

CONTENT PERSONALIZATION

THE 7 MOST DAMAGING MYTHS

1

IT'S JUST PRODUCT RECOMMENDATIONS

Products are only as relevant as they're perceived to be; turn visitors into customers by pairing individuals to both the right product and the content that is most likely to give them the confidence to purchase.

2

IT'S SEGMENT-BASED

Delivering different content based on static segments is equivalently sophisticated to inserting 'hi <name>' in a newsletter. Ideally, you'll dynamically decide which content is most relevant based on the characteristics and buying status of each and every visitor.

3

IT CAN BE DONE MANUALLY

Content personalization is the fusion of data and content. Dynamically generated customer data demands real-time decisions as to the optimal content for each visitor, or results will suffer.

4

IT'S RULES-BASED

Rules can feel like the perfect blend of delivering relevant experiences and keeping control. But rules don't scale - they mean you'll always be limited by your resources.

5

IT'S A LONG ROAD TO ROI

If you haven't set expectations to see meaningfully increased sales in days or weeks, you're not being ambitious enough. Quick wins should be the norm, not the exception.

6

IT'S CHANNEL SPECIFIC

Personalization should be delivered across all your touchpoints. It's about delivering the optimal experience, agnostic to which channel content is consumed on and drawing from your full range of assets.

7

IT NEEDS PERFECT DATA

Having the perfect data set on every visitor would be ideal, but it's not necessary. Identify the minimum viable data needed to improve performance. You can always enrich the data once it's working.