

## Web Personalization Strategies for Large Enterprises

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### Overview of Drivers

There are innumerable personalization solutions on the market, most of which are geared toward ecommerce sites (ex. Cart abandonment, IP and behavior tracking, recommended products, etc.). For any site focused on customer acquisition, serving up customized content to drive toward conversion is critical.

**“According to Janrain, nearly three-fourths (74%) of online consumers get frustrated with websites when content appears that has nothing to do with their interests.”**

“Whatever you try, think primarily about the goals of your site and the way your visitors use it. Then identify a targeted place where **personalization could help ease friction**. Website personalization shouldn't be a parlor trick. **Understand the points of friction in your marketing funnel**, and you'll understand where to begin with your personalization strategy.”

Source: <http://blog.hubspot.com/marketing/website-personalization-examples-dynamic>

“To move quickly, marketers will need to focus on control, ease of use, and comprehensiveness [when selecting a personalization solution](#) that can meet and exceed their goals.”

“Already, no two people are seeing the exact same content on a given site. Personalization engines can aggregate device type, time, geo-location, and browsing history to serve up the best performing content to thousands of audience segments. As a result, improved access to data, predictive analytics, and actionable insights will ultimately deliver unprecedented uplifts in engagement, conversions, and revenue.”

“As the challenge of personalization becomes more complex, requiring more data and moving parts to work together, marketers will gravitate to solutions that can integrate targeting requirements into a single platform. This means digital retailers and media publishers will seek to maximize their marketing technology budget on one system that can deliver a comprehensive solution.”

Source: <https://www.dynamicyield.com/2015/01/personalization-trends/>

### Leading Products

Adobe's suite of integrated products is a strong market leader in terms of personalization, content serving, and analytics. In addition to Adobe Analytics (formerly SiteCatalyst) and Adobe Audience Manager (profile creation for targeted campaigns), the company offers additional solutions for managing content and personalized experiences.

Adobe Experience Manager: (formerly CQ5) a content Java-based management system for websites. Experience manager provides a platform for delivering relevant content across channels and touch points, including responsive delivery on mobile devices.

Adobe Campaign: analytics tool to build a personalized experience based on customer habits and preferences. It plans, manages and executes campaigns from a unique environment. Campaign integrates with Experience Manager to help predict customer needs.

Adobe Target: a tool for testing and targeting digital experiences. It includes a user interface, built-in best practices, and robust optimization tools for following site visitors. With its self-learning algorithmic approach it is able to increase conversion and filter results precisely. Target also uses factorial testing to understand elements for real-time targeted content. Target uses automated behavioral targeting with acquired data such as IP addresses, time of day, referral URLs and brand affinity. From the anonymous profiles it creates, Target is capable of giving personalized product or content recommendations.

### Implementation Strategy

Even with the best tools money can buy, personalization cannot succeed without a sound, comprehensive communication strategy across all channels. Following are best practices and recommendations:

- Development and robust use of personas (segments) remains critical
- Any offer/ad targeted to new customers should focus on ease of use, second looks, and discounts
- Any offer/ad targeted to existing customers should focus on understanding their unique situations, products applicable to them, and ease of use
- Display offers/ads before the user leaves the site
- Click-through link on any offer/ad must take the user to information applicable to the user
- Even if the core message of the offer/ad remains consistent, serve it up in different ways (e.g. display sizes, graphics, etc.) to capture attention
- Map successful conversions to serve the same content path to prospects
- Conversion on mobile lags across industries, so it's imperative to simplify any conversion path on mobile devices

## References

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