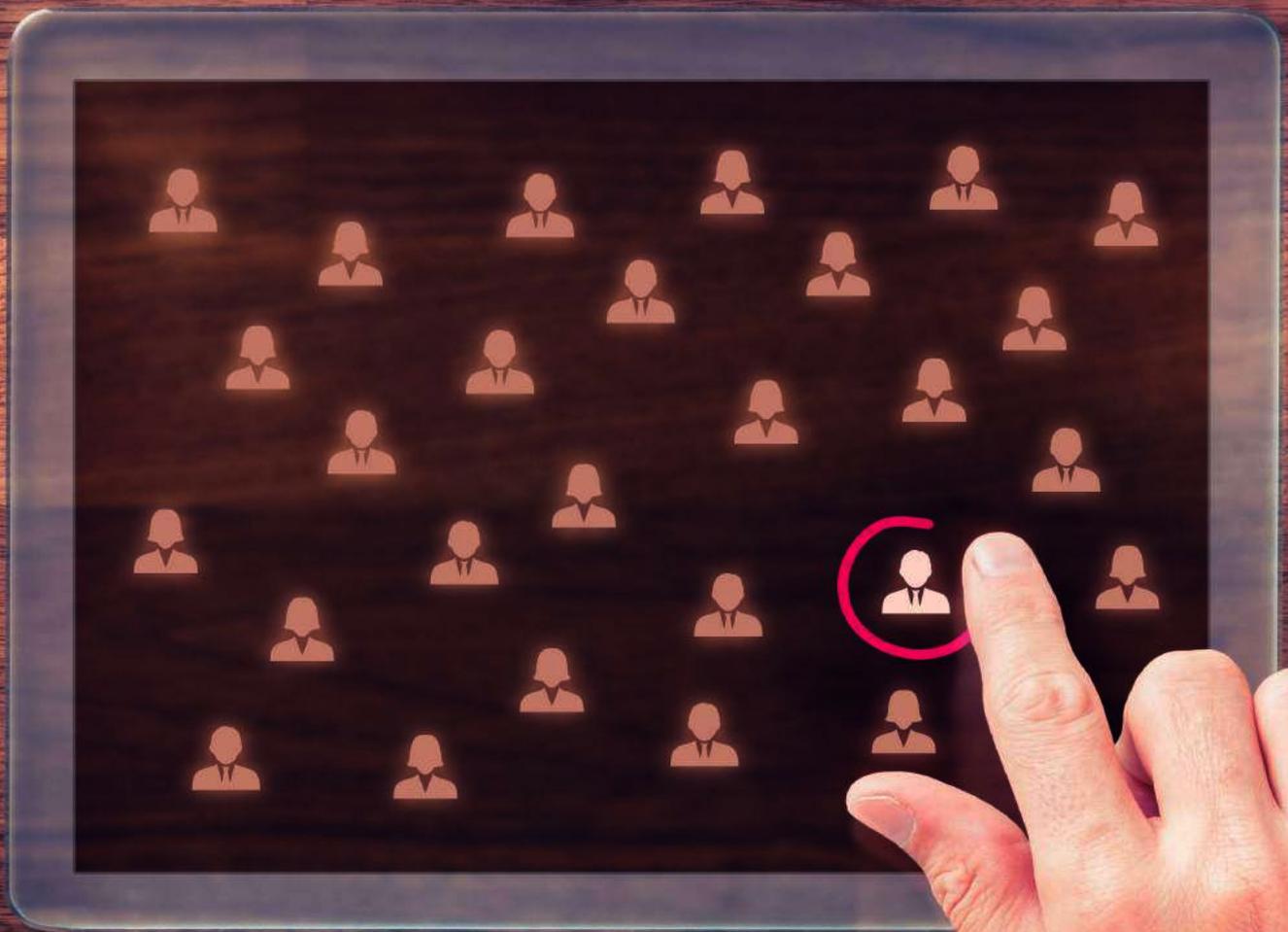


# Personalization Pathways: A Guide to Personalized Marketing

Turning transactional interactions into 1-to-1 conversations





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# The rise of personalization

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Marketing has evolved considerably. From the early days of print ads to the hyperconnected digital world today, the transformation of marketing has been remarkable. Today's marketers are data driven. With predictive analysis and cloud marketing solutions, organizations today can personalize their interactions with customers and prospects across channels.

Personalization means interacting with a customer through content or technology in a way that addressed their interests directly. Brands today are tailoring their content for individual users depending on their preferences. By using personalization software, brands can segment and target their customers. This improves both revenue and customer base.

The need for personalization is growing as customers consume more content than ever before. Consumers have access to content from a plethora of channels, and among this overload of information, only personalized content manages to attract consumers' interest. While any information that's impersonalized gets ignored, personalized content talks directly to the customer.

The challenges before organizations are significant. Consumers are growing increasingly impatient – 74% of customers are frustrated when they are bombarded with impersonalized content, and 63% of consumers are highly annoyed at receiving generic advertising messages repeatedly.

How can enterprises respond to these personalization challenges in a rapidly changing customer experience landscape? How can they build strategies that personalize, engage, and delight customers at every touchpoint in their engagement journey? And how can they get started in their journey towards personalization mastery?

This ebook will seek the answers to these questions and explore the secrets of delivering flawless personalized experiences.



# How do you define personalization?

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Personalization is defined as tailoring content or communication based on an individual's information to proactively engage with them and enhance their experience.

Personalized marketing is the strategy of using customer data to create relevant communication with your audience. It is also known as 'one to one marketing'. Unlike mass marketing, which is designed to appeal to a vast audience or broad demography, personalized marketing caters to an individual.

Businesses can leverage many types of personalization to drive deeper engagement with customers. However, every personalization strategy comes with its own set of challenges. To help you decide which type is appropriate for your organization, below are the four types of personalization along with their benefits and challenges:

## 1. Segmentation

Segmentation is the most popular type of personalization and arguably the easiest. You can target by industry, by job title, by geography, by behavior, and many other parameters. To implement this strategy, start by writing a base piece of content where 80% of the content is the same, and then create customized versions for multiple segments. Segmentation helps in increasing the relevancy of your website experience and emails. But there is one drawback; this level of personalization is limited as it ensures that your content is appealing to the whole segment of people. Moreover, segmentation is completely resource oriented. There is a limitation on the number of segments that can be set up, and this limits the ability to augment. As content delivery is determined from the campaign management time, segmentation also restricts the ability to deliver content in real-time, consequently restricting its relevance to the users.

## 2. Personalization based on persona

Numerous organizations depend on personas to generate content and notify the course taken by their editorial strategy. A personalization strategy based on persona includes segmented content by persona or various features of each persona. These personas can be data-driven and based on insights like purchase history, demographics, or website activity. Over a period of time, you can collect more data and refine each persona or segment to improve your personalization efforts. To measure and analyze the optimization and creation of data-driven personas, you need a way to gather and analyze customer data in real-time.

## 3. Customer journey-based personalization

Usually, customer journey maps are essential to developing broad-based content into individualized content which is relevant to every step in the journey. You can also align your content with every step in the map. This way, you can deliver content in a very contextualized way directly affiliated to their phase in the journey, therefore guiding them to take the next step. You need customer data to define each stage-specific segment derived from insights and customer behavior, which is similar to the segmentation and persona-based approach.

## 4. Individual-specific personalization

The three approaches to personalization mentioned above are all based on delivering content to broad audience segments. However, customers no longer accept a generalized content experience. The best way to personalize the customer experience to align it with specific customer expectations is by individualization.

To successfully achieve individualization, marketers must deliver a content experience to a single segment, and it has to be optimized in real-time, that too based on an individual customer's actions and preferences. All available content can be instantly analyzed with the help of artificial intelligence (AI) and machine learning (ML) tools, in real-time and with historical signals. This will help in delivering the finest and the best brand content to every visitor in the moment.





# What are the benefits of personalized marketing?

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Personalized marketing allows a company to target individual customers, improving the odds of engagement and conversions by appealing to the individual's likes, interests, and preferences. This targeted approach creates higher conversions and ultimately an incredibly lucrative sales path.

But the benefits of personalized marketing are not limited to increased sales – it also leads to happier customers. When customers are presented with messages that are customized and relevant to their needs, it creates an instant connection. According to research, nearly 75% of customers get annoyed when brands target them with emails that are irrelevant to them. As a result, these same customers are less likely to engage with the brand, and these experiences directly influence their purchasing decisions. Great companies understand the importance of delivering personalized experiences. The key benefits of personalization are:

1. Increased brand affinity
2. Seamless user experience
3. Better product recommendations
4. Deeper brand-customer relationships
5. Better conversions
6. Improved customer insights
7. More engagement
8. Shorter sales cycle
9. Increased ROI
10. Targeted content outreach

## 1. Increased brand affinity

According to a report, almost two-thirds of brand loyalists remain loyal primarily because they feel they share values with a brand. Personalization makes your brand more 'likable' to customers. Personalized marketing provides you opportunities to continue to speak to different audiences while ensuring your core identity remains protected.

## 2. Seamless user experiences

In addition to gathering info on users' context when they first land on your site, a personalization program can further refine experiences as the users continue to navigate and explore the site. This helps reduce the small friction points along the way that can make or break how long a user spends on a website, and whether or not he ultimately converts. Ensuring a frictionless digital experience for users across touchpoints can contribute to moving the needle on big-picture goals as well as traction, Net Promoter Scores, brand engagement, and more.

## 3. Better product recommendations

Consumers find irrelevant product recommendations, irksome. They dislike the fact that they are constantly pestered about a product they are not interested in purchasing. Website personalization can prevent irking users. You can boost customer loyalty by using the data gathered and ensure the product recommendations are always new and relevant.

## 4. Deeper customer relationships

Customers do not like generalized content; they prefer personalized content. Personalized marketing helps you analyze and understand the visitors on your website. Prospects are more likely to visit your site and make purchases when they come across customized content.

## 5. Better conversions

The right amount of personalization at the perfect time makes prospects feel that you understand them. Utilizing personalization throughout the customer journey can build their trust and will help in achieving your goals.

## 6. Improved customer insights

Personalization plays a vital role while creating offers and landing pages based on the ideal prospect and customer. For instance, to personalize an offer, you may need to build a few versions of a page. This takes some effort, but with the precision and control you get will aid in micro-targeting and boost lifetime customer value.

## 7. More engagement

Live chat widgets are great assets for businesses. They help in engaging people and getting more data. Marketing personalization can enhance content for every individual user, and they are more likely to indulge their curiosity and give significant feedbacks.

## 8. A shorter sales cycle

By default, many B2B sales experience long cycles as they need a consensus to decide. But B2C and small businesses offer a short journey, as it saves a lot of time, money, and attention. Instead of generalizing your collateral, it is much better to personalize it, as users are more likely to complete their customer journey in a short period.

## 9. Increased ROI

A high bounce rate shows that you may never hear from your prospects again. The reason this happens is that they are not motivated to make the purchase instantly. High bounce rates are often seen in PPC advertising campaigns. Personalized marketing ensures that they find something to return to your website and add to your list before leaving.

## 10. Targeted content outreach

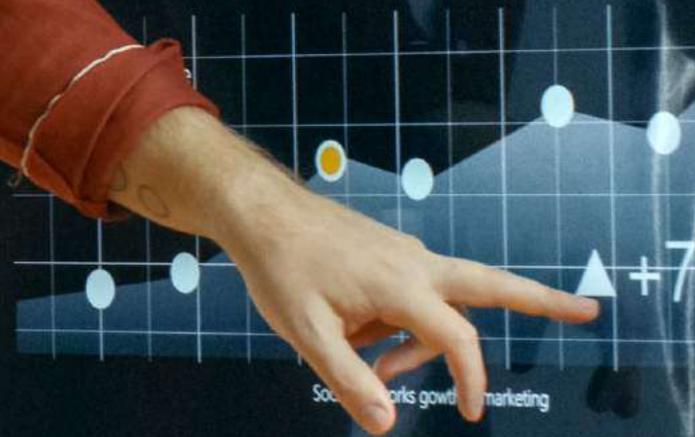
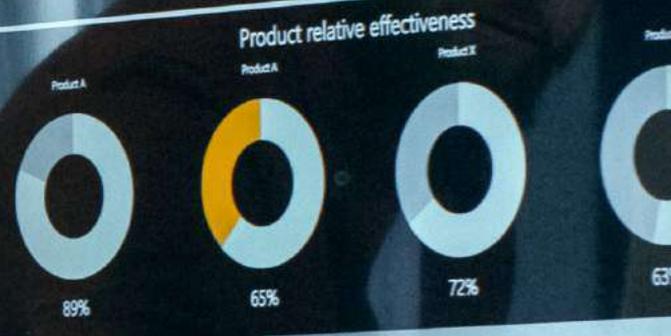
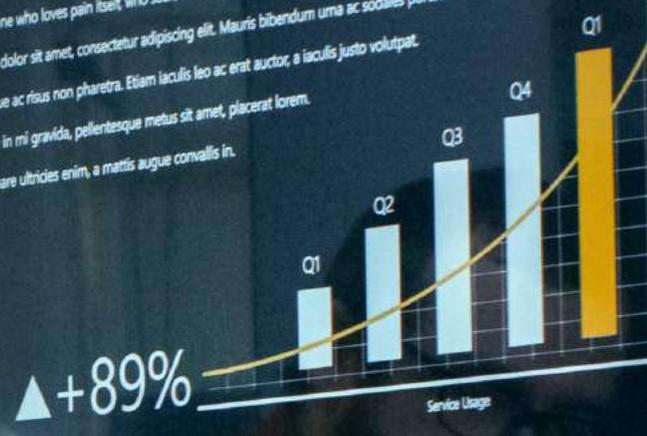
Irrespective of how great your content is, it is pointless when people do not read, watch, or share your content. Content can be simple and inexpensive, but if it's not used properly, it can be a complete waste of time, money, and effort. Personalized marketing done the right way can provide users with engaging content recommendations specifically tailored to them. Users are more likely to explore more of your website.



## Digital Distribution & Sales

# Analysis

"There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain."  
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**Social networks influence**

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**Content Consumption**

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# Building an effective personalization strategy

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Every customer interaction has the potential to create an instant impression and contribute to an opinion that lasts over time. How can brands create customer experiences that build a consistent, positive opinion through immersive and enjoyable experiences across all channels? The answer lies in a solid customer experience strategy. Here are the seven secrets to a compelling customer experience strategy:

1. Have the right technology in place
2. Gather customer data at every step
3. Implement personalization across channels
4. Impact every stage of the customer journey
5. Continuously refine the personalization processes

We've outlined five ways marketers can successfully implement a personalized marketing strategy in their organization. Let's take a look:

## 1. Have the right technology in place

Before embarking upon your personalization journey, you must ensure that you have the right tools and technology. Marketers should also ensure that their existing marketing technology platform can manage the data, segmentation, and automation to run smooth and effective personalized campaigns. The right technology can help in analyzing huge data sets and automating tedious processes. This can save time and resources. Data collection, content personalization, recommendation, and marketing automation are some examples of personalization technology.

## 2. Gather customer data

Once the right technology is ready for use, marketers can start collecting customer data at each touchpoint across their journey. It is easy to target a specific customer with relevant content, recommendations, and incentives when marketers can understand what exactly they are searching for, or repeatedly clicking on. To gather this data, marketers must track key metrics such as email opens, shopping cart data, link clicks, and purchase history. Personalized content can be more refined and effective when a good amount of data is collected. Such individual customer data can also be used to segment large consumer audiences, and it can make it easier to manage them and determine sweeping themes and trends. This data can also be beneficial in deciding future marketing strategies.

## 3. Implement cross-channel personalization

After collecting and segmenting customer data into dynamic consumer profiles, marketers can initiate executing across various sites, platforms, and channels, utilizing all the data that was collected by your technology solutions. Today, the most common channels are web, email, social media, and third-party ads. Traditional platforms need to add dynamic content or personalization tokens. Targeted messages that are specifically designed for specific outcomes can be sent with advanced technology like recommendations or incentive tools. Personalized incentive recommendations examine how a particular customer responded to prior incentives to deliver the best deal for more ROI.

## 4. Impact every stage of the digital customer journey

It is imperative to ensure that personalized messages are spread across various platforms, and it is at every stage of the digital customer's journey. Both online and offline consumers engage and learn about products and services. Marketers must ensure that consumers are appropriately engaged and well provided for during the three stages of their customer journey: browsing, cart, and purchase.

Just because a customer adds something to their cart doesn't mean that they have bought the product. According to a report, 70% of visitors add products to their cart but don't make the purchase. Reminder emails can be sent to encourage the consumer to make the purchase. It is crucial to determine how to convert these one-time shoppers into loyal and repeat customers.

## 5. Continuously refine personalization processes

Personalized marketing practices need constant reviews and optimization. One of the best practices is to run campaigns for a few weeks and analyze the results. This can give you an accurate insight into how well the campaign is progressing over a certain period of time. It is also important to thoroughly check all your technological integrations, as this will ensure you have a complete insight into the data.

You need to take a look at and evaluate certain strategies or elements of their personalized marketing campaigns. You must periodically ask yourself certain questions to ensure customer satisfaction and maximum effectiveness. For instance, you need to determine if something is wrong or strange? Is there any new feedback from customers that integrate into your strategy? Are the tools and technologies capable or needs further tuning? Are they up to date?



# Summary

According to Experian, personalized marketing emails received 29% higher open rates and 41% higher click-through rates than those without personalization. Companies that use personalized marketing typically increase their total sales by approximately 19%.

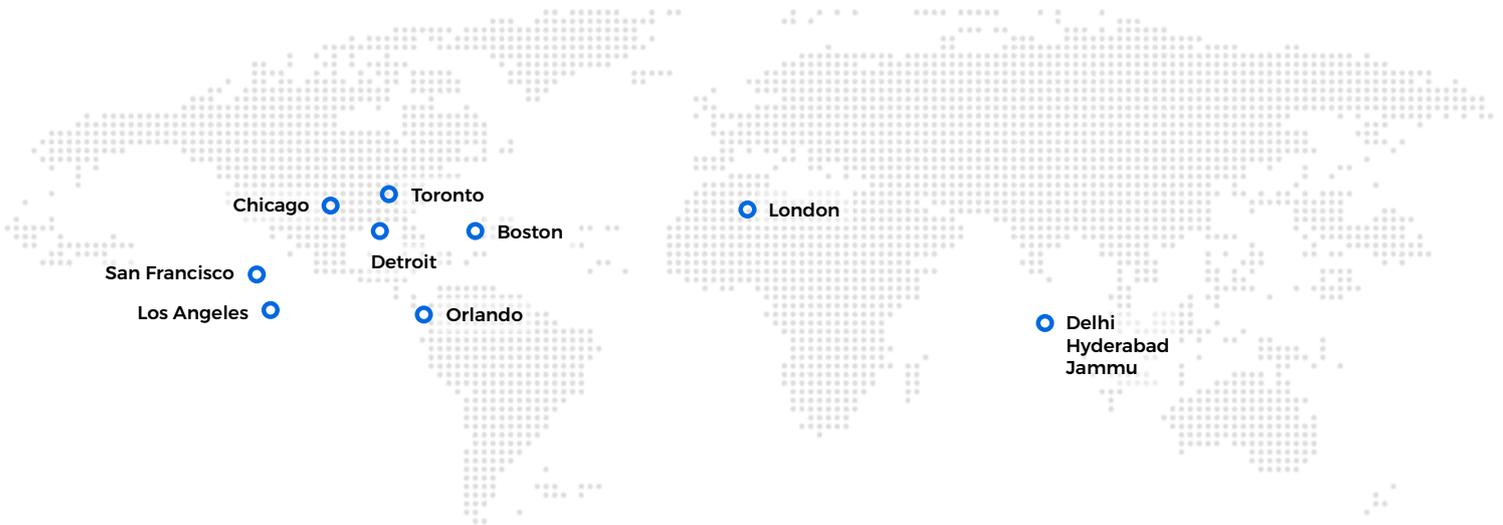
More consumers are demanding personalization across their buying journey than ever before. If your marketing strategy is not tailored to each individual, your customers are less likely to make a purchase. The greatest asset your business has to offer is the right personalized marketing strategy.

However, a successful personalization campaign involves creating, testing, and delivering the right content for the right person at the right time and channel. The reality is that while personalization sounds straightforward, managing its different aspects takes a lot of planning and preparation, including putting the proper processes and resources in place. It's not as simple as flipping a switch—but its benefits are truly worth the effort.



TA Digital is the only global boutique digital transformation agency that helps organizations realize immediate and long-lasting value through exceptional user experience and data-driven methodology. For nearly two decades, we have been helping clients overcome the lack of scale and resource diversity of small regional agencies and the quantity-not-quality approach of large system integrators. We are known as a global leader that helps marketing and technology executives understand the digital ecosystem, identify operational gaps within their organization and finally ushering them into a more mature and profitable digital landscape.

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