

Getting started with Personalization

Follow these 8 steps to get started.

1



Understand personalization and identify how you stack up against your industry benchmark.

Before initiating a process of change, use a **personalization maturity assessment** to evaluate the business impact on your online businesses.

2



Build a roadmap and develop a personalization strategy around high potential use cases.

Define the level where you want to get, and create a structured roadmap with technology, skills, and targeted goals.

3



Define your buyer personas and segment your audiences effectively.

Identify the most qualified buyer personas and address the unidentified microsegments you need to target through machine learning.

4



Find the balance between personalization and privacy.

Keep a keen eye on the potential bias in the algorithms used to deliver marketing messages or offers.

5



Set up an agile content creation process.

Create a flexible content creation process with responsive and measurable content.

Start testing with a solid hypothesis and measure the results.

Continuous optimization through testing and experimentation is vital for effective personalization.

6



Optimize customer journeys by identifying the use cases with goals that can be most easily achieved.

Create a plan to utilize the 'low-hanging fruit' that could drive business impact quickly and address the whole customer journeys online and offline.

7



For the best business results, make personalization part of the customer experience design.

Leverage measurement data and finetune segments and messages to help your brand stay ahead of the competition and keep customers loyal.

8



GET STARTED TODAY!

Download the **ultimate guide for website personalization** and get loads of industry insights and best practices.

