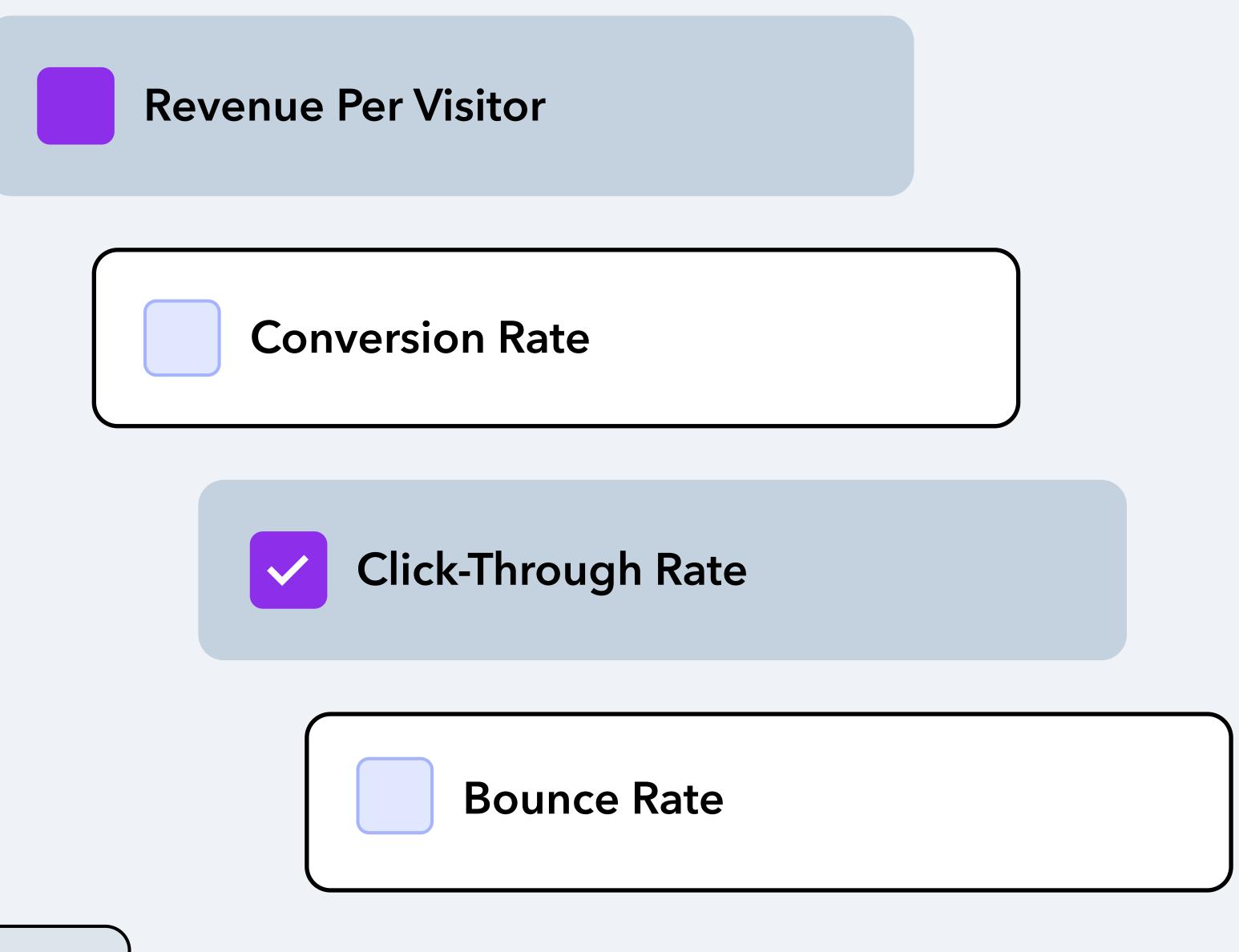


# How to use Ninetailed to create personalized landing pages in under a minute with Al

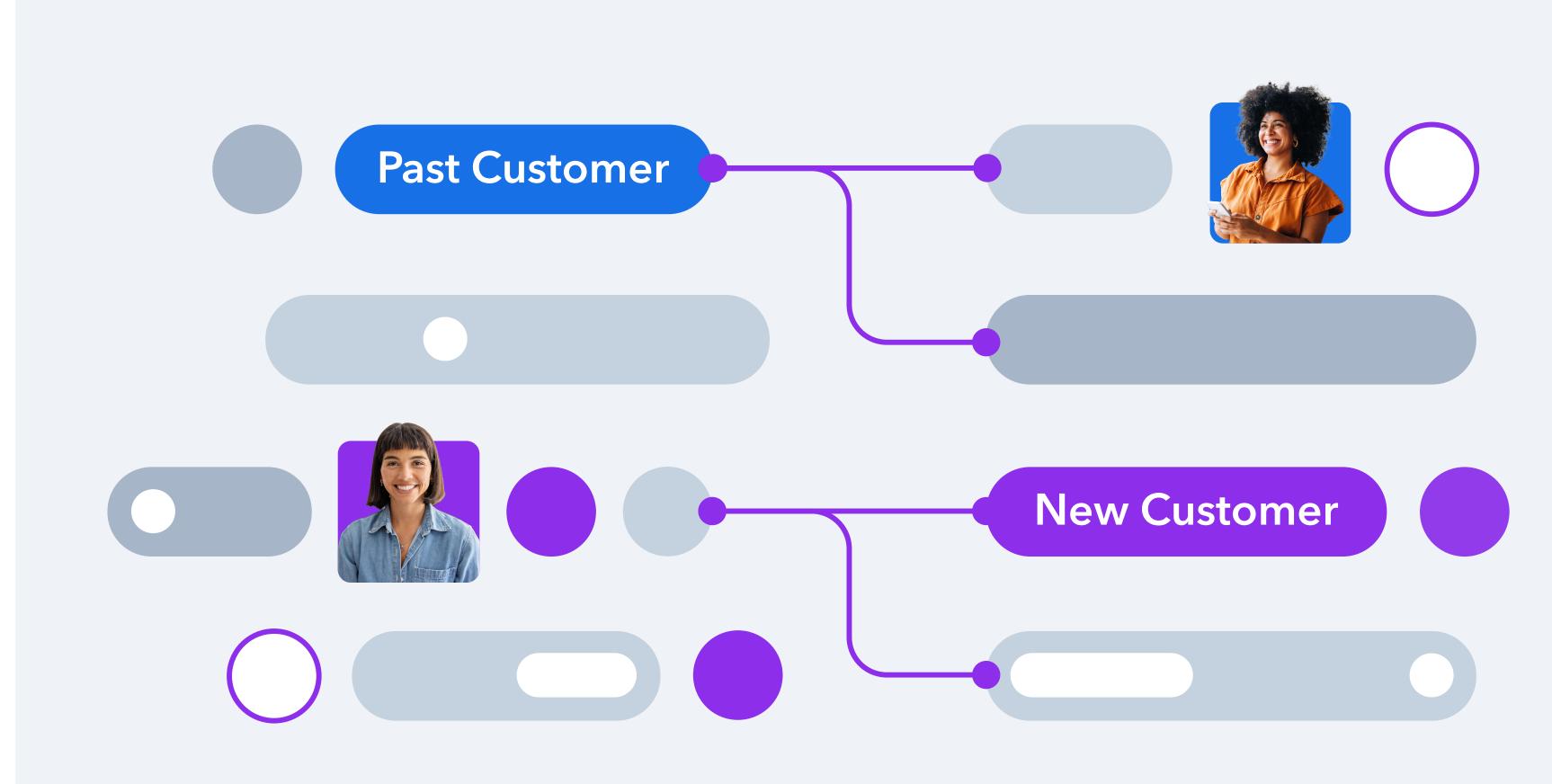
## 1. Set objectives

(and metrics - local or global)

To quantify the impact of your personalization, you'll need to establish objectives and metrics to measure changes in performance. Once you have a goal in mind, you can create or choose from a long list of local or global metrics such as button clicks, conversions, and many more.







## 2. Segment your audience with Al precision

Create an audience segment depending on who you want to personalize the landing page for. You can start from scratch with Ninetailed's advanced segmentation capabilities or pull your existing segments from thirdparty apps like 6sense, Clearbit, and Hubspot.

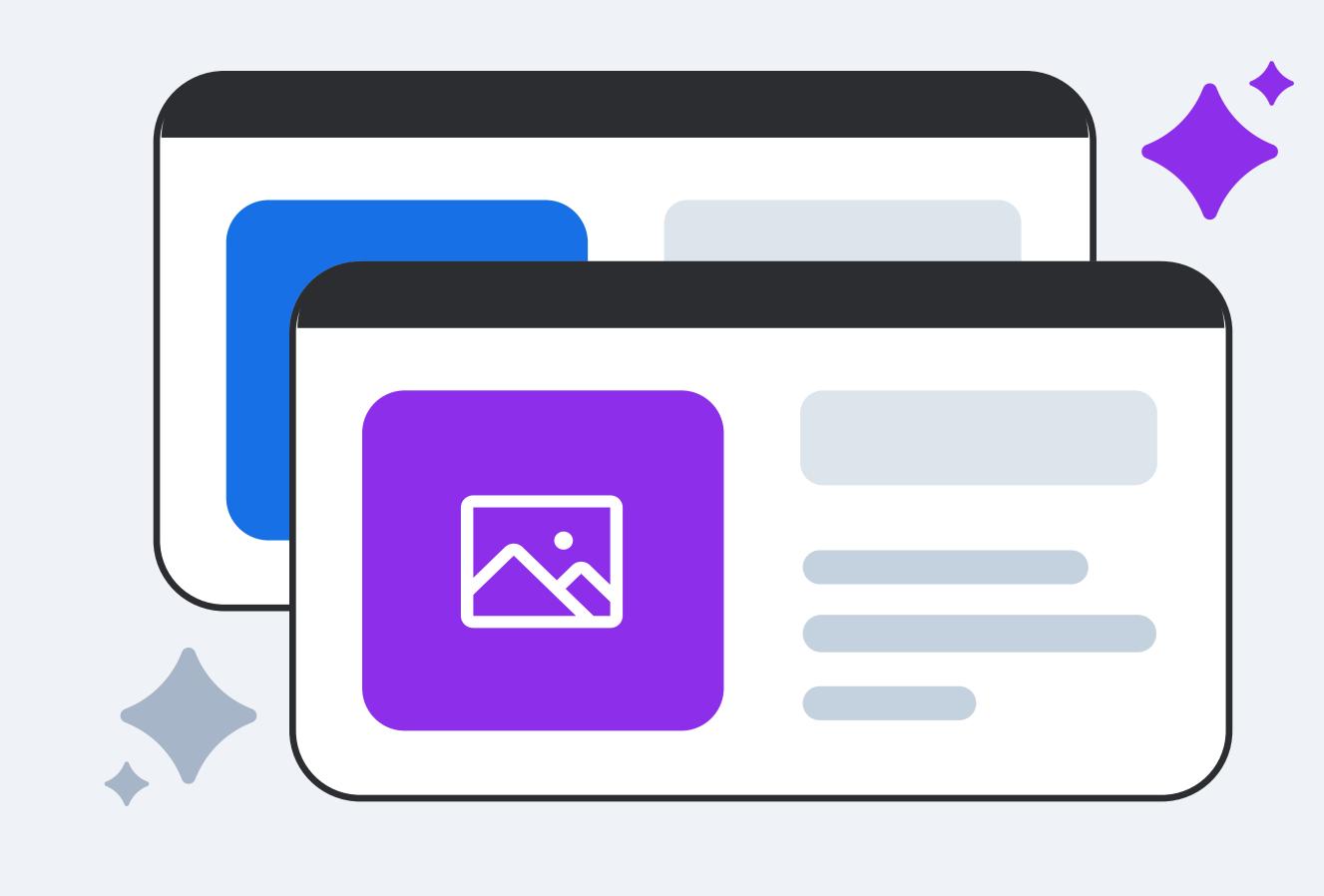


### 3. Audience and component insights

Analyze the overview of your selected audience segment to see the makeup of that segment, the content they are seeing, along with the performance of past personalizations and experiments.







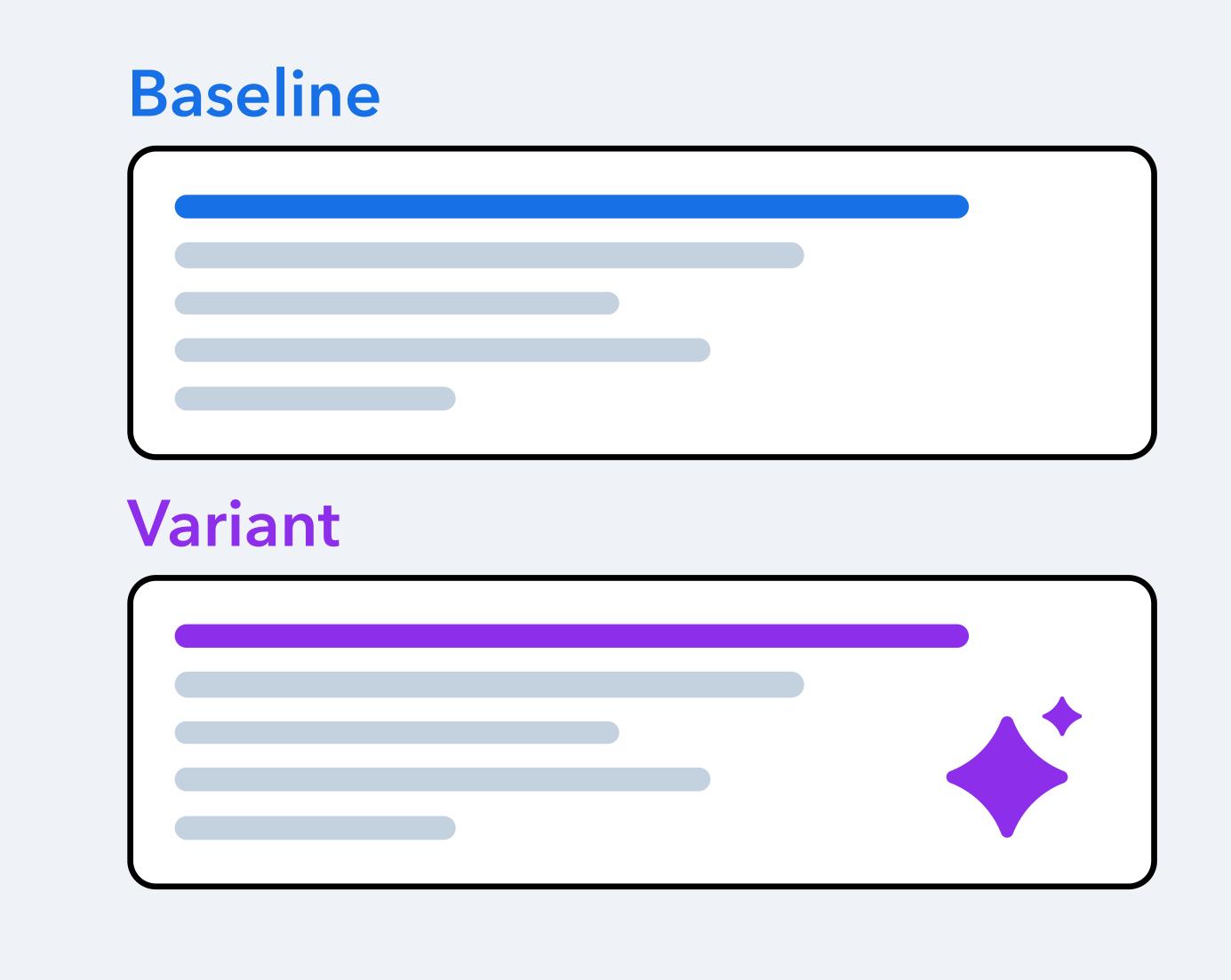
## 4. Pick a content type with Al suggestions

Choose the component(s) you want to personalize on your landing page. From CTA to banner and beyond, there's no shortage of options.

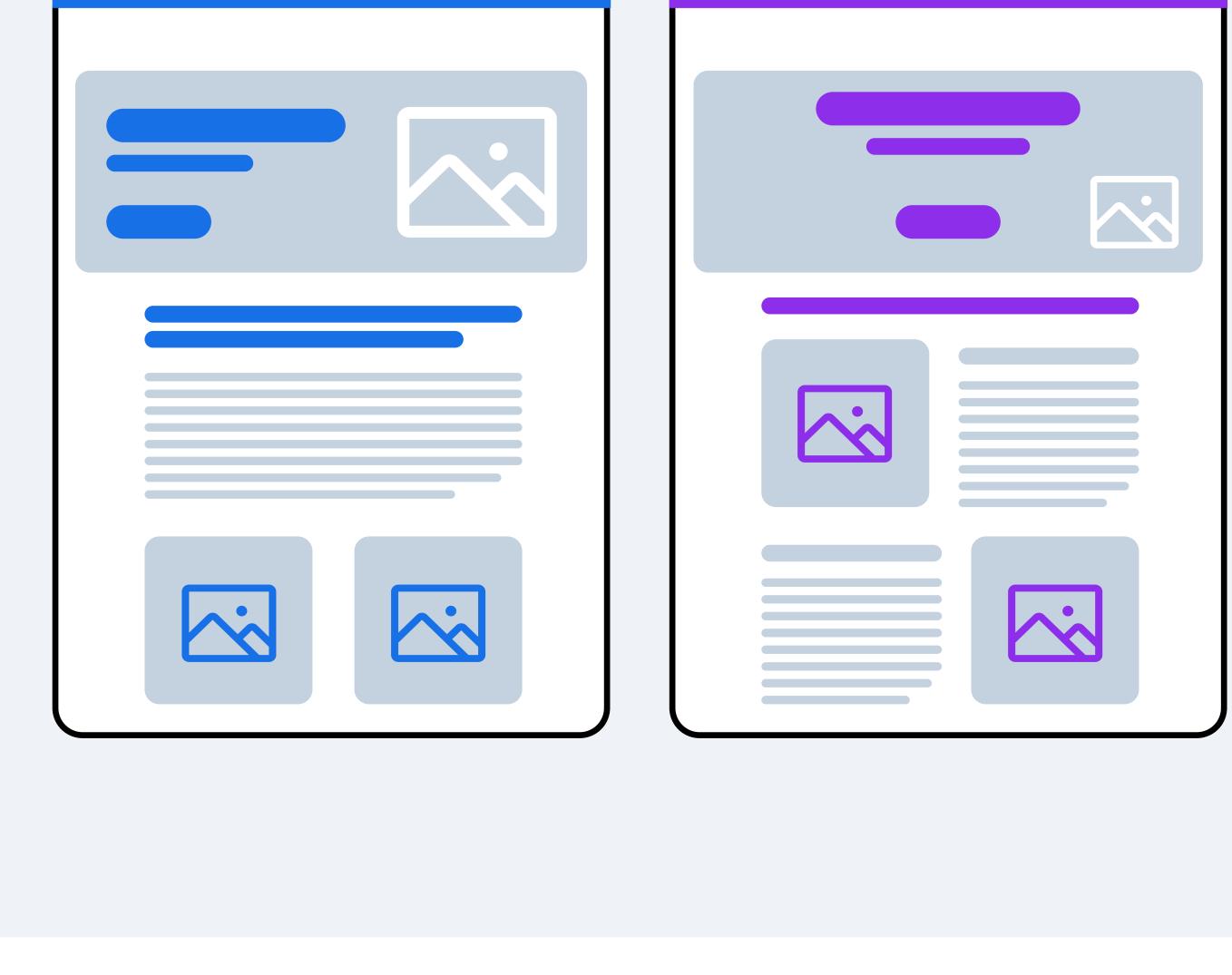


### 5. Configure personalization variables in one-click with Al

Select your baseline variable, then either choose from existing content as a variant or create your own from scratch.

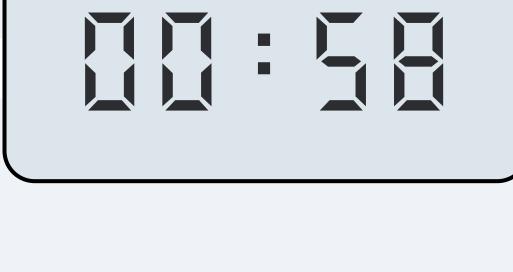


Baseline Variant



## 6. Preview

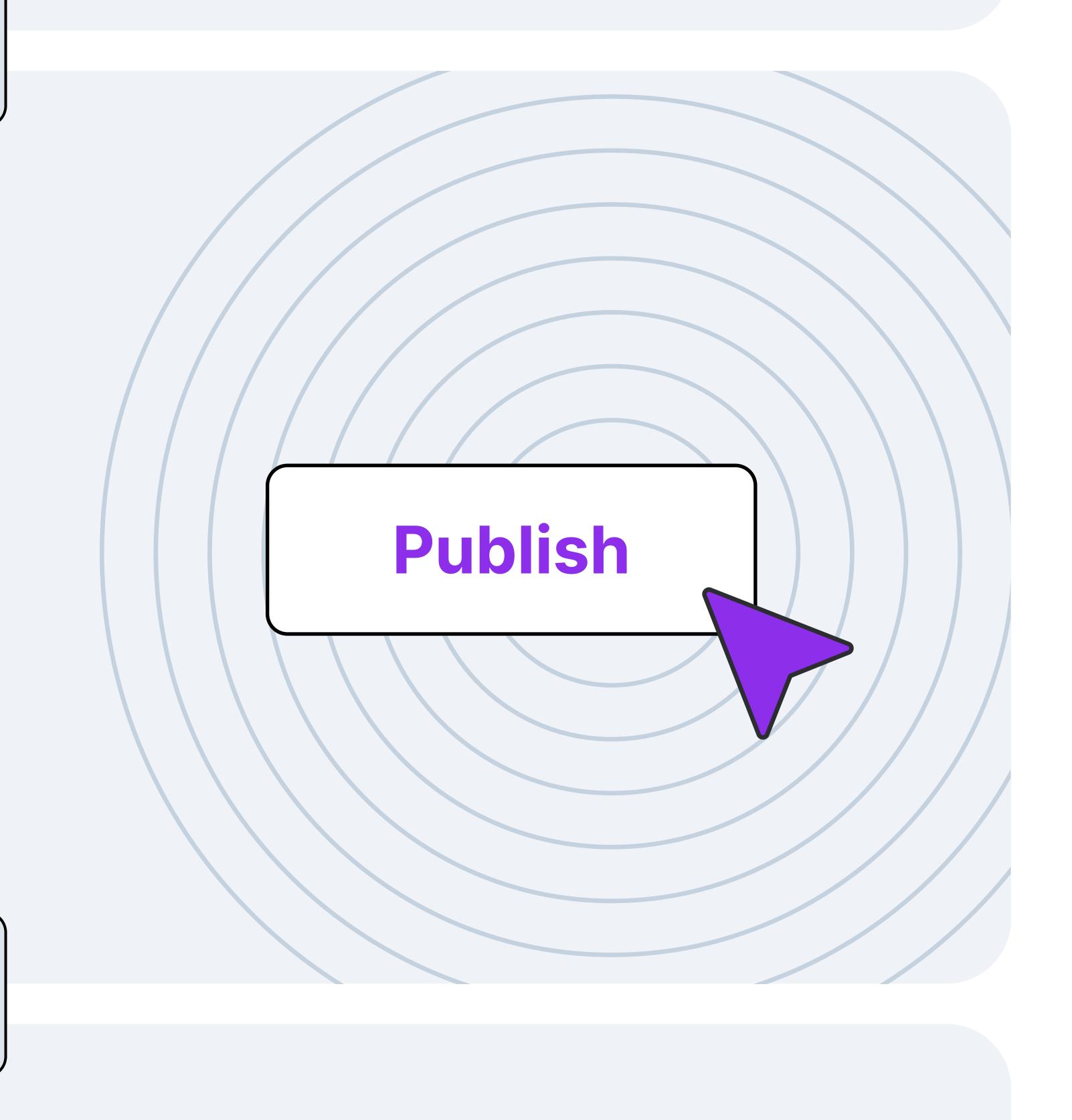
With one click, you can toggle between your baseline content and your new variant to see how your landing page changes for your audience.

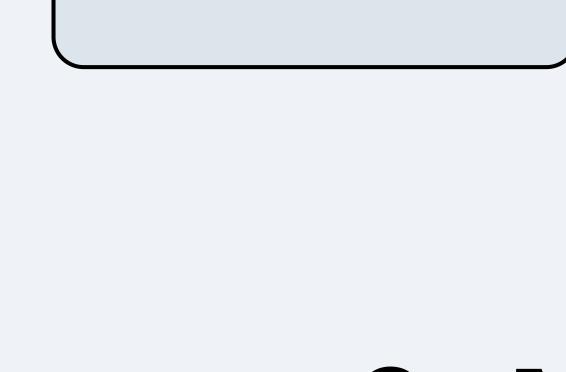


## 7. Publish

landing page, click publish to push it live.

Once you're satisfied with your personalized





# 8. Monitor and analyze

with experience insights After your personalization has gone live, you can navigate to the insights section of that personalization to track performance based on

the metrics you've set up.

