

Personalization and Segmentation

How you can easily increase leads and conversions in a competitive landscape



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Moving content and publications from print to online has changed the way companies interact with customers. What was once only available on a print medium – a brochure, magazine or newsletter – is now easily accessible on the web from a multitude of devices.

Indeed, this is the age of digital, where staying informed and up to date simply requires a quick web search that returns pages of lightning-fast results. In the age of print, it meant poring over periodicals, magazines or journals, which was a much more arduous task.

And in all this, there was no real-time method of tracking which readers were most interested in which subjects, or which particular section of a magazine or newspaper was the most-or-least-read. In hindsight, there wasn't any real-time data for marketers to rely on. Sure, there were ways of discovering who was enjoying their product, but they were inaccurate at best and misleading at worst. Sending out surveys was (and occasionally still is) a way of gathering this information, but the lack of real-time accuracy makes it overly complex and not very timely.

Because of this, it becomes hard to quantify all this information through a survey. This leaves marketers at a huge disadvantage when gauging customer interest levels in products.

So because methods such as surveys are no longer a reliable means of gauging interest levels in content, the transition from print to digital is a double-edged sword for marketers: Your brand is now visible to a worldwide audience, but it's going to be essential to have some means of tracking and monitoring each visitor, and delivering the right message at the right time.

Tracking and monitoring customer behavior is essential for getting more leads, conversions and sales. However, with the multitude of visits from anonymous users, sorting through that data can pose a daunting task.

Fortunately, there are now real-time methods available to track activity across websites, which gives marketers unrivaled accuracy when evaluating their most popular content. From there, these methods also allow marketers to personalize content based on each user's unique browsing history.

Consider the following:

- Surveys **never account for 100 percent** of the audience. Realistically, about 20 percent will reply to the survey, with 30 percent being seen as a good response rate
- Surveys **can't possibly ask every question** that needs an answer
- Surveys **won't give you total accuracy** in the questions asked, either. For example – if a magazine publisher had asked me "how often do you read our publication?" a possible answer choice could be "Frequently." How often is frequently? Four times a week? Twice a day? All respondents will have a different definition here.

A deeper look into customer behavior

Personalization of content takes the guesswork out of analyzing customer behavior. By using the data collected from factors such as most-frequently visited pages, campaigns with the most clicks, and the most-read articles and blog posts, you can deliver a personalized

site experience on every visit, and deliver the right content to the right person at the right time. Being able to take this approach puts you on the fast track to more leads, more conversions, and more sales.

Content personalization starts with having the insight into what you should deliver, and to whom. A built-in web analytics module can track each customer's browsing history and automatically aggregate that data in the order you designate – by number of visits, which products were purchased the most, and the campaigns that had the most clicks.

No matter the behavior you choose to target, the results of content personalization gives the ability to **segment** a group of customers by that specified behavior.

Segmentation is the marketing practice of dividing a customer base into specified groups based on psychographic or behavioral attributes. Segmentation allows a company to optimize marketing, sales and product offerings to match customer interests, and allows for precise alignment between these two areas.

The data gathered from personalization can then be used in creating segmented lists of the visitors who might be the most likely to come back, who was most engaged with your content, and who would be most likely to purchase more products. These custom-built lists can then be given to sales teams so they can contact the hottest leads with precise timing.

Segmentation works seamlessly with personalization to create a very effective marketing strategy. Combining these tactics is a growing trend within online marketing, as 37 percent of marketers are already choosing to segment campaigns based on behavior. Even as you read this, that number is on the rise, and will continue to do so as more companies adopt new digital marketing strategies.

So what are some of the ways website content can be personalized? Depending on which behavior you want to look at, content personalization can be applied to a litany of factors. They include:

1 Customer behavior.

You can personalize content based on customer behavior by analyzing the sites and pages that were visited, how long someone stayed on the page, and what links were clicked. Factors such as visited pages, downloaded content, campaign clicks, and knowing where each customer is in the buying process are exactly what marketers need to personalize the experience for each customer.

2 Device preferences.

Did the user log in with a mobile device? Or from a desktop PC they've used before? Even something as simple as storing

the username and password to circumvent logging in can make a huge difference here. What if the customer forgot their password? It's often a hassle to reset it, which could be frustrating.

3 Demographics.

The tried-and-true method of personalization still holds value today. Typically, demographics include age, gender, location, and job title, and those factors lay a good framework for getting a broader sense of your overall customer base.

4 Anonymous segmentation.

Most web traffic comes from anonymous visitors, as opposed to registered users of a site. What if there was a way to segment those anonymous users based on the factors listed above? It would present a golden opportunity to personalize content for that anonymous audience, which could shorten the sales cycle.

Why segmentation matters

Well-defined segments mean more targeted messages and programs that resonate greater with buyers. The added insight collected by segmentation then produces faster results for marketing and sales teams alike, including: **faster close times, higher response rates, shorter conversion cycles, bigger sales, easier engagement, higher customer loyalty and higher ROI.**

Not only does segmentation put marketing and sales teams on the fast track to these results, but it also can give a more accurate profile of a company's typical or ideal buyer. This can further reduce the

sales cycle and quickly identify the prospects most likely to buy.

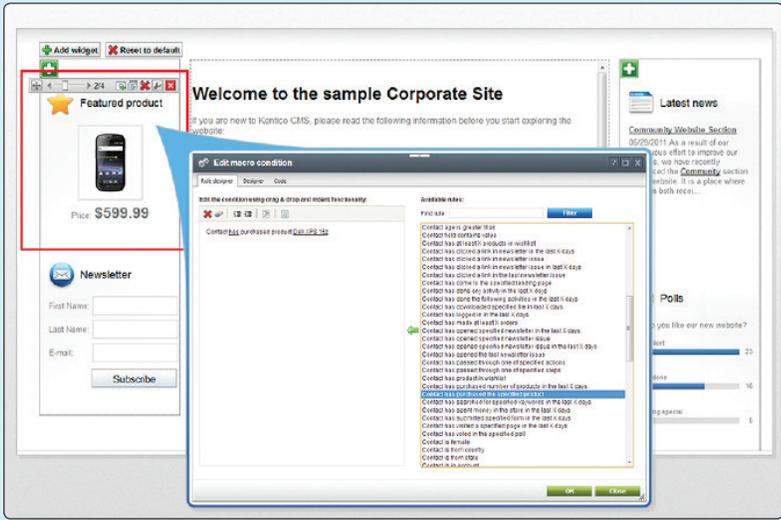
This leads to a broader understanding of the scope of your market, and allows for a better understanding of your ideal buyer, and also for a more detailed view of your entire customer base.

Most notably, when used in tandem with personalization, the power of segmentation is maximized to its full potential, and equips marketing teams with the information and insight paramount to success in the digital age. But how can these techniques be paired, and what must be done to accomplish this?

The BP Studios value

BP Studios utilizes the Kentico Enterprise Marketing Solution (EMS) for its customers. Kentico equips users with a powerful content personalization module, as well as advanced segmentation features. Utilizing these features with an easy-to-use and flexible user interface means more effective ways to target the right user with the right message at the right time – whether they're a repeat site visitor or your top-paying customer.

Simply put, Kentico EMS delivers out-of-the-box results at plug-and-play speed. By segmenting site visitors and creating a unique experience for each, marketers jump on the fast track to more conversions, more engaged users, and ultimately, a higher ROI.



Deliver the right message to the right user at the right time.

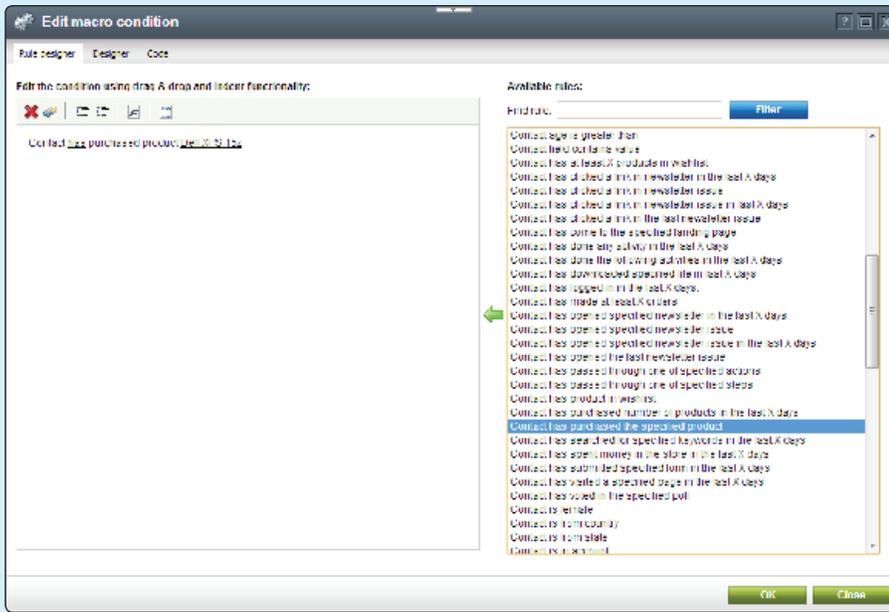
Personalizing content starts with having the right insight into what content you should deliver, and to whom. Kentico EMS comes with a built-in web analytics module that lets you track visited pages, identify the most frequent visitors, and create the most relevant content based on that data.

The resulting analysis is sophisticated without being complicated, and can be used and easily understood by anyone – regardless of technical knowledge levels.



Get in-depth web analytics that are sophisticated, not complicated.

Defining segments with Kentico EMS is just as simple and no less effective. The built-in Visual Rule Designer makes it easy for marketers to define their own values for segment creation; all of which apply to a variety of real-life scenarios. Aligning content with customer interest levels has never been easier.



Define your own rules your way with the Visual Rule Designer in Kentico EMS.

A complete solution

In conclusion, marketing has come a long way since the days of surveys. The results achieved through personalization and segmentation easily surpass those garnered from older methods. With BP Studios and Kentico, getting those results comes even faster – and easier. No other comparable solution comes close to

offering the out-of-the-box functionality paired with powerful personalization and segmentation features. Unlike other Customer Experience Management (CXM) solutions, Kentico EMS is an easy-to-use platform that allows you to deliver multichannel marketing and analyze results almost instantly.

BP Studios

BP Studios is a full-service marketing agency. Our team is a rare combination of software developers and marketers. We understand the challenges you face in the pursuit of optimizing the customer experience, and we tap tactics from tried-and-true traditional to leading-edge digital to ensure customers have an excellent experience with your brand.

Using sophisticated digital tools, we can create a single CXM platform to manage your website, mobile applications, online selling, Intranet and other marketing tools. You get the power to make continuous improvements to customer interactions with your brand to increase the lifetime value of your customers.

We track the latest software and trends to ensure you get the features you need at a price point that works for your budget. And we show you how to measure your progress on key performance indicators (KPIs) using advanced dashboards and reports.

We want you to succeed, so we choose clients based on our ability to deliver on their goals. We provide ongoing counsel in strategy, best practices and intuitive tools, and our average client has been with us for 10 years or more.

Contact us today to learn more about how BP Studios and the right CXM solution can deliver better customer experiences for your company or organization.

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