

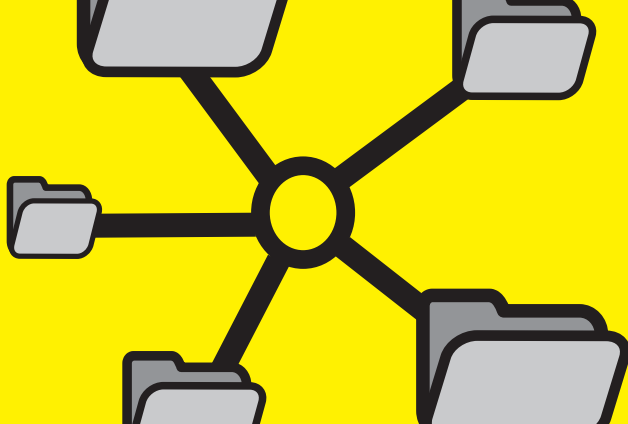


The 6 Pillars of Personalization

Personalization in marketing is about more than knowing someone's name. It's about building a connection between your brand and your consumers in a way that feels unique and special. Much like real-life buildings, personalization needs a foundation to be strong enough to support understanding consumers at the individual level.

To keep your personalization efforts supported and strong, you need these 6 pillars:

1 Data Unification



In the last ten years, data has gone from nice-to-have information to a driving force of almost everything we do. For B2C marketers, centralizing data in one space allows for an easier path to reaching consumers in a timely, personalized, meaningful way.

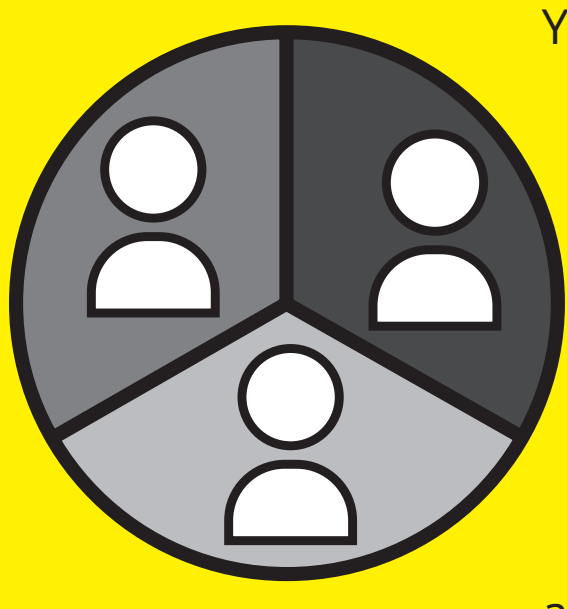
Building a data environment primed for extensibility and integration across your teams and channels is the foundation you need to start building relationships with your customers.



TIP

Iterable's flexible data integration capabilities allow you to take advantage of a full ecosystem of tools while maintaining a 360-degree view of your customers.

2 User Segmentation



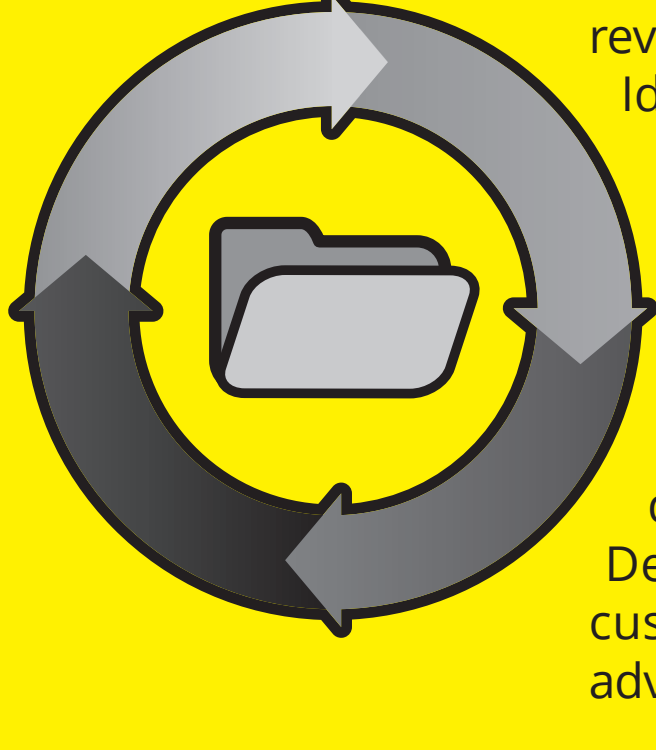
You have access to an ever-increasing amount of data, but what comes after that? With this data comes insight into customer behaviors, motivations, demographics, and preferences. But all this data is moot if you aren't identifying what makes each customer's experience with you unique. Be picky with your data. Some data types — like engagement or purchase frequency — are impactful at the individual level but less so for larger groups.



TIP

With a tool like Iterable, you can target key audiences at the granular level, understand their sentiment and motivations, and create a dynamic experience tailored to their individual profiles.

3 Life Cycle Mapping



Your customers likely will have more than one experience — web visits, ad clicks, review sites, and so on — with your brand.

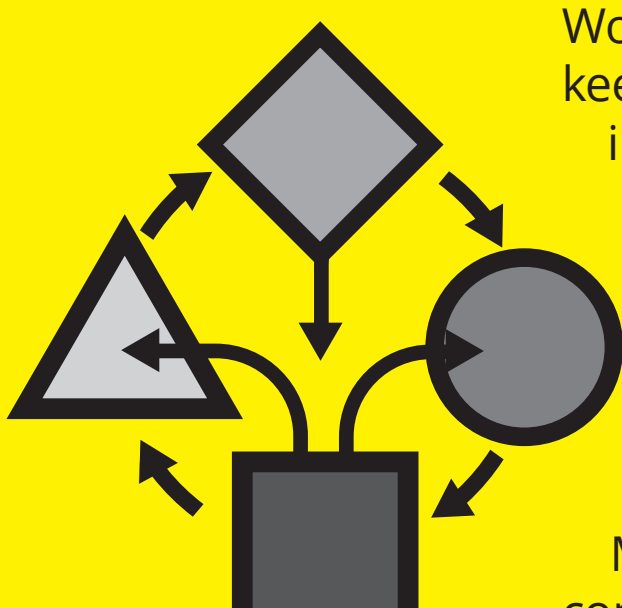
Identify the key interactions your customers can have with your brand and find creative ways to personalize these experiences. Remember that customers take their own paths through your life cycle, so be prepared to meet them where they are — no matter the device, channel, or stage in the journey. Define the stage-specific goals your customer should accomplish before advancing to the next stage of your life cycle.



TIP

Iterable's flexible data integration capabilities make it easier to consolidate your data from all sources, so you have insight into the whole life cycle.

4 Workflow Building



Workflows allow you to automatically keep a steady cadence of relevant content in front of your chosen segments at every stage of the life cycle and across every channel. These guardrails help you map out the journey, but flexibility is key. Let your customer decide their own path. Cross-channel experiences are required for modern consumers.

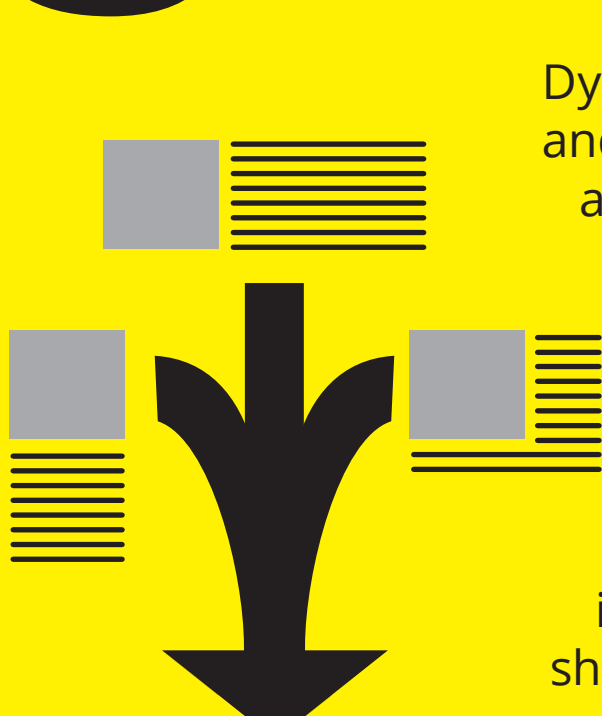
Make sure your workflows are reaching consumers where they are, not where you want them to be.



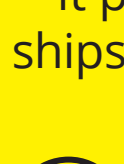
TIP

In Iterable's Workflow Studio, this flexibility brings dynamism, allowing for workflows that only include the most relevant audiences based on real-time data.

5 Dynamic Content



Dynamic content is the culmination of data and the customer profile, taking data input and transforming it into personalized output. From larger segments down to the individual, dynamic content updates the personalized experience to be relevant in real time. Whether you're connecting multiple sources or just a few, dynamic content makes it possible to craft meaningful relationships with millions of customers.



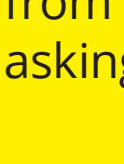
TIP

Iterable's Catalog keeps your content dynamic, up-to-date, and relevant by providing personalized recommendations for each and every customer.

6 Progressive Profiling

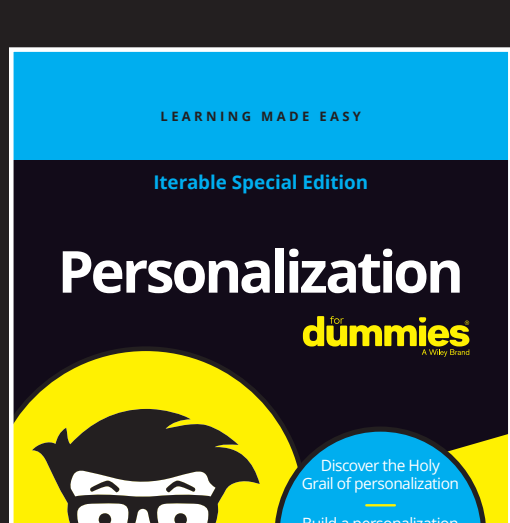


After a customer interacts with your highly personalized message, this cycle starts anew. From opens to clicks, browses to buys, every encounter is an opportunity to learn more about your customer. Capture the meaningful data that details their changing experiences and incorporate it to help guide the next steps of their journeys. Data collection and progressive profiling become a lot easier when you get data points directly from the source. Don't shy away from asking customers what they want!



TIP

Iterable's Brand Affinity looks into behavioral data to identify each customer's sentiment towards your brand. With deeper insights into sentiment, you can tailor messaging to each individual's experience and increase the lifetime value of that relationship.



Build a Personalized Marketing Experience with Iterable

Read our special edition e-book [here](#).

Schedule a [demo](#) to chat with one of our experts.



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