

The Ultimate Personalization Guide

A step-by-step guide any business can use to start personalizing the customer experience



with participation of:



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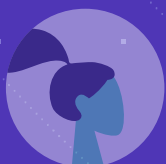
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PART I



01

What's all the fuss about personalization?

For a long time, companies have been marketing products and services to consumers as if everyone is ***the same***.

But a retired grandmother in the country won't respond to your marketing like a young mother in the city with two small children — even if both are shopping for the same product. They're different people with different wants and needs in totally different contexts. And your marketing messaging has to speak to them ***differently***.

Right now, people are spending more time online than ever before and have a world of products at their fingertips. Literally, just a few clicks away. To rise above the noise and reach your target audiences, your company needs to move beyond general marketing messages.

In a word, we're talking about personalization.

Of course, “personalization” has been a marketing buzzword for many years and is easier said than done. Where do you start? How granular should you get? How do you scale? How do you maintain your segments and experiences?...

It's a lot to manage, which is why we've dedicated this entire ebook to help you build and execute impactful personalization. In this ebook, you'll find the tools you need to build your data-backed personalization strategy, and our combined expertise and recommendations for implementing that strategy.

Let's start with the basics: What is personalization and why does it matter?