

Your Personalization Checklist

Tailor your content. Get better results.

As you implement a personalization strategy, use this checklist to make sure you have all the answers and tools you need for success.

Step 1: Key Questions

Set up your personalization program for success by taking the time to answer these questions:

- Who are my buyer personas?
- How can I identify these specific targets?
- Do I have content that aligns to each persona?
- What value do I want to add to the website experience?
- What steps do I want visitors to take next?
- What do I want to measure?
- What defines success?

88% of marketers who consider their organizations successful at content marketing measure ROI, versus only 56% of marketers who say their organizations don't succeed in this area.

Step 2: The Right Tools

Your personalization program needs the right tools in place if it's going to grow and succeed. It should:

- ✓ **Make the unknown user known** by considering behavioral, audience, and third-party data.
- ✓ **Go beyond the inbox** by displaying dynamic website content based on visitors' personas, actions, and stage in the customer journey.
- ✓ **Give a full view of the customer** with call history, support claims, profile data, social media data, browsing behavior, and order history to determine personalized content.

66% of consumers say that personalized offers and content have had an impact on their decision to purchase a product or service.

70% of marketers with a single-customer database consider the data they collect "very useful" in creating a single view of the customer.

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Step 3: A Launch Plan

Once you know your buyers and have the right tools in place, you can create your personalization program with these five steps:

1. **Segment your audience** with unique identifiers to target the right message to the right person.
2. **Refine your messages** so they are relevant and engaging to each target group.
3. **Clearly define your CTA** within each message to drive your audience to take the action you want them to take.
4. **Go to where the conversation is** by remarketing on the channels and pages you know your audience visits to drive them back to your website.
5. **Optimize. Optimize. Optimize.** Personalization is an iterative approach, so be sure to continuously test what's working and what needs to be adjusted.

Companies that exceed lead and revenue goals are 2.4 times more likely to use personas for demand generation than those that missed their goals.

59% of shoppers are interested in personalization as a part of their online shopping experience.

Using an optimization tool has been shown to increase conversion rates by an average of 34%.

50% of marketers attribute greater than 5% of their commerce growth to experimentation and optimization. More mature optimizers regularly see over 10% growth.

About Progress® Sitefinity™

Engage, convert, and retain customers across the entire customer lifecycle, and turn your website into a revenue generating machine. Visit www.sitefinity.com for additional information.