

Variable content zone

What is a Variable Content Zone?

A page containing a variable content zone can vary its content based on the tags of the screens on which that page is displayed.

Thus, by way of example, a welcome page containing a variable content text zone can display:

- **“Welcome to our Paris store”** if the screen is tagged [Paris]
- **“Welcome to our Lille store”** if it's tagged [Lille]
- **“Welcome”** on screens untagged or tagged with a different city for which no content has been defined.

In this example, a tag family “Sites” has been used as a reference. Therefore, the content will vary based on the tag of this family applied to a screen.

Second Benefit of a Variable Content Zone: Empowering a Local Editor

To revisit the example mentioned above, a user with limited rights who is themselves tagged Lille will have the right to edit the content of the variable content zone (provided it has been defined as “editable by the user” by the administrator).

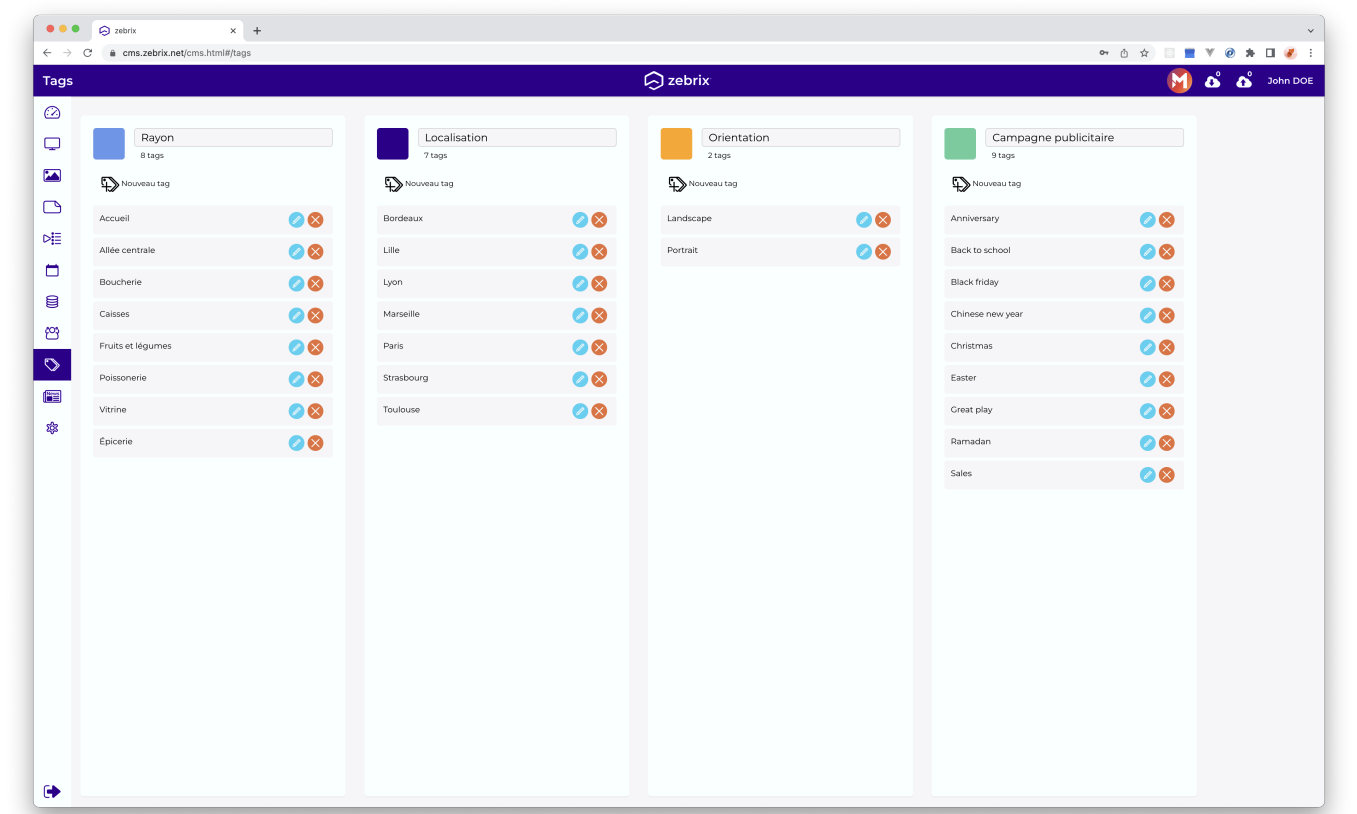
Some Other Examples of Possible Uses:

- Varying the price of a product based on the store or a pricing category to which that store belongs.
- Displaying / not displaying an image/text on a page based on whether a store offers a specific service.
- Creating a multilingual page that displays text in the language of the screen on which it is displayed.

Practical Guide: How to Use this Feature?

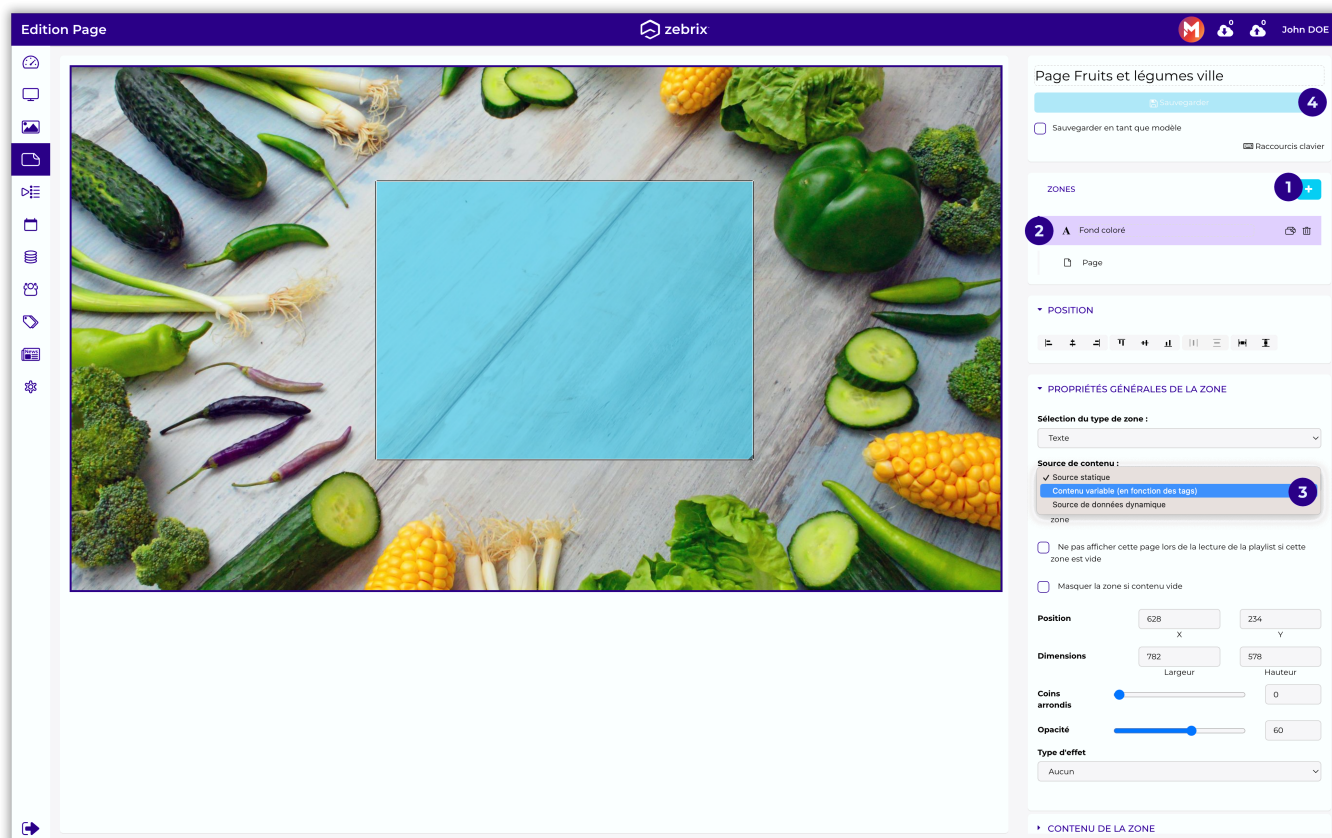
Let's see how to implement the example below.

Take the example of a fictional client using four tag families to classify their screens, media, content, and users.

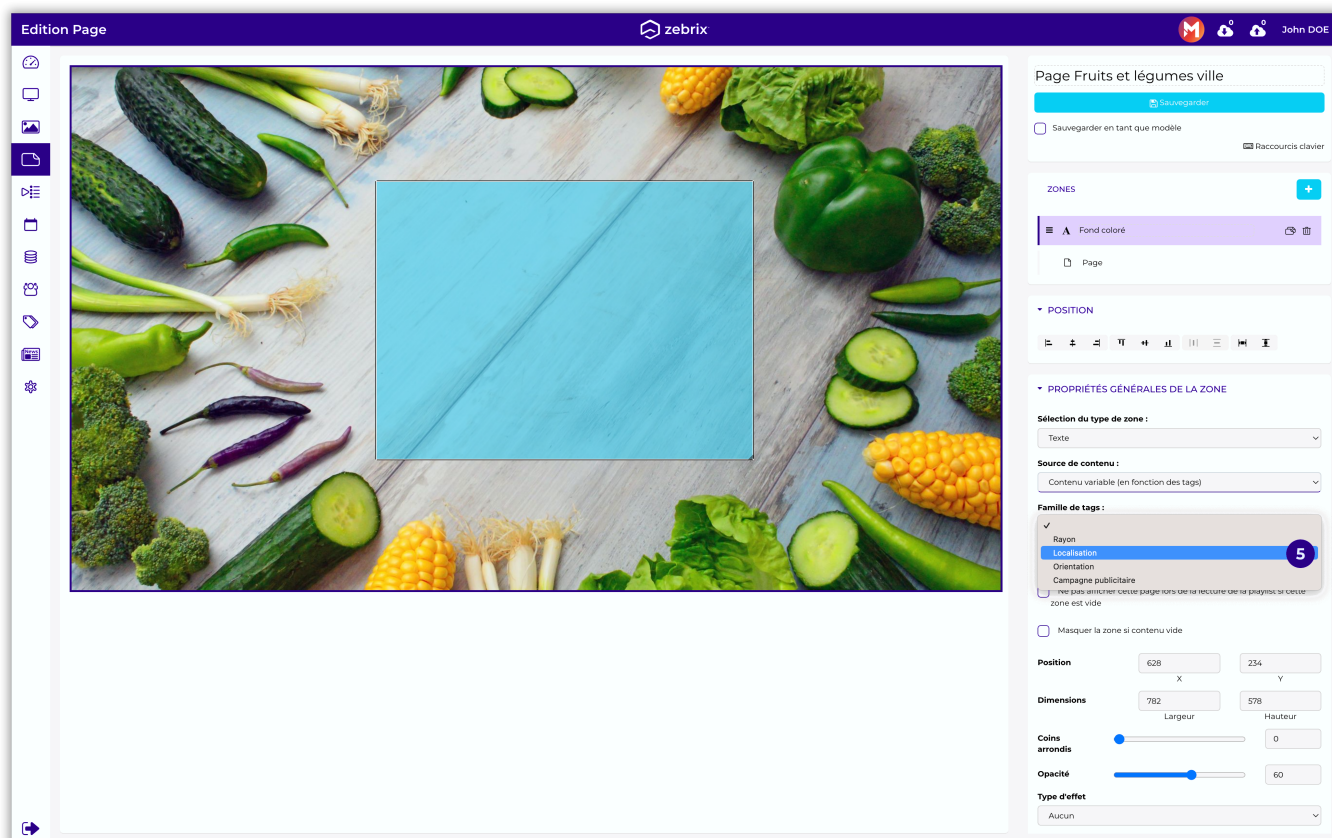


First Step: Page Design and Creation of the Variable Content Zone

Let's start by designing a welcome page. The initial steps of creating this page do not differ from the usual page creation process. In this example, we've chosen a background image and created a text zone to contain the variable welcome message.



In the “General Properties of the Zone” panel for the text zone, adjust the “Content Source” parameter to “variable content (based on tags)” and save by clicking on 'Save'.

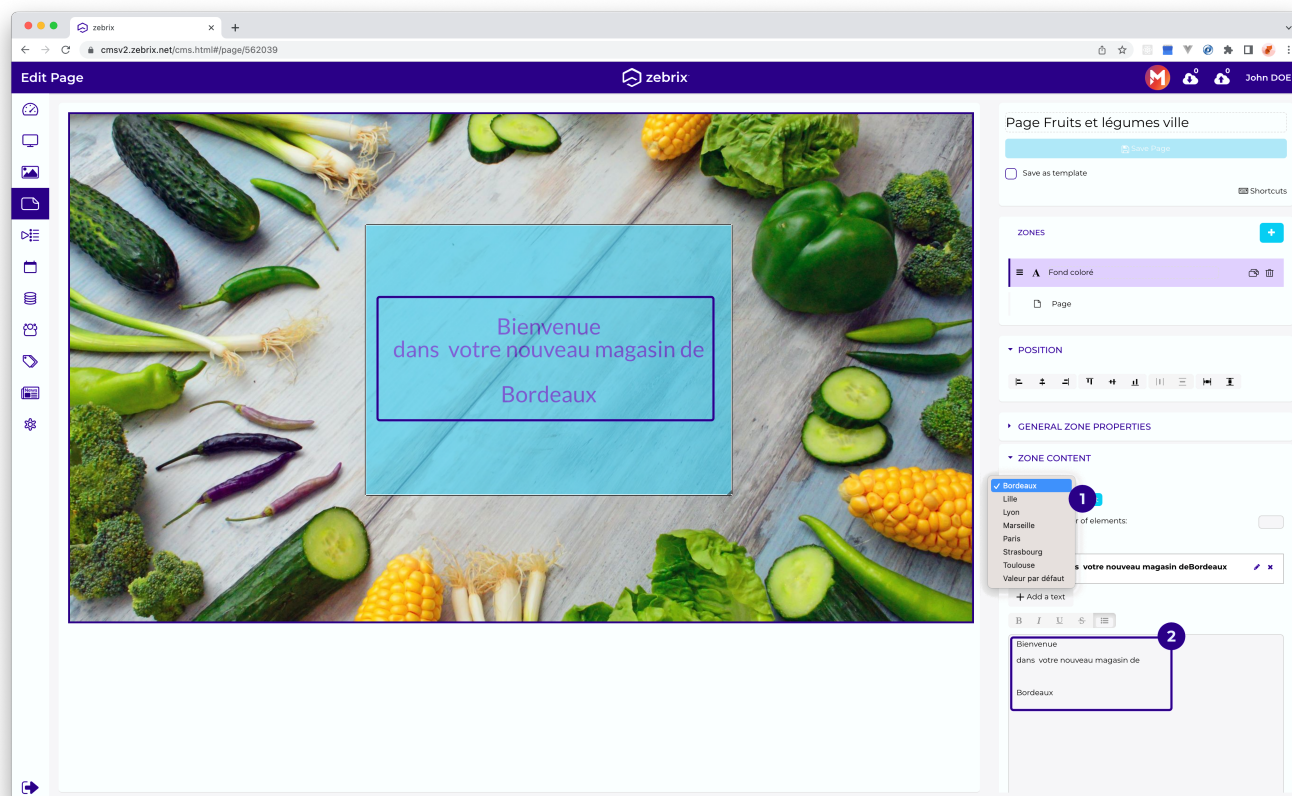


Next, it's necessary to specify the tag family according to which the content of this zone will vary.

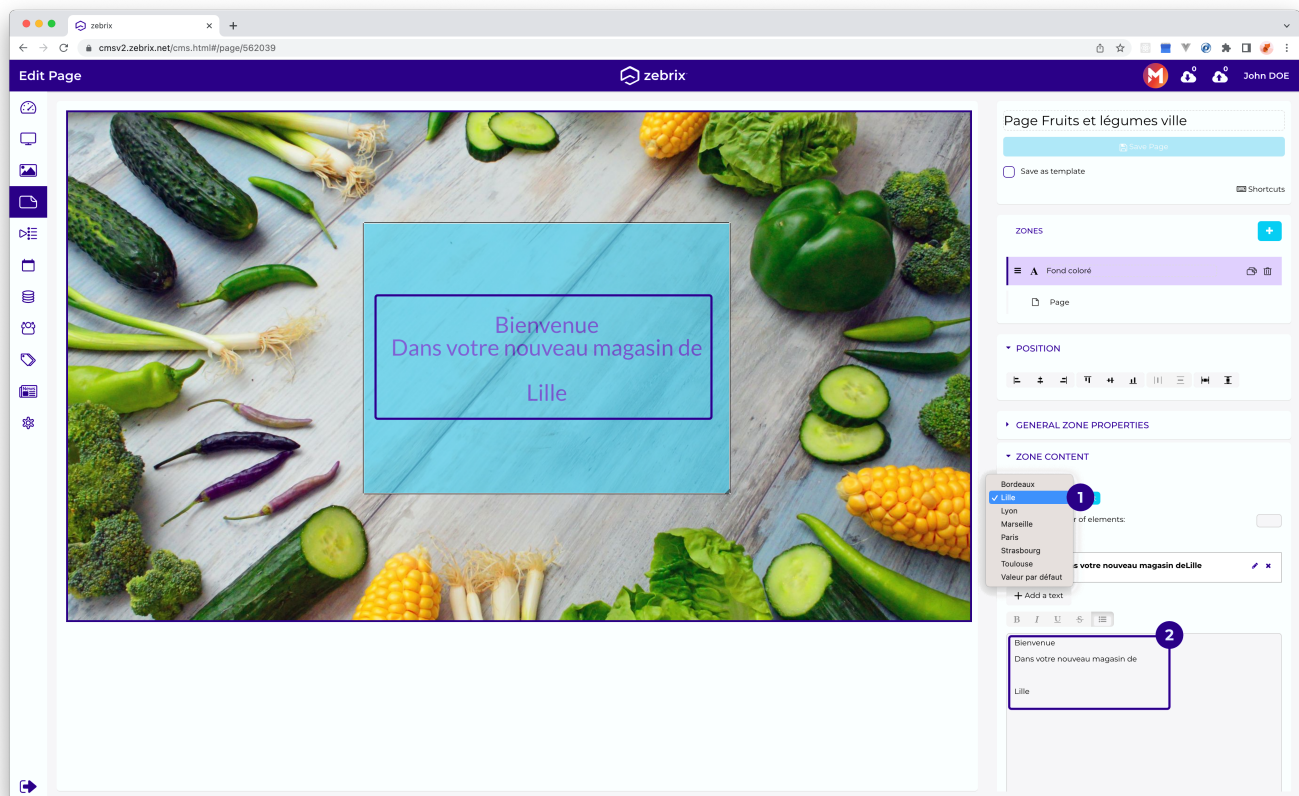
In our example, we want to vary the welcome message based on the store. Therefore, the tag family “Location” will be used as a reference to vary the welcome message on the welcome page. We specify “Location” in the dropdown list.

Second Step: Introducing Content into the Variable Zone

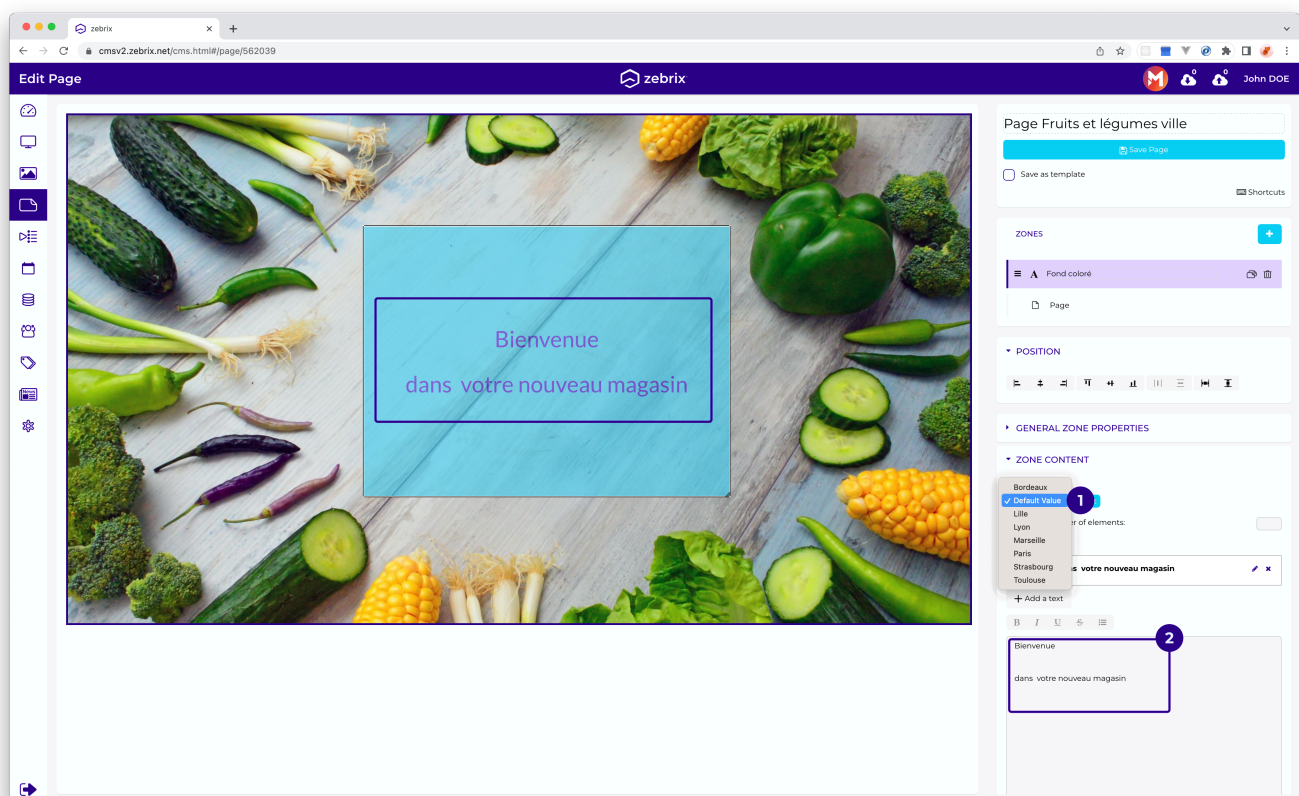
Within the “zone content” panel, it's now possible to choose from a dropdown list for which tag (site) you want to introduce content.



You can define the desired values one after the other. Having just defined “Bordeaux”, we can now customize the message for “Lille”.



The default value is set to "Default Value", and this is the value that will be displayed in the text zone on a screen that is untagged or tagged with a site for which you haven't defined any content.



Result Obtained in Stores

Statut		Nom	Tags
☐		Écran Fruits et légumes	Fruits et légumes × Landscape × Anniversary ×
☐		Écran Fruits et légumes	Fruits et légumes × Paris × Landscape × Anniversary ×
☐		Écran Fruits et légumes	Fruits et légumes × Lille × Landscape × Anniversary ×

Default content as no tag on this screen	Default content as no content specified for "Paris"	Specific content for Lille

Other Types of Zones

In our example, we used a text zone, but all other types of zones also support variable content (image, video, etc.).

Multiple Variable Content Zones on One Page

It's entirely possible to place multiple variable content zones on a single page, whether these zones use the same reference tag family or not.

Practical Guide: How to Empower a Local Editor?

Now that each of our sites can obtain different content in the welcome text zone, let's see how to empower a local user to personalize their message within the variable content zone we've created.

Defining Editable and Non-Editable Zones

In our example, the welcome page has only one text zone. This zone is already editable by users by default. If our page contained other zones, some of which shouldn't be editable by users, you simply need to uncheck the "Editable by users" box in the "General Properties of the Zone" panel.

▼ PROPRIÉTÉS GÉNÉRALES DE LA ZONE

Sélection du type de zone :

Texte

Source de contenu :

Contenu variable (en fonction des tags)

Famille de tags :

Rayon

☒ Les éditeurs limités sont autorisés à éditer le contenu de cette zone

☐ Ne pas afficher cette page lors de la lecture de la playlist si cette zone est vide

☐ Masquer la zone si contenu vide

Creating a Limited Rights User

We will create a restricted “limited rights user” for the “Lille” site so that they can personalize the welcome message for their site.

Section “Users” Button “+” Fill out the form, specifying that it's a “limited rights user.”

Créer un utilisateur

Utilisateur

Rôle

Rôle

User with limited rights

Description :

Zebrix default role for client user

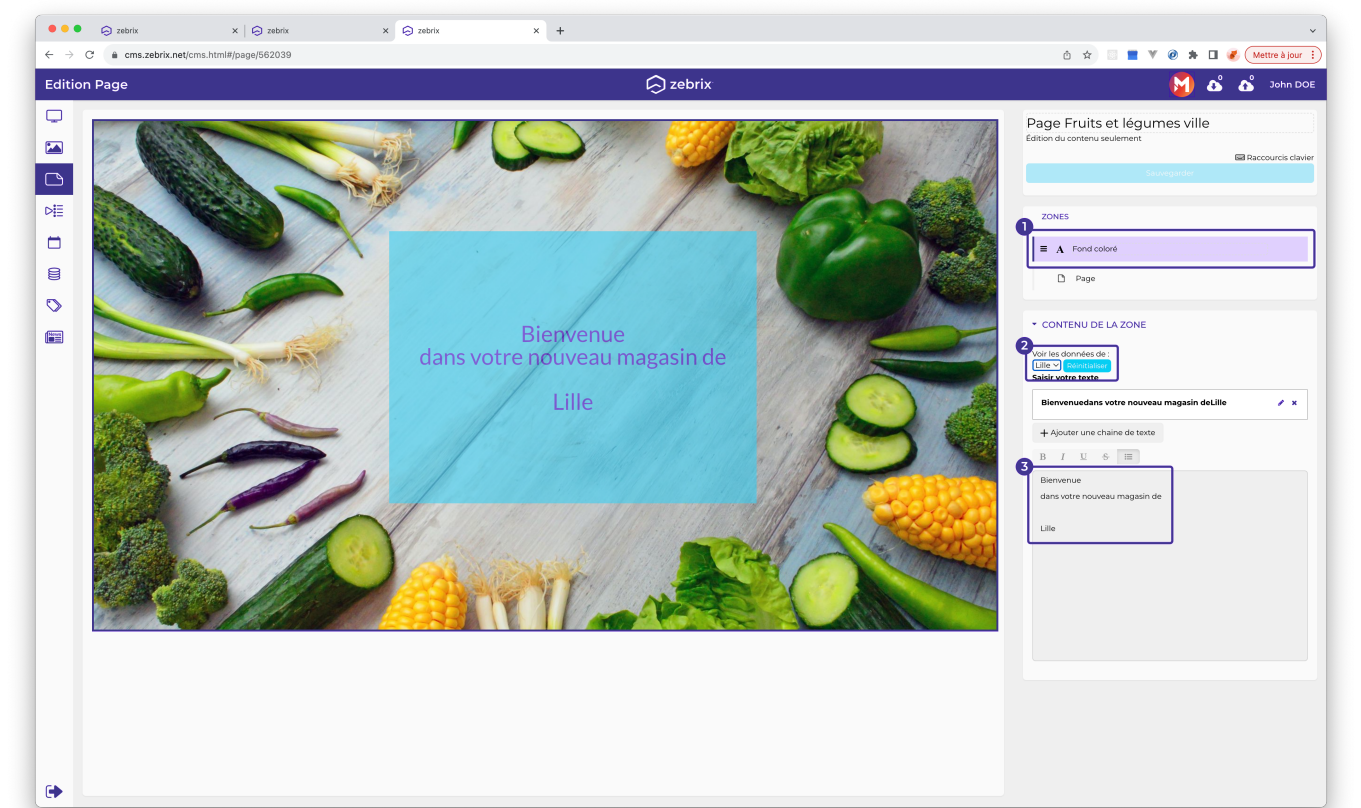
Niveau 4000

Tag the “Lille” site on the user

☐ Nom	Nom utilisateur	Langue	Email	Rôle	Tags
☐ John DOE	john-doe	fr_FR	none@none.fr	Utilisateur limité	Lille

Result Achieved by the User

The user can modify the text of the variable zone, but only for the “Paris” site (the only available value in the dropdown list).



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