



FAST Featured Content™

Present the right content to
the right people at the right
time

FAST Featured Content is a search-powered content spotlighting capability that helps organizations adapt and personalize their Web experiences based on the interests and intent of their users. From online publishers, to e-commerce sites, to corporate intranets, FAST Featured Content helps ensure site visitors are presented with the right content at the right time, encouraging action, improving loyalty and increasing efficiency.

As the mountain of digital content grows – inside the firewall and out – all organizations are looking for capabilities that help them provide dynamic, personalized online experiences. Commercially-oriented sites need these capabilities so they can merchandise and monetize content, products, and services more effectively, while internal corporate sites require them to improve employee productivity and compliance.

Content spotlighting through search

More and more, Web site users find that search is the fastest way to sift through the vast amount of content on a site to find what is relevant to them. FAST Featured Content empowers organizations to engage in a virtual dialog with users as they search and navigate the site. A site powered by FAST Featured Content effectively “listens” to users’ searches and clicks, and displays contextually-relevant content that matches the interests of the user and the business needs of the organization.

How it works

An easy-to-use, Web-based interface, FAST Featured Content allows site owners to set up new content features without any IT assistance. With just a few clicks, site owners can create a new feature, define the conditions – or triggers – for the feature (e.g. when a user enters a search phrase or clicks on a site category) and then associate the content to be displayed via a standard template. Content can include any combination of elements including URLs, HTML or content already indexed by FAST ESP® such as product SKUs. Templates can be customized for the needs of the organization.

Integrated with FAST ESP

FAST Featured Content is tightly integrated with the Search Business Center user interface in FAST ESP 5.1. Now, from a single interface, non-technical marketers, merchandisers and site owners can manage and tune the search experience and can create customized, search-powered content features – all without IT assistance.

Example use cases

All organizations that deliver Web-based access to content can benefit from the content spotlighting capabilities provided by FAST Featured Content.

Some examples include:

Online Media

Online news portals can use FAST Featured Content to promote related content when readers conduct searches on the site. If a reader searches for a local sports team, for example, the publisher can spotlight recent team news, scores and upcoming games, helping to improve and personalize the experience.

eCommerce

Retailers can use FAST Featured Content to create alternate result sets when online shoppers search for products that they do not carry. By spotlighting similar products – instead of displaying zero results – retailers can improve the shopping experience on their online storefronts and increase conversion rates.

Corporate Intranet

Large organizations can use FAST Featured Content to highlight relevant corporate information as users navigate the corporate Intranet. If a user clicks on the “HR” section, for example, the organization can spotlight recent changes to benefits information and important documents such as vacation and travel policies – helping to increase efficiency and ensure compliance.



The screenshot shows the 'Search Business Center' interface with a 'Featured Content' tab selected. Below the navigation, there are tabs for 'Content Features' and 'Feature Templates'. The main content area displays a table of content features for the 'site' category. The table has columns for Name, Start date, End date, Status, and Content type.

Name	Start date	End date	Status	Content
Most e-mailed stories for selected author	12 Oct 2006	01 Jan 2007	Saved	HTML
Martin Scorsese movies feature	2 Oct 2006	14 Jan 2007	Draft	HTML

Detail of the FAST Featured Content User Interface

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