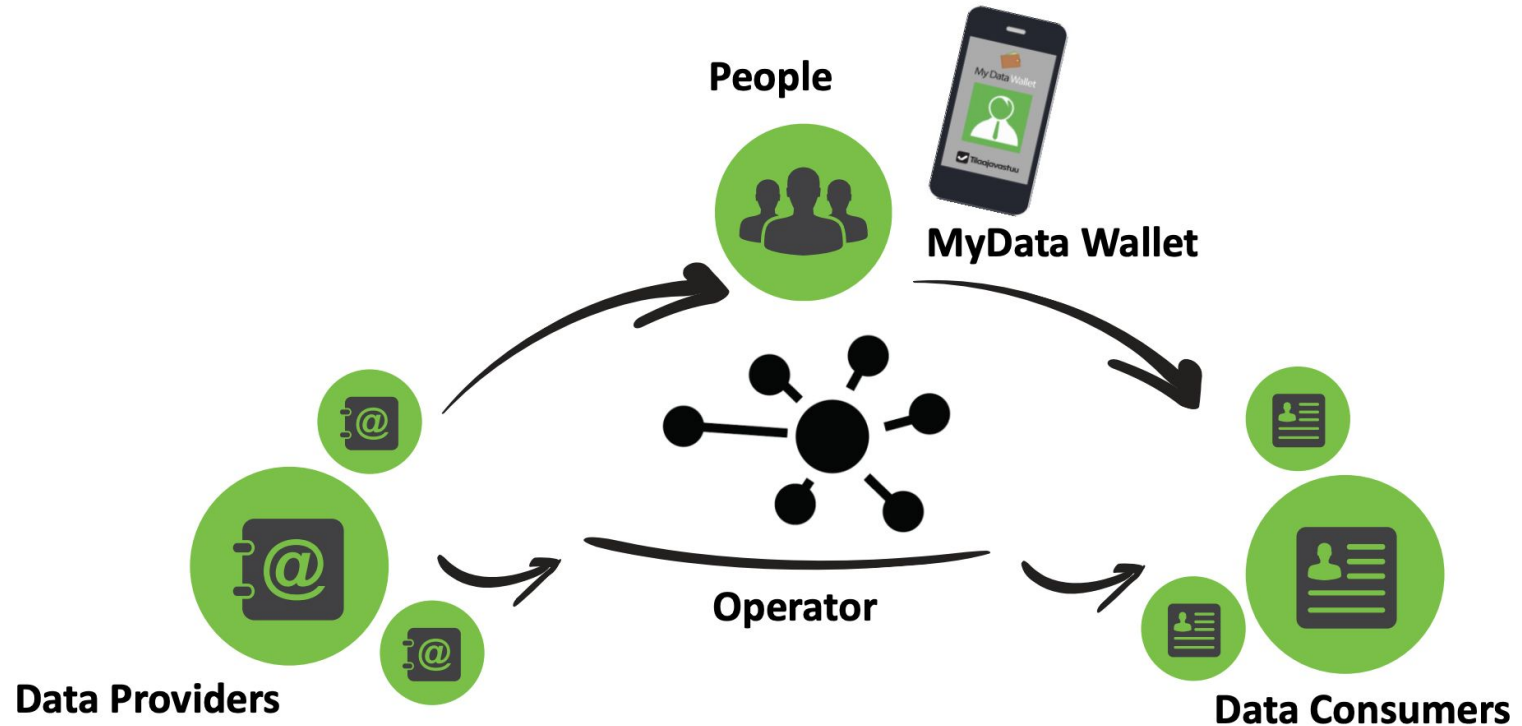


On **23 February 2022**, the Commission adopted the Regulation on harmonised rules on fair access to and use of data (**Data Act**). The Data Act is a key pillar of the European strategy for data.

Source: <https://digital-strategy.ec.europa.eu/en/policies/data-act>

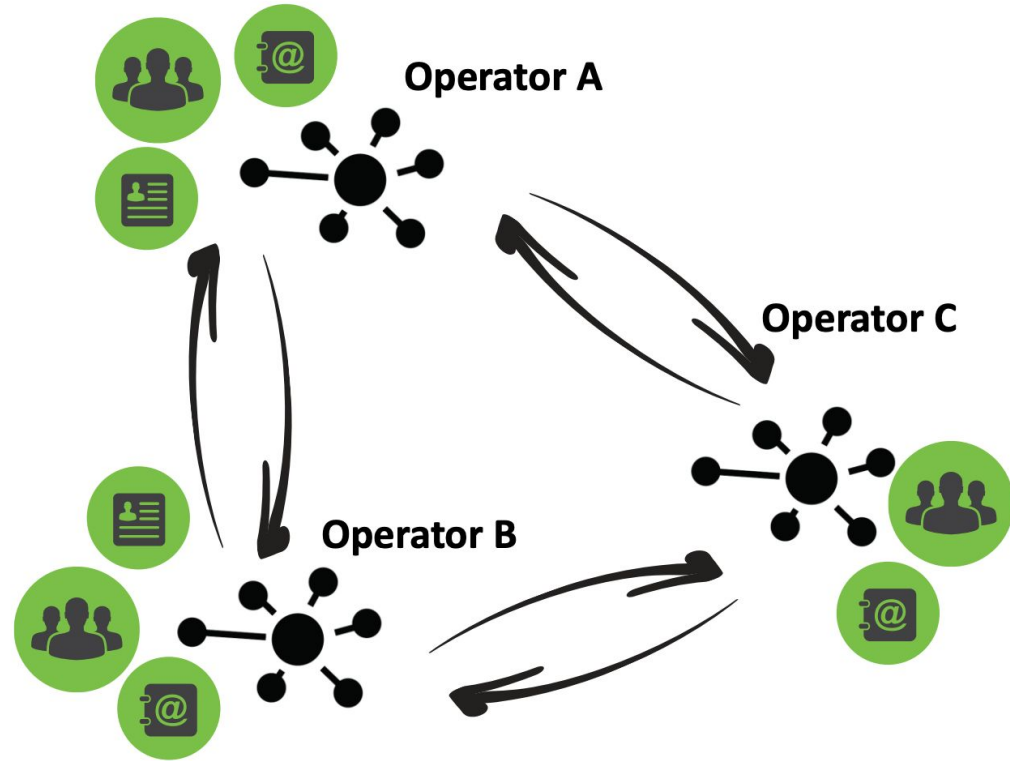


# The Fair Data Economy model - Applied



# 1 step further

- Common rulebook between operators
- Consent centric approach
- Multi operator model
- Trust network (data exchange)





**Some examples**

# Decode

- <https://decodeproject.eu/>
- <https://decodeproject.eu/pilots.html>
  - Barcelona
  - Amsterdam



## DECODE

Grant agreement ID: 732546



Closed project

### Start date

1 December 2016

### End date

31 December 2019

### Funded under

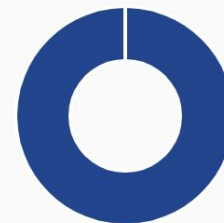
H2020-EU.2.1.1.

### Overall budget

€ 4 987 673,75

### EU contribution

€ 4 987 673,75



### Coordinated by

INSTITUT MUNICIPAL D'INFORMATICA DE  
BARCELONA

Spain

## Untraceable, unlikable identities: Attributed Based Credentials (ABCs)

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“Over 18”

“Resident of the city of London”

“Local government employee”

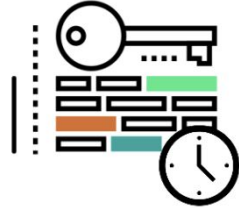
“Post code within Westminster”

“Accountant”



# “Smart Rules”

“Share for 15 minutes”



“Share with registered energy suppliers only”



“Share with local govt. only”



“Share with IP addresses in my city only”



“Anonymous except for friends and family”



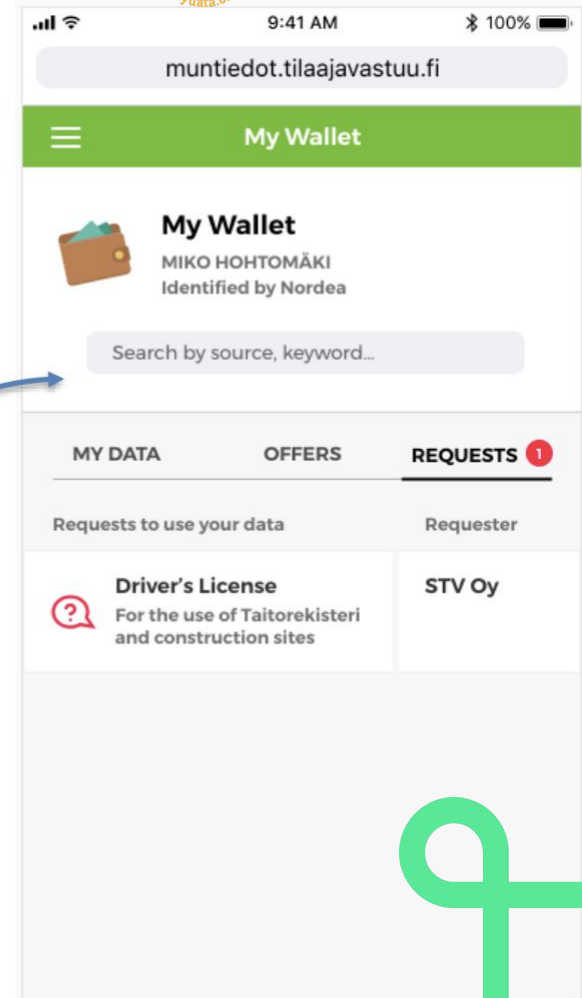
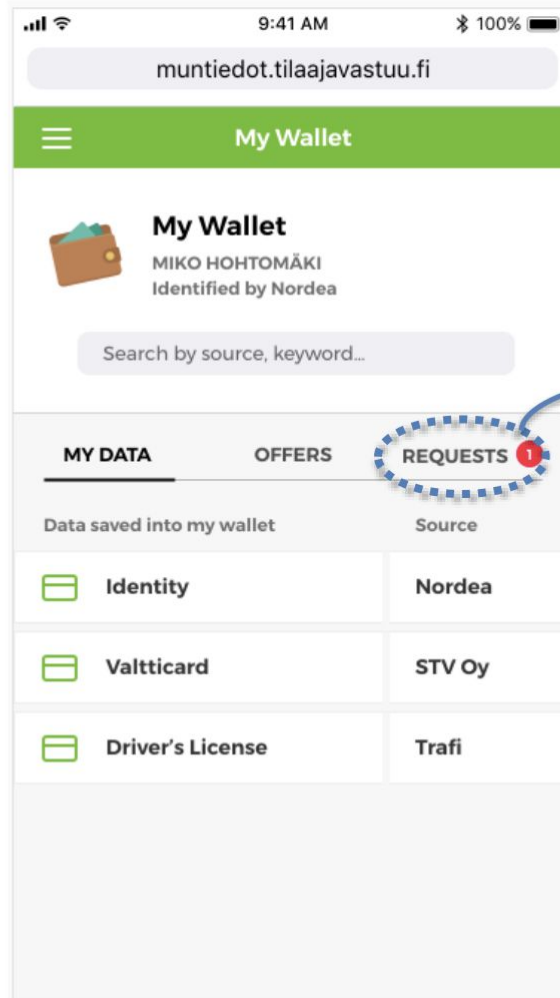
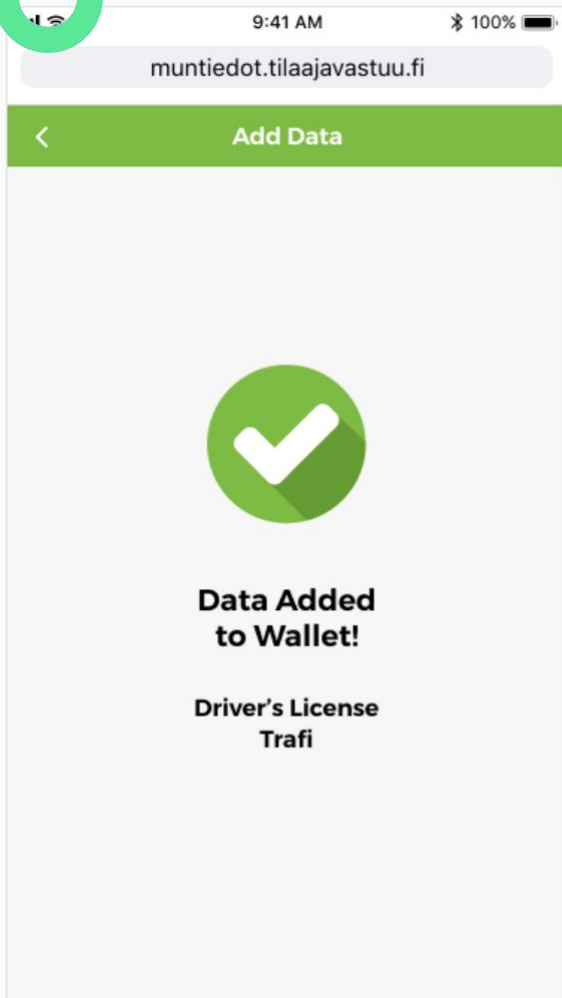
“Available for common use”

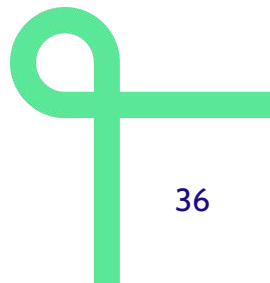
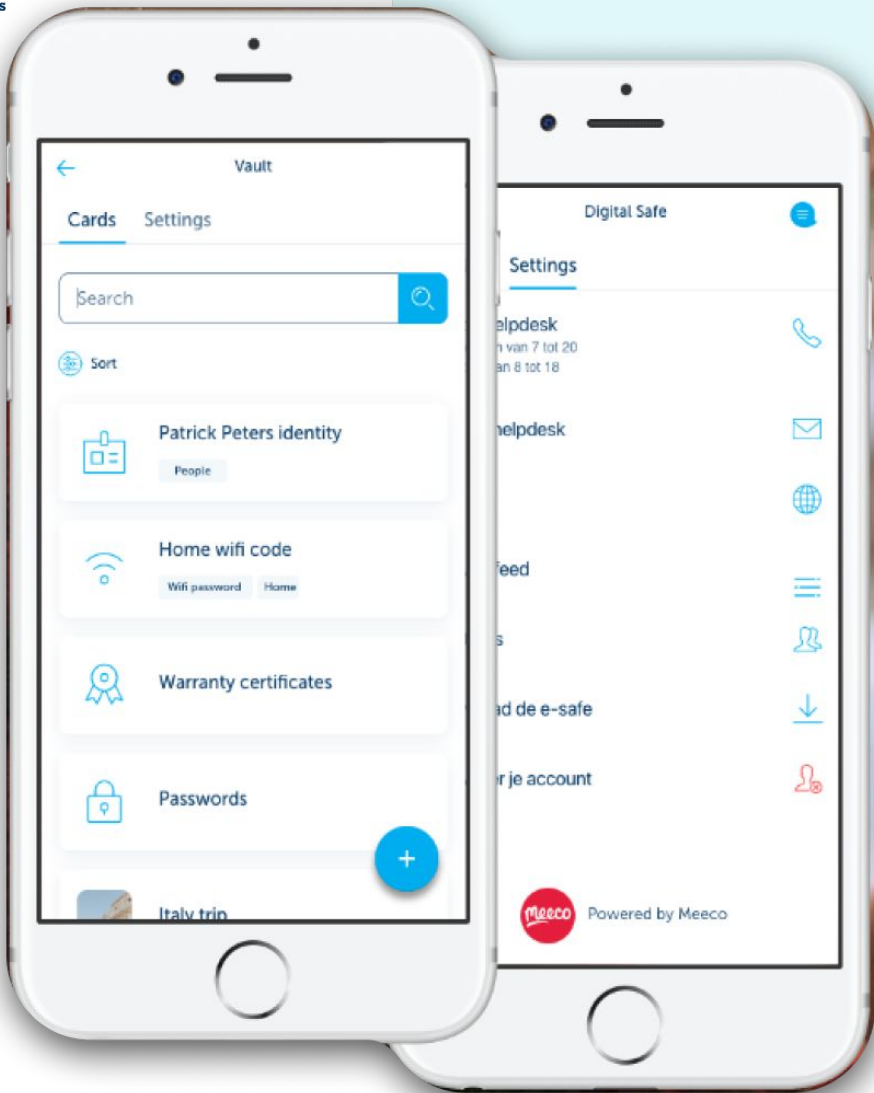


# Mydata

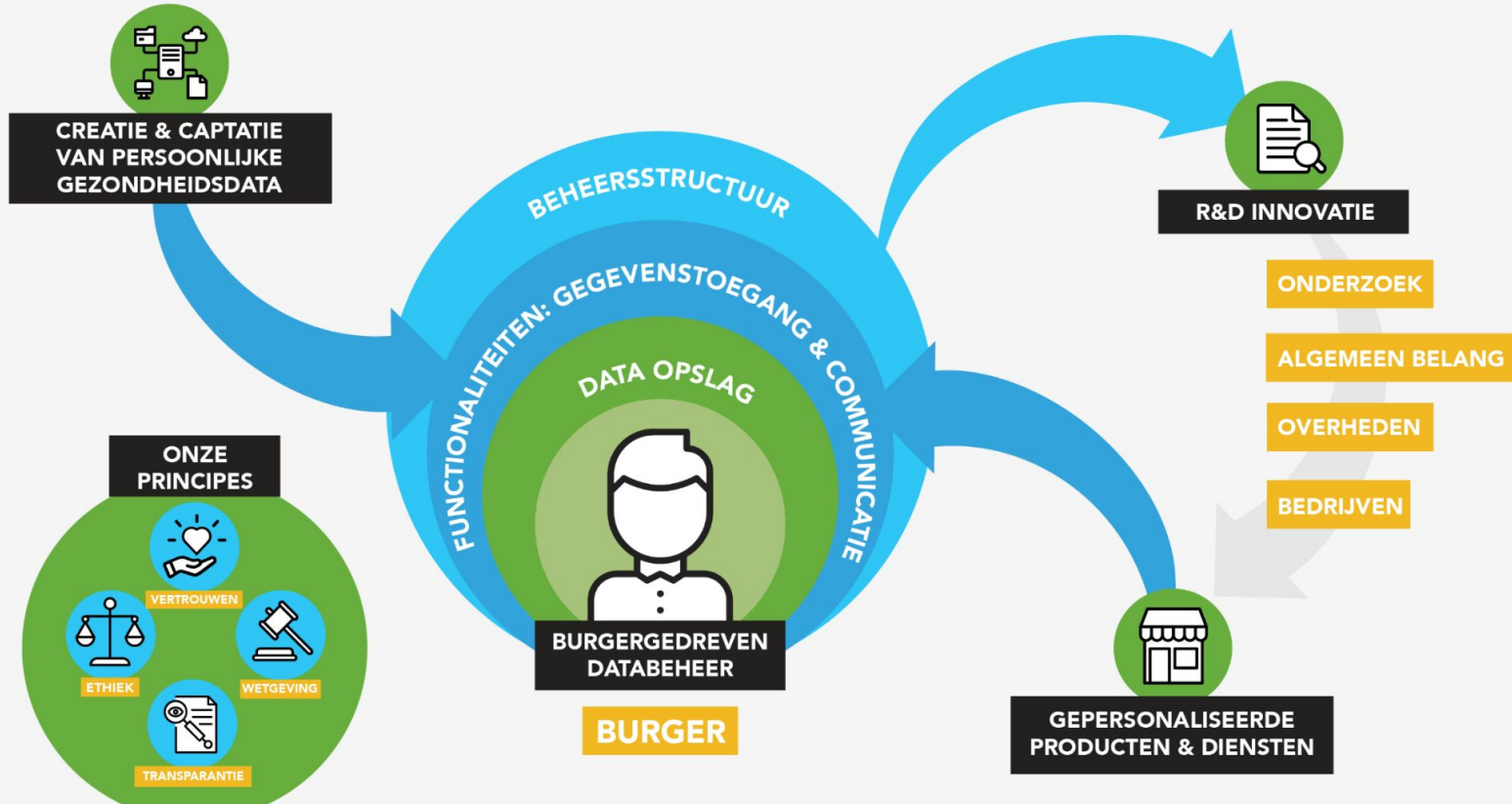
- Valencia
- Finland
- Netherlands
- Tilaajavastuu







WE ARE ECOSYSTEEM



vito



Koning Boudewijnstichting  
Samen werken aan een betere samenleving



## Een veilige haven voor al jouw gevoelige en belangrijke documenten.

Dankzij **Izimi** heb je controle over je leven.



Al je notariële documenten sinds 2015. Alleen jij kan jouw kluis openen.

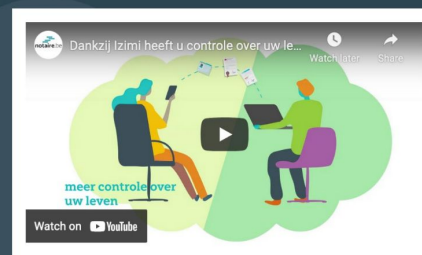
MIJN DIGITALE KLUIS OPENEN



Een gratis dienst van algemeen belang jou aangeboden door het Belgische notariaat.

Ontdek Izimi in 3 minuten!

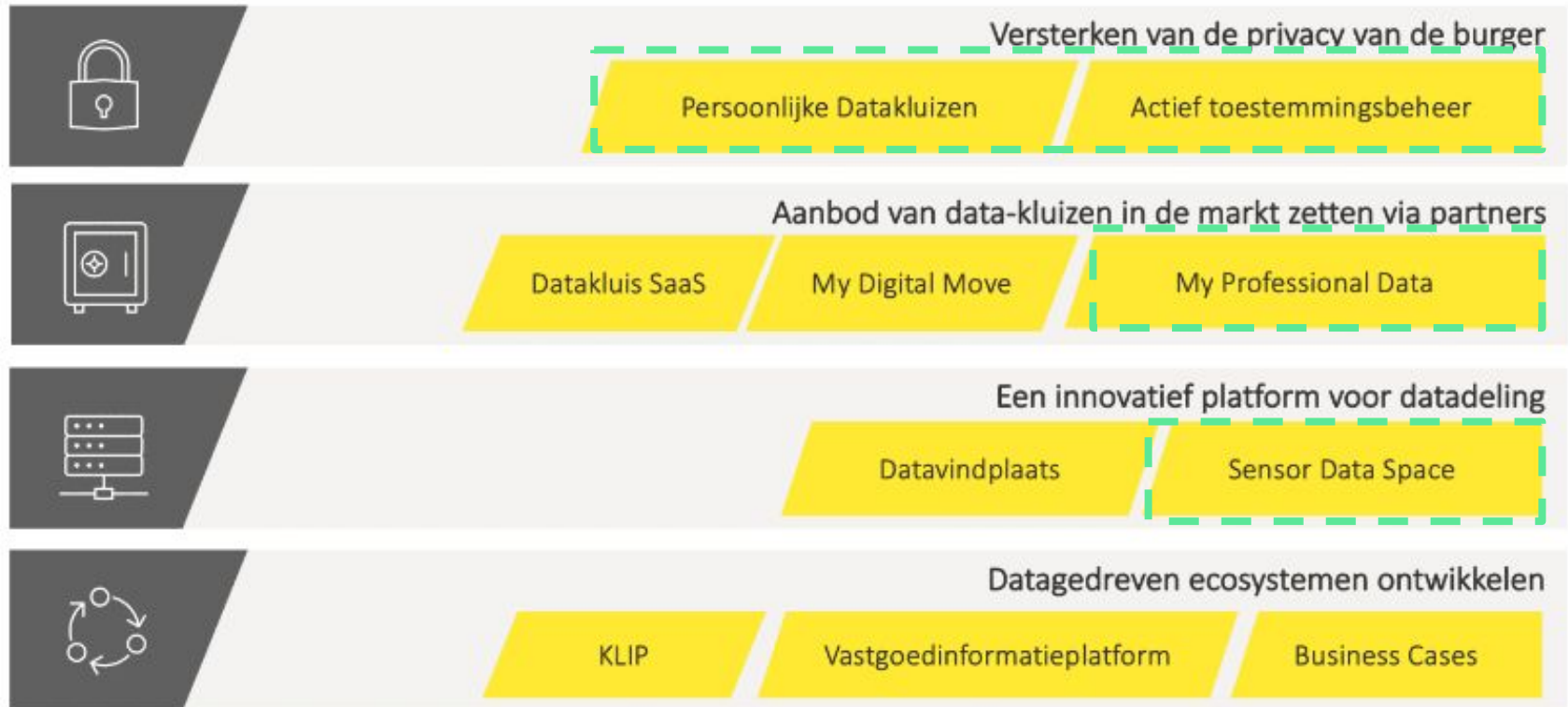
- Meteen toegang tot al jouw **notariële akten**.
- Creëer jouw **eigen omgeving** om belangrijke en vertrouwelijke informatie over jouw leven **gratis** op een **veilige** manier op te slaan, te organiseren en te delen.
- **Houd de controle** over jouw gegevens en maak het leven gemakkelijker voor jou en jouw dierbaren door alles op één plek te bewaren.
- In een omgeving waar het Belgisch notariaat garant voor staat.

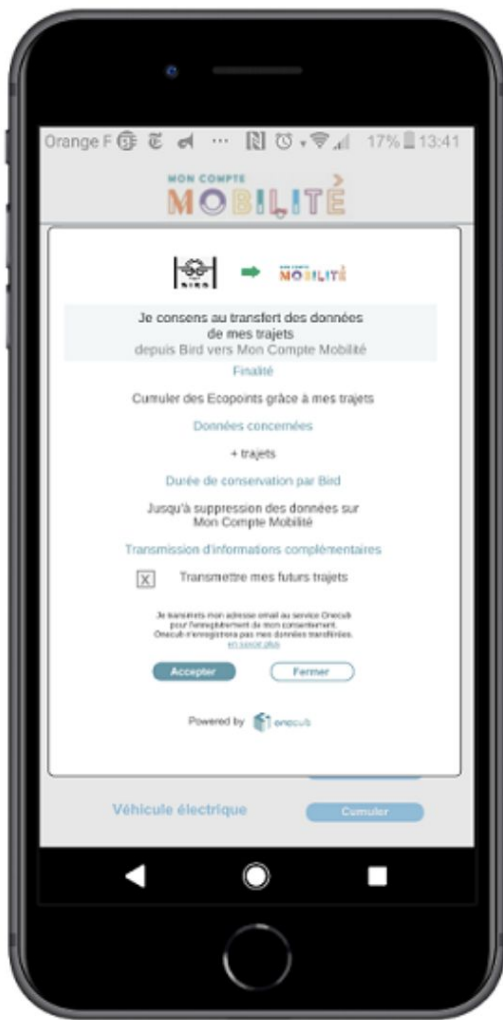


[Ontdek hier hoe het werkt](#)

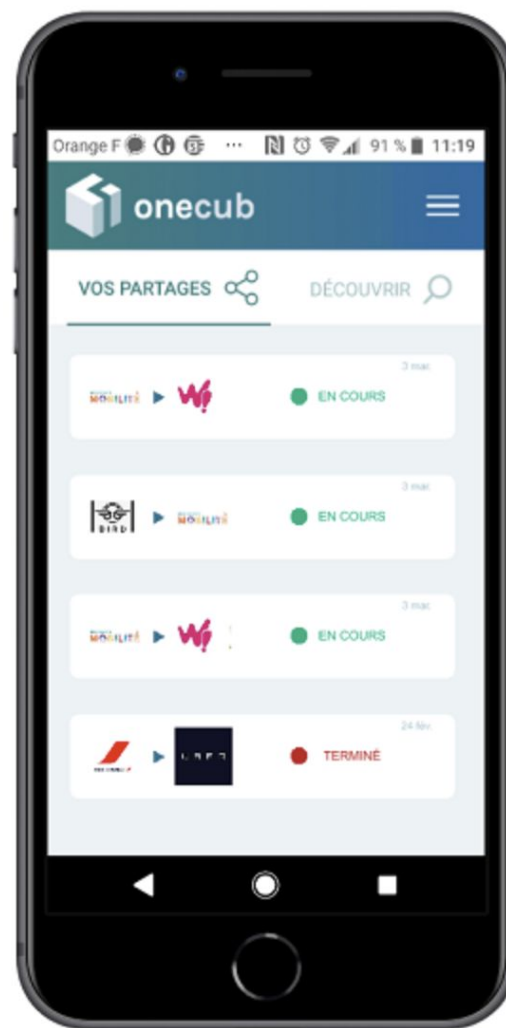


# Solid / Data Vault





Give your consent from the digital services you use every day



Retrieve and control all your consents from your personal dashboard

# The IRMA app as everyone's personal hub

## attribute sources

municipalities

banks

edu-registers

healthcare registers

etc



## attribute receivers

e-government

webshops

schools

healthcare portals

etc





#### De Belastingdienst

De [Belastingdienst](#) vult jouw belasting-formulier alvast voor je in als je belastingaangifte gaat doen. Dit is de Vooraf Ingevulde Aangifte. Ockto haalt de relevante gegevens over je huishouden, inkomen, bezittingen en schulden op.



#### MijnOverheid

Bij de website [MijnOverheid](#) haal je met Ockto onder andere gegevens op uit de BasisRegistratie Personen (BRP), het Kadaster en het WOZ-register.



#### DUO

[DUO](#) houdt bij welke opleidingen je hebt gevolgd, welke diploma's je hebt en je studieschuld (als je die hebt).



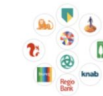
#### UWW

Jouw werkgever is verplicht maandelijks gegevens over je contract en salaris door te geven aan het [UWW](#). Deze informatie kun je zelf ook bekijken via het werknemerportaal van het UWW. Ockto haalt hier informatie over je werkgevers, loon en arbeidsovereenkomst op. Zo wordt jouw inkomen opgehaald.



#### Mijnpensioenoverzicht

Op de site [Mijnpensioenoverzicht.nl](#) kun je al jouw pensioenen inzien. Van de werkgever die je nu hebt en van eerdere werkgevers. Ockto haalt hier de gegevens van al jouw opgebouwde pensioenen op.



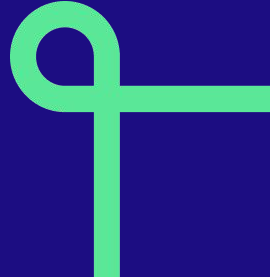
#### Inkomsten en uitgaven

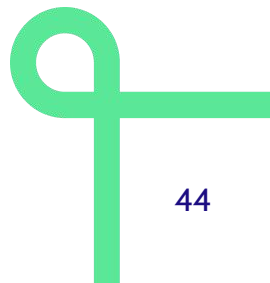
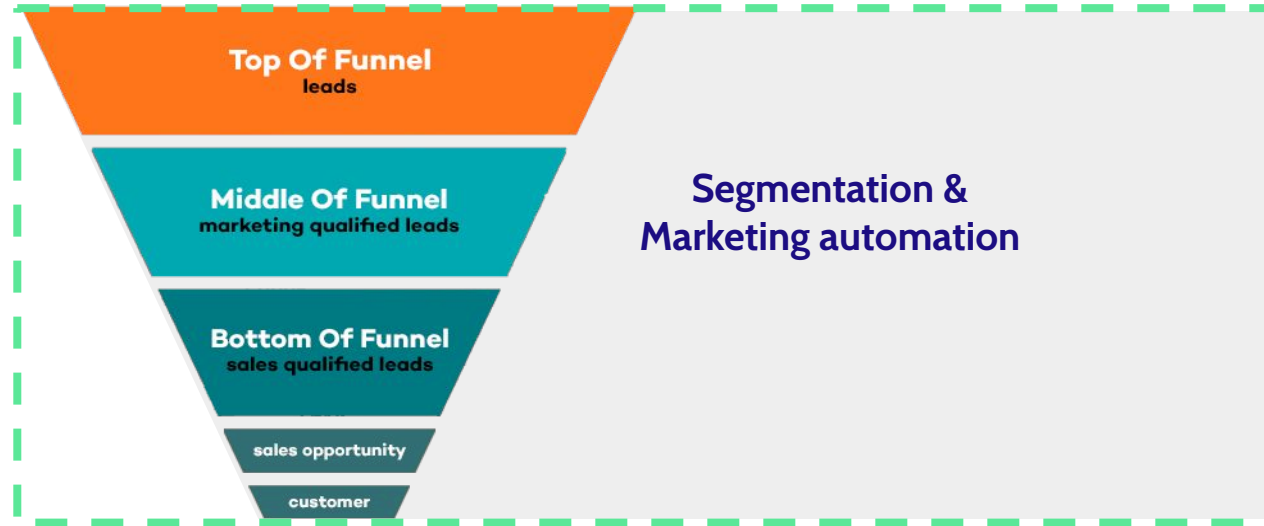
Soms hebben organisaties een overzicht nodig van al jouw inkomsten en uitgaven over de afgelopen maanden. Met Ockto kun je inloggen bij jouw bank om deze betalingen op te halen.

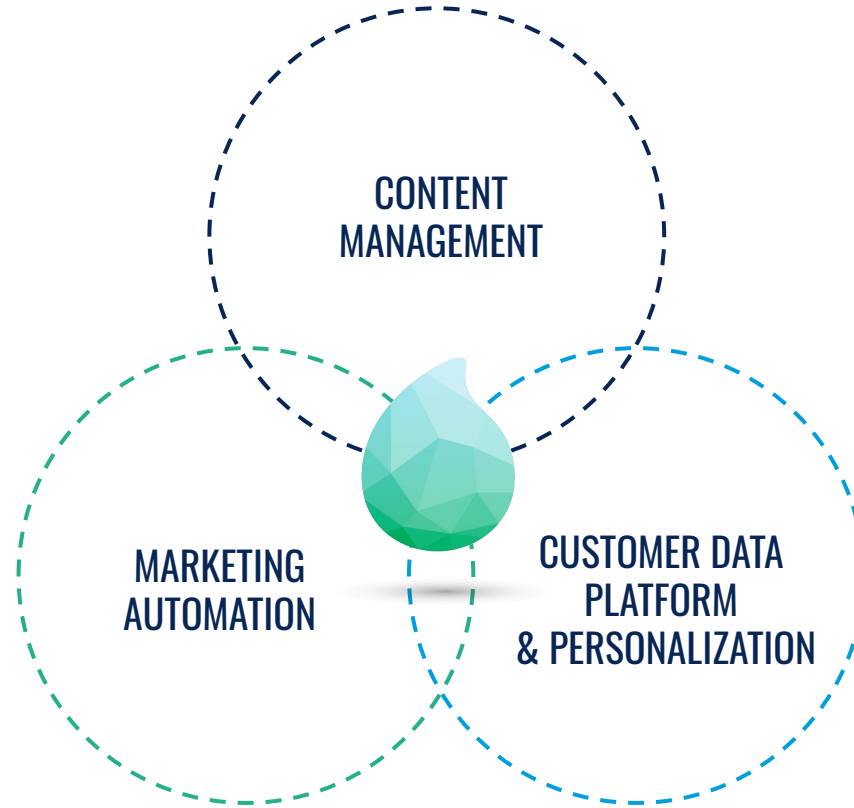




Personalization by  
segmentation and  
marketing automation







# Dropsolid Digital Experience Platform

# Personalized newsletter

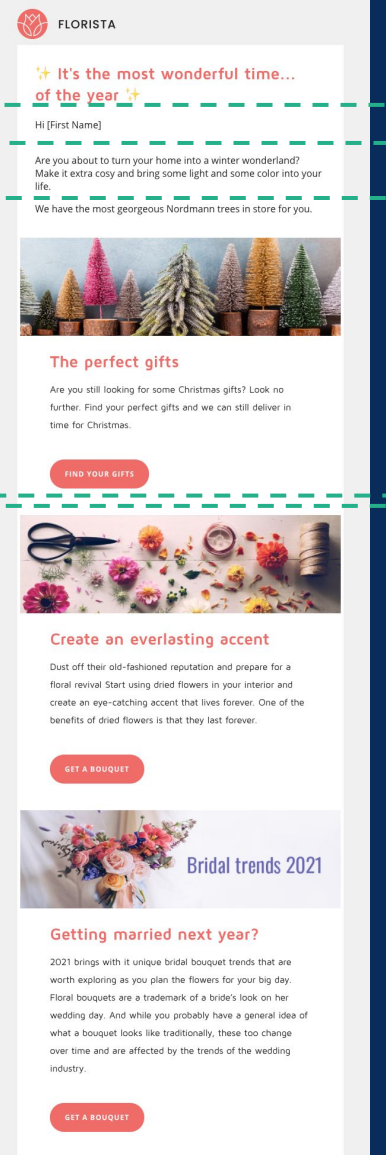


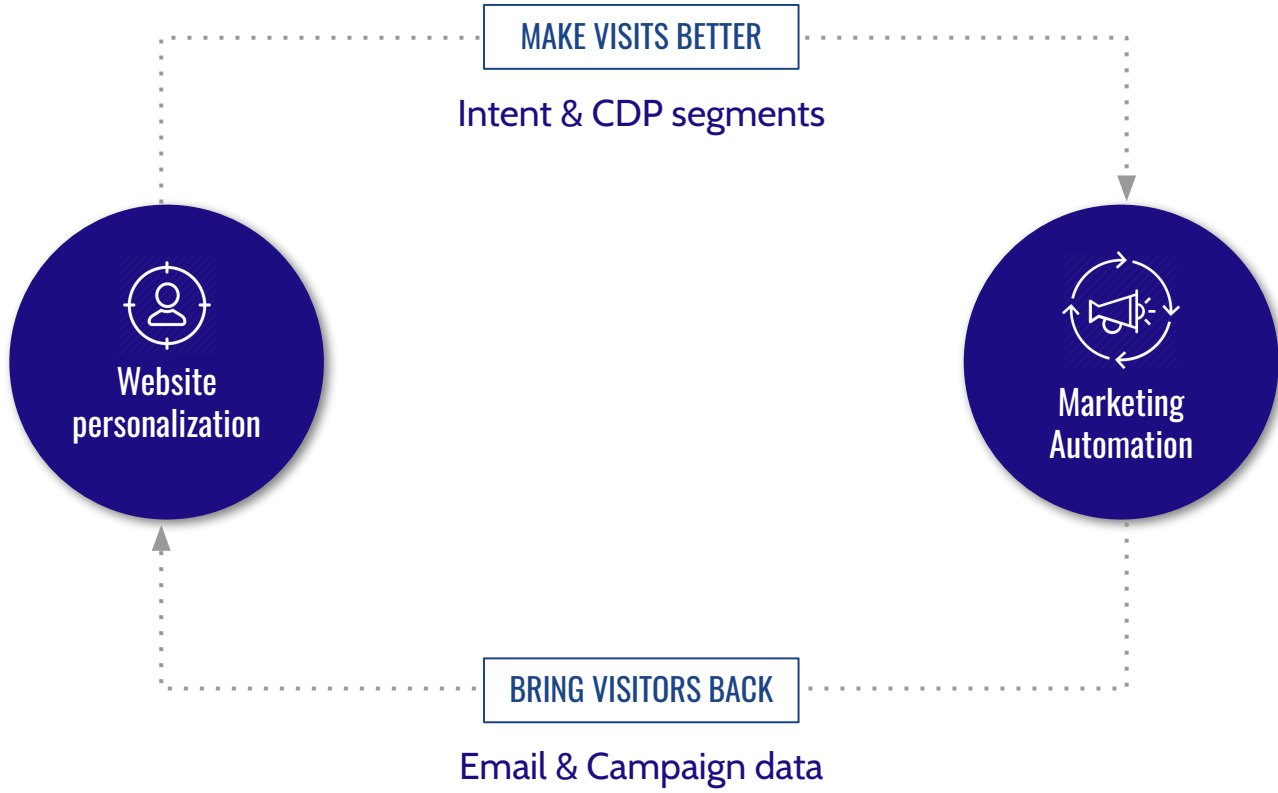
FIRSTNAME

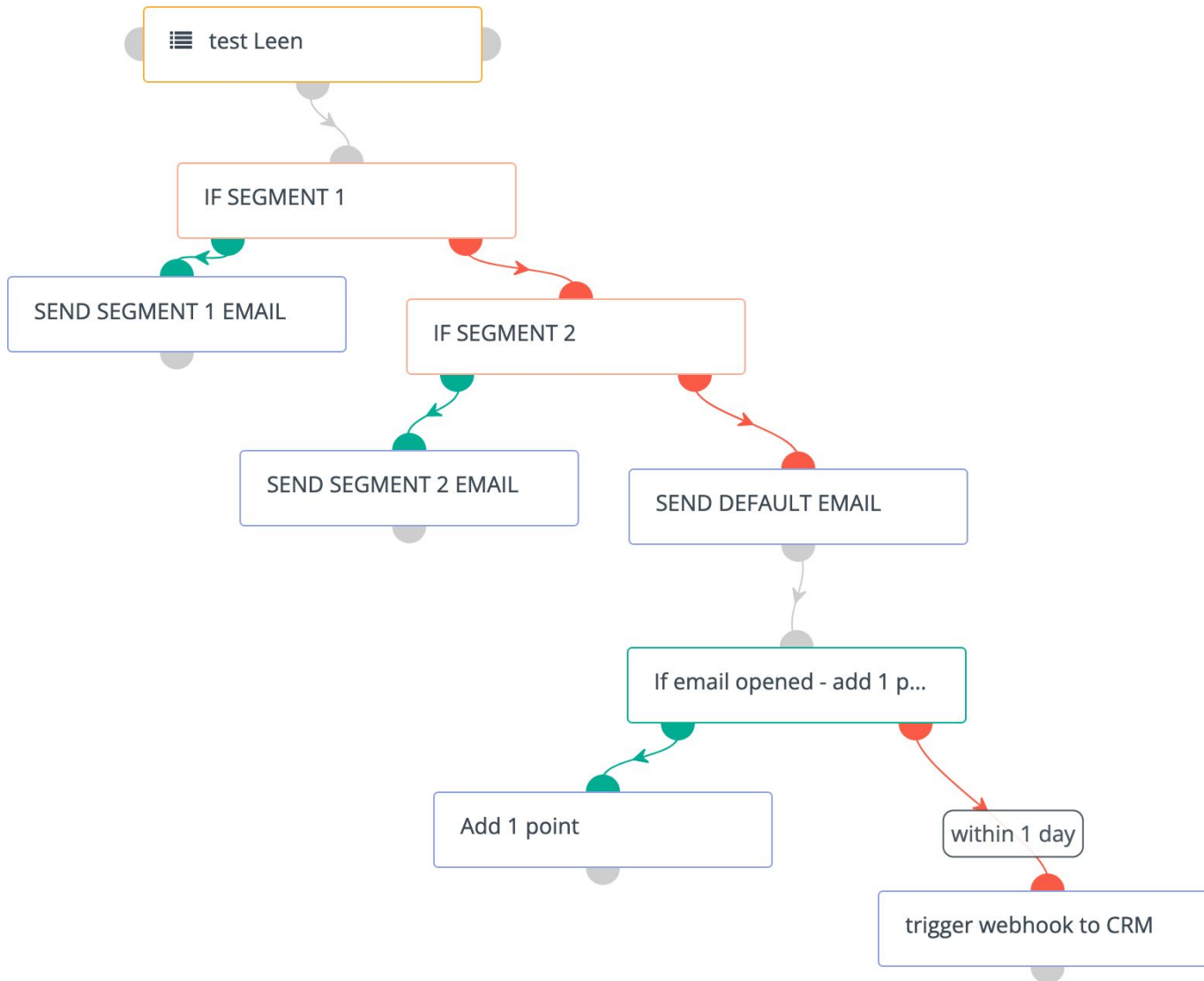
SEGMENT BASED INTRO

PERSONALIZED EMAIL SUBJECT

SEGMENT BASED TOPICS &  
ORDERING





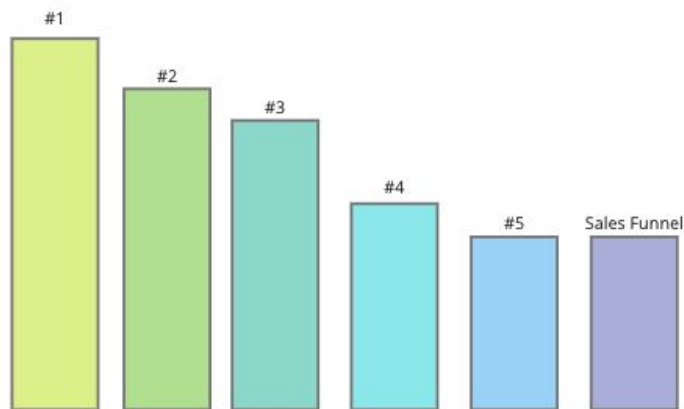


# Analyse

Overall performance



Warmup funnel



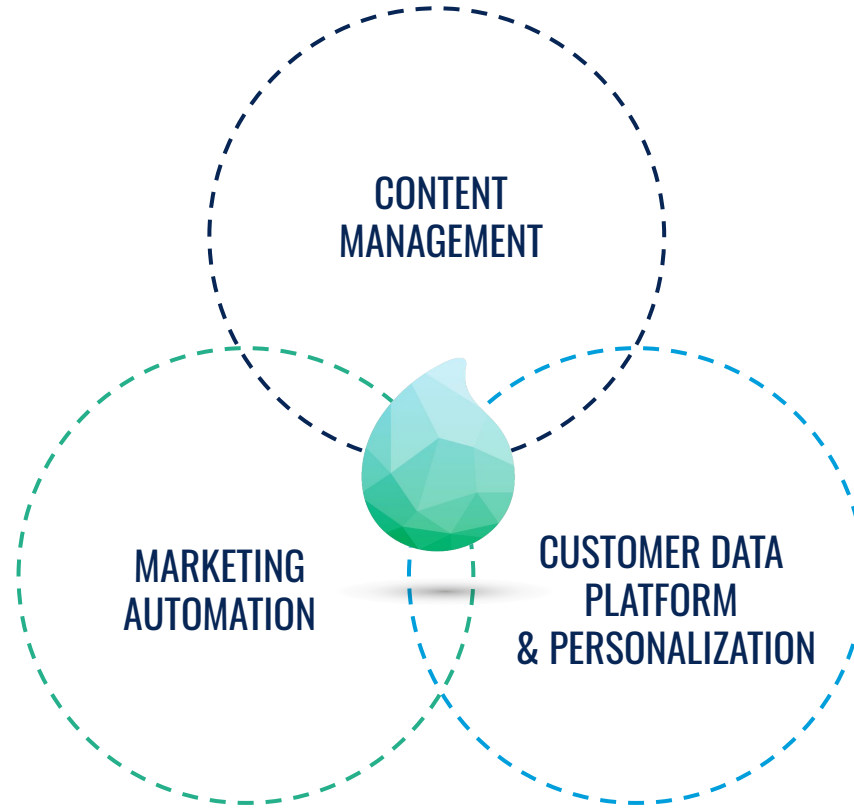
<b>Verzonden mails</b>	32 465	22 465	20 465	18 465	17 465	17 465
<b>Afgeleverde mails</b>	32 460	22 460	20 460	18 460	17 460	17 460
<b>Gelezen mails</b>	20 323	17 323	15 323	14 323	13 323	13 323
<b>Kliks</b>	5310	4310	3310	3923	3723	3723
<b>Unieke kliks</b>	5120	4120	3120	3704	3504	3504
<b>Klik Percentage</b>	25%	23%	34%	29%	31%	31%
<b>Unsubscribers</b>	25%	23%	14%	11%	9%	9%



## Thinking about Nuremberg?

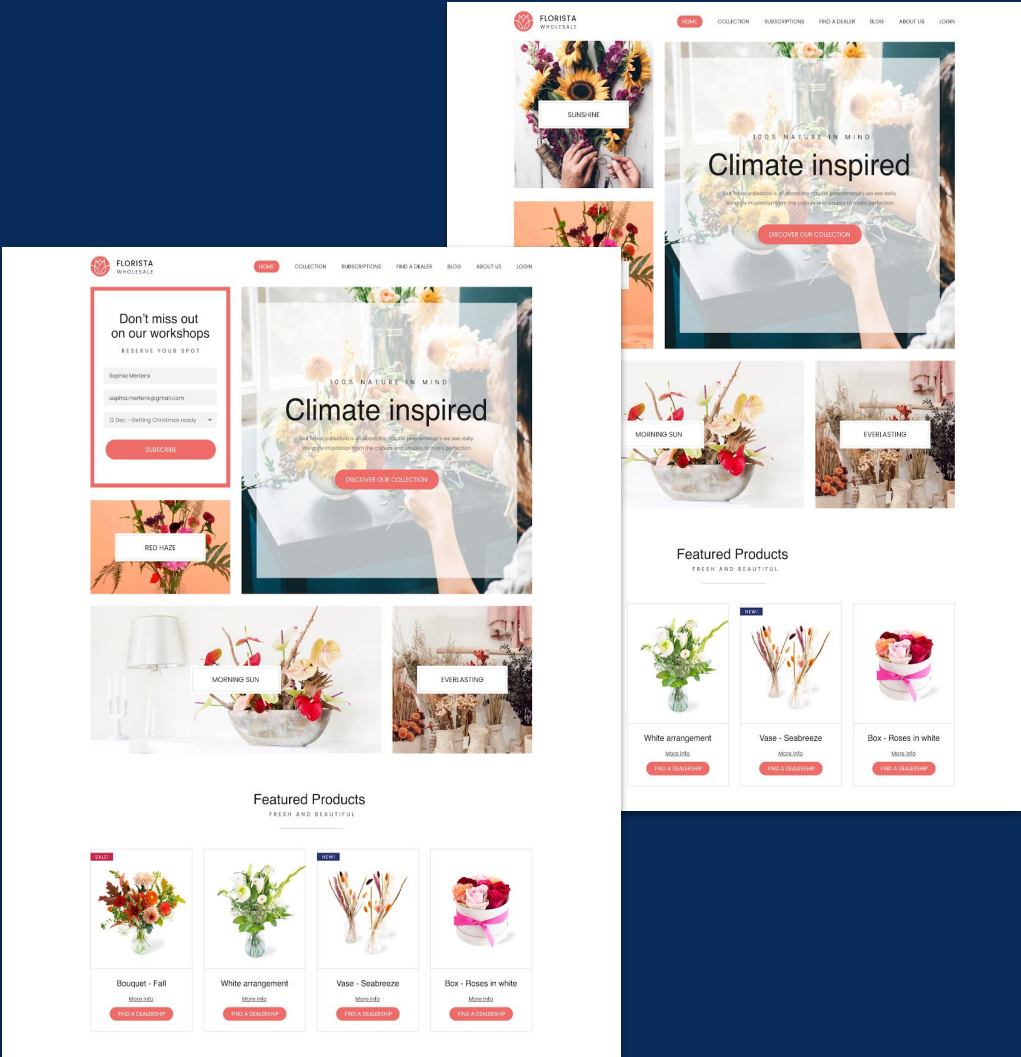
Let's get you going. We've rounded up all the need-to-knows on eating, sleeping and playing in **Nuremberg** from travelers like you. And put them all here to make your planning easy.

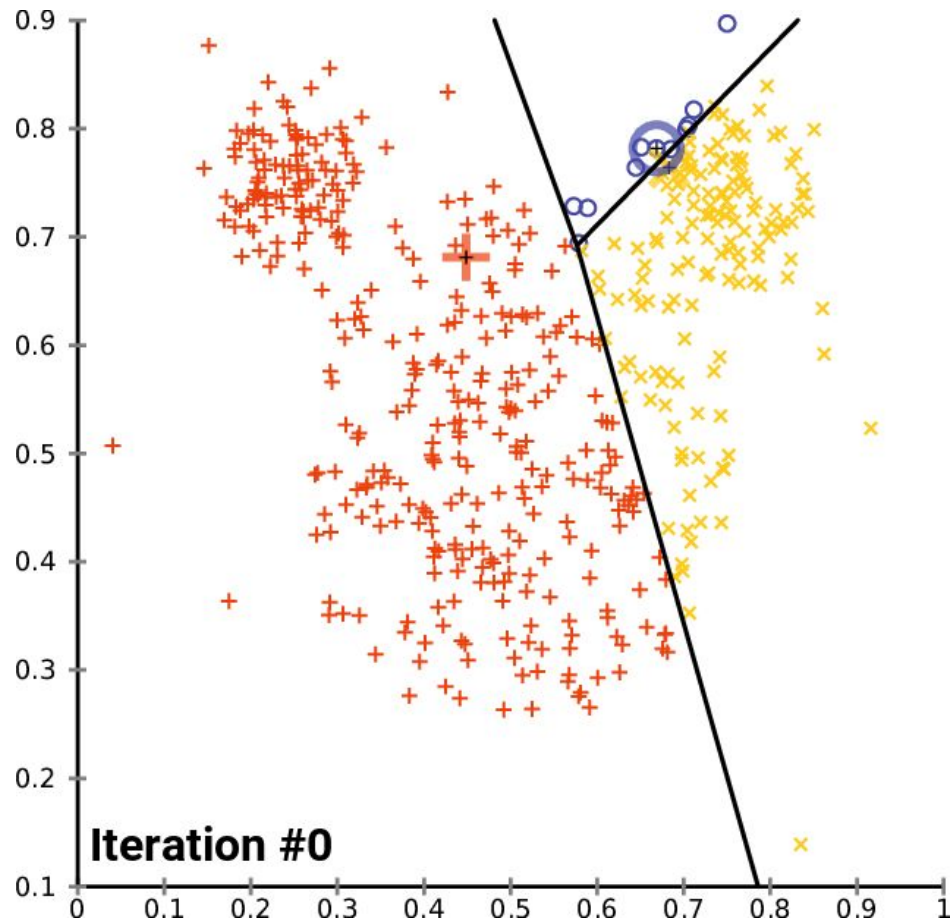
[Keep planning](#)



# Dropsolid Digital Experience Platform

# Personalized homepage





# K-means clustering



CDP



Profiles Events Segments Info

## Dropsolid - Segments

Overview Discover

Model 1

2020-10-27\_08:24:58.388

Delete Model

Showing 4 groups - top 30 words - from 2020-10-13 to 2020-10-27

Transfer to segments

Group: 0

uuid: 2b23ec5b-84f5-4711-9f72-1412e5e6567f

Based on 49 sessions



Group: 1

uuid: 1ac2fe45-6b4a-4ad4-8f81-d39f602dddac

Based on 258 sessions



Group: 2

uuid: 25093ba9-a2f1-46e1-903b-c2f867d1e7e8

Based on 173 sessions



Group: 3

uuid: 7f6d7108-2a6a-4f31-8758-e5a8c6592f97

Based on 233 sessions



# Insight in your visitors

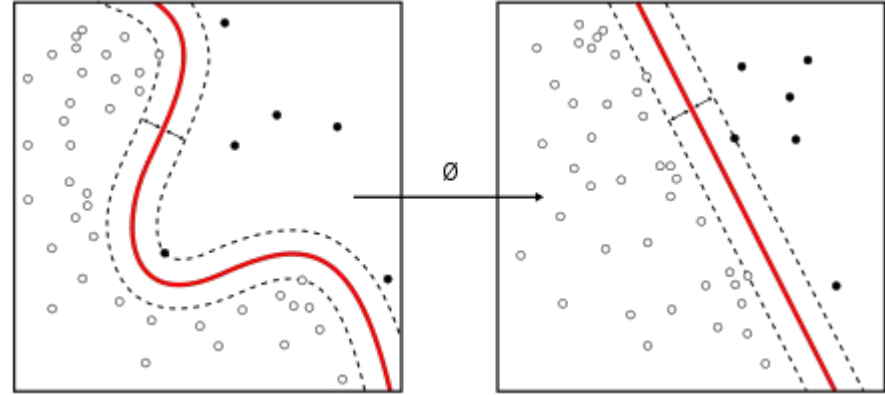
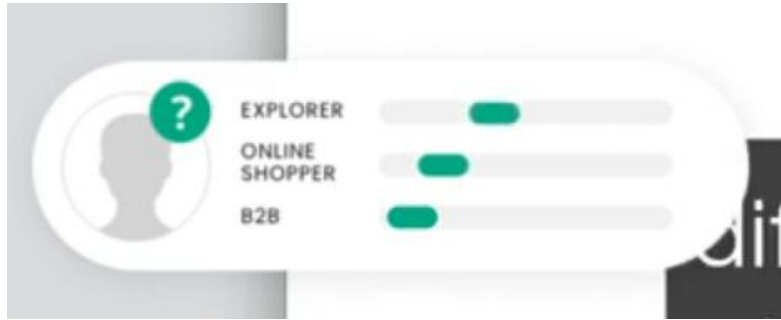


Dropsolid Personalization Segments ?	Sessions ? ↓	Goal Conversion Rate ?	Goal Completions ?	Avg. Session Duration ?	Bounce Rate ?	Pages/Session ?	E-commerce Conversion Rate ?	Revenue ?
	4,755 % of Total: 6.65% (71,532)	2.44% Avg for View: 0.94% (160.07%)	116 % of Total: 17.29% (671)	00:04:46 Avg for View: 00:01:26 (232.26%)	0.00% Avg for View: 38.07% (-100.00%)	13.56 Avg for View: 3.73 (263.69%)	0.27% Avg for View: 0.10% (167.90%)	€1,565.30 % of Total: 11.54% (€13,561.83)
Sale	1,969 (41.41%)	2.95%	58 (50.00%)	00:05:51	0.00%	16.42	0.36%	€898.85 (57.42%)
Information Seeker	1,166 (24.52%)	→ 3.26%	38 (32.76%)	00:05:47	0.00%	17.54	→ 0.51%	€666.45 (42.58%)

**Sleeplife**  
Op maat van jouw leven



## Insight - Website Performance



# Multilayer perceptron

**CONTENT  
MANAGEMENT**

**Manage all your  
content in one place.**

**MARKETING  
AUTOMATION**

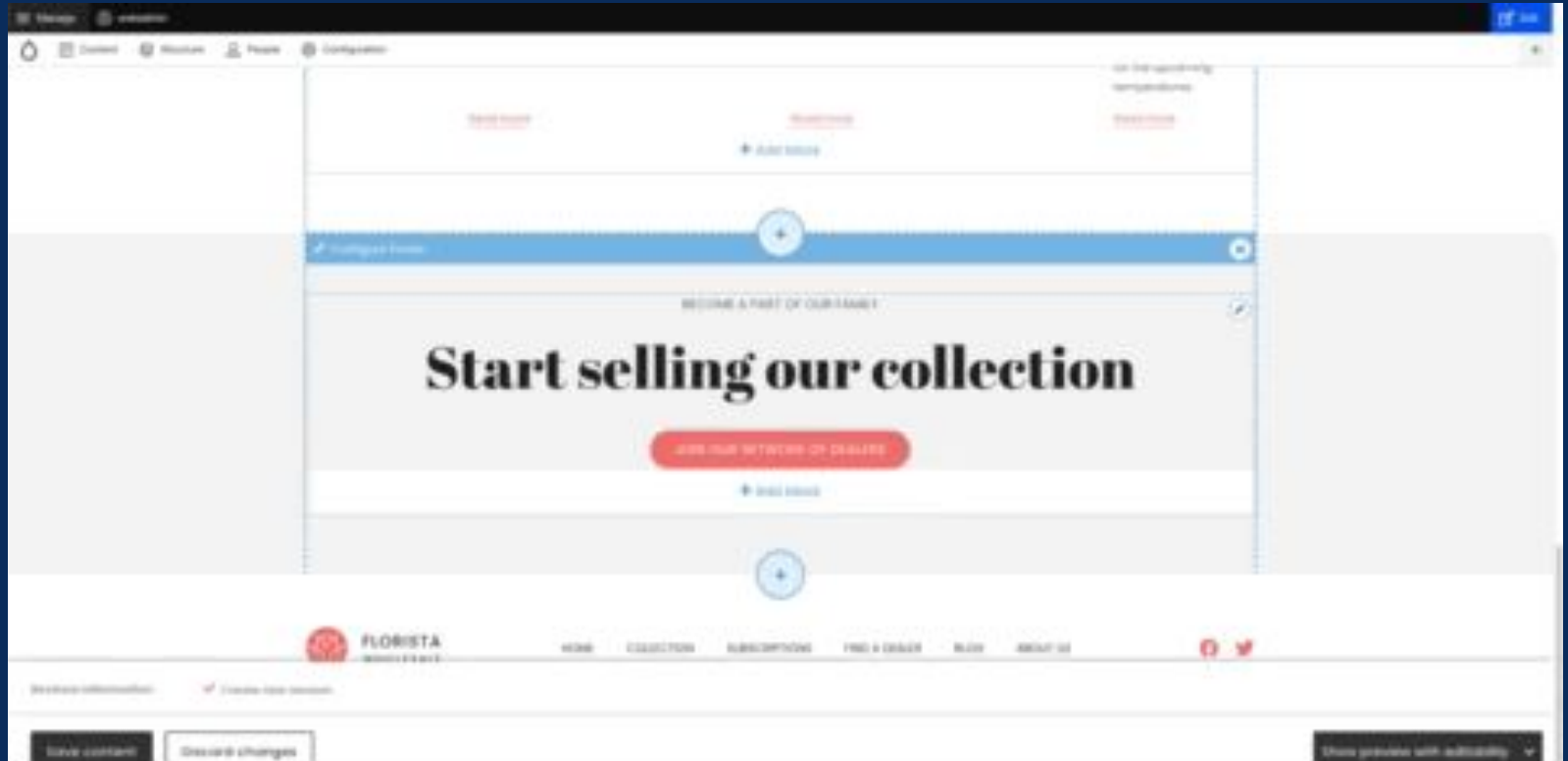
**Increase engagement  
with personalized  
email journeys.**

**CUSTOMER DATA  
PLATFORM  
& PERSONALIZATION**

**Personalize all your  
digital channels in  
real-time for each  
individual visitor.**

# **Dropsolid Digital Experience Platform**

# Great Editor UX



# Dropsolid Personalisation

View

Version control

Automated testing

## Description

This module integrates your Drupal website with [Dropsolid Platform's Personalisation product](#).

Say goodbye to siloed content and campaign management and move to connected customer experience management. Add new campaign websites, enable advanced personalization and analyze customer behaviour using the open Dropsolid Experience Cloud. Integrated with your existing ecosystem and connected to all your favourite tools.

This module connects your site to the API of Dropsolid Personalisation, which uses [Apache Unomi™: The Open Source Customer Data Platform](#) behind the scenes. It uses the [Drupal Unomi](#) module as base to plug into.

## Installation

\* Install the Drupal 8 module via Composer:

```
composer require drupal/dropsolid_personalisation
```

\* Go to `/admin/config/services/unomi`, select Dropsolid Platform and follow instructions to enter your credentials

\* Currently it supports paragraphs, if you have that installed it will show a dropdown of all your Unomi segments. Selecting one will listen for a specific variation and render the page with those

The screenshot shows the configuration page for the 'Dropsolid Platform' connector. It includes a 'URL' field with a placeholder for internal paths, a 'Link text' field, and a 'Select a target' dropdown menu. Below this is a 'Unomi Segment selection' section with a dropdown menu showing 'None' selected and a list of segments: 'community', 'business decision maker', and 'technical decision maker'. The 'Current state' is 'Published', and there are 'Save', 'Preview', and 'Delete' buttons. The 'Unomi Connector' section is expanded to show configuration options for the 'HTTP protocol', including 'Unomi host', 'Unomi port', and 'Unomi path'. There is also a 'Query Unomi' section and a 'Dropsolid Personalization Integration Settings' section with fields for 'Client ID' and 'Client Secret'.



## Maintainers



Grayle



Nick\_vh



mollux

## Issues for Dropsolid Personalisation

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

[Advanced search](#)

All issues

[2 open, 4 total](#)

Bug report

[0 open, 1 total](#)

Statistics

# Open Personalization with Apache Unomi & Mautic workshop

Personalization is a hot topic, but in the era of consent, privacy and GDPR it may seem it is no longer acceptable to do any form of personalization. Personalization doesn't necessarily have to be this evil non-transparent tracker without any advantage to you as an end-user.

Personalization is a proven easy of increasing engagement when done right. The user feels understood, it leads to higher conversion but it has to be done in all trust and consent. In the recent years many software companies were created to deliver these highly contextualised experiences using personalisation but none of them really delivered the necessary trust so that you could use the technology in the same way you are using Drupal.

In the landscape of personalisation there is a new open source player in town and this is Apache Unomi & N8N as integration hub.

REGISTER NOW

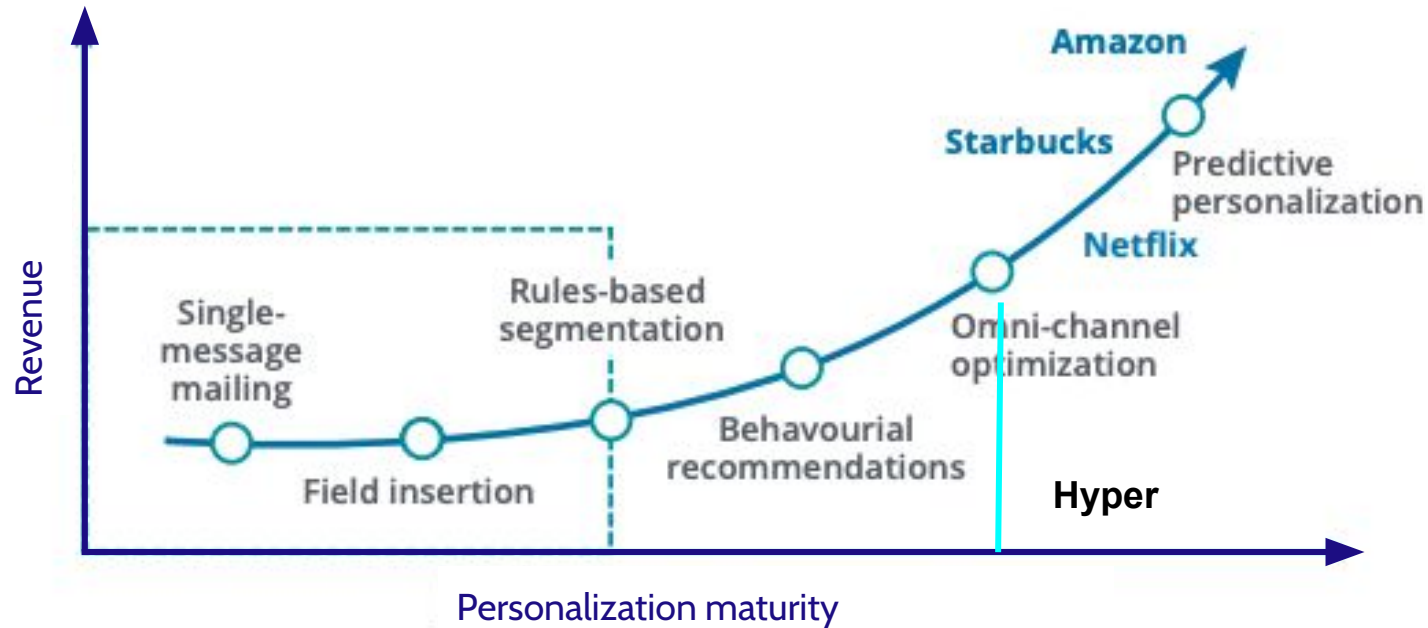
Track  
makers & builders

Tags  
beyond Drupal  
ambitious digital experiences  
architecture  
workshop

Social media share



# Where are you on the Personalization maturity curve ?





**The whole is bigger than the sum  
of the parts...**



**Let's connect!**

[www.linkedin.com/in/woutersfrederik/](https://www.linkedin.com/in/woutersfrederik/)

[frederik.wouters@dropsolid.com](mailto:frederik.wouters@dropsolid.com)

06/2022



# “ THE FREEDOM TO GROW YOUR WEBSITES INTO **DIGITAL EXPERIENCES** ”

Dropsolid makes complex marketing technology accessible for ambitious companies, organizations and governments to create the best digital version of their organization.

**9+ years** of non-stop growth



Created **90 EU-based jobs**



Partners on **3 continents**



**€7M+** service revenue



**Digital experience in our veins**

