



Guide

Personalization Quickstart Guide



Customers expect experiences to adapt to them

Customers today expect more than just personalization; they expect experiences that adapt to them in the moment. Yet, most brands are stuck in the past, using basic, rules-based personalization that feels static and often misses the mark. This approach is no longer enough to capture attention in a crowded digital world.

We are now in the **Context Economy**: a world where value is created not by what brands publish, but by how intelligently your platform adapts. The new currency is **context**: the real-time signal of a customer's location, behavior, intent, and history. Winning brands don't just capture that context; they act on it automatically.

The challenge is structure. Achieving this requires your content, your customer data, and your AI to operate as a unified system, not three separate tools stitched together with integration glue. Most

platforms can't deliver that. Their content lives in one system, their data in another, and their AI has no memory of either.

This is the problem the **Contentstack Agentic Experience Platform (AXP)** was built to solve. AXP unifies three natively connected systems:

- **Content Cloud** is your *system of record*, with brand-governed content, created once, available everywhere.
- **Data Cloud** is your *system of context*, with real-time customer intelligence that tells your platform who it's talking to.
- **Agent OS** is your *system of action*, with the orchestration layer that puts content and data to work, automatically.

Unlock the power of personalization

Step 1: Lay the foundation by capturing real-time context

Before you can adapt, you must understand the context of your audience. The first and most critical step is to start capturing the valuable first-party data that reveals how users are interacting with your digital properties.

What to do

Install the **Real-time Events Tag**. This lightweight JavaScript snippet, easily deployed via Contentstack Launch or your existing tag manager, begins capturing behavioral and engagement data the moment a visitor arrives on your site.

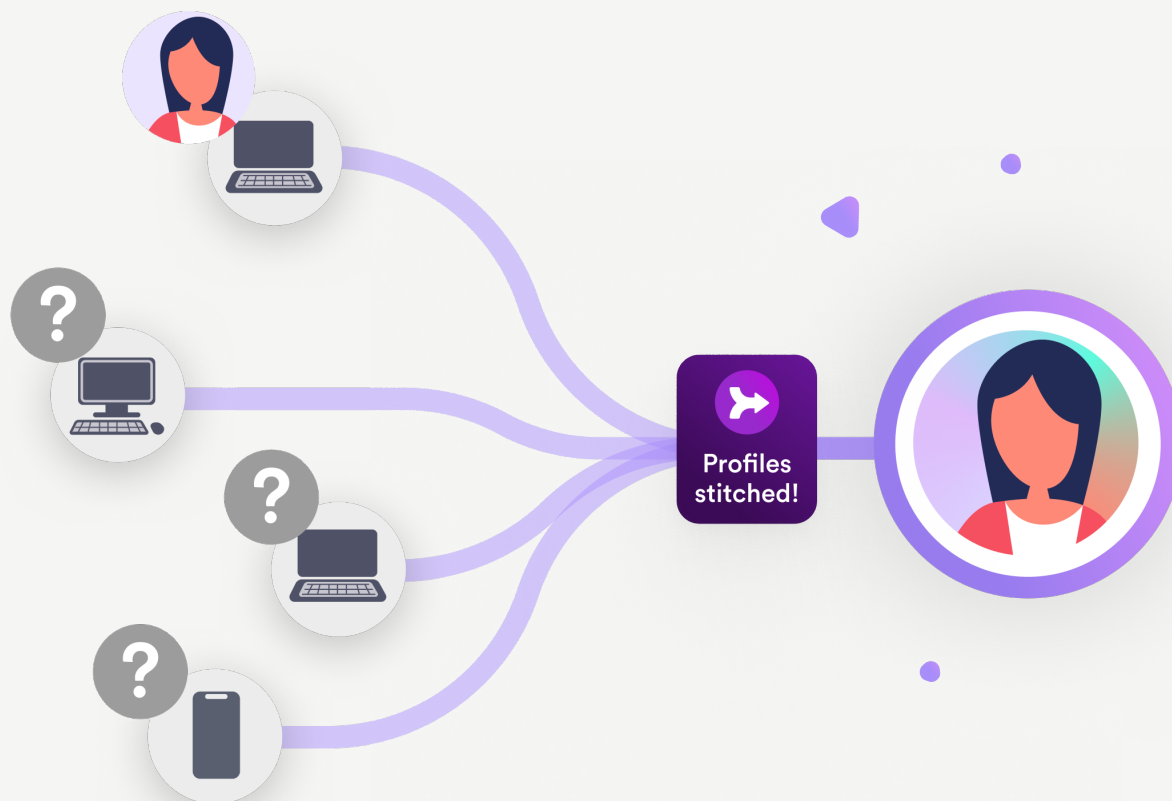
Why it matters

For marketers: This is your entry ticket to the Context Economy. The data captured by this tag is the foundation for all future insights, allowing you to move from guesswork to a data-driven strategy.

For developers: This is a low-effort, high-impact task. The tag is designed for simple deployment and won't compromise site performance, providing a secure and efficient way to start collecting the crucial behavioral data that fuels the AXP.

Get started now

[Install the Real-time Events Tag](#) →



Step 2: Turn audience and content data into actionable insights

With data flowing, the next step is to make sense of it. The Audience Insights App gives you a powerful, visual way to understand your content performance and audience affinities without ever leaving Contentstack.

What to do

Explore the **Audience Insights App** from the Contentstack Marketplace. This app visualizes the data collected by the tag, surfacing key audience and affinity insights and helping you identify high-impact content opportunities.

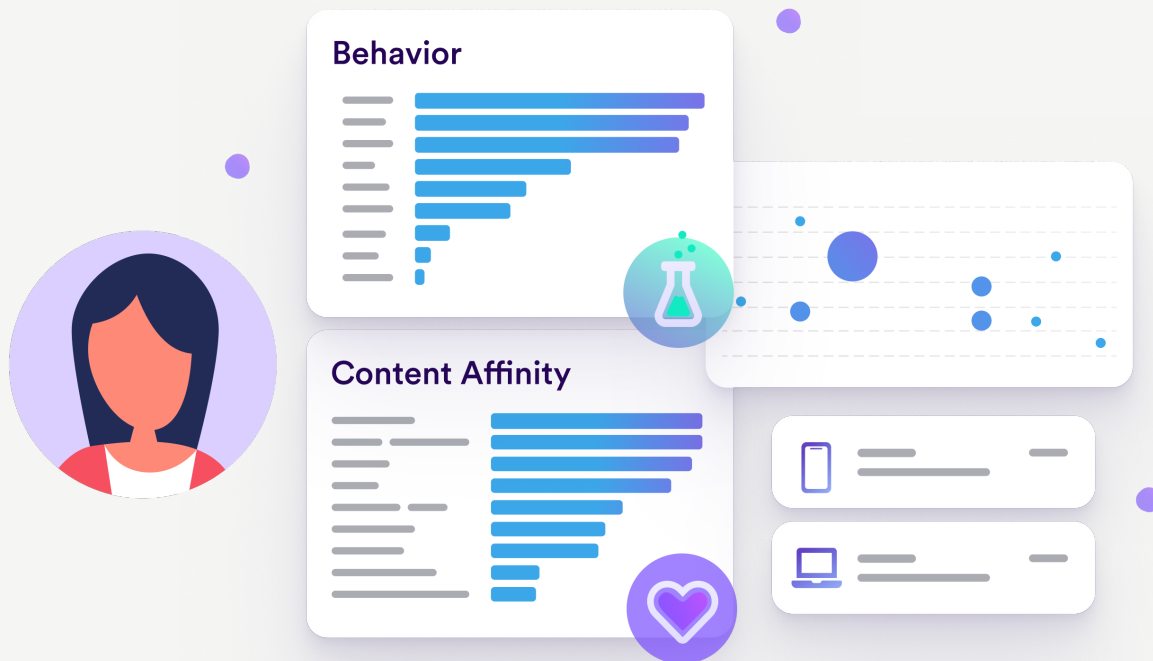
Why it matters

For marketers: This is where context becomes clear. The Opportunity Explorer helps you identify gaps between what your audience is interested in and the content you provide, finally answering: "What should we create next?".

For developers: This tool empowers marketers with self-service insights, reducing ad-hoc requests for analytics reports and freeing up your time to focus on high-value development projects.

Get started now

[Install the Audience Insights App](#) →



Step 3: Begin experimenting with A/B/n testing

Audience Insights App points you in the right direction, but testing is how you prove what works. For customers with our Personalize add-on, you can immediately begin running experiments to optimize your content based on context and drive better results.

What to do

Use the **Personalization Engine** to set up your first A/B/n test. You can create different versions of your content (variants), assign them to specific audience segments, and measure which one performs best against your goals.

Why it matters

For marketers: This is your first step into reasoning-based personalization. The unified authoring experience allows you to test and optimize directly within your workflow, giving you the power to prove your impact on key metrics like engagement and conversion.

For developers: Our Personalization Engine is delivered at the edge, ensuring lightning-fast, flicker-free experiences that don't hurt site performance, which is a critical advantage over clunky, client-side tools.

Get started now

Ready to add personalization? Contact your Customer Success Manager to schedule a personalization strategy session.

The screenshot displays the Audience Insights App interface. On the left, a travel article titled "Sustainable Excursion: Low-Impact Journeys through Wine Country" is visible, featuring a scenic landscape image and a "Learn More" button. The article text includes phrases like "an experienced globetrotter, you're no stranger to the thrill of discovery" and "This destination not only offers a rich cultural experience". The interface includes a navigation bar with "Production" and "English" options, and a calendar showing dates from September 20 to October 31. The "Audiences" panel on the right shows an active A/B test for the "Eco-Conscious" segment. The test is comparing a "Match All" variant with a "Segmented Experience" variant. The "Personalize Segment" section lists several audience segments with their associated tags: "Luxury or Relaxing" (Luxury, Relaxation, North America Destination), "Budget Adventure South America" (Budget, Adventure, South America Destination), "Luxury Europe" (Europe Destination, Luxury, Relaxation), "Luxury, Relaxed, Asia" (Relaxation, Luxury, APAC Destination), and "Eco-Conscious" (Eco-Conscious).

Step 4: Go deeper with omnichannel personalization

While website personalization is a powerful start, the ultimate goal is to deliver consistent, adaptive journeys across every touchpoint. This is where you master the Context Economy.

What to do

Explore the full capabilities of **the Contentstack Agentic Experience Platform**. This involves unifying customer data from all sources (your CRM, data warehouses, and other tools) to create a complete 360° view and orchestrate journeys with **Flows**.

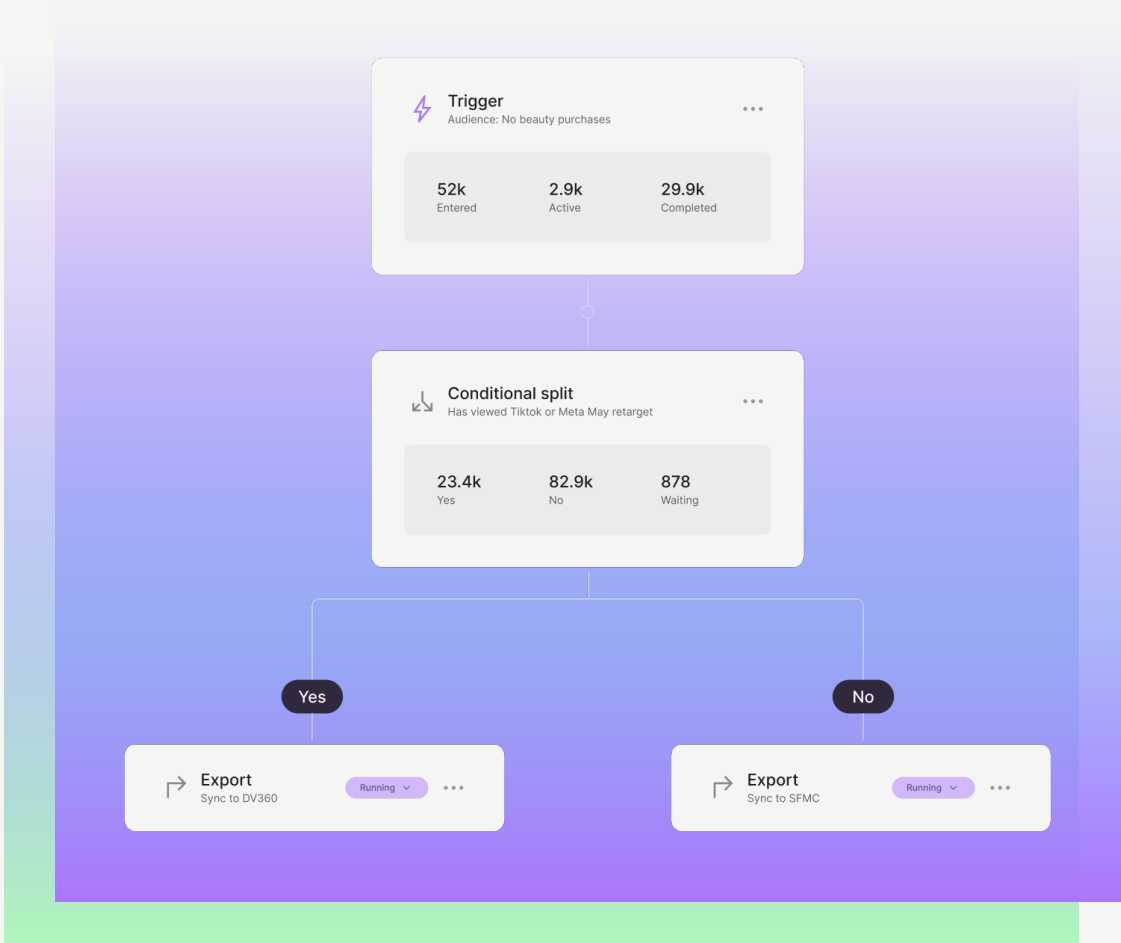
Why it matters

For marketers: This is how you orchestrate powerful customer experiences. By unifying all your customer data, you can design adaptive journeys that guide individuals seamlessly across channels, maximizing customer lifetime value (CLTV).

For developers: This is the clean, powerful architecture you want. Our real-time data activation allows you to connect and activate data directly from your existing data warehouses without complex or costly migrations, providing a unified foundation to build modern, scalable applications with confidence.

Get started now

Contact your Customer Success Manager to schedule an AXP strategy session.





Contentstack is redefining how modern digital experiences are built and managed. As the pioneer of the Agentic Experience Platform (AXP), we are giving our customers the structured content and brand governance (Content Cloud), real-time customer data, omnichannel personalization (Data Cloud) and autonomous AI orchestration (Agent OS), in one unified system, that they need to succeed in the AI era.

Are you making the most of your investment? We are here to you move beyond complexity and manual workflows by connecting content, data and AI in a way that makes digital experiences faster to launch, easier to manage and more adaptive in real time.

Need help getting started? Contact your CSM and get the conversation started.