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# Data-Backed Reasons Personalization Needs To Be Part Of Your Marketing Strategy

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# START

## The Race to Personalization

The race is on for marketers to deliver more relevant user experiences through personalization! With this ever-increasing demand for great personalized experiences, it is safe to say that we are on the cusp of a revolutionary shift that will fundamentally change the web browsing experience.

Users are already beginning to expect to find the content they're looking for on the first page of a website they land on, and to have their needs continuously anticipated as they navigate deeper.

Nearly three-fourths (74%) of online consumers get frustrated with websites when content appears that has nothing to do with their interests.

*Source: Janrain & Harris Interactive*

Companies who lag behind, continuing to take a cookie-cutter approach by providing every visitor with the same experience will see higher bounce-rates, fewer pages per session, a decline in conversions and potentially a negative impact on revenue.

*Here are 5 reasons you can't wait any longer to personalize your website.*

# 1. Every Marketer Knows They Need to Do It, But Most Are Behind.

Marketers are aware they need a strategy for personalization, but the majority are still connecting the dots on how to implement it. They're paralyzed by legacy business applications, spread-too-thin IT departments and overwhelmed by the unlimited possibilities personalization provides.

With vast amounts of data available from disparate sources, corraling them into an efficient and flexible manner is a daunting challenge that requires the right tools. It's no wonder marketers are scratching their heads not sure where to start.

But this won't be the case for long, especially as user-friendly platforms that demystify the process become more accessible.

94% of businesses stated that personalization is critical to current and future success.

*Source: Econsultancy*

However...Only 29% of marketers today invest in website personalization and use of behavior-based data.

*Source: ExactTarget*

Why? 47% of companies cited IT roadblocks, and 47% cited legacy technology (46%) as major barriers in their personalization efforts.

*Source: Econsultancy/Monetate*

Only 32% of marketers view their current content management systems as useful enablers of personalization.

*Source: Econsultancy/Adobe*

"Marketing technologists...have a critical role in navigating the ecosystem of more than 2,000 marketing-technology providers to create solutions that deliver the most effective customer experiences."

*Source: McKinsey & Company*



## 2. Email Personalization Was a Game-Changer.

### Website Personalization Will Follow In Its Footsteps.

Because personalization is still in its nascent stages, there is limited documentation on case studies or best practices. However, given the widely accepted, statistic-supported ROI of personalized email marketing, it should be no surprise that real-time website personalization will deliver similar, potentially even greater benefits once marketers get a handle on how to employ it to their advantage.

While email marketing is generally utilized to strengthen existing customer or prospect relationships, website personalization offers the additional potential to build new customer relationships *and* nurture existing ones.

It will take time for organizations to discover and optimize the approaches that best suit their businesses, but when they do, it will change the marketing landscape.

60% of marketers report a positive ROI from email marketing.

*Source: Meclabs*

Personalized emails improve click-through rates by 14%, and conversion rates by 10%.

*Source: Aberdeen Group*

Email click through rates (CTR) are higher when using the recipient's first name in the subject line over no use of the first name.

*Source: HubSpot*

Relevant emails drive 18X more revenue than broadcast emails.

*Source: Jupiter Research*



### 3. Consumers Expect Relevant Messaging.

Household name brands like Facebook, Amazon, Pandora and Netflix have been utilizing personalization for years as a standard feature of the user experience. In the process, they've been nurturing a growing expectation among consumers that their needs will be anticipated and addressed at every turn.

45% of online shoppers are more likely to shop on a site that offers personalized recommendations.

*Source: Invesp*

73% of consumers prefer to do business with brands that use personal information to make their shopping experiences more relevant.

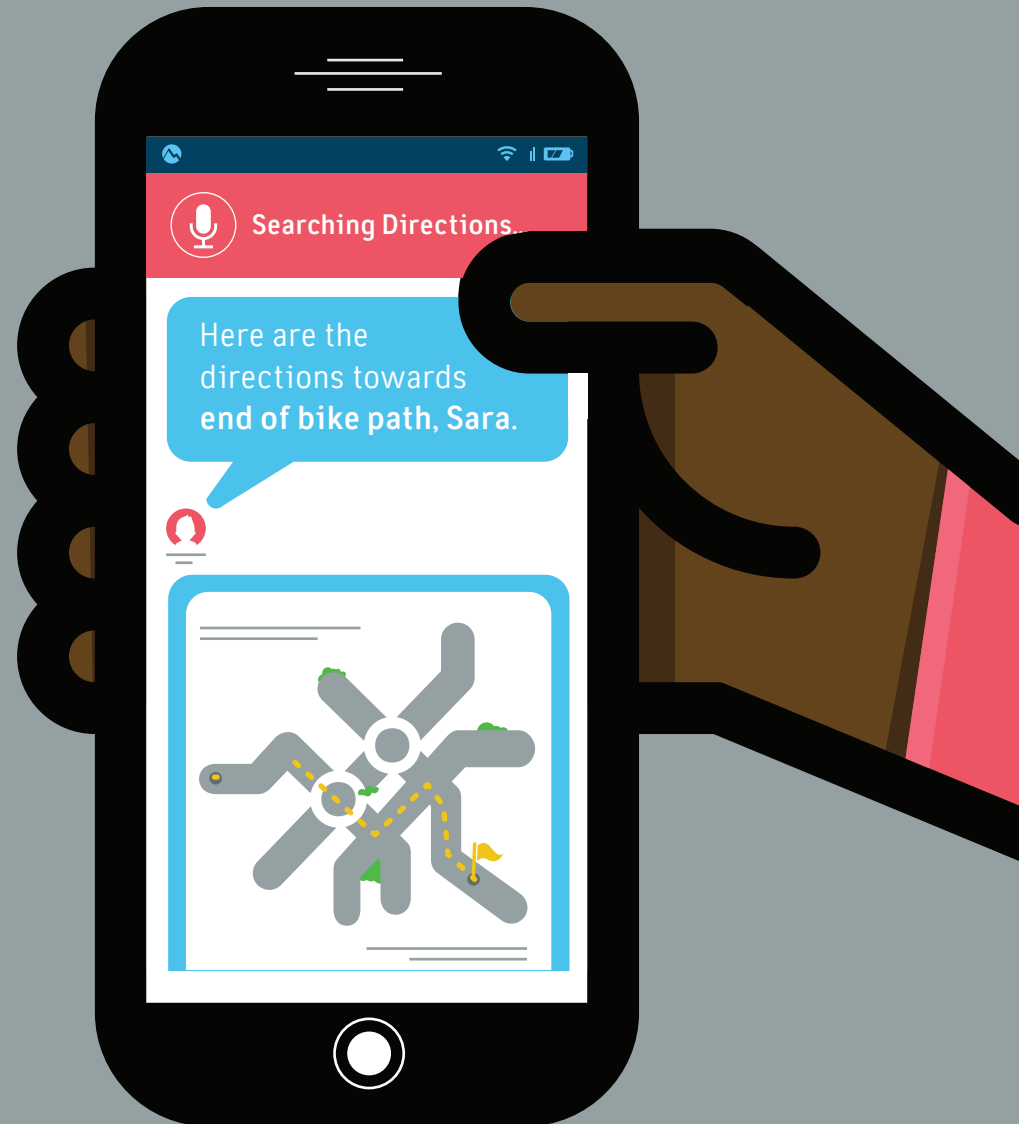
*Source: Digital Trends*

62% of consumers are highly in favor of personalized offers/promotions based on previous experiences.

*Source: Infosys*

58% of consumers are highly in favor of product recommendations based on previous purchases.

*Source: Infosys*



## 4. It Will Increase the ROI of your Content.

Content marketing is a hallmark of almost every marketing strategy these days. Content has the ability to create brand loyalty, boost SEO, and position a company as a thought-leader. It can also be a powerful conversion tool.

91% of B2B marketers and 86% of B2C marketers use content marketing.

*Source: CMI*

Content creation and management now claim the second largest share of digital marketing budgets.

*Source: Gartner*

Every strategy must ultimately contribute to the bottom line either directly or indirectly.

Content personalization helps increase revenue by generating quality leads and nurturing them through the sales process.

Leads who are nurtured with targeted content produce a 20% increase in sales opportunities.

*Source: DemandGen*

Content served at the right time to the right person can help progress your buyer through their journey, and arguably towards your product or service offering.

Among best-in-class B2B content marketers, 71% tailor content to the profile of the decision maker.

*Source: The Content Marketing Institute*

46% of B2B customers consider tailored offers as extremely significant activities in terms of maintaining or growing the relationship with the business provider

*Source: Gartner*

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### Example of Content Personalization:

- Simple form-based targeting gates content from users in order to capture their contact information before content is released.
- Through progressive profiling, additional bits of information are collected (like industry or company role) from your user as they move through your site, deepening your understanding of who the prospect is.
- Integration targeting with a third-party platform (like Salesforce) feeds the information to your sales team, empowering them with insights about the prospect.
- A content delivery system serves the prospect messaging, content and offers based on predefined buyer personas and where they are in the buyer's journey.



## 5. It's Easier Than You Think.

You don't have to understand the technology behind personalization in order to use it effectively.

There are a growing crop of robust website platforms that feature built-in personalization options and turnkey integrations with leading business applications that can enable enterprise organizations to start personalizing the website experience almost immediately.

There's a common misconception that personalization requires a very involved implementation process to get started. That's not the case anymore.

Through simple integration to third-party data sources, you could be providing your website visitors a customized online experience within weeks.





Thanks for reading, now join the race.

Contact us to find out how.

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The CrownPeak Platform features an intuitive interface that makes it easy for any marketer to integrate personalization into their marketing strategy. With the ability to define user segments and customize experiences using simple drop down menus, CrownPeak requires no knowledge of coding and limited involvement from IT.



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