

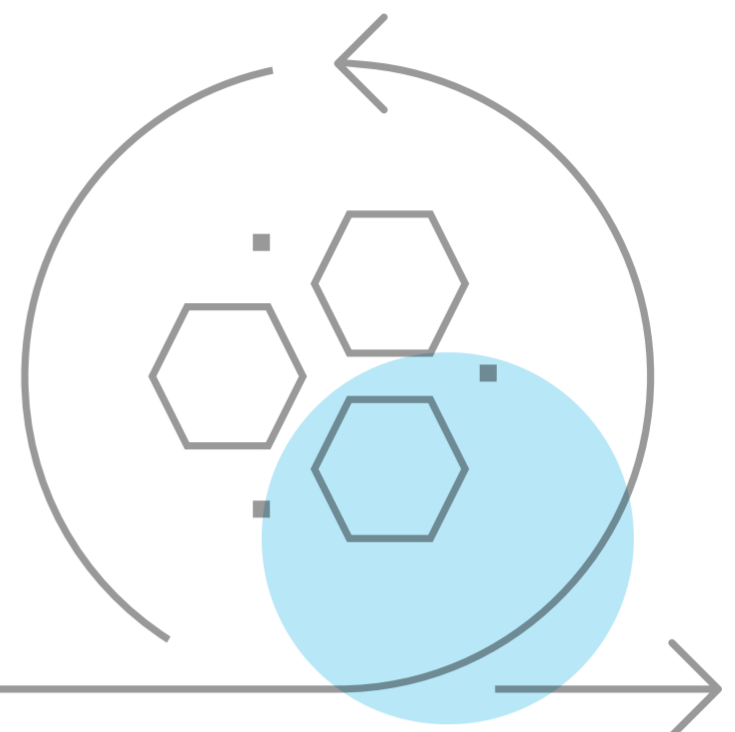
# Personalization Demystified

According to a recent Adobe Digital Trends survey, organizations ranked personalization as their top priority for moving their businesses forward. Customers want a personalized experience because it streamlines their steps to an action, reduces clutter, and makes them feel understood. Brands want to offer a personalized experience because conversion rates, leads and loyalty.

The path to actually implementing a personalization strategy, however, can feel daunting. Personalization is delivering relevant content and experiences to audience segments or users based on their known or assumed needs. While you will need to align strategy, data, technology and content, the following elements will demystify the path to personalizing the customer experience.

## 1 Determine Your Objectives and KPIs

Articulate why you are focusing on personalization so you can measure ROI and improve. List out your business objectives, goals, and key performance indicators to track your success. Not all elements of the customer experience need to be personalized, and keeping these objectives in mind will guide your technology and content decisions.

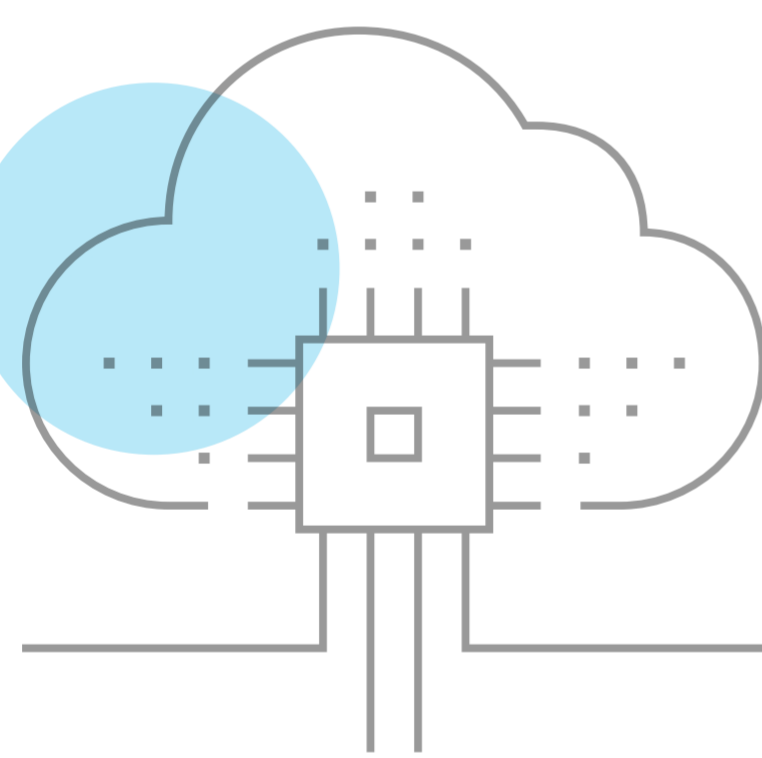
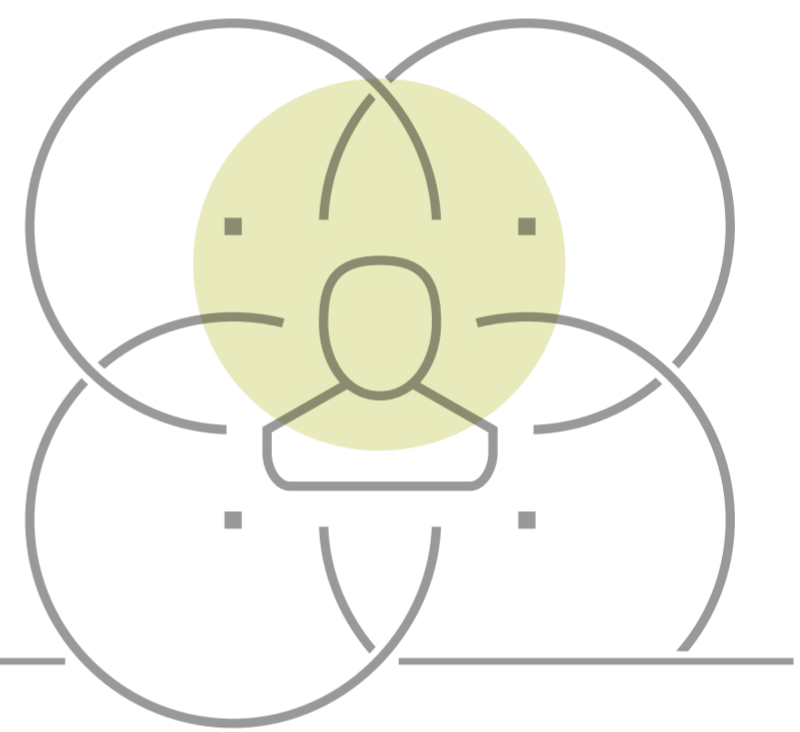


## 2 Build Personas and Journeys to Target

You'll need to understand who your users are and the journeys they take when interacting with your content. Organize what you know into persona profiles that describe your key types of users. The end result will tell you: "As a [customer type] I am most concerned about [primary goals and triggers] and I am most likely to seek answers via [content, engagement and channel preferences]."

## 3 Map Persona Attributes to Data Triggers

A persona profile will identify the attributes that matter to your desired conversion, such as a user's industry, location, solution interest, device/platform preference, or demographic data. The trackable user actions or existing data that can be used to identify these attributes are called data triggers, and they will be used to trigger a personalized content experience.

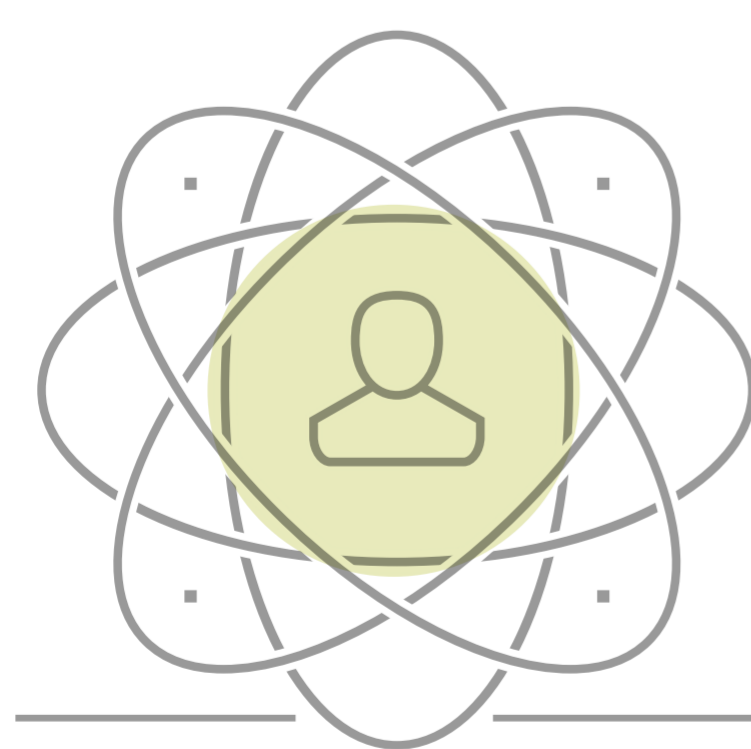
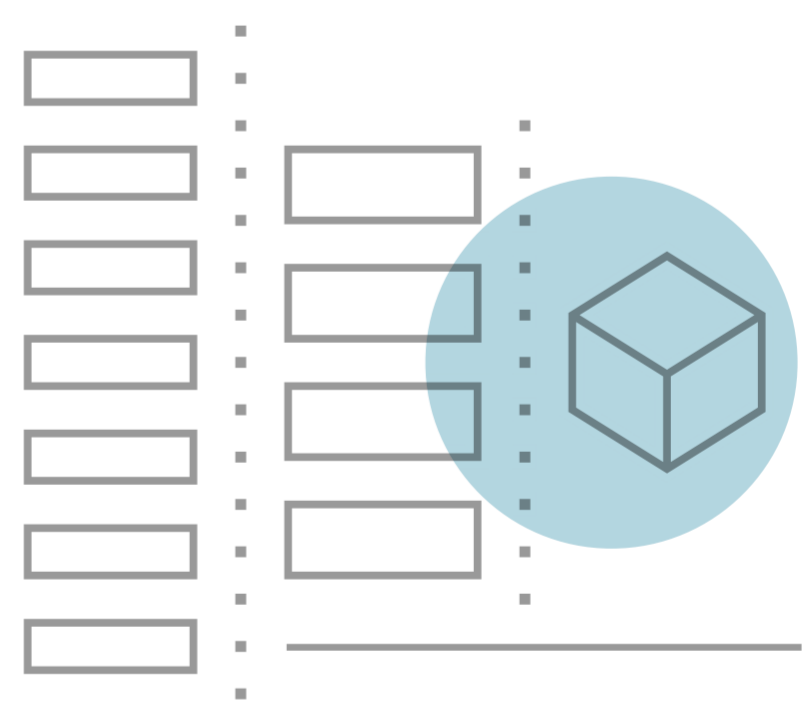


## 4 Select Technology to Support Your Journeys

Your data needs and user journeys will inform your technology decisions. Your personalization stack could include a CMS, CRM, personalization platform, and additional data services. You will need to collect and store data about known and anonymous users and serve content based on these triggers.

## 5 Structure and Tag Content

Even the best technology stack will not result in conversions if your content is not structured and tagged correctly. The foundations of your information architecture and tagging of your content will offer flexibility to build what you want. Information architecture is like a book's table of contents, and taxonomy tags are like a book's index. This structure also allows you to deliver relevant content, improves search engine optimization, and improves browsability.



## 6 Build Your Content Experiences

Your personas, user journeys, data triggers, and tech stack will enable your content strategy to target users with personalized content and experiences. An example would be a returning, anonymous visitor that is served a homepage offer based on the user's IP address location and previous search history. Another might be a registered user on a mobile device that is served healthy dinner recipes at a certain time of day based on demographic data and email preferences. Create assets to guide users through your intended journey, and remember to structure and tag them effectively.

## 7 Refine and Redefine Based on Your Results

Your personalization strategy is best approached with an Agile methodology. Start small with a sample campaign, and collect your best practices based on real results. Refining your personas and profiles will be continuous process.

