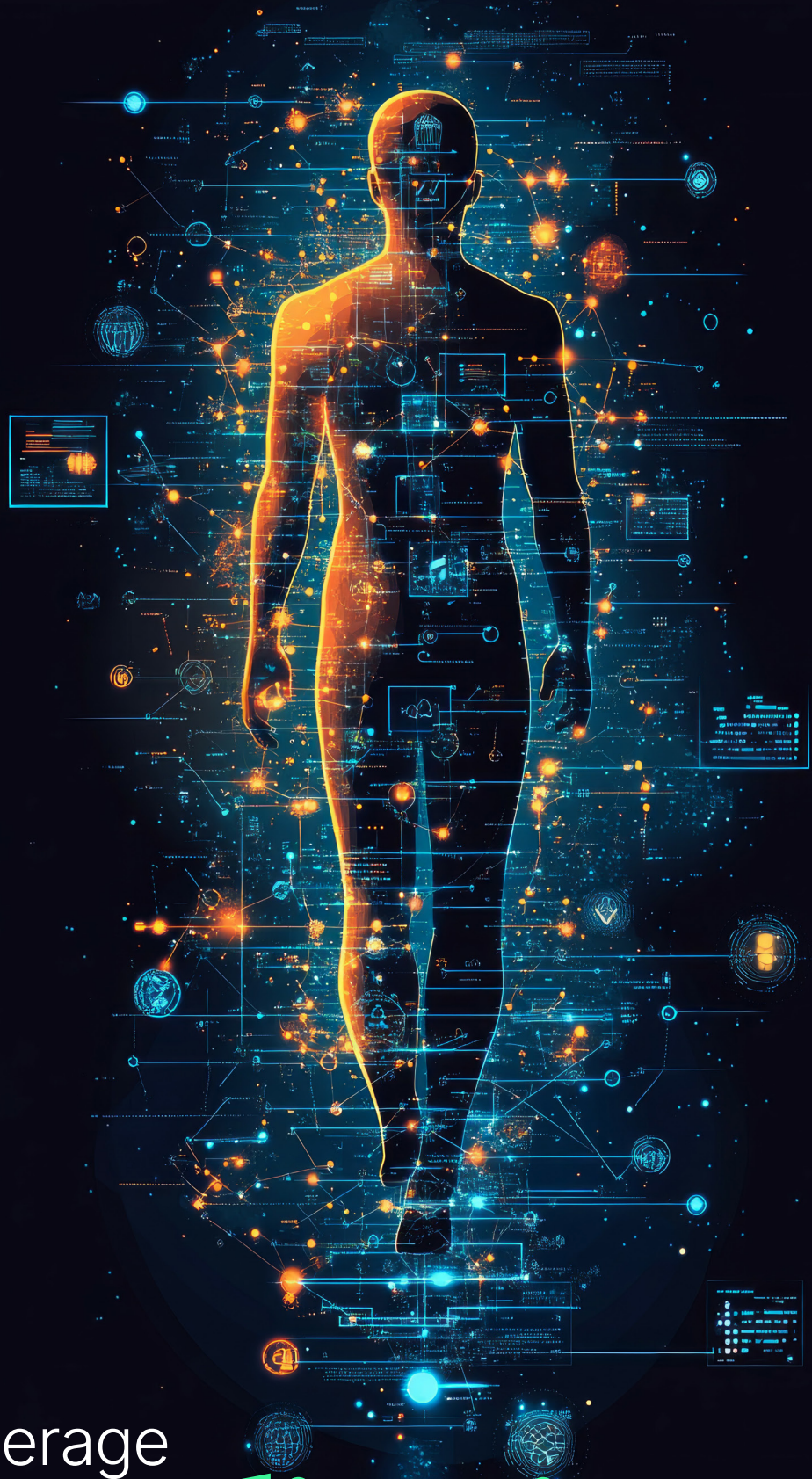




How to leverage **personalization** in digital marketing



Introduction

Personalization can be implemented in several ways. This ebook will focus on actionable ways to improve your digital marketing experience through personalization. We'll cover performance marketing, user experience strategy, and website engineering. Let's dive in!

WHAT WE'LL COVER

1. Performance marketing

- Personalization based on gender
- Generating personalized audiences
- Using existing customer for personalization
- Tailored landing pages and forms
- Paid media personalization
- Tools & resources

2. User experience strategy

- Use case: Education
- Tools & resources

3. Website engineering

- Personalized website experiences
- Use case: Telecommunications
- Tools & resources

If you want to be successful in the next three years, take note that **89% of decision-makers think personalization is necessary to achieve it.**¹





Performance marketing

Generating personalized audiences for paid media campaigns

If you're able to segment your audience at a level that's hyper-specific to role or function, or practice area, you will hit a smaller group, but your conversions will thank you. In some cases you can even pre-fill forms for users depending on how confident you are in your audience data.

At that point, testing and comparisons can be conducted based on how each micro-segment is performing. Or, you can allocate more funds to underperforming areas if they are of critical importance to your business goals.

Existing customers for paid media personalization

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS

If you have a CRM system or other records system where you gather leads in an inbound way, you can allow Google's machine learning to leverage those records to find and expand your customer base, generating more income for the business. In the past, this would've been known for a lookalike audience, but since the introduction of GDPR regulations, things have changed on many platforms.

NURTURING & REMINDERS

Tailoring campaigns to your existing customers who have already converted is a great strategy. This can work as an upsell, or be focused on timely actions such as keeping a renewal date top-of-mind.

Tailored landing pages & forms with paid media

Special landing pages and forms provide an improved experience, generating improved conversion rates.

One of the big benefits of tailoring landing pages for paid media specific to the persona you are selling to is that conversion rates will be more effective. It will also naturally earn a higher quality score from Google. If the creative on the landing page or within the form is just as customized, that's incredible. The more relatable, the better the performance is going to be!



Paid media personalization with Google

Dynamic keyword insertion through Google can be helpful for personalization, as the ad or headline can change based on the user's search query. These will be naturally more relevant based on items like location or other factors, so it will also benefit your quality score.

Do you want your keyword list to be intentional? There are different types of intent listed in platforms like Semrush and they translate to different levels in the funnel. To deliver the most personalization performance marketing around, you will want to make sure to target your ads *when* they will be most effective.

For example "What is the best product?" is very different from "What is the best product to buy?" The first searcher is much more at the top-of-funnel awareness while the second is searching for a comparison of different products, and is much more likely to convert!

"71% of consumers expect customers to deliver personalized experiences and 76% get frustrated when this doesn't happen."

- MCKINSEY & COMPANY

Paid media personalization based on gender

After Google studied 2.7M YouTube ads uploaded between January 1, 2015, and March 31, 2019 they noted that "people saw male characters 56% of the time and female characters 44% of the time." But overall, women-led and gender-balanced videos yielded 30% more views than other videos, revealing a demand for more inclusive content.² Additionally, they revealed that when women are featured, they are typically on the younger side.

In advertising, it's **crucial to understand who the end-user is**. These binary gender findings show that there is a world of possibilities that could increase conversions by using more relevant imagery in paid media representing not just women, but other groups of people as well.



Tools & resources



AI Digital

AI Digital is one of our programmatic advertising partners, allowing us to extend our performance marketing bandwidth to serve any level of business.



6Sense or ZoomInfo

Both of these service providers help you uncover opportunities based on intent signals so that you can better serve them helpful, personalized information.



LinkedIn

This social platform has many unique targeting features that are no longer present on others including job title, seniority, list uploads, and more. These are great for building custom lists.



Google

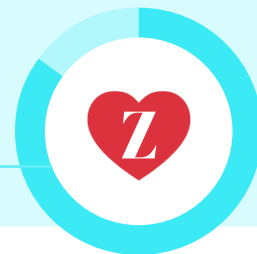
We're sure you know that Google is the pioneer behind performance marketing and really, all digital marketing, but using its tools in a personalized way is not familiar to everyone. There are many ways to do this such as their Dynamic Insertion tool.



Semrush

When building your keyword list for paid media, paying attention to intent matter. This platform will help you do just that.

If you are targeting Generation Z, it's absolutely imperative that you implement personalization. **85% of businesses are making moves to accommodate this generation's distinctly different desires.**²





User experience strategy

Use case: Education

Our client, **AACSB International** (AACSB) began to see a need to serve their members more relevant events and insights so they asked us to implement personalization in the back-end of their content management system (CMS). This was challenging as the brand needs to serve a mix of audience types spanning from education to business to student.

AACSB has a taxonomy of themes and tags in their instance, which we mapped 1:1 with how it handles the personalization aspects. We then applied a weighted value to each item and now when people click around they build up a score. The CMS then tracks that user score and builds profiles for them.



To keep the taxonomy up-to-date, we built a custom script that automatically creates new themes and tags when added, converting them into profile cards.

These interest-level triggers now allow AACSB to serve relevant content beyond the defaults. That's why their "just for you" section is now able to provide users with more on-target educational articles. Beyond that, we also have geographic-based personalization in place that makes the website show local events to users who may convert.



Many websites have a ton of content, but lack focus. That's why clients such as AACSB are moving away from quantity toward quality with personalization. People going to a site aren't guaranteed relevance and personalization helps them find the content they need.

It should be noted that by default certain CMSs only let you see data in their own platform, but our team was able to wrap all the elements with a specific ID that Google Analytics could see and could be analyzed there instead. So if you prefer to track your metrics in a different spot, don't feel restricted, there is usually an engineering solution to answer. Just ask.

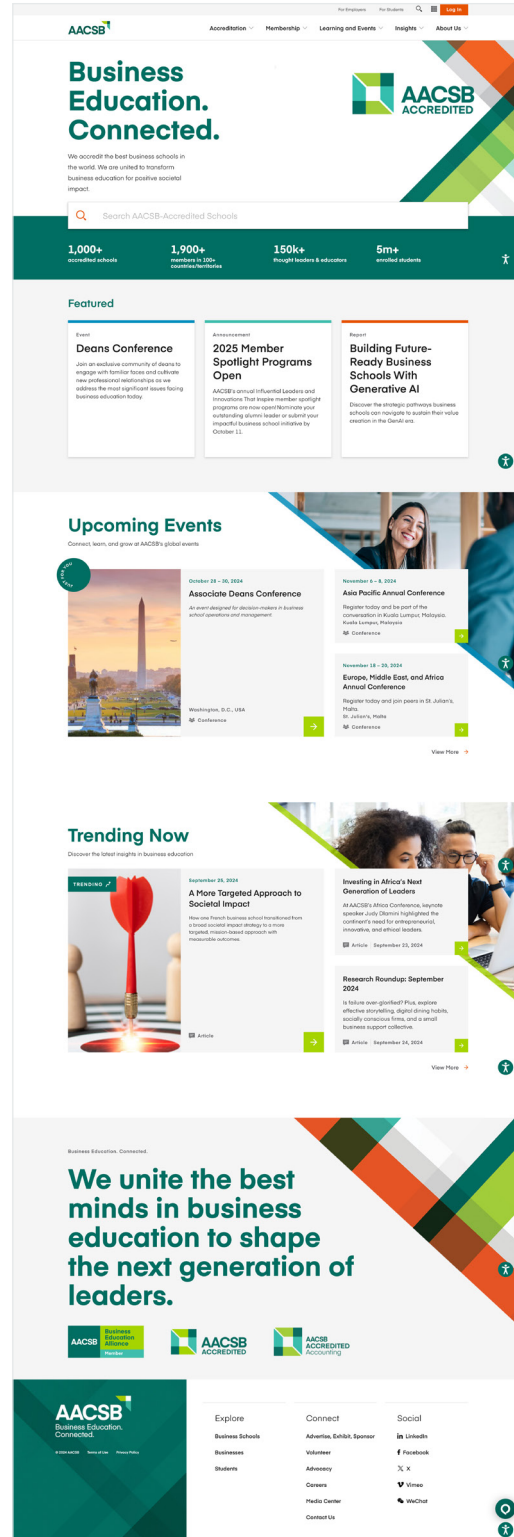
The year-over-year improvements for AACSB (7/1/2023 - 6/23/2024) are impressive.

+34%
more sessions

+46%
increase in users

+43%
improvement
in average
engagement time

+58%
better
engagement





Tools & resources



Nielsen Norman Group

As the preeminent experts in user experience design, we highly recommend using their knowledge as a baseline for your efforts.



Figma/Figjam

We always recommend sketching out a full user journey strategy, including personalization elements collaboratively.



Website engineering

Personal website experiences

Personalization's user engagement impact on website experiences is profound. Presenting the right content at the right time can mean a stronger connection with your business' audience, leading them through a helpful, specific journey. Such personalized interactions increase time on site and engagement rates but also boost conversion rates, underscoring its power.

When you may want to personalize a website experience

- **Market-based** – If your business centers around earning conversions based on the closest applicable market, personalization can help you tailor offers for geographic area-based users. For example, you can create logic based on a specific user group in a promotional area (address) that serves a specific offer targeted to them or a product that may be of interest.
- **Age or other demographics** – If you're dialed into your buyer persona, you can use that information to send out aligned content based directly on demographic patterns from your past successful sales.
- **Return visitors** – Return visitors can be converted easier if you base their repeat session experience on what they've already done and push them further toward an end goal. Promotions or gift cards tend to do well for this purpose.
- **Existing customers** – If you don't want your customer base to stagnate, upsell them or work to retain them based on key benefits with personalization.

When you might want a partner to help assist

- **Special requirements for security** – We had a previous client who had been using Google Optimize, which was discontinued, so they were looking for help with porting to Salesforce. They needed this assistance as they had a security team in place that complicated the typical integration process with a javascript library. To make this process work, Imarc used an API to funnel data back and forth.
- **A new system** – If your existing team has limited user knowledge of a system, it's always advisable to consult with a partner who can enhance your efforts.



- **Ongoing needs** – If you're hoping to not be in charge of maintenance or support issues, or if you want to update your personalization logic regularly, a partner may be smart.
- **Knowledge gap** – If you are unfamiliar with the integration processes for your chosen personalization tool, or want to make the setup process easier, a partner is a great choice.

Use case: Telecommunications

Personalization's user engagement impact on website experiences is profound. Presenting the right content at the right time can mean a stronger connection with your business' audience, leading them through a helpful, specific journey. Such personalized interactions increase time on site and engagement rates but also boost conversion rates, underscoring its power.

With personalization, it's possible to highlight offers dynamically and update them based on how long it's been since a user visited the site and if they showed interest in a specific product. Here are two examples of that in action.

61% expect tailored experiences from brands based on their specific preferences.³



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SAVE over \$300 with GIG Internet
Get FREE equipment, WiFi and a gift card!

Compared to full priced Gig Internet Service plan. Savings based on 24-month term plus a \$100 gift card. Equipment is included for the first 12 months. Gift card eligibility on 500 Mbps and 1 GIG speed. Restrictions apply.

Order Now!



WELCOME BACK!

Switch to Fiber-Powered Internet 500 Mbps at \$39.99/mo.
Plus, FREE WiFi Your Way™ Home and a \$50 Gift Card

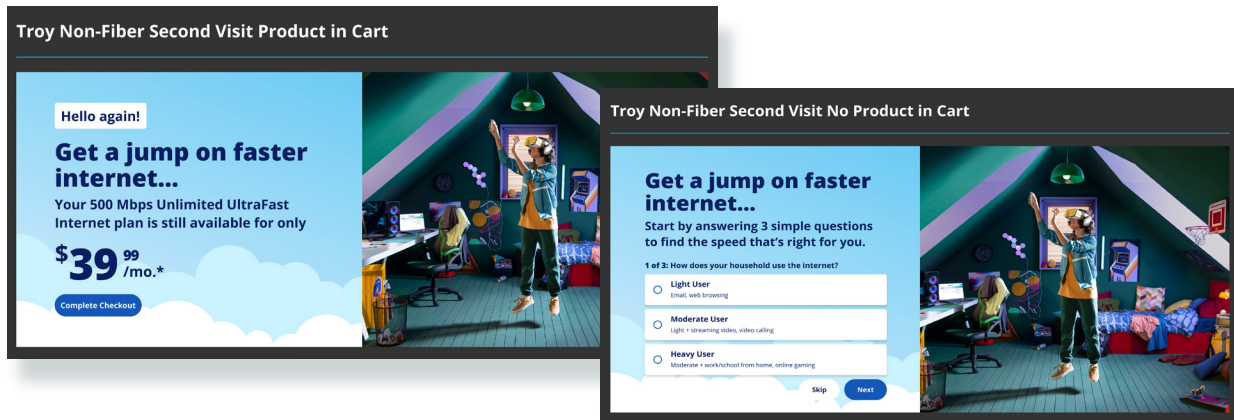
Limited time offer. New residential customers only. Internet and WiFi Your Way are \$39.99/mo for 12 mos plus taxes & fees. See terms & conditions for details.

Order Now!



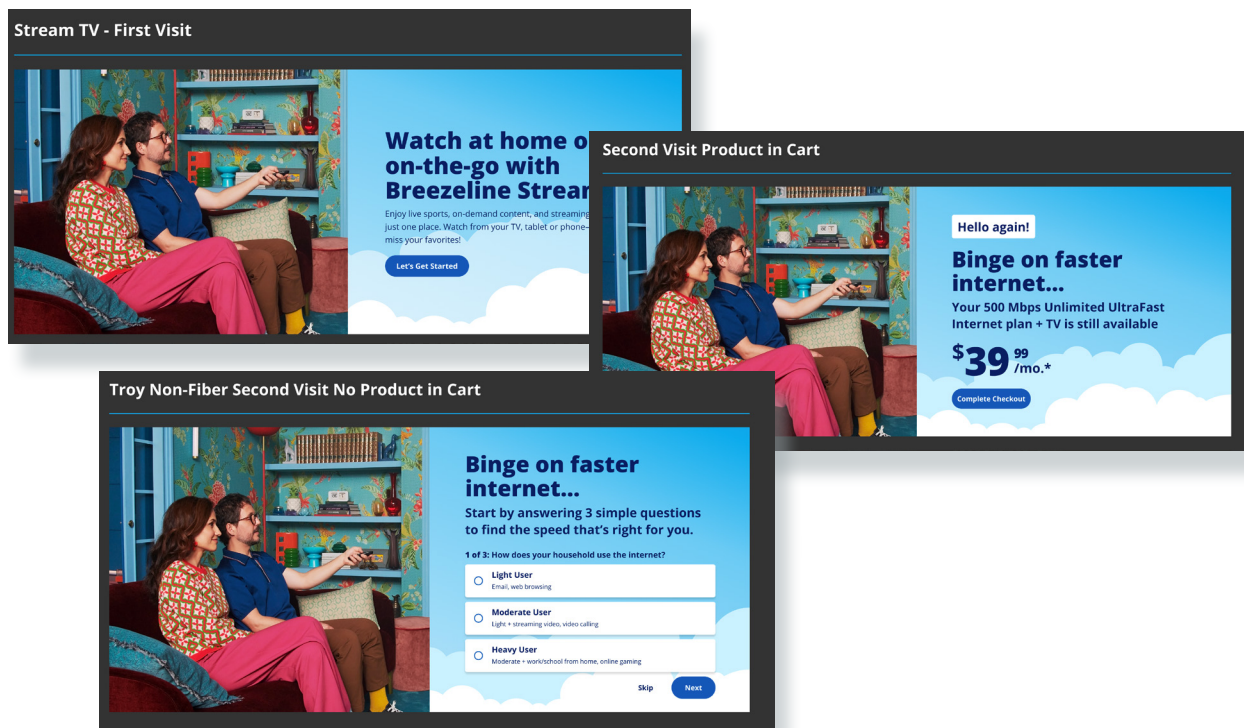
Below are some hero banners focused on converting different groups. Example one includes a banner for first-time visitors, tailored to the customer's current market. The second banner in that example is aimed at return visitors and is focused on if a user has added any products to their cart, to highlight and add to an existing offer.

EXAMPLE ONE



Our second example set is more applicable when a person hasn't selected a product yet, prompting them to discover the product that best suits their needs. Each was created to speed up and improve the experience.

EXAMPLE TWO





Tools & resources



WordPress personalization

WordPress content can be personalized using plug-ins, geotargeted and audience-specific options.⁵



Salesforce Interaction Studio

Formerly known as Evergage, this is a powerful option for fans of Salesforce.



Optimizely

This is a marketer-friendly option that doesn't require code to provide excellent personalized experiences.



VWO

Using this platform means being able to pull data from anywhere. They also note that the platform can support integrations if you want to further augment your data.



Conclusion

There's an opportunity to personalize anywhere and at any speed you wish. If you're ready to get more personal, we are too. You can start by **saying hello** to Katie.



Katie Desmond

Partner, Chief Revenue Officer

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1. <https://segment.com/content/dam/segment/global/en/misc/state-of-personalization-report/State-of-Personalization-Report-Twilio-Segment-2024.pdf>
 2. <https://www.thinkwithgoogle.com/future-of-marketing/management-and-culture/diversity-and-inclusion/gender-representation-media-bias/>
 3. <https://www.thinkwithgoogle.com/future-of-marketing/creativity/personalized-brand-experience-statistics/>
 4. <https://www.thinkwithgoogle.com/future-of-marketing/creativity/marketing-personalization-statistics/>
 5. <https://wpvip.com/resource/how-to-achieve-personalization-with-enterprise-wordpress/>