Introduction

What is a variable content zone ?

A page containing a variable content zone will be able to change its content according to the tags of the screens which's displaying this page.

For example, a welcome page containing a text zone with variable content could display :

- ***« Welcome to our New York store »*** if the screen have the tag [New York]
- ***« Welcome to our Tokyo store »*** if the screen have the tag [Tokyo]
- ***« Welcome »*** on non-tagged or tagged screens in another city for where no content has been defined.

In this example, a “localization” tag family was used as a reference. It is therefore depending on the tag of this family applied on a screen that the content will change.

Why using variable content zone : leave it to a local user

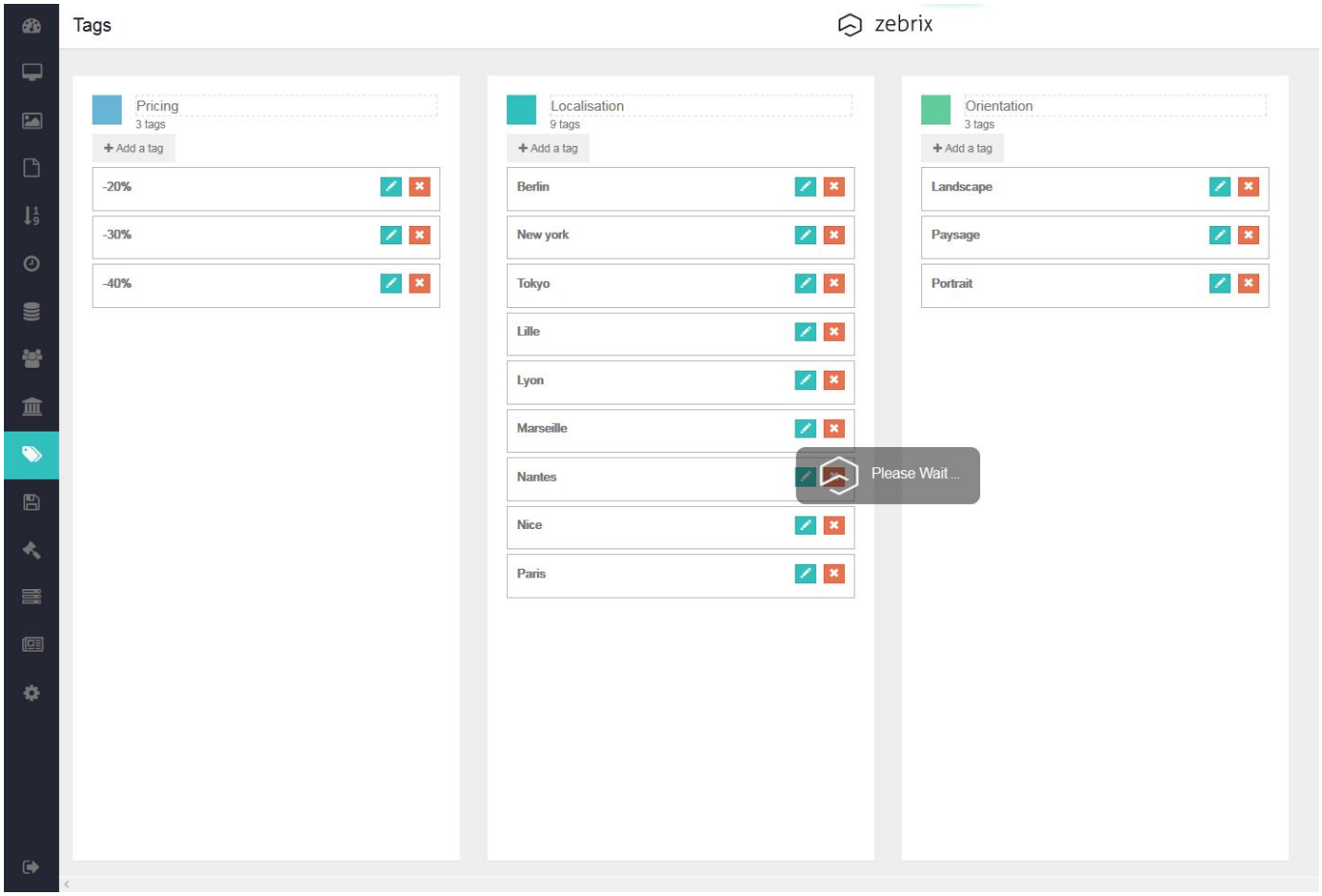
To use the above example, a user with limited rights who is himself tagged *Tokyo* will have the right to edit the content of the variable content zone (as long as it has been defined as “editable by the user” by the administrator).

Some other examples of possible uses :

- Change the price of a product, depending on the store or price category to which that store belongs.
- Display / not display an image/text on a page depending on what a store offers or does not offer a specific service.
- Make a multilingual page displaying texts in the language of the screen on which it is displayed.

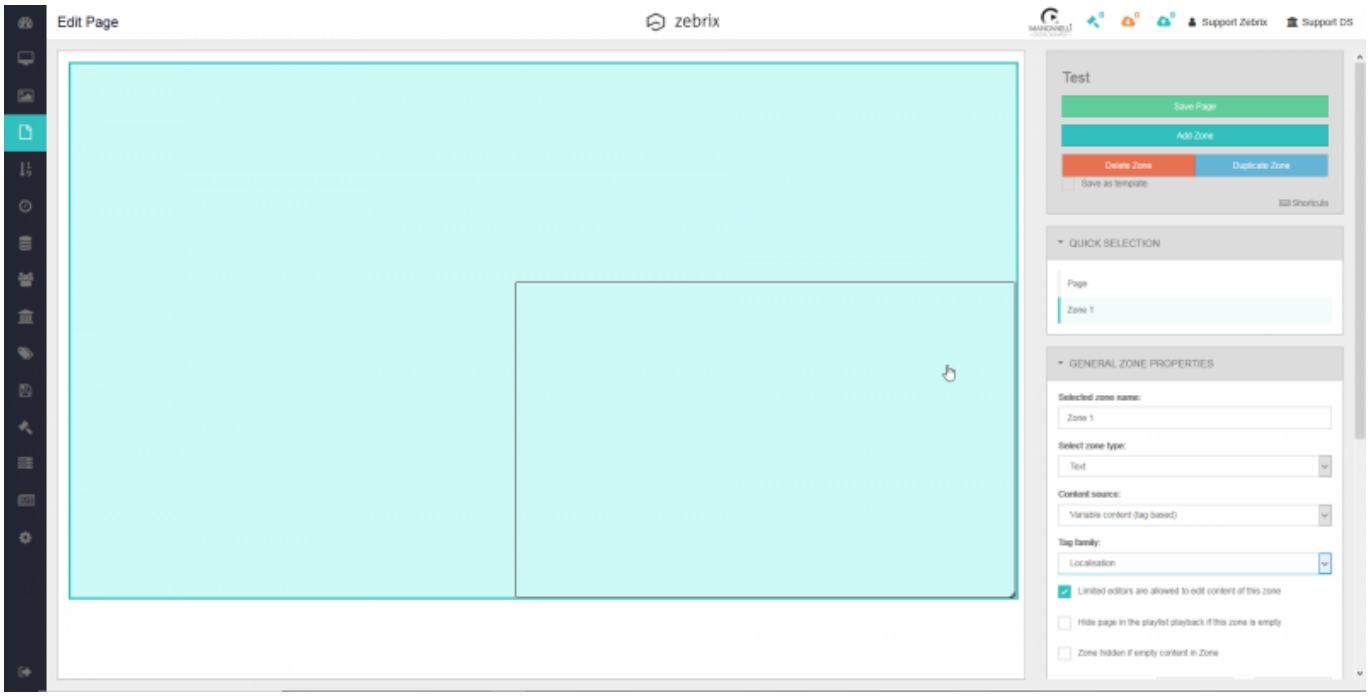
How to use this feature ?

Let's see how to set up the example below, we have a fictional customer using three families of tags to classify its screens, media, content and users.



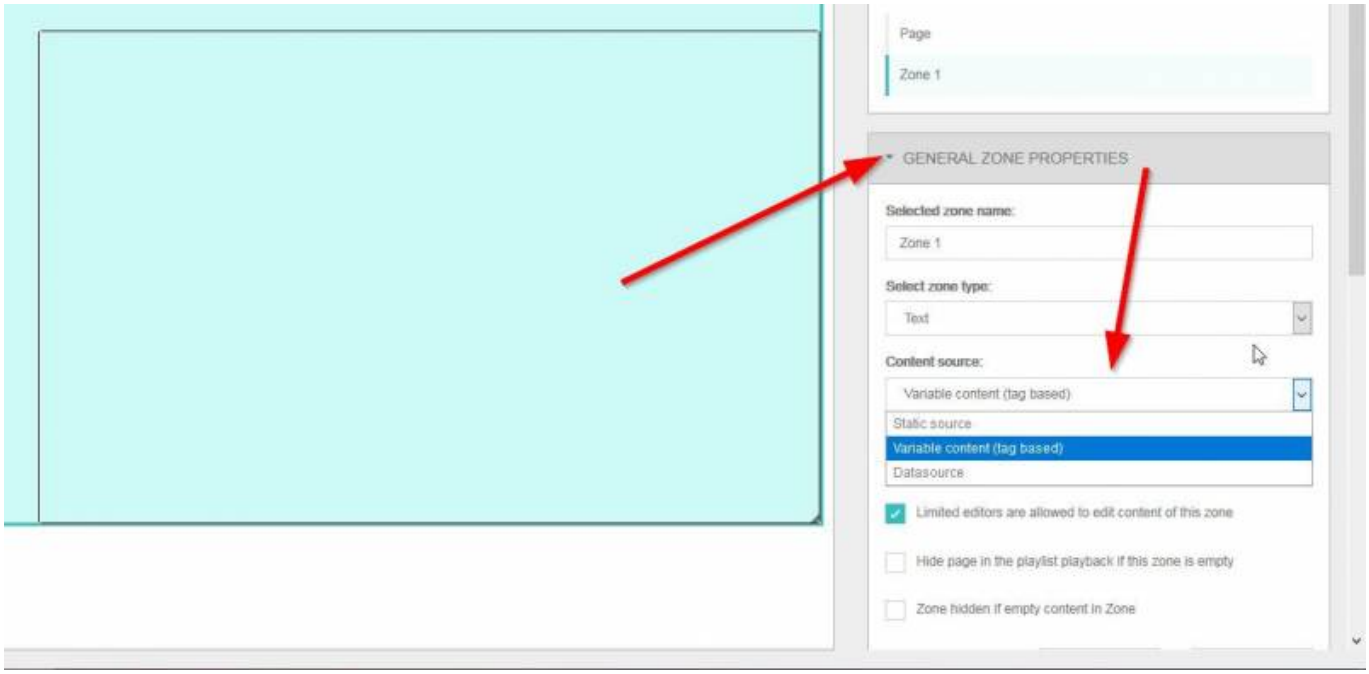
First Step : Create the page

Let's start by designing a welcome page. The first steps in creating this page do not change from the usual creation of a page. In this example, we have chosen a background colorand created a text area to host the variable welcome message.



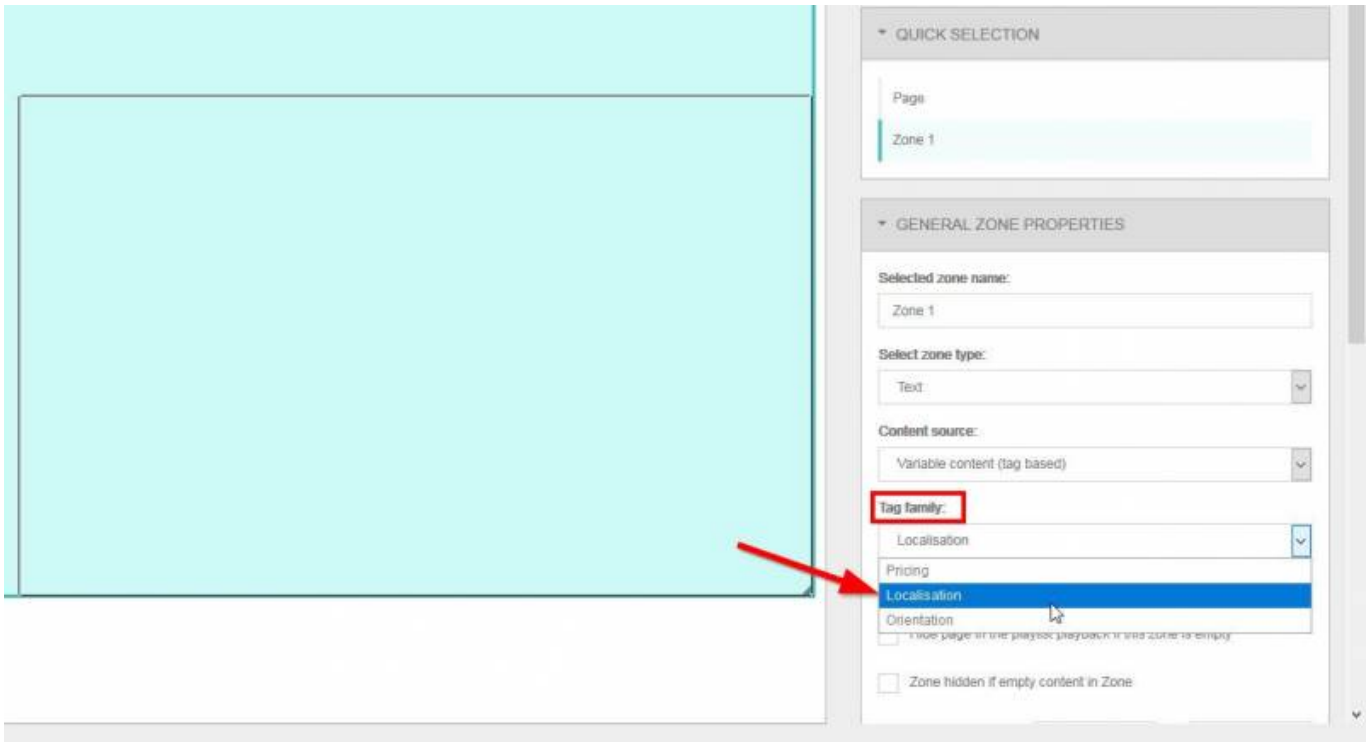
Second step: Specify that the text box is "variable content"

In the “General zone properties” section of the text zone, let's change the “Content source” parameter to “Variable content (based on tags)”.



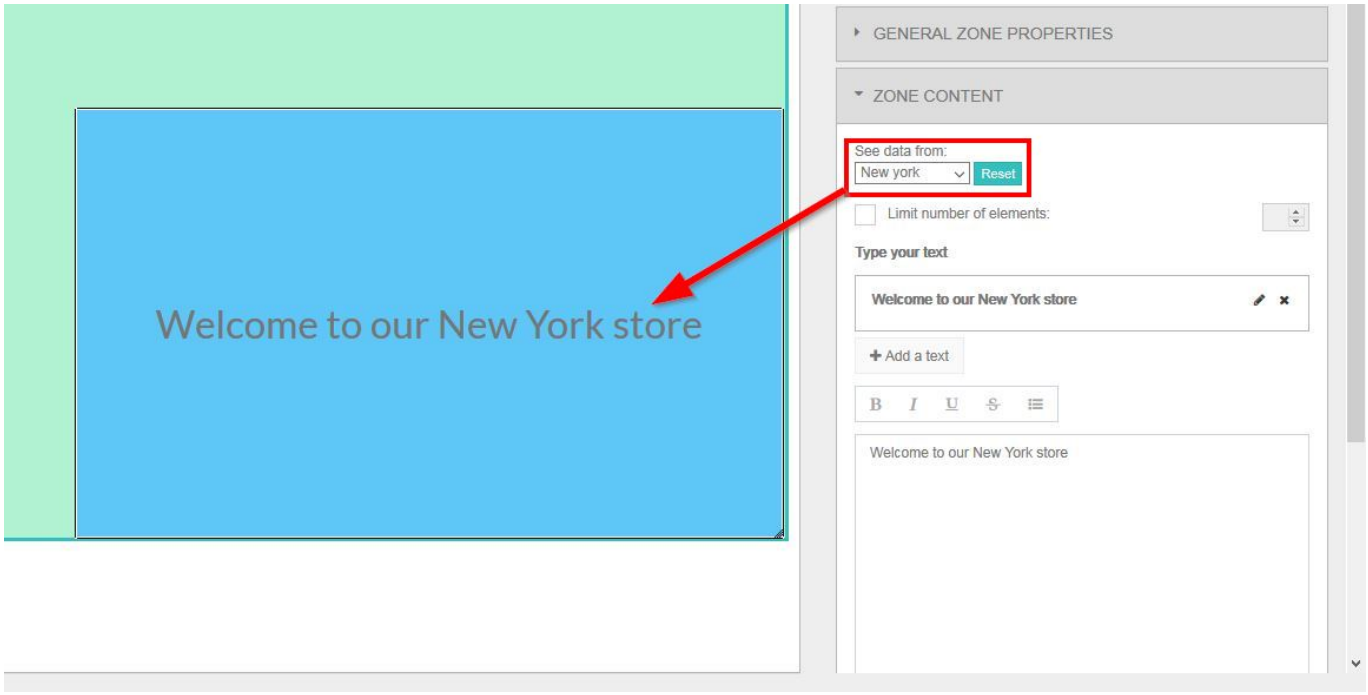
It is then necessary to specify the tag family according to which the content of this field will be variable.

In our example, we would like to change the welcome message depending on the store. It is therefore the “Localisation” tag family that will be used as a reference to change the welcome message on the welcome page. We therefore specify “Localisation” in the drop-down list.

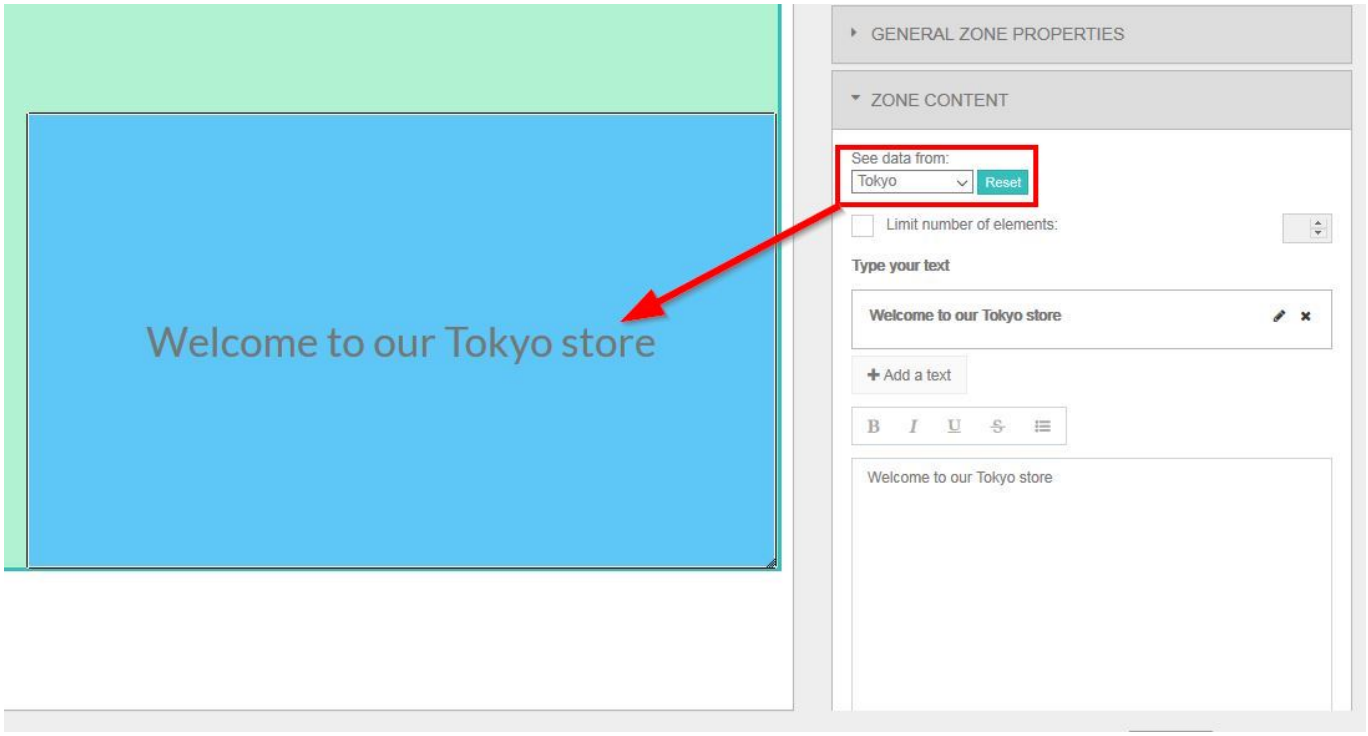


Third Step : Entering content into the variable zone

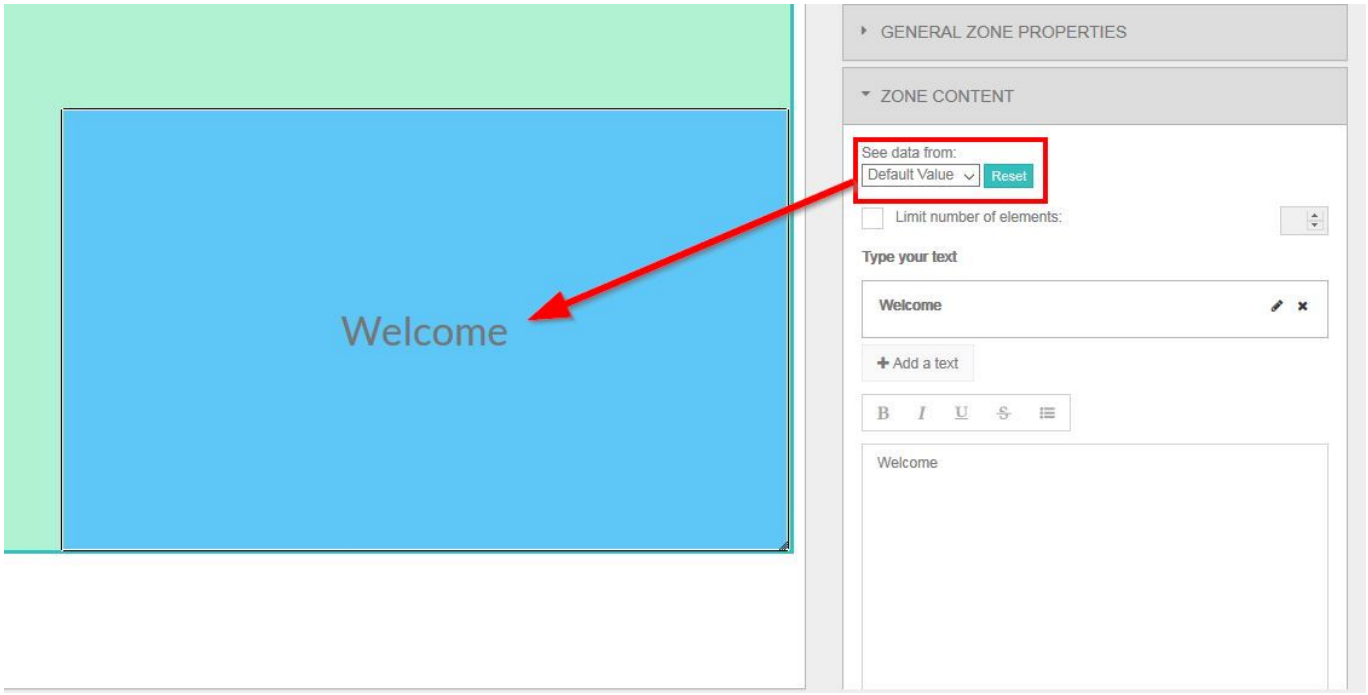
Within the “zone content” section, it is now possible to choose from a drop-down list for which tag (for which Localization) you wish to introduce content



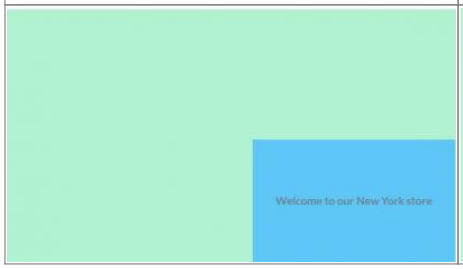
You can define the different desired values in turn. We have just done “New York”, we can now customize the message for “Tokyo”.



The default value is the value that will be displayed in the text box on a screen that is not tagged or that is tagged from a localization for which you have not defined any content.



Results on screens

New York	Tokyo	Defaut
		

Other types of zone

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

Several zones with variable content on the same page

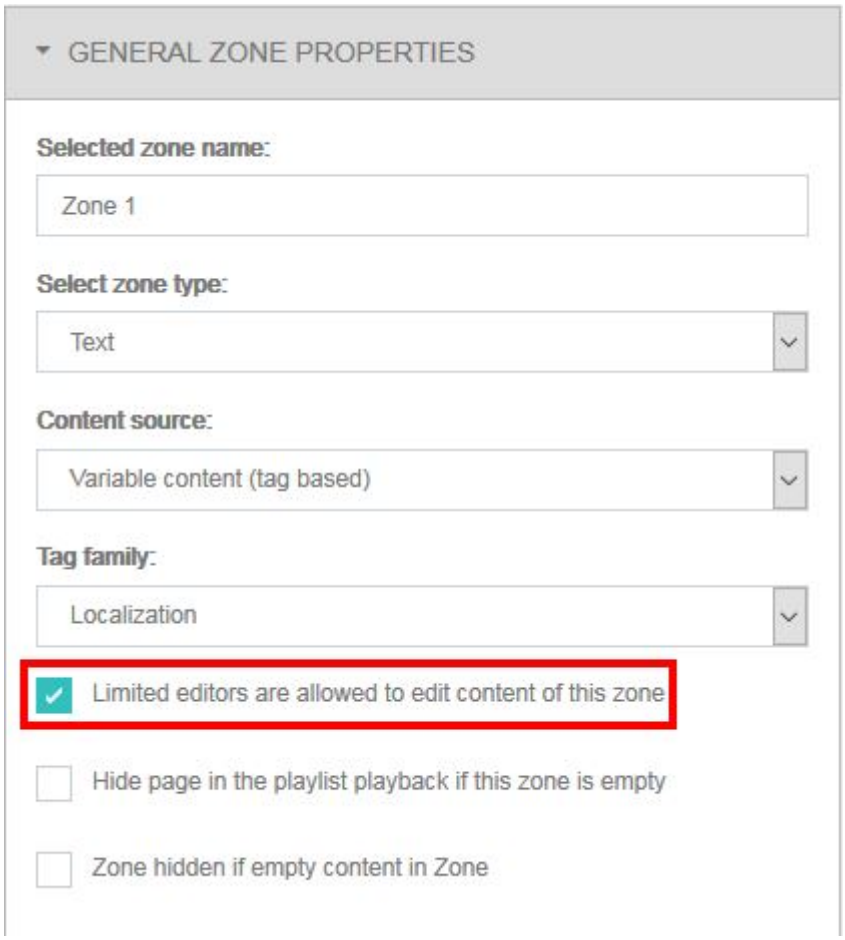
It is quite possible to place several zones with variable content on the same page even if these zones use the same reference tag family or not.

Practical Guide: how to give a hand to a local editors ?

Now that each of our localizations is able to get different content in the welcome text box, let's see how to give a local editor a hand in customizing their message within the variable content area we've created.

Define editable and non-editable zones

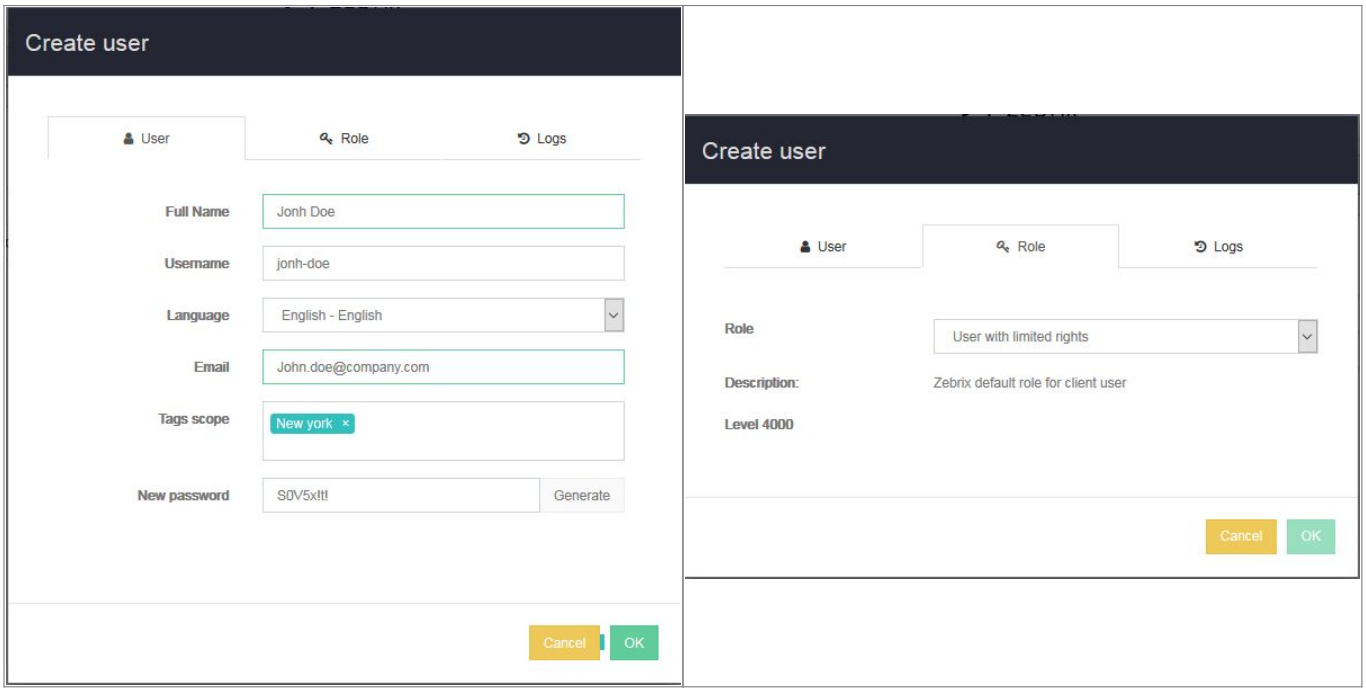
In our example, the welcome page has only one text box. This area is already editable by users as it is the default option. If our page contained other areas, some of which should not be editable by users, simply uncheck the box "**Editable by users**" in the "**General area properties**" section.



Creating a user with limited rights

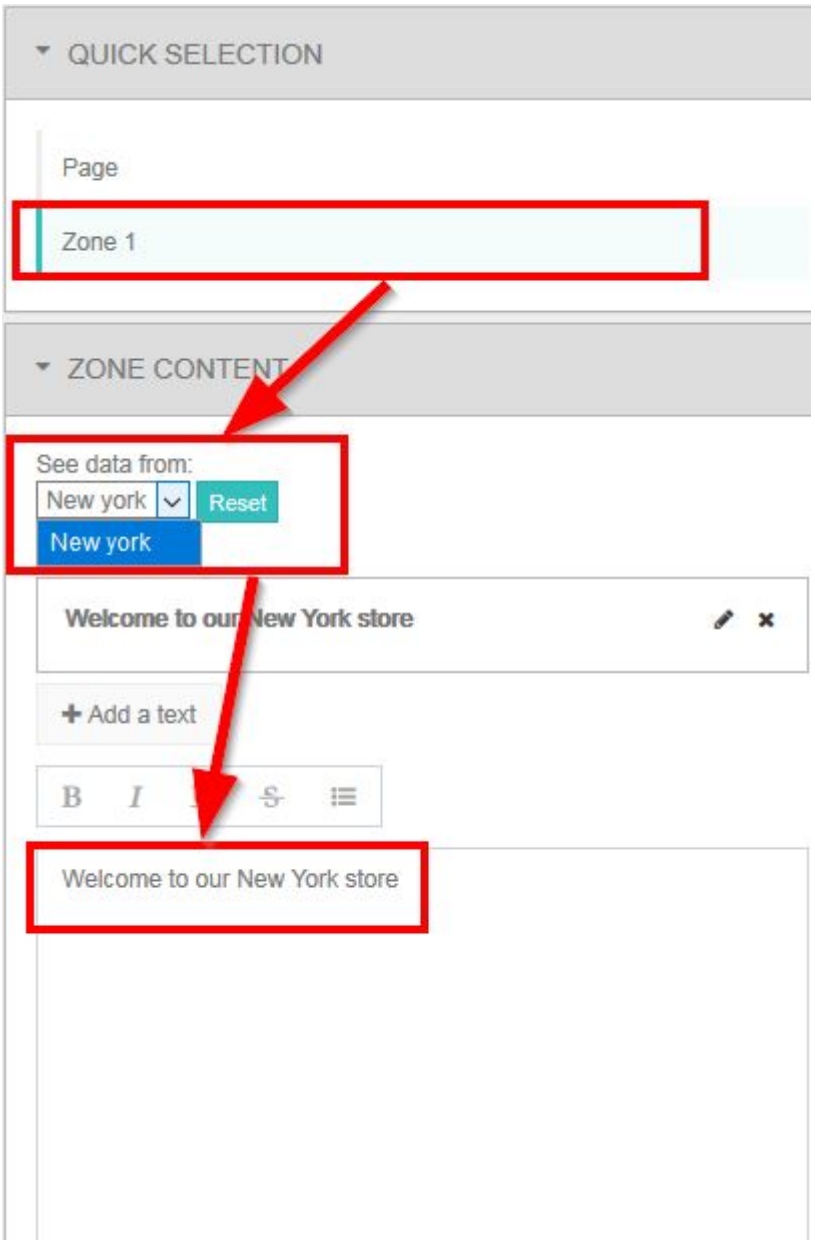
We are going to create a "limited-rights user" restricted to the "New york" localization so that he or she can personalize the welcome message for his or her site.

- "Users" section
- Button " + "
- Fill in the form, specifying that it is a "Limited User".
- Tagging the "New York" site on the user



Result obtained by the user

The user is able to modify the text in the variable field and this only for the “New york” site (the only value available in the drop-down list).



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