|  |
| --- |
|  |

**Personalized content with Mobile Application Content Manager**

Personalized content based on mobile context such as location, connectivity, device profile, and presence, like beacons, engages customers at a deeper level. Take, for example, finding a place to eat in an unfamiliar area. With presence or location services, businesses now reach out to customers looking for restaurants instead of having customers evaluate if that’s where they want to go.

This has immense benefits for both consumers and businesses. Without any recommendations from friends, the go-to option would be to Yelp restaurants nearby from a mobile device and see what pops up. This then starts the long process of evaluating where to eat and there are many factors to consider. What type of food do I want? How does their website look? Does that food look good?

Businesses can end the hassle that customers face by sending personalized content out to existing customers based on their location. A potential customer may not have considered the business before, but after receiving a notification that the restaurant is nearby and that it is offering a special, can be enticed to visit. Seeing a familiar option in an unfamiliar place can eliminate the stress of finding a spot to eat and ultimately eliminate the hassle of having to decide where to go.

Creating personalized content based on presence and location is easy with IBM Mobile Application Content Manager. Business users can work with app developers to ensure that content can be created and published without having to involve IT. When ready, content can be published and displayed within the app based on customer location.

Watch this [video](https://www.youtube.com/watch?v=uBR7oGOA6WQ) to see how IBM’s Mobile Application Content Manager can help you. Learn more about the new IBM product [here](http://www.ibm.com/middleware/digital-experience/us-en/mobile-content-management.html?ce=ism7437&cmp=IBMSocial&ct=C43401LW&cm=h&IIO=BSYS&csr=blog&cr=casyst&ccy=us&s_tact=C43401LW&s_pkg=ovxxxx).