



The Power of Personalization Case Study

The power of personalization in marketing and the incredible results that businesses have enjoyed.

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Who doesn't appreciate being welcomed, recognized, and treated as an individual when walking into a store?

The personal touch is something that people value whether it is in person or online. Studies have shown that 74% of marketers say they know personalization increases customer engagement, but only 19% actually use it. This means implementing personalization strategies can potentially put you ahead of the pack.

The great news is that your ability to customize your message has grown easier and more comprehensive over the last decade.

Five years ago, the most you could expect was messages that made a website visitor feel like they were being spoken to, with phrases like 'Glad to have you back' being used to develop a 'relationship'.

If the personalization was particularly advanced and could work out who you were based on a sign-in or a browser cookie, then perhaps the message might even have been so forward as to have extended to first name terms: 'Glad to have you back, Tom'.

These days, with the wealth of metadata available to marketers, the opportunities afforded by tools for personalization have changed marketing beyond recognition. Take for example with ecommerce, personalization has been not just limited to welcome messages, but product recommendations. Manufacturers and developers are finding ingenious ways to make a customer's experience of a product or service become more personal.

The experience has become so positive that 60% of customers online prefer it if an online store remembers their contact details and purchase information. A large swathe of ecommerce customers want that store to retain all of that personal information, and they expect to receive a personal service that recognizes them and how they shop. Think about the booming success of Amazon.



So why isn't everybody doing it?

Most professional marketers are completely aware of the rewarding benefits of personalization. The possibilities seem limitless as you think about the options for emails, websites and content. Technology is always evolving and when combined with growing availability of customer data, the boundaries are constantly being pushed. The great news is that by employing these new personalization tactics businesses are being rewarded greatly.



The process can seem daunting and just like everything else in marketing, it is something that you have to always be perfecting. That is why comprehensive cutting edge tools like Video Remix can get you ahead of the competition.

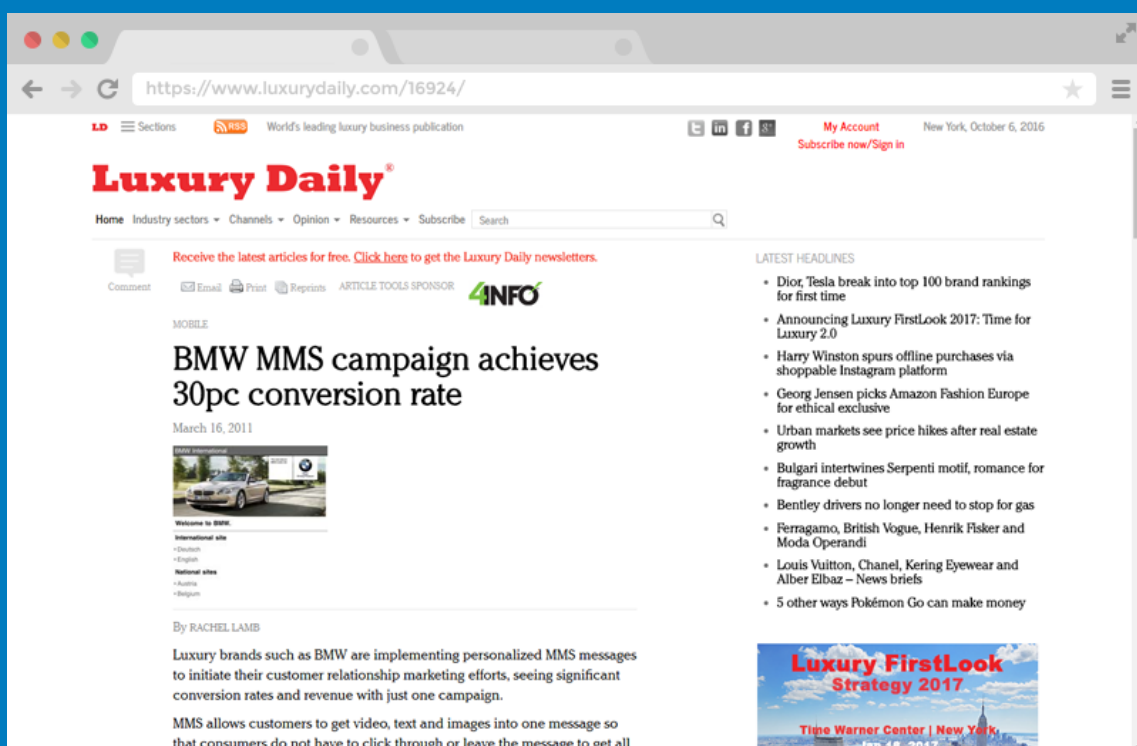
Tailoring your marketing message and the customer experience to your prospect can have many positive effects.

Does personalization improve conversions?

Of course it does.

Personalization demonstrably increases conversions. There are many examples of results, here are a couple that you might have heard of:

- Co-operative Travel has seen a 95% increase in visitors and 217% increase in revenue once it started implementing personalization on its website.
- Similarly, BMW netted a cool \$500,000 in revenue by personalizing MMS messages to 1,200 customers in the US, improving conversions by 30%.



How does personalization improve customer retention?

Improve conversions is great, but it is totally another level to increase recurring conversions, advocacy and retention. Getting repeat customers and turning them into raving fans magnifies your sales.

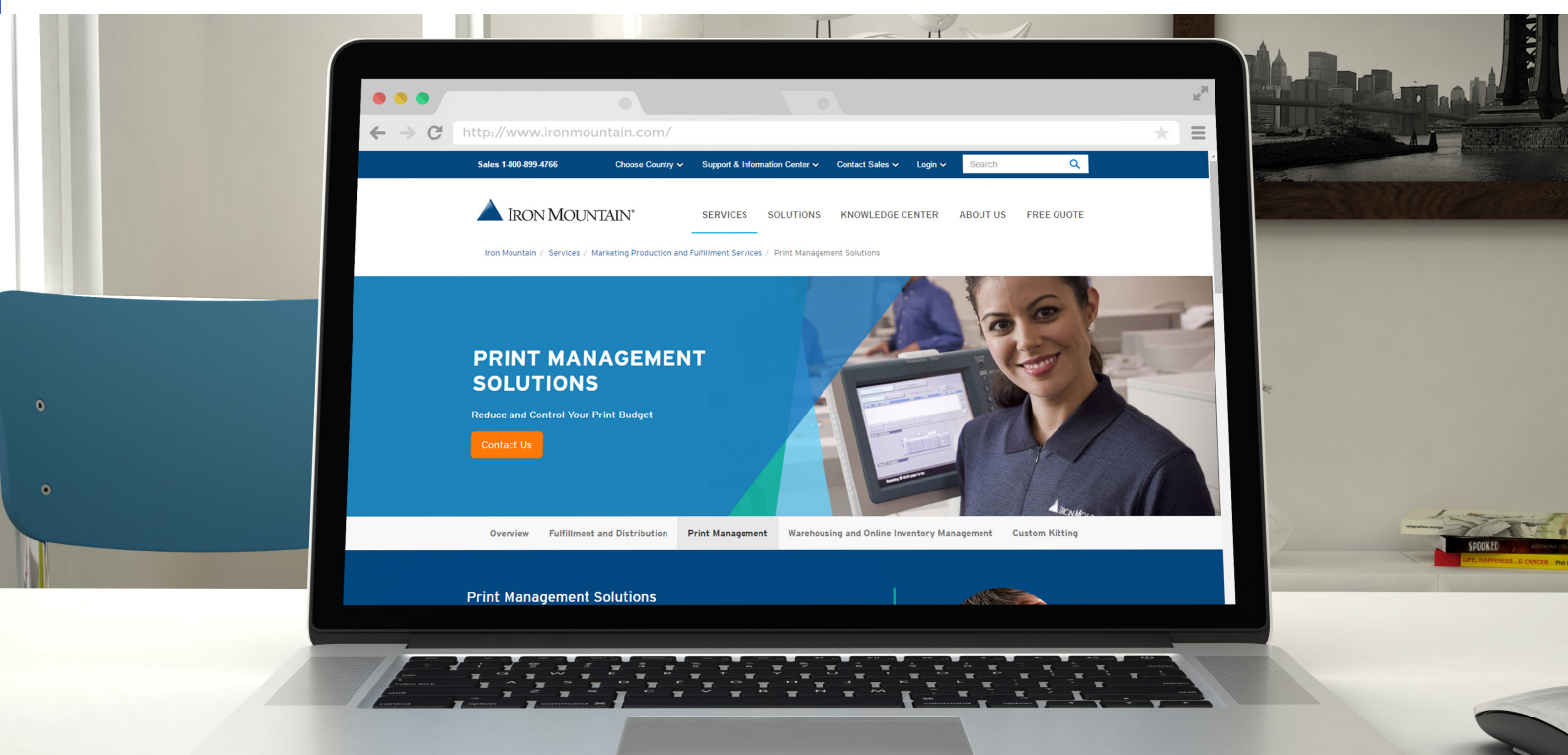


Econsultancy's research showed that post-purchase loyalty programs which contained personalized offers were one of the most important factors in encouraging repeat purchase. This is hardly surprising. Customer retention is built on relationship and familiarity, two things that personalization both facilitates and is predicated upon.

Personalization can also give your marketing the edge over your competition.

Nowadays there is an overwhelming amount of content, products and services out there. If you provide a personalized experience, particularly one that is predictive rather than reactive, you have a real opportunity to achieve success in an increasingly noisy world of choices.

Iron Mountain recently reported that by personalizing content based on company size and location, they realized a 219% increase in new leads.





So what does this all mean for you?

Although personalization may seem like a challenge at first, there is no doubt that doing it well helps consumers navigate a noisy world in a relevant, helpful and, ultimately, profitable way.

Top Marketers understand the power of data-driven personalization. They know that customers have come to expect relevant, tailored experiences, and that delivering on this brings increased customer acquisition and loyalty.

Want more information
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results like this?

Check out the benefits
example here. Study
it and use it as a
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Sources:

1. <https://econsultancy.com/blog/63212-three-major-benefits-of-using-personalisation-in-marketing/>
2. <https://blog.optimizely.com/2014/10/29/how-data-leads-to-better-personalization/>