



Personalization and Targeting Modules

This chapter provides an overview of the various personalization and targeting modules and their functions.

- [Overview of the Personalization and Targeting Modules](#)
- [Various Personalization and Targeting Modules](#)

Overview of the Personalization and Targeting Modules

The Personalization modules refers to the OOB box that helps end users to personalize the content available in the site. There are two personalization modules Add To Favourite and Mark Favourites which enable end users to personalize the content which are their favorite or used by them frequently. The Targeting modules are container modules that enable you to show or hide the content on your site based on various parameters. You can add the modules to display or hide to the container of this targeting modules. The container modules described in this chapter are Target Container and Context Aware Container.

Various Personalization and Targeting Modules

This section provides the detailed description of the following personalization and targeting modules:

- [Add to Favourite, page 9-2](#)
- [Mark Favourites, page 9-5](#)
- [Target Container, page 9-9](#)
- [Context Aware Container, page 9-14](#)

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Add to Favourite

The Add to Favourite module enables a user to add a content category as a favorite, which the site can use to provide relevant content. The Add to Favourite module enables users to manage their favorite shows.

For example, when the module is placed on a Show site, the user can add shows to the list of favorites, and then get videos and photo galleries from favorite shows.

In the News category page, the user can add a category or topic to the list of favorites and get news related to the topic or category related to the favourite list.

You can configure the module using the personalization key and the item ID provided in the Mark Favorites module. The Mark Favorites module enables the user to mark that particular show as a favorite. You can modify the module as per your requirement by adding different link labels, background image, different font size, and colors.

Prerequisites

Before configuring the Add to Favourite module, ensure that you have the following:

- Personalization Key (from the Mark Favorites module or provided by Cisco)
- Item ID or show ID (from the Feed in the Mark Favorites module)

Configuring the Add to Favourite Module

To configure the Add to Favourite module, perform the following steps:

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- Step 1** In the Modules panel, enter **Add to Favourite**. The Add to Favourite module appears in the Modules panel.
- Step 2** Drag and drop the module into the footer area of the canvas. The Edit panel of the module opens.
- Step 3** In the Edit panel of the module, specify the required values in the respective fields.
- Step 4** Click **Save**.
-

Add To Favourite Properties

Main Properties

The Main properties enable you to specify the basic properties for this module. The following is the list of Add to Favourite Main properties.

Table 9-1 Main Properties

Property	Description
Personalization Key	The personalization key provided by Cisco.
Item ID	The unique ID that each show has in the Shows feed.

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Table 9-1 Main Properties

Property	Description
Layout Style	You can display the Add to Favorite link in one of the following ways: <ul style="list-style-type: none"> • Icon only • Icon before link • Icon after link • Link only
Change Add to Favourite Icon	To change the Add to Favourite icon.
Change Remove from Favourites Icon	To change the Remove from Favourites icon. These (Add and Remove Favourite Icons) act as toggle buttons when the user click them.
Add to Favourite Link Label	The label for the Add to Favourite Link Label. The default link is “Add to Favourite!”.
Remove from Favourite Link Label	The label for the Remove from Favourite Link. The default link is Remove from Favourites. The Add and Remove links toggle when the user clicks them.

Style Properties

The Style properties enable you to specify the color, alignment, and background details for the link text. The following is the list of Add to Favourite Style properties.

Table 9-2 Style Properties

Property	Description
Link Color	The font color that you want to apply to the link text.
Align Icon and Text	To Align Icons, Text, and the links. You can align to the right, left, or center.
Background Color	The background color of the area where the Add to Favorite link appears.
Add background Image	To use an image as the background for the area where the link appears and upload the image.
Padding (Px)	The space you want to leave between the content and the module boundary for non-touch mode.
Margin (Px)	The space between the module boundary and the sides of device screen for non-touch mode.

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Touch Version Properties

The Touch Version properties enable you to specify the properties that are applicable only to the touch version. The following is the list of Add to Favourite Touch Version properties.

Table 9-3 Touch Version Properties

Property	Description
Link Font Family	The font family that you want to apply to the link text
Link Font Size	The font size that you want to apply to the link text.
Make Link Text Bold	To display the link text with bold text formatting on touch mode.
Add Background Image	To use an image as the background of the area where the link appears and upload the image.
Padding (Px)	The space you want to leave between the content and the module boundary for touch mode.
Margin (Px)	The space between the module boundary and the sides of device screen for touch mode.

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Mark Favourites

The Mark Favourites module enables you to add and mark favorites for a particular mobile website. You can also use this module to manage your favorite shows.

You can configure the module using the Feed URL, Feed adapter key, and personalization key. You can modify the module as per your requirement by adding different link labels, background image, different font size and colors.

The Mark Favourites module enables end users to mark and manage multiple shows as favorites.

Before configuring the Mark Favourites module, ensure that you have the following:

- Mark Favourites feed URL
- Feed adapter key
- Personalization key (provide a unique key)

If you use the Cisco Feed Editor to create a feed, use the following details:

- Feed template name-Mark Favorites
- Feed adapter key-FAVORITES

Sample Feed Structure for Mark Favorites:

```
<shows>
  <show id=" " title=" "/>
  <show id=" " title=" "/>
  <show id=" " title=" "/>
</shows>
```



Note

The show ID and title values should be the same.



Note

Contact Cisco only if the Feed is external.

Using the Shows Module Feed in the Mark Favourites Module

Using Shows Module Feed is recommended when you want the end users to favorite the shows in the shows URL. The same feed can be used instead of creating a separate mark favorites feed.

```
<Channel>
  <Item>
    <Title></Title>
    <Picture></Picture>
    <ShowURL></ShowURL>
    <Description></Description>
    <Showtimings></Showtimings>
  </Item>
  <Item>
    <Title></Title>
    <Picture></Picture>
```

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```
<ShowURL></ShowURL>
<Description></Description>
<Showtimings></Showtimings>
</Item>
</Channel>
```

If the shows feed module URL has the above structure, you can use the same URL in Mark Favourites module.



Note The Feed Adapter Key in this scenario should be FAVORITESHOWS.

Configuring the Mark Favourites Module

To configure the Mark Favourites module, perform the following steps:

- Step 1** In the Modules panel, enter **Mark Favourites**. The Mark Favourites module appears in the Modules panel.
- Step 2** Drag and drop the module into the footer area of your site in the canvas. The Edit panel of the module opens.
- Step 3** In the Edit panel of the module, specify the required values in the respective fields.
- Step 4** Click **Save**.

Mark Favourites Properties

Main Properties

The Main properties enable you to configure the basic properties for this module. The following is the list of Mark Favourites Main properties.

Table 9-4 Main Properties

Property	Description
Feed URL	The URL of the Mark Favorites feed that conforms to the content source format supported by the module.
Feed Adapter Key	The Feed Adapter Key.
Personalization Key	The unique personalization key for the favorite items that you want to display.
Manage your favorites Link Label	The label for the Manage your favorites link. The default entry is Manage your favorites.
Manage Your Favorites Message	The message that you want to display. The default entry is Select your Favorites from the list below. This message appears on the inner page.
Save Changes Button Label	The name for the Save Changes button. The default entry is Save. This button appears on the inner page.

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Style Properties

The Style properties enable you to specify the style for the link. The following is the list of Mark Favourites Style properties.

Table 9-5 Style Properties

Property	Description
Manage your Favorites Link Color	The color for Manage your Favorites Link.
Manage your Favorites Message Color	The color for Manage your Favorites message.
Title Color	The color for the title text.
Background Color	The color for the background.
Add Background Image	To use an image as the background for the area where the link appears. You can upload the image using the Upload Image button.
Show Background Color	The color for the shows background.
Add Shows Background Image	To add a background image for Add Shows. You can upload the image using the Upload Image button.
Configure Background for Alternate Shows	To give different backgrounds for alternate shows.
Alternate Shows background Color	The color for the alternate shows background.
Add Alternate Shows Background image	To add background image for Add Alternate Shows. You can upload the image using the Upload Image button.
Save Changes button Background Color	The background color for the Add Save Changes button.
Add Save Changes Background image	To add background image for the Add Save Changes button. You can upload the image using the Upload Image button.
Padding (Px)	The space you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.



Note

Upload images in the Style window for non-touch devices and in the Touch Version window for touch devices.



Note

Configure padding and margin values for non-touch devices in Style window and for touch devices in the Touch Version window.

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Touch Version Properties

This section enables you to configure touch version specific properties. The following is the list of Mark Favourites Touch Version properties.

Table 9-6 Touch Version Properties

Property	Description
Manage your Favorite Links Font Family	The font for the text.
Manage your Favorite Links Font Size	The font size for the text. The minimum size is 10 and the maximum size is 30.
Make Manage your Favorite Link Bold	To highlight the text.
Manage your Favorite Message Font Family	The font for the message text.
Manage your Favorite Message Font Size	The font size for the message text, the minimum size is 10 and the maximum size is 30.
Title Font Family	The font family for the title.
Title Font Size	The font size for the title.
Make Title Bold	To highlight the title.
Change Link Arrow	You can replace the default arrow image used for links. The recommended image size is 15 x 15 px.
Separator Color	You can specify the color for the separator lines that appear between the shows.
Separator Stroke Weight (Px)	The thickness of the separator lines.
Add Background Image	To add an image as background. You can upload the image using the Upload Image button.
Add Shows Background Image	To add an image as background for Add shows. You can upload the image using the Upload Image button.
Add Alternate Shows Background Image	To add an image as background for Add Alternate Shows. You can upload the image using the Upload Image button.
Add Save changes Background Image	To add an image as background for Add Save Changes. You can upload the image using the Upload Image button.
Padding (Px)	The space you want to leave between the content and the module boundary.
Margin (Px)	The space between the module boundary and the sides of device screen.

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Target Container

The Targeting Container module enables you to display or hide modules for a specific group of audience, based on devices, operating systems, end user location support, network operators, geographical location, region, countries, and time zones. You can also use this module to group two or more modules together, which helps you move the modules together.



Note

This module can be used only for web sites.

The Target Module is a container module that enables you to show or hide other modules based on the following:

- Devices
- Touch and non-touch devices
- Tablets
- Personalization
- Operating Systems
- Location Support/End User's location
- Geographical location
- Source
- Network Operators
- Regions and Countries
- Time zones

The following use cases explain the use of this module:

- To display content / information like AD Banner, deals and offers on preferred devices for Sports, Entertainment, Media, and Retail services.
- To display content / information based on the devices. For example, download iphone app content that should be shown only on iphone devices.
- To display content as per user's preferences. For example, display AD banners/ events for a particular show if user has listed it as a favorite.
- Display promotional content (Retail) based on the user's location. For example, target deals and offers will be shown to a user who is near a target store.
- To display the content based on the user's region / country. For example, if an AD is targeted at US market, it should be shown only to US users. The users from other countries must not have the access to this AD.

Configuring the Target Container Module

To configure the Target Container module, perform the following steps:

-
- Step 1** In the Modules panel, enter **Target Container**. The Target Container module appears in the Modules panel.
 - Step 2** Drag and drop the module into the appropriate area of your site in the canvas. The Edit panel of the module opens.

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Step 3 In the Edit panel of the module, specify the required values in the respective fields.

Step 4 Click Save.

Target Container Properties

Device Properties

The Device properties enable you to target based on the device. The following is the list of Target Container Device properties.

Table 9-7 Device Properties

Property	Description
Target Certain Devices	To display or hide content on the target devices.
List Devices (Separated by Comma)	The names of devices you want to target. Each name should be separated by a comma.

Touch and Non-Touch Properties

The Touch and Non-touch properties enable you to target based on mode of the device, touch or non-touch. The following is the list of Touch and Non-touch properties.

Table 9-8 Touch and Non-touch Properties

Property	Description
Target Devices based on Touch and Non-touch	To display content on touch or non-touch devices.

Tablets Properties

The Tablets properties enable you to configure tablet as a target. The following is the list of Target Container Tablets properties..

Table 9-9 Tablets Properties

Property	Description
Target Tablets	To display or hide content on tablets.

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Personalization Properties

The Personalization properties enable you to target based on personalization. The following is the list of Target Container Personalization properties.

Table 9-10 Personalization Properties

Property	Description
Target Devices based on Personalization	To display or hide content on devices based on personalization.
Personalization key-value pair	<p>You can add the key-value pair by clicking +Add. Enter the appropriate value under the key and value fields.</p> <p>For example, if a user enters a valid key and selects Hide, the modules inside the target container is not shown for devices that have a personalization table (key) registered. If a value is entered, the container target only the devices that have the particular personalization table (key and item) registered. This enables you to target a particular show or category.</p>

Operating Systems Properties

The Operating systems properties enable you to target based on operating systems. The following is the list of Target Container Operating systems properties.

Table 9-11 Operating systems Properties

Property	Description
Target Devices Based on Operating Systems	To display or hide content on specific devices based on their operating systems.
Mobiles	
All iOS Devices	To target all devices that use iOS.
All Android Devices	To target all devices that use Android Operating System.
All BlackBerry Devices	To target all devices that use BlackBerry Operating System.
All Symbian Devices	To target all devices that use Symbian Operating System.
All WP7 Devices	To target all the devices that use WP7 OS.
Tablets	
ipads	To target all the devices that use iPads.
Android	To target all the devices that use android.

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Location Support Properties

The Location Support properties enable you to target based on location support. The following is the list of Target Container Location Support properties.

Table 9-12 Location Support Properties

Property	Description
Target Devices based on the end user Location Support	To display or hide content on devices with end user location support.

Geofencing Properties

The Geofencing properties enable you to target based on the geographical location of the end user. The following is the list of Target Container Geofencing properties.

Table 9-13 Geofencing Properties

Property	Description
Target Devices	To show or hide content based on the geographical location of the end user.
Latitude	The latitude of the target location.
Longitude	The longitude of the target location.
Specify Radial distance	The radial distance you plan to target around the specified location.
Select distance unit	The radial distance unit.

Source Properties

The Source properties enable you to target based on the source site from which the end user visited your site. The following is the list of Target Container Source properties.

Table 9-14 Source Properties

Property	Description
Target Modules based on Source	To display or hide content, when the end user visits your site from another independent site by clicking a link.
Enter Source	The URL of the site or page from which the end user must access your site.

Network Operator Properties

The Network Operator properties enable you to target based on the network operator. The following is the list of Target Container Network Operator properties.

Table 9-15 Network Operator Properties

Property	Description
Target Devices based on Network Operators	To display or hide content on devices based on the network operators they use.
Network Operators	The network operators to target.

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Region/Country Properties

The Region/Country properties enable you to target based on the region or country. The following is the list of Target Container Region/Country properties.

Table 9-16 Region/Country Properties

Property	Description
Target Devices based on Region/ Country	To display or hide content on devices based on the region or country of the user.
Select Region/Country	The country or regions to target.

Time Based Targeting Properties

The Time Based Targeting properties enable you to target based on the time zones. The following is the list of Target Container Time Based Targeting properties.

Table 9-17 Time Based Targeting Properties

Property	Description
Target Certain Devices	To display or hide content on devices based on the time zone.
Time zone	The time zone to target.
Start Date (MM/DD/YYYY)	The start date of the target date range. The content is shown or hidden in the chosen time zone from this date.
Start time	The start time on the start date the targeting starts applying.
End Date (MM/DD/YYYY)	The end date of the target date range. The content stop showing or hiding in the chosen time zone from this date.
End time	The time on the end date at which the targeting stops applying.
Select weekday	The days of the week that the content to be displayed or hide on the configured time zone.

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Context Aware Container

The Context Aware Container module enables you to show or hide modules added to the Context Aware Container for a specific group of audience based on the details such as SSID, location, gender, age, and other details of the user. You can use this module when the modules added to your captive portal, mobile web, or app are to display only for certain users. This module is available only for the Enterprise Mobility Services Platform Studio.



Note

This module can be used only for web sites.



Note

The Context Aware Container module is enabled for both Meraki and CUWN.

The context aware container module is a container module that enables you to show or hide other modules based on the following:

- SSID
- Location
- Social
- Gender
- Age
- WiFi Engage Experience Zone
- WiFi Engage Location
- New vs Repeat User
- MSE Zone/Tag



Note

The MSE Zone/Tag properties apply only for the CUWN.

Pre-requisites

Before you begin to use the Context Aware Container module, ensure the following:

- You have the Enterprise Mobility Services Platform API Bearer token. To know how to view the API bearer token for your account, see the [“Viewing the Enterprise Mobility Services Platform API Bearer Token” section on page 9-19](#).
- Generated the location ID for your MSE or Meraki account and associated the location ID to your MSE(CUWN) or Meraki account in the Enterprise Mobility Services Platform. To know how to generate the location ID, see the [“Generating the Location ID and Associating the Location ID to the CUWN or Meraki Account in the Enterprise Mobility Services Platform” section on page 9-15](#).
- Configured the movement and association notifications (CUWN) or location update notifications (Meraki). For more information on configuring the movement and association notification for the CUWN, see the [“Configuring Movement and Association in the CUWN” section on page 9-16](#). For more information on configuring the location update notification for the Meraki, see the [“Configuring the Location Update Notifications for the Meraki” section on page 9-18](#).

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Generating the Location ID and Associating the Location ID to the CUWN or Meraki Account in the Enterprise Mobility Services Platform

- [Generating the Location ID for a CUWN Account, page 9-15](#)
- [Generating the Location ID for a Meraki Account, page 9-15](#)
- [Manually Creating the Location ID, page 9-16](#)

Generating the Location ID for a CUWN Account

To create the location ID for your CUWN account and to associate that location ID to your CUWN account in the Enterprise Mobility Services Platform, perform the following steps:

Step 1 In the WiFi Engage main window, click the icon for the MSE Settings.

Step 2 Connect to your CUWN account.

The location ID is generated.



Note For CUWN, the location ID is generated for a CUWN IP address.

Step 3 Choose **Configure > Locations**.

Step 4 In the Locations window that appears, click **Location Id Information**.

The location ID for your CUWN account appears in the Location Id Information window.

Generating the Location ID for a Meraki Account

To create the location ID for your Meraki account and to associate that location ID to your Meraki account in the Enterprise Mobility Services Platform, perform the following steps

Step 1 In the WiFi Engage main window, click the icon for the Meraki Settings.

Step 2 Connect to your Meraki account.

Step 3 Choose **Configure > Locations**.

Step 4 In the Locations window, click the location to which you want to add the access points.

Step 5 In the Access points window that appears, perform the following steps:

- a. From the Select network drop-down list, choose the Meraki network of which you want to add the access points.

The access points associated with the selected Meraki network appears.

- b. Select the access points that you want to add to the location.

- c. Click **Add Access Points**.

The access points get added to that location and the location ID is generated for that Meraki account.

Step 6 In the Locations window, click **Location Id Information**.

The location ID for your Meraki network appears in the Location Id Information window.

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**Note**

For the Meraki, the location ID is generated for a Meraki network. The location ID is associated to the Meraki network from which you have imported the access points. When you import the access point from a Meraki network for the first time, the location ID is created for that Meraki network.

**Note**

If you have already imported all the access points of a network earlier, you may have to manually create the location ID. For more information on manually creating the location ID, see the “[Manually Creating the Location ID](#)” section on page 9-16.

Manually Creating the Location ID

You can manually create the location ID and add your CUWN or the Meraki account to the Enterprise Mobility Services Platform. Use this method, if you do not have access to the WiFi Engage or cannot generate the location ID automatically (For example, you need to create the location ID for a Meraki network that do not have any more access points to import.).

To manually create the location ID and add your CUWN or the Meraki account to the Enterprise Mobility Services Platform, perform the following steps:

-
- Step 1** Send an e-mail to emsp-support@external.cisco.com requesting to add your CUWN or the Meraki account to the Enterprise Mobility Services Platform and to generate the location ID.
 - Step 2** The Enterprise Mobility Services Platform support team sends you a template that you need to fill and send back. The details to be provided in the template include the type of mobility engine, IP Address, Port, version, and user name along with your MSE or Meraki credentials.
 - Step 3** Based on the information provided in the template, the Enterprise Mobility Services Platform support team creates and sends you the location ID.
-

Configuring Movement and Association in the CUWN

The Enterprise Mobility Services Platform receives notifications regarding the movement of a device from the CUWN. You need to configure for this notification in the CUWN to identify the movement of a device. For example, for Micello Wayfinding, the route to the destination is displayed from the end user’s latest location based on the movement configurations.

The Enterprise Mobility Services Platform detects the device that is connecting to a SSID based on association configurations.

When the Enterprise Mobility Services Platform needs to know the location of a device, the movement and association configurations are required.

- [Configuring the Movement Notification for the CUWN, page 9-17](#)
- [Configuring the Association Notification for the CUWN, page 9-17](#)

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Configuring the Movement Notification for the CUWN

You must have the admin rights to configure the movement notification.

To configure the movement notification for the CUWN, perform the following steps:

Step 1 Log in to Cisco CMX using the log in credentials for your CUWN account.



Note You can use Cisco CMX 10.0 or later.

Step 2 Choose **Manage > Notifications**.

Step 3 Click **New Notification**.

Step 4 In the CREATE NEW NOTIFICATION window, perform the following steps:

- a. In the Name text field, enter a name for the notification.
- b. From the Type drop-down list, choose **Movement**.
- c. In the Distance text field, enter the distance the end user must move to send the notification to the Enterprise Mobility Services Platform.
For example, if you set 1 feet, a movement notification is sent, when the user moves 1 feet from the current location.
- d. From the DeviceType drop-down list, choose **All**.
- e. From the Hierarchy drop-down list, choose the locations for which you want to send the notifications.
- f. From the Receiver drop-down list, choose **http**, and enter the Enterprise Mobility Services Platform server address, port, and URL to which the notification is to send in the corresponding fields.



Note Contact emsp-support@external.cisco.com for the server details.

- g. Set the MAC Scrambling to **OFF**.
- h. From the Message Format drop-down list, choose **JSON**.
- i. Click **Save**.

The movement is configured for your CUWN account.

Configuring the Association Notification for the CUWN

You must have the admin rights to configure the association notification.

To configure the association notification for the CUWN, perform the following steps:

Step 1 Log in to Cisco CMX using the login credentials for your CUWN account.



Note You can use Cisco CMX 10.0 or later.

Step 2 Choose **Manage > Notifications**.

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Step 3 Click **New Notification**.

Step 4 In the CREATE NEW NOTIFICATION window, perform the following steps:

- a. In the Name text field, enter a name for the notification.
- b. From the Type drop-down list, choose **Association**.
- c. For Association, click **ON**.
- d. From the DeviceType drop-down list, choose **Client**.
- e. From the Receiver drop-down list, choose **http**, and enter the Enterprise Mobility Services Platform server address, port, and URL to which the notification is to send in the corresponding fields.



Note

Contact emsp-support@external.cisco.com for the server details.

- f. Set the MAC Scrambling to **OFF**.
- g. From the Message Format drop-down list, choose **JSON**.
- h. Click **Save**.

The association is configured for your CUWN account.

Configuring the Location Update Notifications for the Meraki

To enable the Enterprise Mobility Services Platform to find the location and movement of the devices, you must configure the location update notifications in the Meraki.



Note

To configure the location update notifications in the Meraki, you must have the admin rights.

To configure the location update notifications for the Meraki, perform the following steps:

Step 1 Log in to meraki.cisco.com.

Step 2 Choose the Meraki network for which you want to do the configurations.

Step 3 Choose **Networkwide > Configure > General**.

Step 4 In the CMX area, perform the following steps:

- a. From the CMX API drop-down box, choose **CMX API Enabled**.
- b. In the Post URLs field, enter the Enterprise Mobility Services Platform URL details in the corresponding fields, and click **Validate**.



Note

Contact emsp-support@external.cisco.com for the server details.



Note

The URL must contain the Validator for the selected Meraki network. The Validator for the network is shown in the CMX area.

After successful validation, a message appears “Validated [URL]”. If the validation fails, the message “Did not match validator:[url]” appears.

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- c. In the dialog box that appears at the bottom of the window, click **Save**.

Now, your Meraki network is configured to send location update notifications to the Enterprise Mobility Services Platform.

Viewing the Enterprise Mobility Services Platform API Bearer Token

To view your Enterprise Mobility Services Platform Bearer token, perform the following steps:

- Step 1** Log in to emsp.cisco.com.
 - Step 2** In the Cisco Enterprise Mobility Services Platform main window, click the **API** icon that appears at the top of the window.
 - Step 3** In the EMSP API Guide window that appears, click the **Read EMSP API Documentation** link that appears at the far right of the window.
 - Step 4** In the Device Location API window that appears, click **Show Bearer Token**.
The API bearer token for your Enterprise Mobility Services Platform account is shown.
-

Configuring the Context Aware Container Module

To configure the Context Aware Container module, perform the following steps:

- Step 1** In the Modules panel, enter **Context Aware Container**. The Context Aware Container module appears in the Modules panel.
 - Step 2** Drag and drop the module into the appropriate area in the canvas.
 - Step 3** Drag and drop the modules that you want to either show or hide into the **Context Aware Container** module.
 - Step 4** In the Edit panel of each module, specify the required values in the respective fields, and click **Save**.
 - Step 5** In the Edit panel of the **Context Aware Container** module, specify the required values in the respective fields.
 - Step 6** Click **Save**.
-

**Note**

The Social, Gender, and Age targeting properties function only with social-authentication. So for social-authentication, you must create a captive portal in the WiFi Engage and add the Studio page with Context Aware Container module as the inner page of the captive portal.

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Context Aware Container Properties

EMSP API Properties

The EMSP API properties enable you to specify the location ID and Bearer for EMSP API. The following is the list of Enterprise Mobility Services Platform API properties.

Table 9-18 EMSP API Properties

Property	Description
Location Id	The location ID of the location on-boarded to Enterprise Mobility Services Platform. To know how to get the location ID, see the “Generating the Location ID and Associating the Location ID to the CUWN or Meraki Account in the Enterprise Mobility Services Platform” section on page 9-15.
Bearer Token	The Enterprise Mobility Services Platform API Bearer token for the customer account. To know how to view the API bearer token for your account, see the “Viewing the Enterprise Mobility Services Platform API Bearer Token” section on page 9-19.

SSID Targeting Properties

This set of properties enable you to show or hide modules based on the SSID using which the user has logged in or the device associated to. The following is the list of SSID Targeting properties.

Table 9-19 SSID Targeting Properties

Property	Description
Targeting	To show or hide modules based on the SSID target. <ul style="list-style-type: none"> • None—The SSID Targeting properties are not applied. • Show for—Shows the modules for the SSIDs specified. • Hide for—Hides the modules for the SSIDs specified.
SSIDs	The SSIDs that you want to target. You can add SSIDs using the +Add button.



Note

To apply SSID targeting properties, you need to specify the Enterprise Mobility Services Platform API Properties.



Note

This target is enabled only if the WiFi Engage connector module is configured in the Context Aware Container module.

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Location Targeting Properties

This set of properties enable you to show or hide the modules in the Context Aware Container based on the user's location (geo-coordinates). To show or hide modules for a location, you need to know the latitude and longitude for that location. The following is the list of Location Targeting properties.

Table 9-20 Location Targeting Properties

Property	Description
Targeting	To show or hide modules based on the location. <ul style="list-style-type: none"> • None—The Location Targeting properties are not applied. • Show for—Shows the modules for the location specified. • Hide for—Hides the modules for the location specified.
Latitude	The latitude of the target location.
Longitude	The longitude of the target location.
Specify Radial distance	The radial distance that you plan to target around the specified location.
Select distance unit	The unit in which the radial distance is specified.
Feet	
Meter	



Note

To apply the location targeting properties, you need to specify the Enterprise Mobility Services Platform API Properties.



Note

If you have access to Micello Map, you can use the Micello map to identify the latitude and longitude of a location.

Social Targeting Properties

The Social Targeting properties enable you to show or hide modules in the Context Aware Container based on the social networking site to which the user has logged in.



Note

The Social Targeting properties are applied only if the user has logged in to a social networking site at least once through a captive portal.

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The following is the list of Social Targeting properties.

Table 9-21 Social Targeting Properties

Property	Description
Targeting	To show or hide modules based on the social networking site. <ul style="list-style-type: none"> • None—The Social Targeting properties are not applied. • Show for—Shows the modules for the social networking site specified. • Hide for—Hides the modules for the social networking site specified.
Facebook Twitter LinkedIn Google Plus	The social networking sites that you want to target.

Gender Targeting Properties

This set of properties enable you to show or hide modules in the Context Aware Container based on gender of the user.

Gender Targeting properties are applied only if the following conditions are met:

- The user has logged in to a social networking site at least once through a captive portal.
- The user has not set the gender as private for the logged in social networking site.

The following is the list of Gender Targeting properties.

Table 9-22 Gender Targeting Properties

Property	Description
Targeting	To show or hide modules based on the gender. <ul style="list-style-type: none"> • None—The Gender Targeting properties are not applied. • Show for—Shows the modules for the gender specified. • Hide for—Hides the modules for the gender specified.
Male Female	The gender that you want to target.

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Age Targeting Properties

This set of properties enable you to show or hide modules in the context aware container based on the age of the user.

The Age Targeting properties are applied only if the following conditions are met:

- The user has logged in to a social networking site at least once through a captive portal.
- The user has not set the age as private for the logged in social networking site.

The following is the list of Age Targeting properties.

Table 9-23 Age Targeting Properties

Property	Description
Targeting	To show or hide modules based on the age. <ul style="list-style-type: none"> • None—The Age Targeting properties are not applied. • Show for—Shows the modules for the age range specified. • Hide for—Hides the modules for the age range specified.
Select Age Range Starting Age Ending Age	The age range that you want to target.

WiFi Engage Experience Zone Targeting Properties

This set of properties enable you to show or hide the modules in the Context Aware Container module based on the WiFi Engage experience zone to which the user has logged in.



Note

This target is enabled only if the WiFi Engage connector module is configured in the Context Aware Container module.

The following is the list of WiFi Engage Experience Zone Targeting properties.

Table 9-24 WiFi Engage Experience Zone Targeting Properties

Property	Description
Targeting	To show or hide modules based on the WiFi Engage experience zones. <ul style="list-style-type: none"> • None—The WiFi Engage Experience Zone Targeting properties are not applied. • Show for—Shows the modules for the experience zones specified. • Hide for—Hides the modules for the experience zones specified.
Experience Zones	The WiFi Engage experience zones that you want to target. You can add WiFi Engage experience zones using the +Add button.

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WiFi Engage Location Targeting Properties

This set of properties enable you to show or hide modules in the context aware container based on the WiFi Engage location of the user.



Note

This target is enabled only if the WiFi Engage connector module is configured in the Context Aware Container module.

The following is the list of WiFi Engage Location Targeting properties.

Table 9-25 WiFi Engage Location Targeting Properties

Property	Description
Targeting	To show or hide modules based on the based on the WiFi Engage location. <ul style="list-style-type: none"> • None—The WiFi Engage Location Targeting properties are not applied. • Show for—Shows the modules for the WiFi Engage locations specified. • Hide for—Hides the modules for the WiFi Engage locations specified.
Locations	The WiFi Engage locations that you want to target. You can add the WiFi Engage locations using the +Add button.

New vs Repeat User Targeting Properties

This set of properties enable you to show or hide modules in the context aware container based on whether the user is new or not. For example, you can set to show different welcome messages for new and repeated users. The following is the list of New vs Repeat User Targeting properties..

Table 9-26 New vs Repeat User Targeting Properties

Property	Description
Targeting	To show or hide modules based on the user type. <ul style="list-style-type: none"> • None—The User Targeting properties are not applied. • Show for—Shows the modules for the user type specified. • Hide for— Hides the modules for the user type specified.
Select User New User Repeat User	The user type that you want to target.
New vs Repeat User Time interval (in hours)	The duration of time after which a new user will be considered as a repeated user.

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MSE Zone / Tag Targeting Properties

This set of properties enable you to show or hide modules in the context aware container based on the MSE zone or MSE tag of the user. The modules are shown or hidden for all the users that come under either the MSE zone, or the MSE tag specified.



Note The MSE Zone/ Tag Targeting Properties can be set only by Cisco Unified Network customers.



Note For setting MSE Zone and tag properties, Cisco MSE 10 or later is required.



Note To apply the MSE Zone/Tag targeting properties, you need to specify the Enterprise Mobility Services Platform API Properties.

The following is the list of MSE Zone/Tag Targeting properties.

Table 9-27 MSE Zone/Tag Targeting Properties

Property	Description
Targeting	To show or hide modules based on the MSE Zone or the MSE tag. <ul style="list-style-type: none"> • None—The MSE Zone or MSE Tag Targeting properties are not applied. • Show for—Shows the modules for the MSE Zones and MSE tags specified. • Hide for—Hides the modules for the MSE Zones and MSE tags specified.
MSE Zones	The MSE zones that you want to target. You can add the MSE zones using the +Add button.
MSE Tags	The MSE Tags that you want to target. You can add MSE tags using the +Add button.

For MSE Zones and tags, you need to enter the exact name. MSE Zones and tag names are case-sensitive.

For MSE zone, use the following naming convention:

Campus->Building->Floor->Zone.

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Example

XYZ is a textile brand with branches across the world. XYZ wants to know the opinion about its branch A through polling. XYZ wants to conduct the polling among students of age group 14 to 23 visiting the branch A. The polling option must be available in the XYZ portal, but only to the prospective customers. The message needs to be shown when the customers are within a radius of 50 meters. You can use the Context Aware Container module to meet this requirement.

To configure the above mentioned scenario in your mobile site, perform the following steps:

-
- Step 1** Create a site using the Enterprise Mobility Services Platform Studio and add required pages to it. For more information on creating a site or page, see the *Cisco Enterprise Mobility Services Platform Studio Configuration Guide*.
- Step 2** In the Enterprise Mobility Services Platform studio, open the page where you need to add the polling option. The page appears on the Canvas panel in the Enterprise Mobility Services Platform Studio window.
- Step 3** In the Modules panel, enter **Context Aware Container**.
The Context Aware Container module appears in the Modules panel.
- Step 4** Drag and drop the **Context Aware Container** module into the Canvas.
- Step 5** Drag and Drop the **Poll** module to the **Context Aware Container** in the Canvas.
- Step 6** The Edit panel for the **Poll** module appears on the right side of the Canvas.
- Step 7** In the Main Properties, enter the poll question and voting choices.
For example, Poll Question: Did you like our store?
Voting Choices: Yes, No
- Step 8** Configure other properties of the **Poll** module such as thank you message, font styles, and touch version properties. For more information, see [Poll](#).
- Step 9** Click **Save**.
- Step 10** On the Canvas, click the **Context Aware Container** module in which the **Poll** module resides. The Edit panel for **Context Aware Container** appears on the right side of the canvas.
- Step 11** Expand the EMSP API properties window.
- d.** In the Location ID field, enter the location ID provided for your Enterprise Mobility Services Platform account. To know how to receive the location ID, see the “[Generating the Location ID and Associating the Location ID to the CUWN or Meraki Account in the Enterprise Mobility Services Platform](#)” section on page 9-15.
 - e.** In the Bearer Token field, enter the bearer token provided for your Enterprise Mobility Services Platform account. To view the bearer token for your account, see the “[Viewing the Enterprise Mobility Services Platform API Bearer Token](#)” section on page 9-19.
- Step 12** Expand the Location Targeting properties window.
- a.** In the Targeting drop-down box, choose **Show for**.
 - b.** In the Longitude field, enter the longitude of branch A.
 - c.** In the Latitude field, enter the latitude of branch A.
 - d.** In the Specify Radial Distance field, enter **50**.
 - e.** Select the **Meter** radio button.

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Note If you have a Micello account, you can use the Micello Map to find the latitude and longitude of your location. You can contact the Micello through support@micello.com.

- Step 13** Expand the Age targeting properties window.
- In the Targeting drop-down box, choose **Show for**.
 - In the Starting Age field, enter **14**.
 - In the Ending Age field, enter **23**.

Step 14 Click **Save**.

Now, the polling option is displayed to the customers when they log in to your portal from location A. The polling option is displayed to the customers of 14 to 23 age group.



Note The polling option appears only to those customers who have logged into a social networking site at least once through the portal. In addition, the social networking has to share the age of the customers to apply the age properties.

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