Look at data types for personalization
Uncover the channel customers prefer
Send messages at the right time
Create the right message for customers
Learn who your perfect customer is
Maintain their trust.

Fierce. Unless you focus on the needs and values of your customers, relationships is critical, and the competition for customer attention is serious. In today’s marketplace, building lasting customer experience management sets you on the right path to find your perfect customer.

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

1. **Data Unification**
   - Personalization in marketing is about more than knowing someone’s name. It’s about understanding consumers at the individual level. The data and the customer profile, taking data input from the source. Don’t shy away from asking customers what they want!

2. **User Segmentation**
   - You have access to an ever-increasing amount of data, and the dynamic content you create needs to be strong enough to support understanding consumers at the individual level. Much like real-life buildings, personalization needs a foundation to be strong enough to support understanding consumers at the individual level.

3. **Life Cycle Mapping**
   - Personalization in marketing is about more than knowing someone’s name. It’s about understanding consumers at the individual level. The data and the customer profile, taking data input from the source. Don’t shy away from asking customers what they want!

4. **Workflow Building**
   - Build a personalization journey that takes into account the data and the customer profile, taking data input from the source. Don’t shy away from asking customers what they want!

5. **Dynamic Content**
   - Building a data environment that is primed for extensibility and flexibility brings dynamism, allowing for engagement or purchase frequency — what drives the value of that relationship.

6. **Progressive Profiling**
   - Customers are complex. To keep your personalization efforts supported and strong, you need these 6 pillars: