



POINT OF VIEW

Making the Personal(ization) Choice



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Personalization means using data to transform one-size-fits-all marketing into individually tailored experiences. It also means adapting as the brand learns more about its audience. This adds complexity to any project—**so how do you know if personalization is worth the investment?**

A personal choice

Consider the last time you visited a website or opened an app and saw content tailored “for you.” Now think about the marketer’s intent behind that experience. Maybe it was:

TAILORED CONTENT	MARKETERS INTENT
A companion product to be used alongside something in your shopping	Increase order size
A related video answering a common user question	Extend session duration to serve more ads
An exclusive offer to a return visitor	Drive registration

In each of these cases, personalization was employed to encourage you to complete an action tied back to a direct business metric—not a flashy experience for engagement’s sake. To help combat these types of empty strategies, we have identified three questions that will help your brand build a personalization engine driven by business need.

01 How is the customer journey fueling your experience strategy?

A deep understanding of your brand/category context must be matched with an even deeper appreciation for what motivates, troubles, or distinguishes your target audiences. Using rigorous analysis of your customer experience (CX), you can identify critical moments of need throughout the customer journey and craft tailored experiences to address them.

With personalization, embracing a CX mindset ensures the brand centers around the customer completely—activating subtle nuances in knowledge and behavior to craft more impactful experiences.



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What are your brand's business objectives for the experience?

Many marketers do not have a clear understanding of how engagement metrics such as clicks and opens translate into real business impact.

Smart engagement planning can help you scale personalization in the channels with the most business impact for your brand. Considering the channel role, the point in the brand lifecycle, and the competitive landscape can help illuminate how personalization can better fulfill the channel strategy.

ENGAGEMENT PLANNING

Drivers get audiences from point A to point B. Personalization tailors the best message variations to individuals or custom audience segments, resulting in higher action rates and greater efficiency that help you do more with less.

Destinations are the place, content, or tool you want to get them to. These platforms often serve many different audiences, each with different motivations and priorities. Personalization can better match experience to the individual's needs and improve conversions.

CRM sustains a relationship over time, over a variety of channels, and usually involves an exchange of information; therefore, heightening an audience's expectation of value received. Personalization elevates the user experience by better anticipating customer needs, interests, and preferences, which is increasingly an expectation for providing your data

BUSINESS IMPACT CONSIDERATIONS

Could dynamic paid social placements help a challenger brand break through a noisy category with tailored messaging variations?

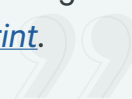
Could a digital concierge app that remembers user preferences help key customers access important resources more quickly?

Could a tailored communication plan leveraging email, text, and direct mail be informed by field experiences and help build more value-based customer relationships over time?



Just starting your journey with personalization?

Learn more about how to get started by building your strategic foundation, the [Brand Blueprint](#).





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03

What data will you have to move your business forward?

Data is “king” in personalization. A robust [Data Discovery](#) can help determine your brand’s readiness to leverage the power of data-driven personalization by understanding:

- The variety, quality, and recency of data you have
- The data sources flow and connection points to the larger ecosystem
- The enterprise marketing technology investments that can help optimize the experience over time

If your brand lacks the data sets you seek in-house, consider whether licensing data can help fill your information gaps. Understanding your data potential can heavily influence whether the personalization you deliver will simply be a “nice to have” or whether it truly meets customer needs.

Experience worth the investment

By anchoring an approach to personalization in customer insight, channel, and data strategy, you can move the brand forward in ways that better anticipate and activate audiences through tailored experiences delivered at key points throughout the ecosystem.

The Evoke Center of Excellence on Personalization helps marketers approach the promises of marketing technology with clear, actionable, and human-centered solutions to tailored customer engagement. For more information, email us at business@evokegroup.com.



Not sure where to start with your data strategy? [Learn more](#) about these steps and how Evoke can help your brand take stock of current data infrastructure to build a forward-looking roadmap for customer experiences.

