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Hyper-Personalization - The Value Factor

Hyper-Personalization enables financial marketers to orchestrate unique personalized messages to customers on their most preferred channels and devices.

Let's consider a scenario where a financial company gets 100,000 visitors. Out of this number, 50% visitors will be given hyper-personalized experiences and 50% non-personalized experiences. The value generated in this case is as follows:



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