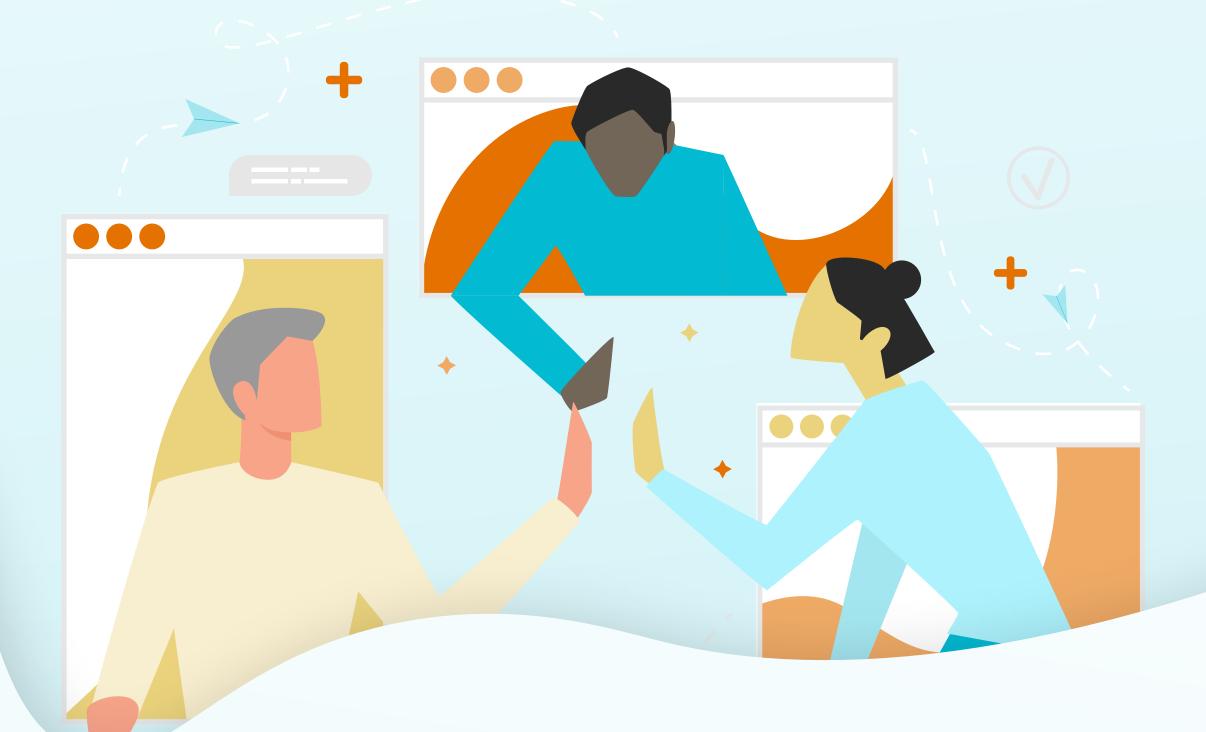


## **Forging personalized connections** in a digital buyer's journey

It's an automated, integrated, virtual world. But more than ever, buyers are craving personal connections with the companies they do business with.

Why is personalizing your marketing outreach important? What's at stake? How can you get started forging the authentic connections that build loyalty? Keep reading...



We have high expectations for personalized experiences as consumers...

# 

of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.

Source: Accenture

### ...and the same is true for our B2B buying experiences



of business buyers say they expect companies to understand their unique needs and expectations.

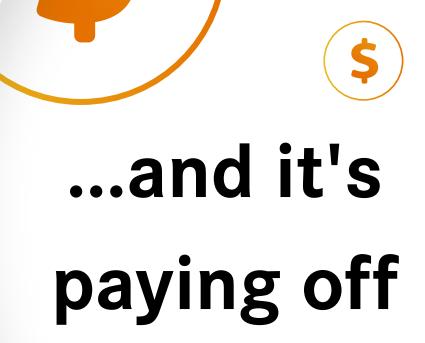
Source: Salesforce

**Businesses are betting big** on personalization



#### of digital businesses are investing in personalization.

Source: Forrester



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That's only a

difference

of marketers report a measurable lift from their personalization efforts.

Source: Evergage

S

of businesses report an uplift since implementing personalization.

Source: Econsultancy

How should you start



Measure what you can. Personalization's "secret sauce" is data.



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**Define a clear data strategy and leverage intent** data. Intent data is behavioral information collected about an individual's online activities, combining both topic and context data.



Make sense of your data by getting to know what makes your customers and prospects tick. Survey the customers who already love you and the prospects who chose another provider for insight into motivations, trends, and purchase triggers.



Analyze data to reveal targeted insights and optimize accordingly. Understand the insights, optimize against, adopt the findings into programs to get the most out of your personalization investments and so that your customers attain the experience they crave.

#### Want to learn more about building your audience? **Contact us today**



Televerde is the preferred global Marketing and Sales partner, offering an integrated Marketing and Sales technology platform coupled with marketing and sales strategy, services, best practices, Sales enablement, development and acceleration working in concert to power the customer lifecycle from audience identification to advocacy. With more than 25+ years and a customer base of some of the World's top brands to innovative start-up's, Televerde delivers both full strategic Marketing and Sales solutions or bridges gaps in the cycle as a valued partner for client success.