

# 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...



# 91%

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

# 89%

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



# \$

## ...and it's paying off

# \$

# \$

# 97%

of marketers report a measurable lift from their personalization efforts.

Source: Evergage

# 80%

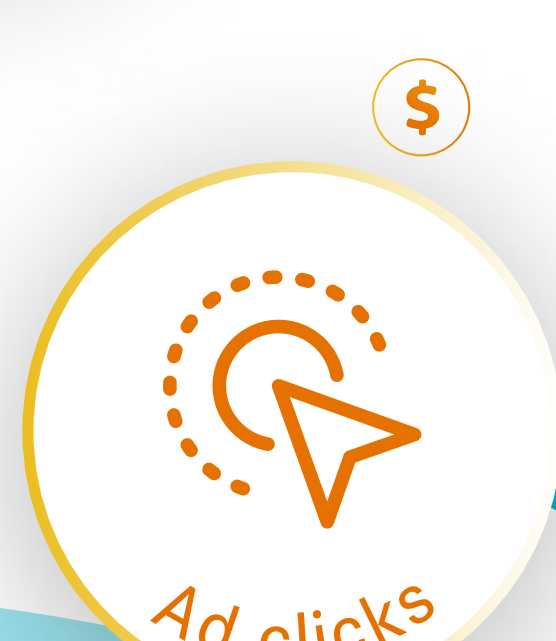
of businesses report an uplift since implementing personalization.

Source: Econsultancy

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## How should you start your personalization strategy?



- 01 Measure what you can.** Personalization's "secret sauce" is data.
- 02 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.
- 03 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.
- 04 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**