



Building Personalization at Scale By Leveraging a Strong 1st Party Data Foundation



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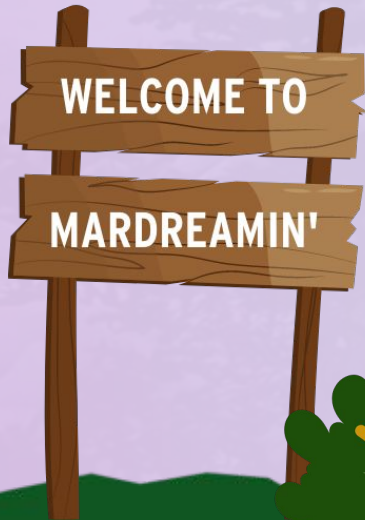
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Agenda

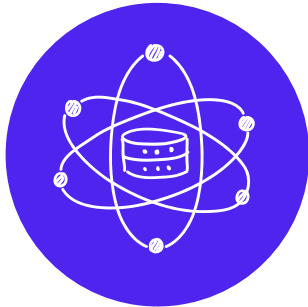


- Data activation framework and the impact on customer experience
- Where does Personalisation show up how can we scale?
- Tips on how to get Personalisation right.
- Personalisation no-no's
- AI - Driving hyper personalisation



Data activation framework and the impact on customer experience

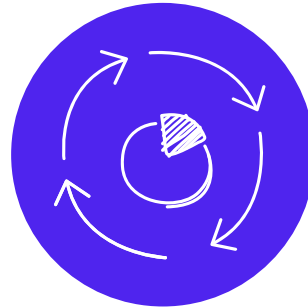
A data activation framework transforms raw data into more impactful customer experiences.



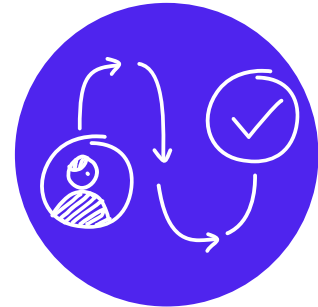
Where data is captured, stored and processed to inform decision making



Where data is transformed into business segments and insights



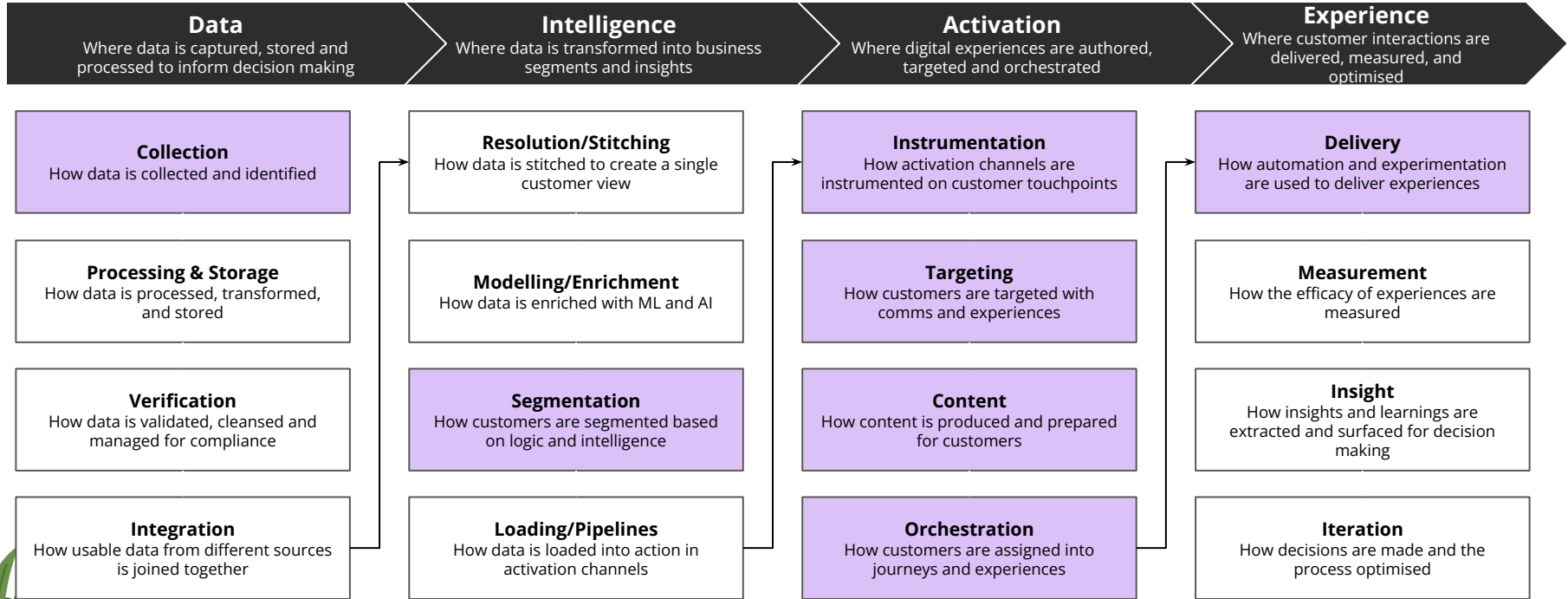
Where digital experiences are authored, targeted and orchestrated



Where customer interactions are delivered, measured, and optimised



Where does Personalisation show up in the Data activation framework...



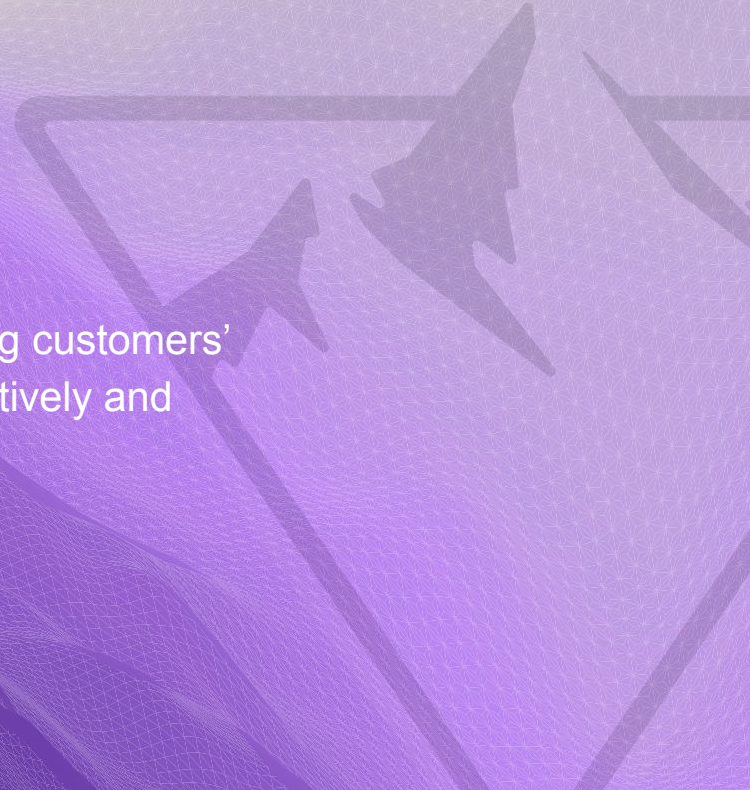
A data activation framework gives you structure to minimise risk and drive value from your data

Now let's hear more on personalisation...



Personalisation

Personalisation in marketing requires meeting customers' needs and catering to their interests effectively and efficiently.



Personalisation drives a clear ROI, yet marketers are still struggling to execute

78%

Of online consumers
are more likely to
purchase with personalized
experiences
BCG, 2019

10-15%

Avg. revenue lift from
personalisations for
organisations excelling
McKinsey, 2021

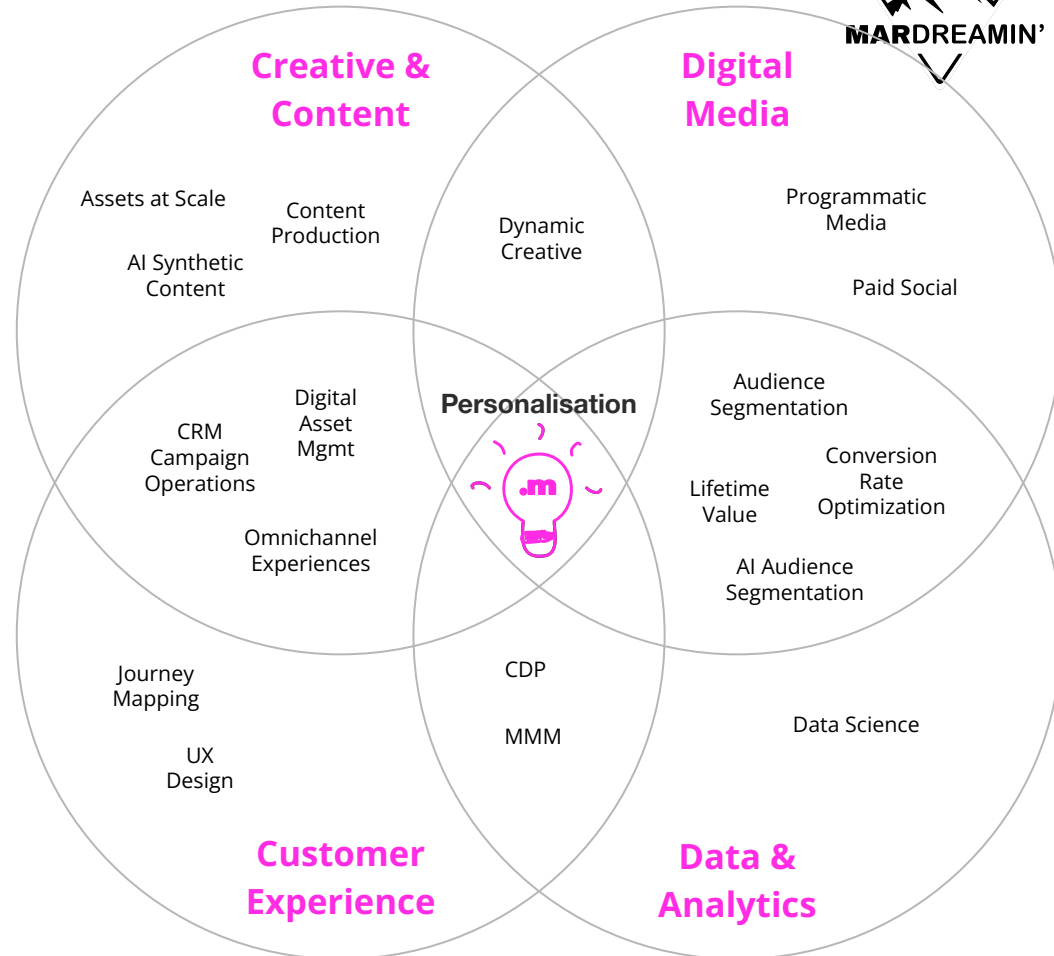
68%

of marketing leaders still
struggling with
personalisation
Gartner, 2021



Personalisation at scale happens when all these areas intersect

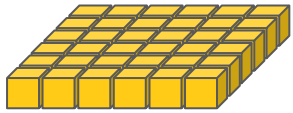
To do personalisation effectively you need to think about breaking down silos via cross-functional teams.





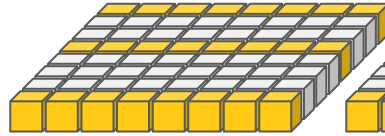
Tips on how to getting Personalisation right...

Build a data foundation to support data-driven marketing at scale



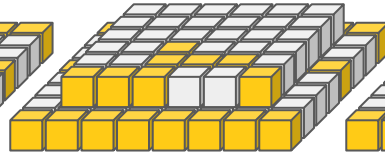
Standardize data collection and campaign taxonomies

Compare apples to apples



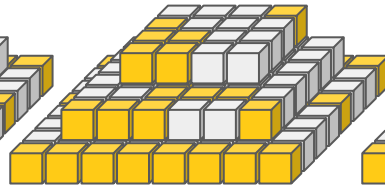
Ingest data in a central cloud repository

Bring all data together



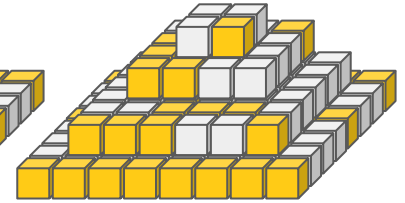
Unify data using common IDs

360 customer view



Centralized insight discovery and activation orchestration

Data to insights



Deploy personalization at scale

Activate & optimize



Approach strategy + technology together..

Understand your customer

- Build personas based on behaviours
- Go from Personas to individuals
- Map the current customer experience
- Identify gaps between customer needs and existing touchpoints

Prioritize touchpoints

- Identify areas that need most improvement
- Prioritize based on readiness and value to organisation

Build roadmap for technology

- Map needs to technology that can enable the experience
- Consider existing tech stack and necessary integrations
- Build roadmap to increase maturity



How to build your Persona's

Role / Who They Responsible for...	Are they they a...	
Background: Occupation? Educational background? Hobbies, Interests?	Demographics Age range Gender Household income Where they live (urban/rural)	Audience Category Email SMS Events

Information Habits

Are they subscribed to your email list, and do they open/click your emails?
Do they follow your organization on social media?
Do they attend in-person or virtual events?
Do they frequently share information about your organization with their networks?



Personalisation NO-NO's



NO!! NO!!

- Incorrect personal details
- Generic email address
- Canned offer that the individual cannot take advantage of.
- Retargeting that is not relevant.





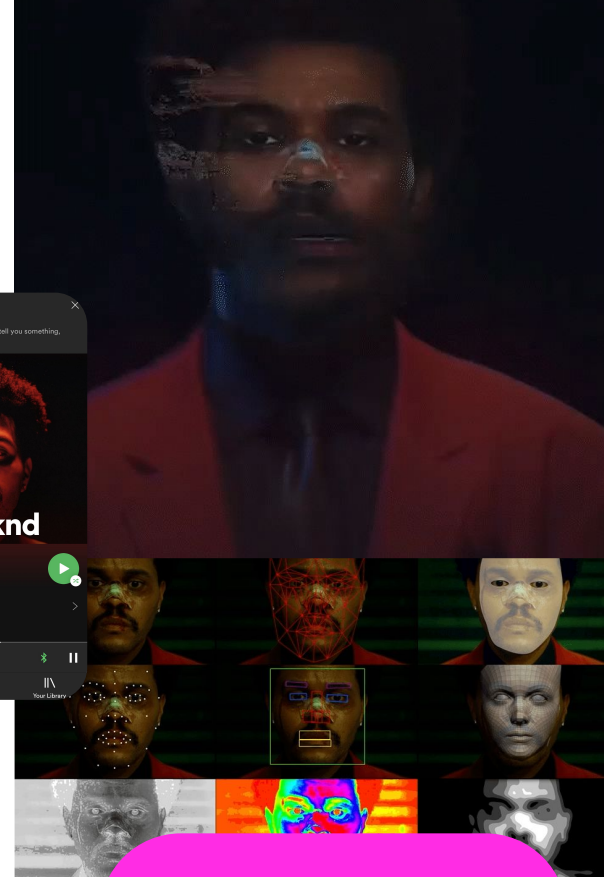
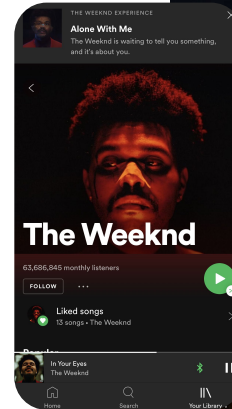
AI: driving hyper-personalisation

With AI...

Hyper-personalisation at scale is possible.

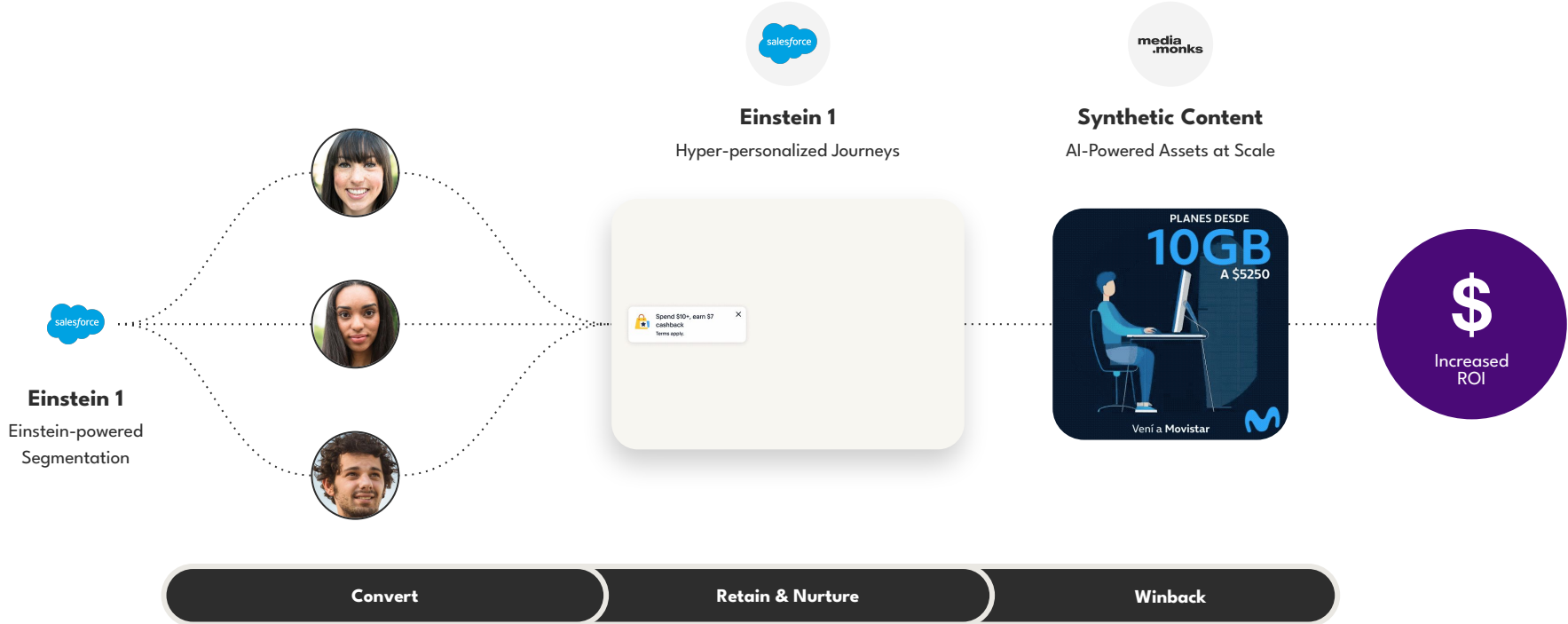


Content creation has bottlenecked personalization, because it is unable to keep pace with the volumes of data produced by digital touch points - but AI is changing this dynamic. By making data more actionable and supercharging content creation, AI is making hyper-personalization possible.



"Hey Ashley, thanks so much for listening to my music. Means a lot to me, I see that you are in the top 9% of listeners. So nice."

How Media Monks and Salesforce bring Personalised journeys at scale...





Key take aways..

- Data is #1 to making Personalisation possible (don't forget the untapped data).
- Make sure you have your consent management sorted.
- Make sure your personalisation is authentic.
- Experiment, Experiment, Experiment.
- Embrace AI as a way of working



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Thank You!

