# PathFactory™

What Is Website Tools?

1:1 Web Content Recommendations

PathFactory Website Tools is an AI-driven content intelligence solution to deliver micro-personalized experiences to website visitors based on their unique behaviors. Website Tools is a suite of solutions that allow B2B marketers to understand and drive the customer journey through 1:1 website and content experiences.

Website Tools automatically analyzes website content, informs marketers who is engaging on the website and how they're engaging, and intelligently provides recommendations for the next best set of content to the visitors, addressing the need for self-exploration and education. With B2B buyers doing more homework before engaging with or buying from a company, Website Tools accelerates the journey.
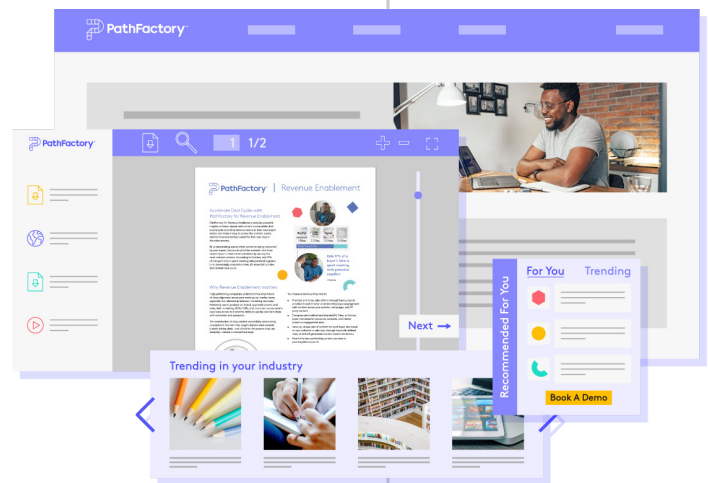
Website Journey Tracking

Track the individual journey of every visitor and account through your website content, pass the data to your marketing automation, CRM, and business intelligence systems, and report on visitors, accounts, and content performance. Whether your visitor is known or anonymous, PathFactory brings their website journey to life. Unlike Google Analytics, we measure scroll depth and dwell time with all assets on your website, regardless of format.

Intelligent Content Analysis

Automatically turn your content into structured data using machine learning, get deeper insights with our proprietary content health assessment including tagging, taxonomy, quality, and compliance (discoverability and accessibility).

Layer on visitor engagement and Content Intelligence allows the marketer to know which content and it's attributes are engaging their visitors. Visualizing the content journey, overlaid with firmographic data allows marketers to prioritize content development strategies and sales to prioritize accounts, buying committee expansion and opportunities to generate revenue.

AI-driven Recommendations

Curating the content journey just got easier! Deliver unique AI-based content recommendations to every visitor using data from the intelligent content analysis as well as visitor profile and behavior data. Multiple classes of recommendations, including Recommended For You, Trending (at your account, industry, or region),

Related Content, Your history, and more are available for configuration. PathFactory offers two out of the box widgets to display these recommendations - known as Guide and Concierge. And if a marketer insists they can serve up manually curated content through our "Featured" carousel.

API-driven Recommendation Service, And Activation Widgets

Contextually relevant on-demand content experience

Website Journey Tracking & Content Insights

Delivers intelligence on your content, who is engaging and how they're engaging.