

# Audience Targeting

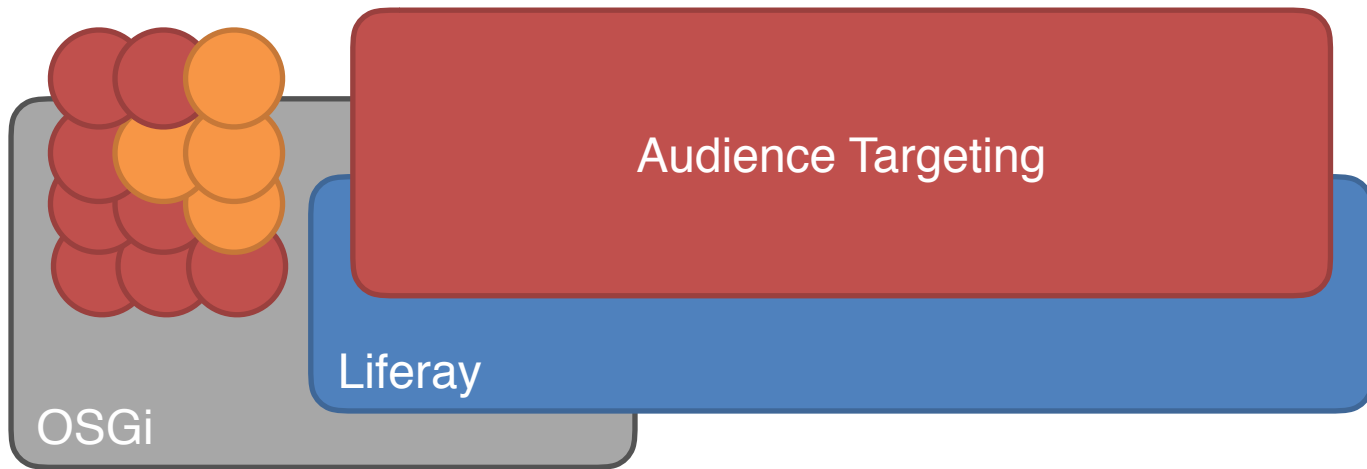
Approccio Pratico all'Integrazione

Pier Paolo Ramon, Senior Front-end Engineer @ SMC

# Cenni sull'Audience Targeting

- È una *App* per Liferay
- Basata su OSGi per la definizione delle sue componenti
- Molto estendibile

# Architettura



# Moving Parts — Rules



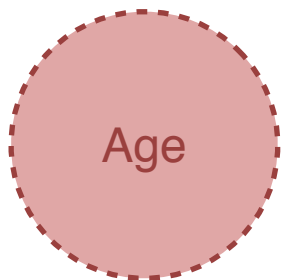
# Moving Parts — Rules

```
@Component(immediate = true, service = Rule.class)  
public class MyCustomRuleRule extends BaseRule { }
```

My  
Custom  
Rule

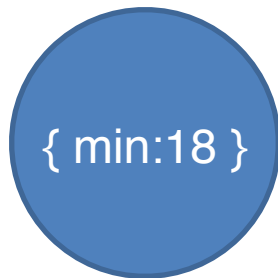
...

# Moving Parts — Rules



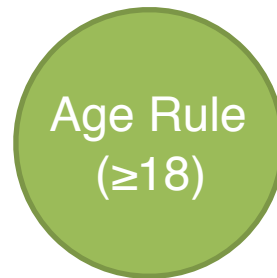
*Rule*

+



*serialized config.*

=



*Rule Instance*

# Moving Parts — Rules



Visit. Page  
(/contact)

Tw. Foll.  
( $\geq 1K$ )

Age Rule  
( $\geq 18$ )

# Moving Parts — Rules



Visit. Page  
(/contact)

Tw. Foll.  
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# Moving Parts — Rules



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Age Rule  
( $\geq 18$ )



# Moving Parts — Rules

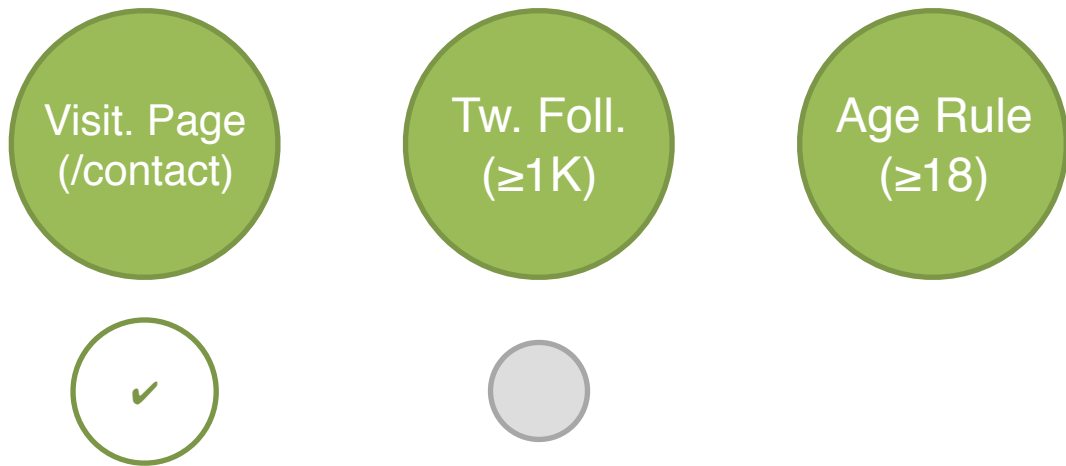
Visit. P  
(/cont

```
public boolean evaluate(  
    HttpServletRequest request,  
    RuleInstance ruleInstance,  
    AnonymousUser anonymousUser)
```

e Rule  
≥18)



# Moving Parts — Rules



# Moving Parts — Rules

Visit. Page  
(/contact)

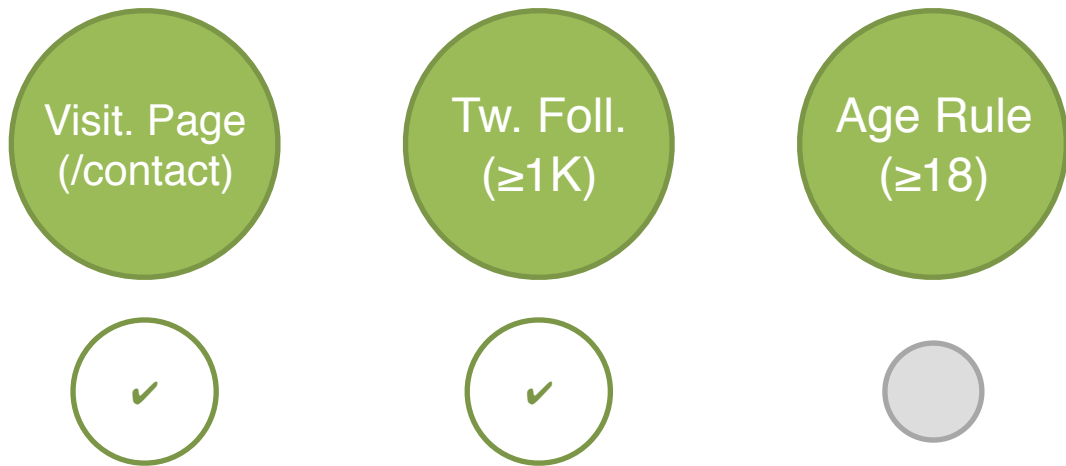


Tw. Foll.  
( $\geq 1K$ )

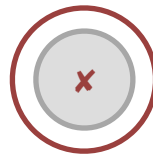
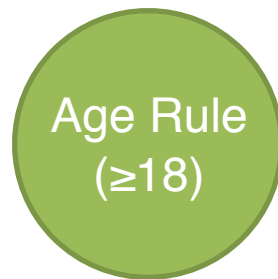
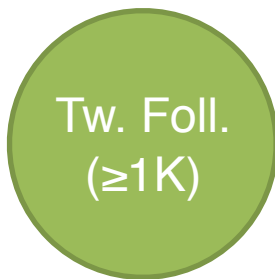


Age Rule  
( $\geq 18$ )

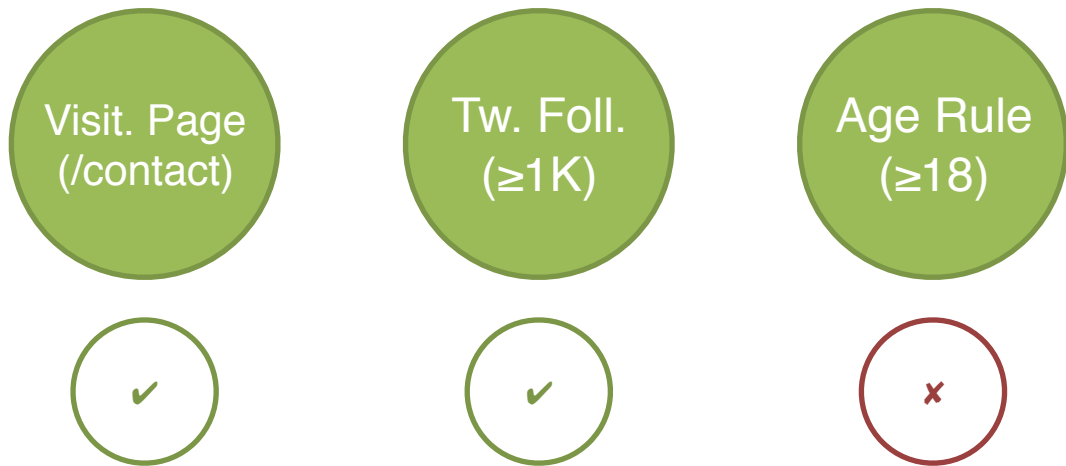
# Moving Parts — Rules



# Moving Parts — Rules

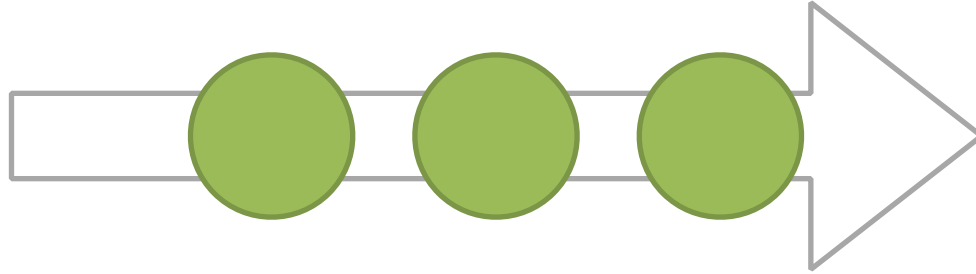


# Moving Parts — Rules

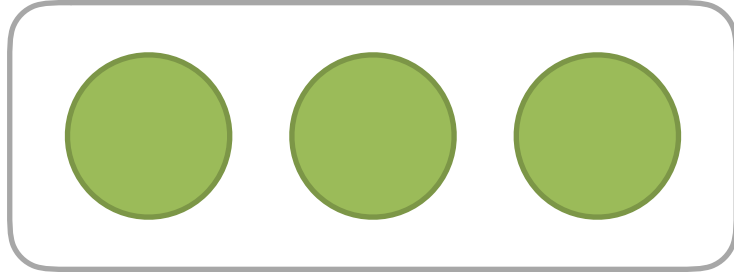




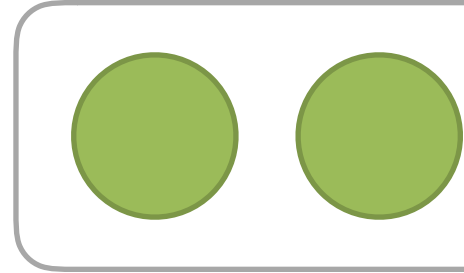
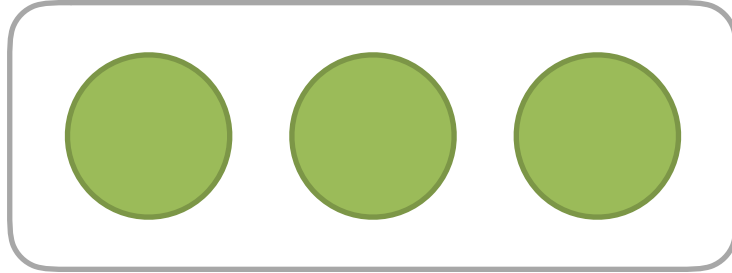
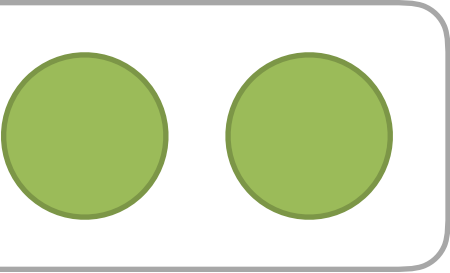
# Moving Parts — Segment



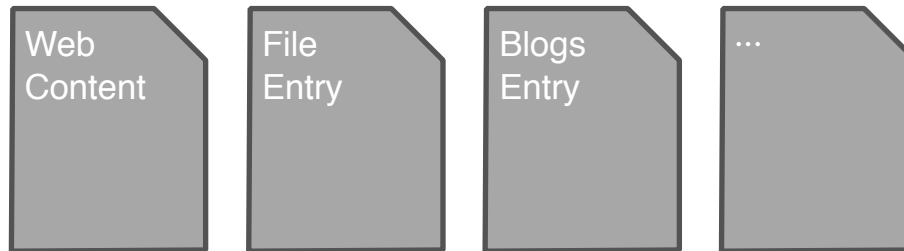
# Moving Parts — Segment



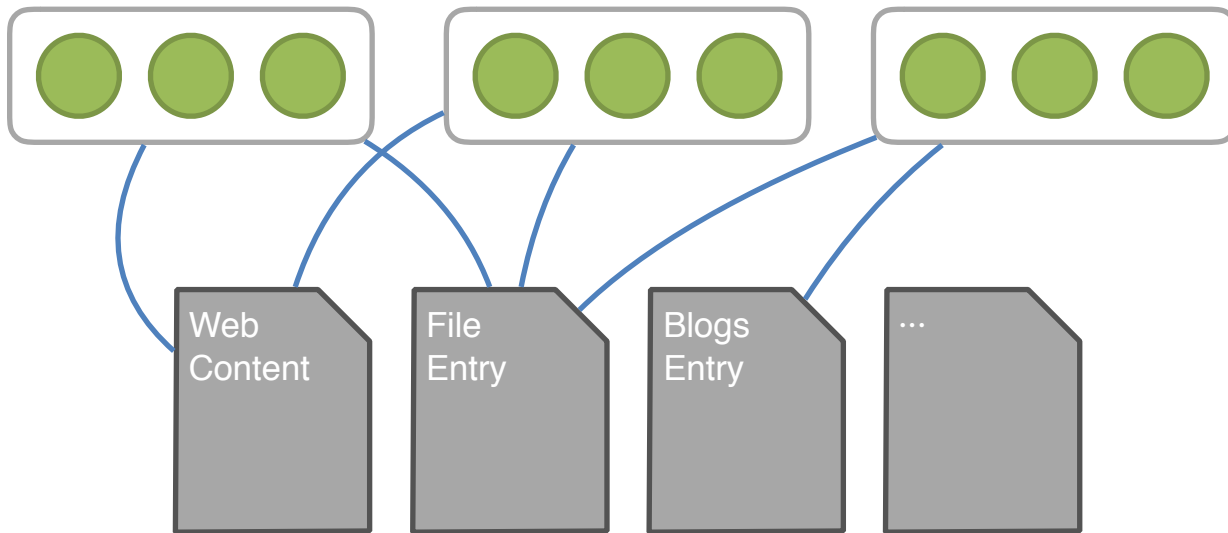
# Moving Parts — Segment



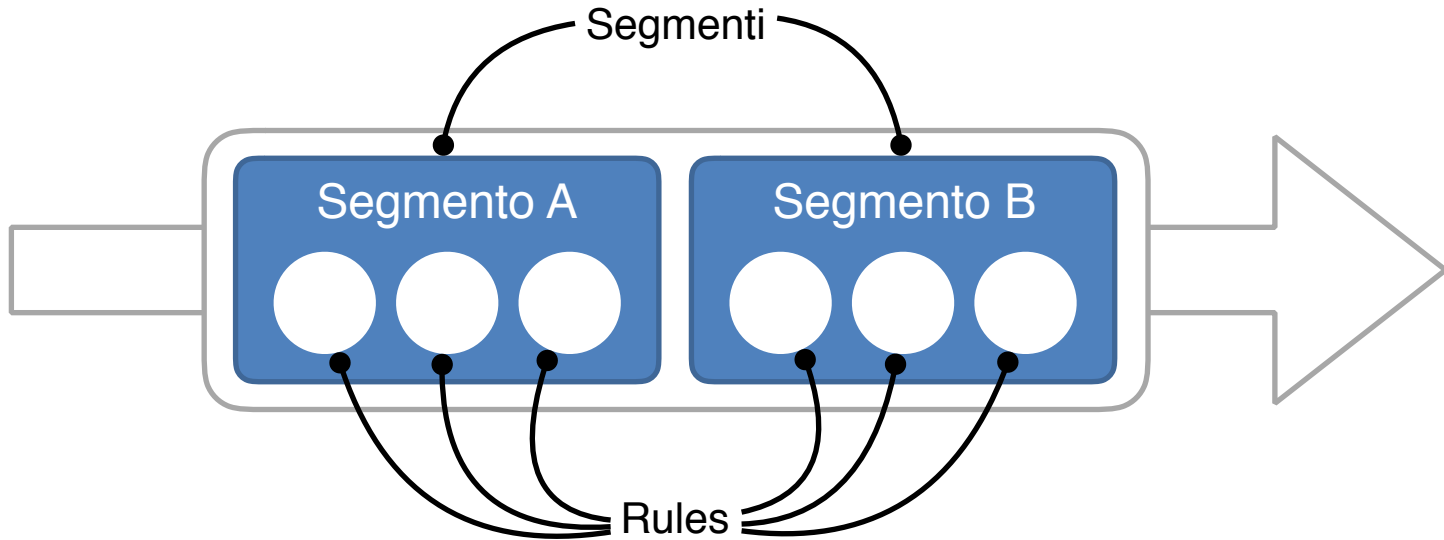
# Moving Parts — Segment



# Moving Parts — Segment



# Moving Parts



# Moving Parts



Match sequenziale

# Moving Parts



Il segmento viene  
applicato all'utente



# Moving Parts



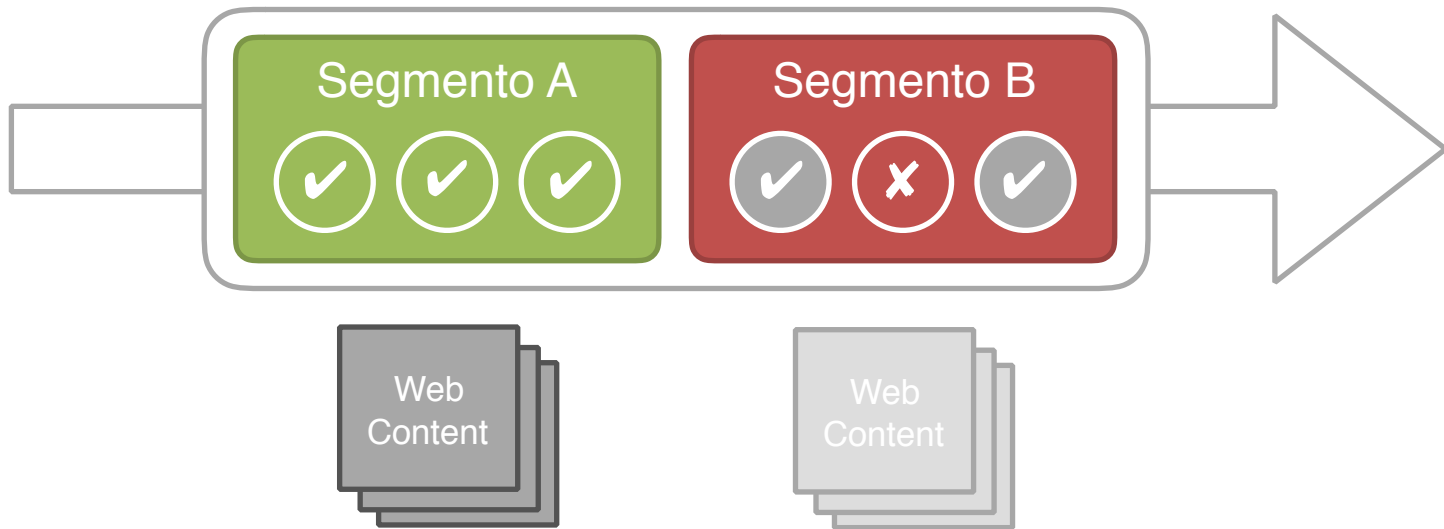
Se una delle regole  
non fa match...

# Moving Parts



Il segmento non  
viene applicato

# Moving Parts



# Per farmi odiare da @MauroMariuzzo

Audience Targeting può essere considerato come un sistema di Access Control basato su Attributi per l'esposizione degli Asset di un Portale.

# Per farmi odiare da @MauroMariuzzo

Audience Targeting può essere considerato come un sistema di Access Control basato su Attributi per l'esposizione degli Asset di un Portale.

Potrebbe essere usato al posto dei perm



Pages



Content



Users



Configuration



- Site Settings
- Application Display Templates
- Social Activity
- Workflow Configuration
- Mobile Device Families
- Audience Targeting

## Audience Targeting



User Segments

Campaigns

+ Add User Segment

Search

No User Segments were found

## Rules

 **Social** >

Facebook Likes, Frien...

 **Behavior** >

Visited content, Page...

 **User Attributes** v

Age, Gender, Roles, ...

 **Site Member**

 **Gender**  
From the user's profile

 **Site Role**

 **UserGroup Member**

 **User Signed In**

 **Organization Role**

 **Organization Member**

 **Regular Role**

 **Age**  
From user's profile



### User Signed In

Evaluates if the user is signed in in the portal.

This rule will be matched if the user is signed in.



### Age

Evaluates if the age in the user's profile is in the configured range.

Older than

18



Younger than

60



## Web Content

- Home
- Recent
- Mine
- Browse by Str...

☐ Add

Home

**Welcome****Version:** 1.2**Last updated:** 6 Minutes ago by Joe Bloggs**Display Date:** 2/1/10 12:00 AM**User Segment:** Bootcamp (solo i maggiorenni)**Edit**

Welcome -

- Permissions
- Preview
- View History
- Copy
- Expire
- Move to the Recycle Bin

Pages

Content

Web Content

Documents and Media

Blogs

Message Boards

Wiki

Dynamic Data Lists

Bookmarks

Polls

Tags

Categories

Recycle Bin

OpenSocial Gadget Editor

Users

Configuration



## Web Content

## Welcome

ID: WELCOME

Version: 1.1

Status: **Approved**

Basic Preview

Permissions

View History

Download

## Categorization

Type

General

User Segment

Select

Tags

Add

Select

Suggestions

## Welcome

[Content](#)[Abstract](#)[Categorization](#)[Schedule](#)[Display Page](#)[Related Assets](#)[Custom Fields](#)

A new version will be created automatically if this content is modified.

Save as Draft

Publish

Cancel

## Web Content

## Welcome

ID: WELCOME

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Pages >

Content >

Web Content

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Message Boards

Wiki

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Bookmarks

Polls

Tags

Categories

Recycle Bin

OpenSocial Gadget Editor

Users >

Configuration >

## Categories

Search

- User Segment
  - ☒ Bootcamp (solo i maggiorenni)

Welcome

Content

Abstract

Categorization

Schedule

Display Page

Related Assets

Custom Fields

A new version will be created automatically if this content is modified.

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Content >

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Configuration >

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Basic Preview

Permissions

View History

Download

## Categorization

Type

General

User Segment

Bootcamp (solo i maggiorenni) ✖

Select

Tags

Add

Select

Suggestions

## Welcome

Content

Abstract

Categorization

Schedule

Display Page

Related Assets

Custom Fields

A new version will be created automatically if this content is modified.

Save as Draft

Publish

Cancel

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## Categorization

Type

General

User Segment

Bootcamp (solo i maggiorenni) ✕

Select

Tags

Add

Select

Suggestions

## Welcome

Content

Abstract

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Display Page

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Cancel

# La Audience Targeting SDK

- È una 'parte' della Plugins SDK
- Si trova in *plugins-sdk/apps/content-targeting*
- Troviamo i familiari
  - ***create\_rule.sh*** my-rule "My Rule"
  - ***create\_report.sh*** my-report "My Report"
  - ***create\_tracking\_action.sh*** my-action "My Action"

# Caso della Demo:

Dobbiamo identificare, per gli utenti **non autenticati**, quante volte è stata eseguita un'azione.

Quale azione nello specifico?

**Premere un grande bottone blu.**

# Creazione

```
cd plugins-sdk/apps/content-targeting  
./create_rule.sh presses "Presses"
```

```
cd rule-presses  
ant setup-eclipse # se si usa Eclipse...
```



# Deploy

```
ant deploy
```


# Deploy

- Stiamo producendo un **bundle**, non un 'plugin'
- Genereremo una **JAR** non una WAR

## Rules

 **Social** >

Facebook Likes, Frien...

 **Behavior** >

Visited content, Page...

 **User Attributes** >

Age, Gender, Roles, ...

 **Sample** v

Sample

 Presses

 **Session Attributes** >

Location, Device, Tim...

Save

Cancel



### Presses

Presses rule

This is the **Presses** rule.

## Rules

 **Social** >  
Facebook Likes, Frien...

 **Behavior** >  
Visited content, Page...

 **User Attributes** >  
Age, Gender, Roles, ...

 **Sample** v  
Sample

 Presses

 **Session Attributes** >  
Location, Device, Tim...



**Presses**

Presses rule

This is the **Presses** rule.



Save

Cancel

# Configurazione (*ct\_fields.ftl*)

```
<@au["input"] name="minPresses" value=minPresses />
```

# Configurazione (*contesto*)

```
// PressesRule.java

@Override
protected void populateContext(
    RuleInstance ruleInstance,
    Map<String, Object> context,
    Map<String, String> values)
```

# Configurazione (*contesto*)

```
context.put("minPresses", minPresses);
```

## Rules



### Social

Facebook Likes, Frien...



### Behavior

Visited content, Page...



### User Attributes

Age, Gender, Roles, ...



### Sample

Sample



Presses



### Session Attributes

Location, Device, Tim...



Save

Cancel



## Presses

Presses rule



Minimum number of click



## Rules



### Social

Facebook Likes, Frien...



### Behavior

Visited content, Page...



### User Attributes

Age, Gender, Roles, ...



### Sample

Sample



Presses



### Session Attributes

Location, Device, Tim...



Save

Cancel



### Presses

Presses rule



Minimum number of click

# Configurazione (*persistenza*)

```
// PressesRule.java

@Override
public String processRule(
    PortletRequest request,
    PortletResponse response,
    String id,
    Map<String, String> values)
```

# Configurazione (*persistenza*)

```
// PressesRule.java
```

```
@Override
```

```
public String processRule(  
    PortletRequest request,  
    PortletResponse response,  
    String id,  
    Map<String, String> values)
```

# Evaluation

```
// PressesRule.java

@Override
public boolean evaluate(
    HttpServletRequest request,
    RuleInstance ruleInstance,
    AnonymousUser anonymousUser)
```

# Evaluation

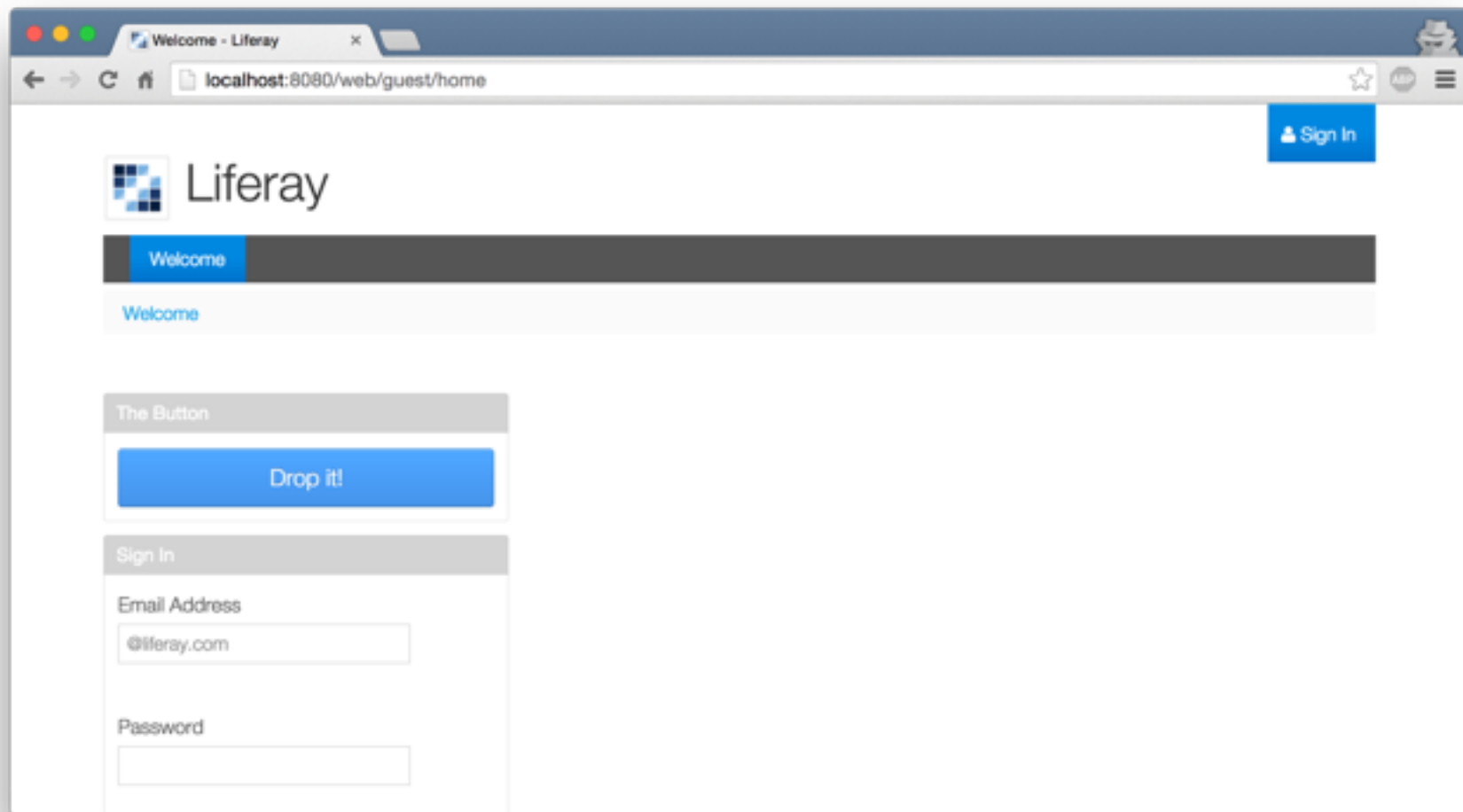
```
HttpSession session = request.getSession();  
  
int presses = GetterUtil.getInteger(  
    session.getAttribute("LIFERAY_SHARED_PRESSES"));
```

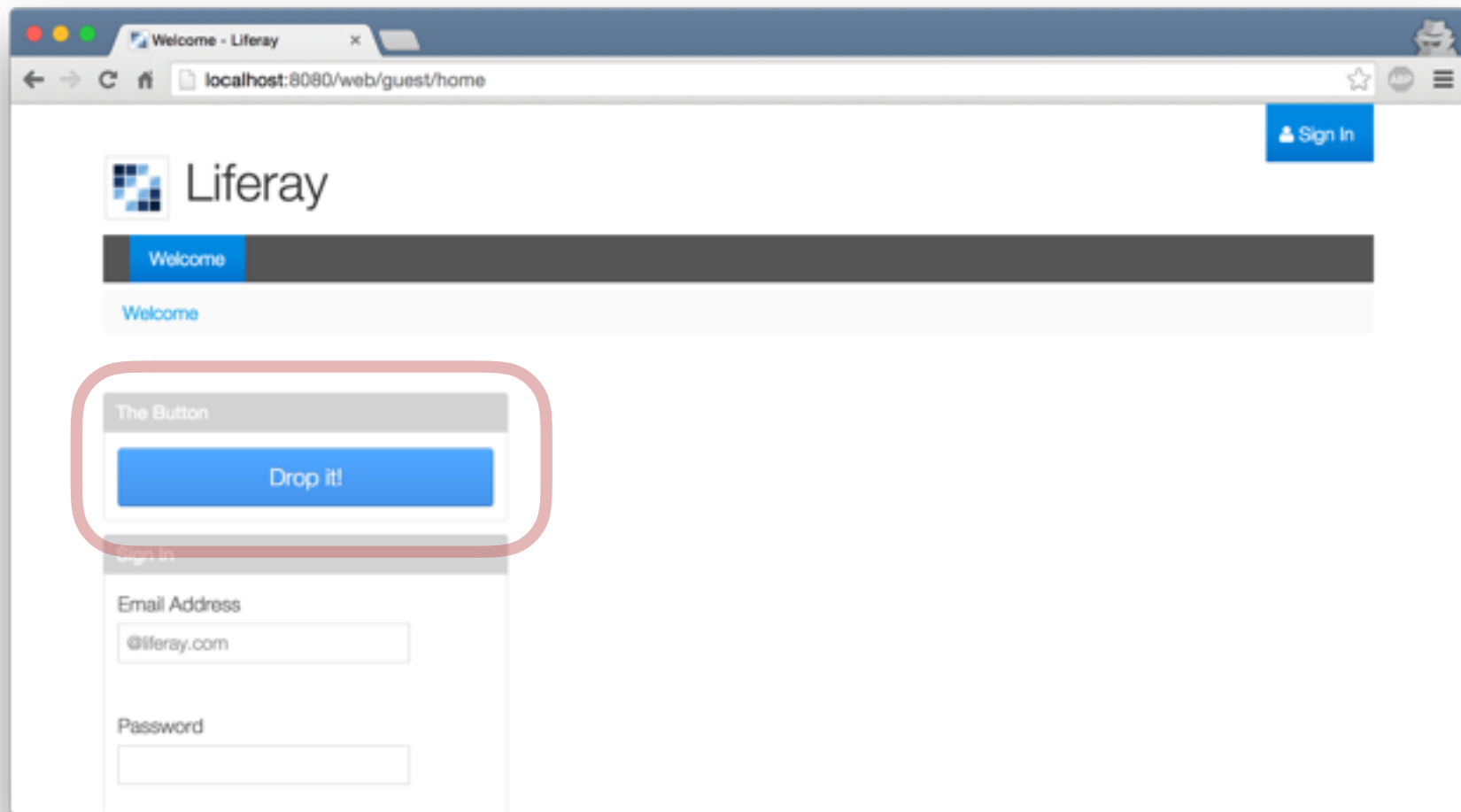
# Update (Big Blue Button)

```
HttpSession session = request.getSession(true);

int presses = GetterUtil.getInteger(
    session.getAttribute("LIFERAY_SHARED_PRESSES"));

session.setAttribute(
    "LIFERAY_SHARED_PRESSES", presses + 1);
```








Welcome - Liferay

localhost:8080/web/guest/home?p\_auth=9Tvi3Wp4&p\_p\_id=thebutton\_WAR\_thebuttonportlet&p\_p\_lifecycle=1&p\_p\_state=nor...

Sign In



# Liferay

Welcome

Welcome

The Button

Your request completed successfully.

Drop it!


Sign In

Email Address

@liferay.com

Password

User Segment Content List




## Welcome

Welcome To Liferay Portal Start Review our Quick Start Guide for an overview of Liferay's features. &nbsp; Learn Read the official Liferay User Guide for detailed... [Read More](#)

Welcome - Liferay

localhost:8080/web/guest/home?p\_auth=9Tvi3Wp4&p\_p\_id=thebutton\_WAR\_thebuttonportlet&p\_p\_lifecycle=1&p\_p\_state=nor...

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# Prossimi passi

- Campagne e Report
- Configurazioni più complesse

# Aspetti da tenere in considerazione

- Il controllo avviene **sincrono**
- Contesto particolare, ovvero OSGi Container

# Q&A?

Grazie!

Pier Paolo Ramon, SMC