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Getting Personal:

How to Market in the Right Moment with
the Right Message

EBOOK

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No one wants to be viewed as just an IP address, a theoretical profile, a demographic segment, or other vaguely defined term. We all want to be treated as individuals. And as consumers, we're more likely to want to interact with a company that sees us as human—not a random collection of devices.

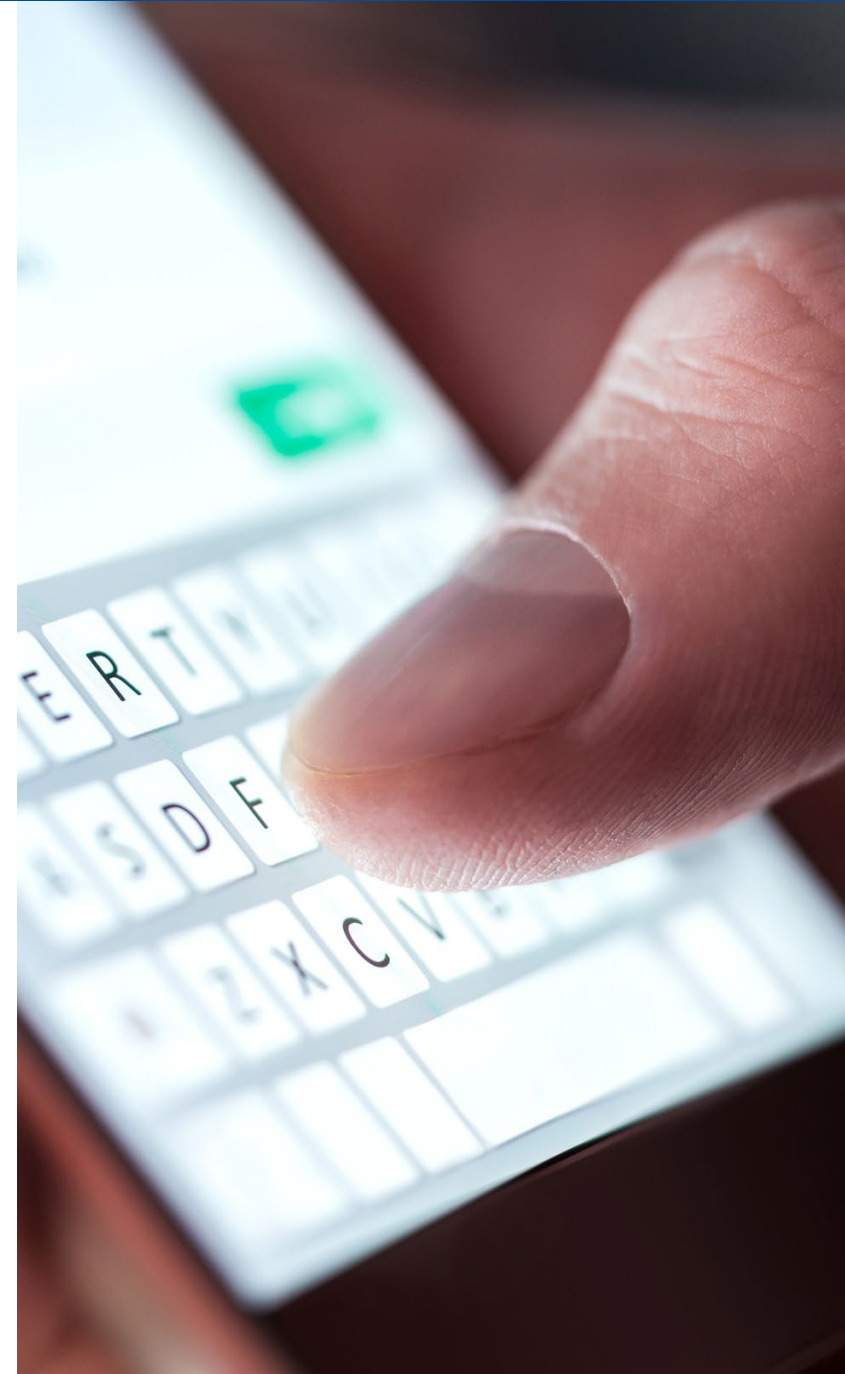
That's the premise behind people-based marketing: targeting actual people instead of devices. It's about marketing and advertising with an eye to quality, not quantity. For people-based marketing to be effective, your team must identify the same individuals across channels and devices and guide them down the purchase path by delivering high-quality content.

To do this, you need to make interactions more meaningful by understanding not just who these individual consumers are but what they're trying to do. In other words, you need to know the consumer's intent.

If this sounds impossible, it is. That is, it would be impossible without new technologies and advances in artificial intelligence, machine learning, and predictive analytics. Today's technology enables people-based marketing at scale because it can automate and deliver a personalized, one-to-one experience throughout the customer journey and across devices.

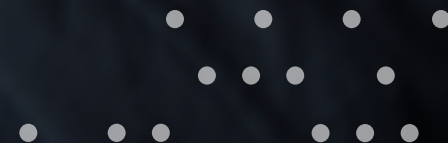
"Customers engage with organizations, not channels. Digital business executives need to enhance their omnichannel capabilities to attract and retain valuable omnichannel customers."

- Forrester, *How retail omnichannel commerce stands in 2020*



02 More Digital Messages, Less Connection

A connected consumer with multiple screens (i.e., devices) is easy to reach with digital advertising, right? Think about this: According to Google, 80% of people say they typically switch between online search and video when they are researching products to buy.¹



But just because consumers use more devices than ever does not mean that marketers have more opportunities to connect with their audiences. In fact, the opposite is true. Consumers today are suffering from digital advertising overload:



The number of ads is the second most common frustration with social media.²



47% of consumers worldwide use an ad blocker.³



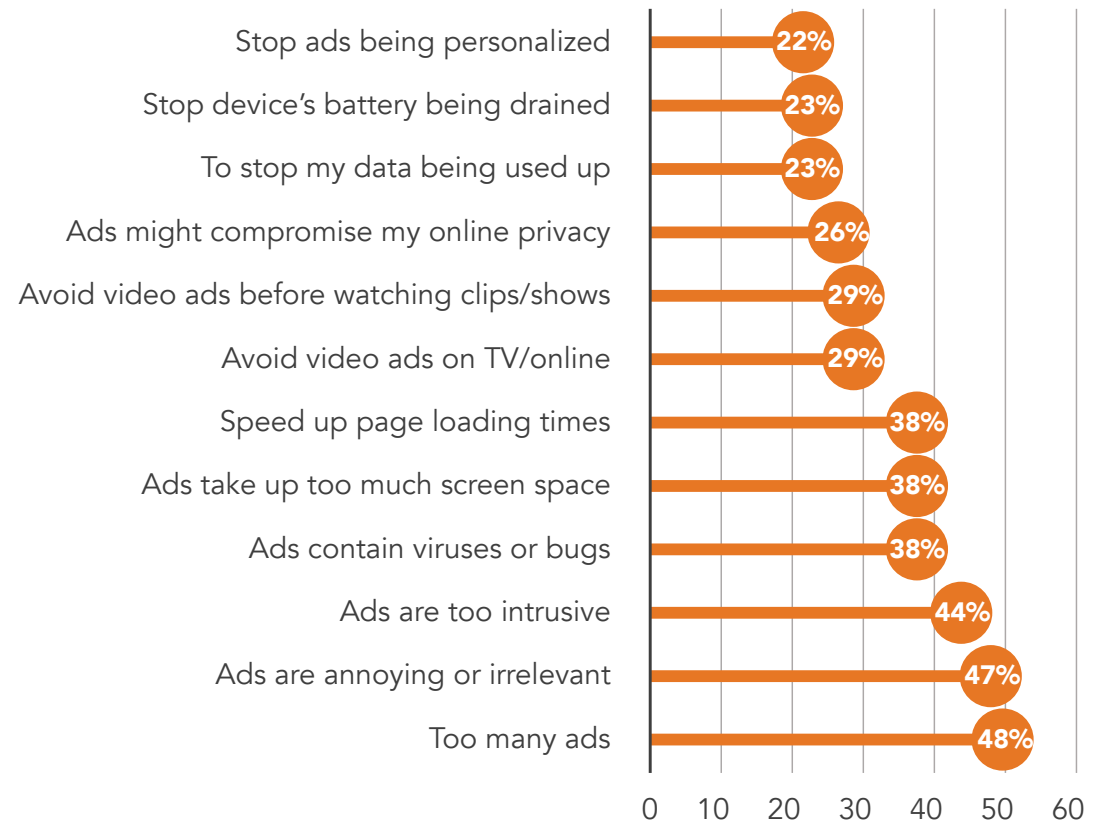
Only 24% of consumers indicate that social media ads give them a more positive impression of brands, compared with 39% for TV ads.⁴

For years, marketers have focused on getting more messages onto more screens, but clearly that tactic is no longer effective. If anything, it represents an annoying interruption because it's not a one-to-one interaction based on a consumer's preferences.

Without the right data, analysis, and automation, marketers can't reach individual consumers with a personalized message. This leads to wasted investment in paid digital media as well as lost revenue opportunities.

Top Motivations for Ad-Blocking

% of ad-blockers who report the following as their main reasons for blocking ads

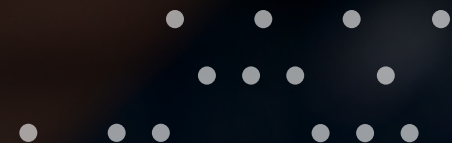


-GlobalWeb Index, Global Ad-Blocking Behaviour, 2018

03

Pitfalls of Single-Factor, Device Focus

Let's consider this example of where personalization is currently missing the mark in digital marketing.



Bob is an active 75-year-old. Without knowing that he frequently runs marathons and prefers adventure vacations, a travel company relying on a rules-based persona marketing approach targeted Bob with a retiree-specific cruise package. Bob shows no interest and is actually irritated when the ad shows up repeatedly.

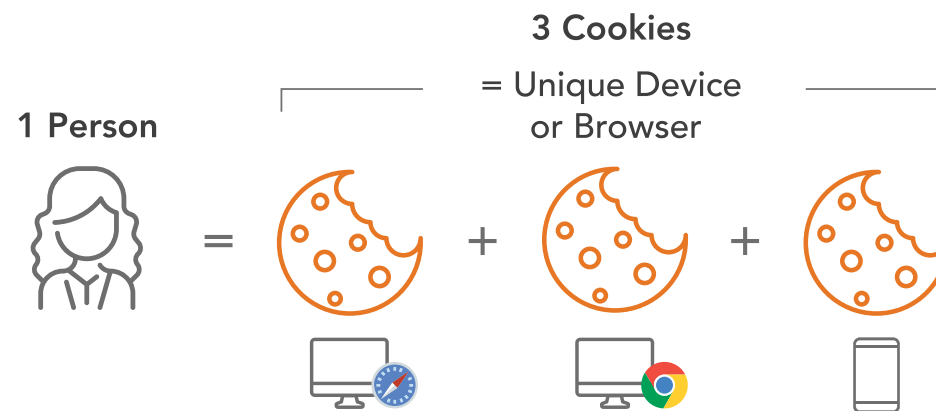
Then Bob spends a great deal of time on his tablet researching the pages of another adventure travel company offering a hiking, biking, and rafting trip in Scandinavia. But this travel company doesn't recognize Bob when he returns to the website the next day using a different device, his desktop computer.

The company treats him as a first-time visitor, showing him a photography safari in Africa. Bob is not interested in photography, so he must navigate through multiple pages to find the Scandinavian trip he had already researched.

These hypothetical companies didn't recognize Bob as a person nor were they able to identify him across devices. Their personalization attempts—and hence, digital marketing success—are hamstrung by single-factor personalization.

Today, marketers (and the consumers they are marketing to) experience these situations all the time. Given their current technologies and strategies, marketers face tremendous hurdles to deliver a people-based marketing experience:

- Cookie-based marketing is tied to a specific web browser and often doesn't provide insight into the entire customer journey.
- Most marketing tools usually can't correlate digital signals to a single individual across paid media (pay-per-click and display advertising, retargeting, and social media ads) or owned properties (website, blog, and social media pages).
- Ad optimization is often disconnected from more relevant buying signals and behavioral data because it requires too much effort to create many different versions of ads for all the combinations of individual behaviors and preferences.
- Most marketing technology is rules-based and usually without the ability to be data-driven, algorithmic, and predictive to personalize the experience without knowing everything about the individual.



The Cookie Problem

04

How to Connect with Real People in the Moment

It's no secret that traditional digital marketing has its limits. But what do marketers need so they can execute people-based marketing instead?

True people-based marketing—delivering one-to-one marketing in the moment—requires two essential components: rich, first-party data that combines profile, interaction, and relationship data; and intent-driven personalization technology that uses artificial intelligence (AI) and machine learning to translate that data into personalized experiences.



First-party Data

Unlike third-party data from cookies and tracking pixels, first-party data is directly tied to an individual because it's the individual who is providing it. First-party data delivers a more complete picture of an individual instead of relying solely on disjointed pieces of information available from third-party sources such as tracking pixels.

Effective first-party data includes three types of information:

1. Profile data such as identity, attributes, and preferences

This data tends to answer the “who” question to shape the persona or profile of a user or customer. It could include age, gender, location, communication preferences, and frequency, as well as other attributes you may have collected about the consumer. This information is typically collected from your website or other contact forms, and it often exists in your customer relationship management system.

2. Interaction data such as behavior, conversations, and transactions

Data from interactions helps build context because it's information based on both a person's transactional history as well as the person's digital footprint. Interaction data conveys information about what people do, where they go, what they engage with, what they buy, and more.

3. Relationship data such as usage, feedback, and social engagement

This data is used to provide richer context and better intent predictions. You may want to vary who you target and how you target them with a personalized message based on specific relationship data. For example, telecom companies may offer specific plan upgrades to users with high data usage.



Personalization is impossible if marketers don't have the means to understand the needs of high-value customers on an ongoing basis.

- McKinsey, The future of personalization—and how to get ready for it, 2019

Intent-driven Personalization Technology

AI, machine learning, and predictive analytics can automate and deliver personalization throughout the customer journey, across devices. With the right algorithms, technology can accurately predict customer intent while machine learning makes personalization smarter and more effective—adjusting experiences in real time, down to the millisecond.

With today's intent-driven personalization technology, companies can take a people-based approach to marketing:

Marketing to consumers in the moment

Anticipate consumer intent and predict value-per-click, ideal keyword bid amount, optimal message, and the right channel.

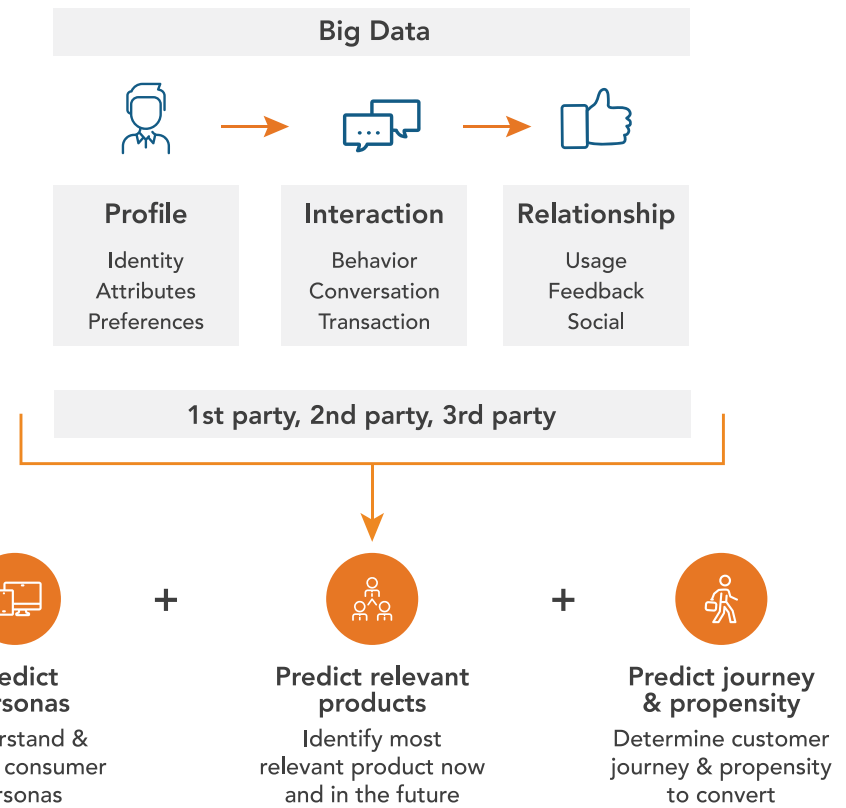
Simplifying search, digital, and social media campaigns

Make consumer intent actionable to simplify targeting, bidding, and personalization across channels to improve paid digital media results and online conversion.

Learning and optimizing across channels in real time

Automatically optimize media investments, bidding, and messages in real time, based on a continuous feedback loop.

Here's an example: Intent-driven personalization technology analyzes billions of clicks and learns which combinations of segments and ads or content perform best for which individuals. An intent-driven solution then applies this learning across campaigns, channels, and platforms, continually optimizing for your specific goals.



Using data for intent-driven personalization

05

Three Types of Consumers

While people-based marketing is the goal, you need a strategy to personalize the experience for all three types of consumers, not just the ones you know the most about.



“Creating personalized messages and experiences requires intimate knowledge of customer journeys, relevant content that drives action, and technology that helps deliver and measure experiences.”

- Martha Mathers, managing vice president at Gartner

1. Known users

These are customers or prospects who are known to your company through unique identifiers. You can base personalized delivery of content on previous behavioral data stored in a timeline series.

2. Known but anonymous users

These consumers are people who have visited your website before but are not registered or used a different browser or device to access content. You can serve these consumers personalized content by using predictive methods that incorporate pattern-matching algorithms and machine learning that help identify them.

3. Unknown, new, or stale users

You can still deliver personalized content to people who haven't visited your website in a long time or are completely new to your site by identifying the personas that have the closest resemblance to them via pattern-matching algorithms and machine learning.



Known Name:

Jane Smith
Job:
Marketing
Professional

User Characteristics

Geo: LA
Interest: Painting and gossip
Age: 18
Device: iPhone



Known but anonymous

User Characteristics

Geo: LA
Interest: Painting and gossip
Age: 18
Device: iPhone

User Characteristics

Watched Video: A,B
Added item N to cart
Spent 5 minutes on products page



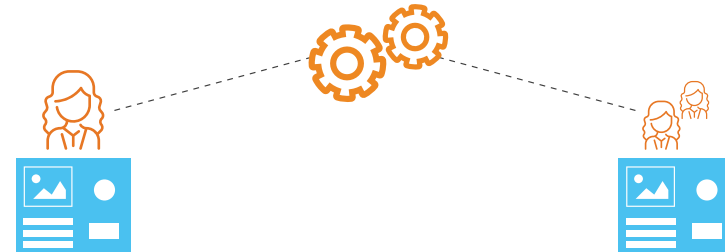
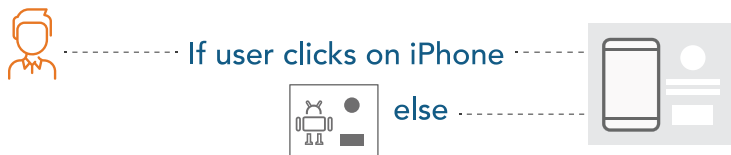
Unknown

User Characteristics

Geo: LA
Interest: Painting and gossip
Age: 18
Device: iPhone

06 More Than Rules for One-to-One Marketing

To personalize the experience for each type of consumer, you need to move beyond traditional segmentation and use both deterministic and probabilistic personalization methods.

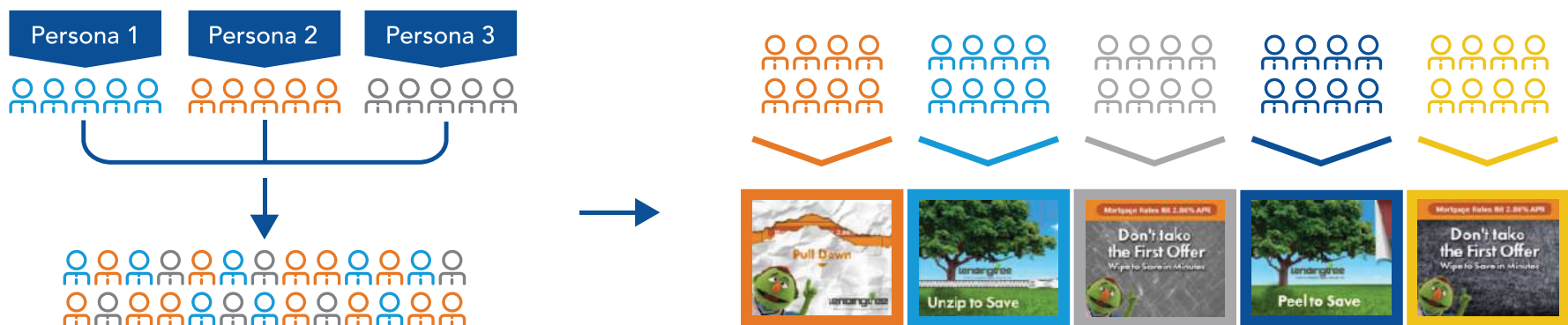


Deterministic Personalization

With deterministic, rules-based personalization, you define your target audiences and link a specific ad to each audience. For instance, audience A, which includes people who have viewed a certain page on your website, would get ad A. You could also use additional logic, for example, if audience A is in Los Angeles, they would get ad A1. Deterministic personalization is best for situations where you know the consumers.

Probabilistic Personalization

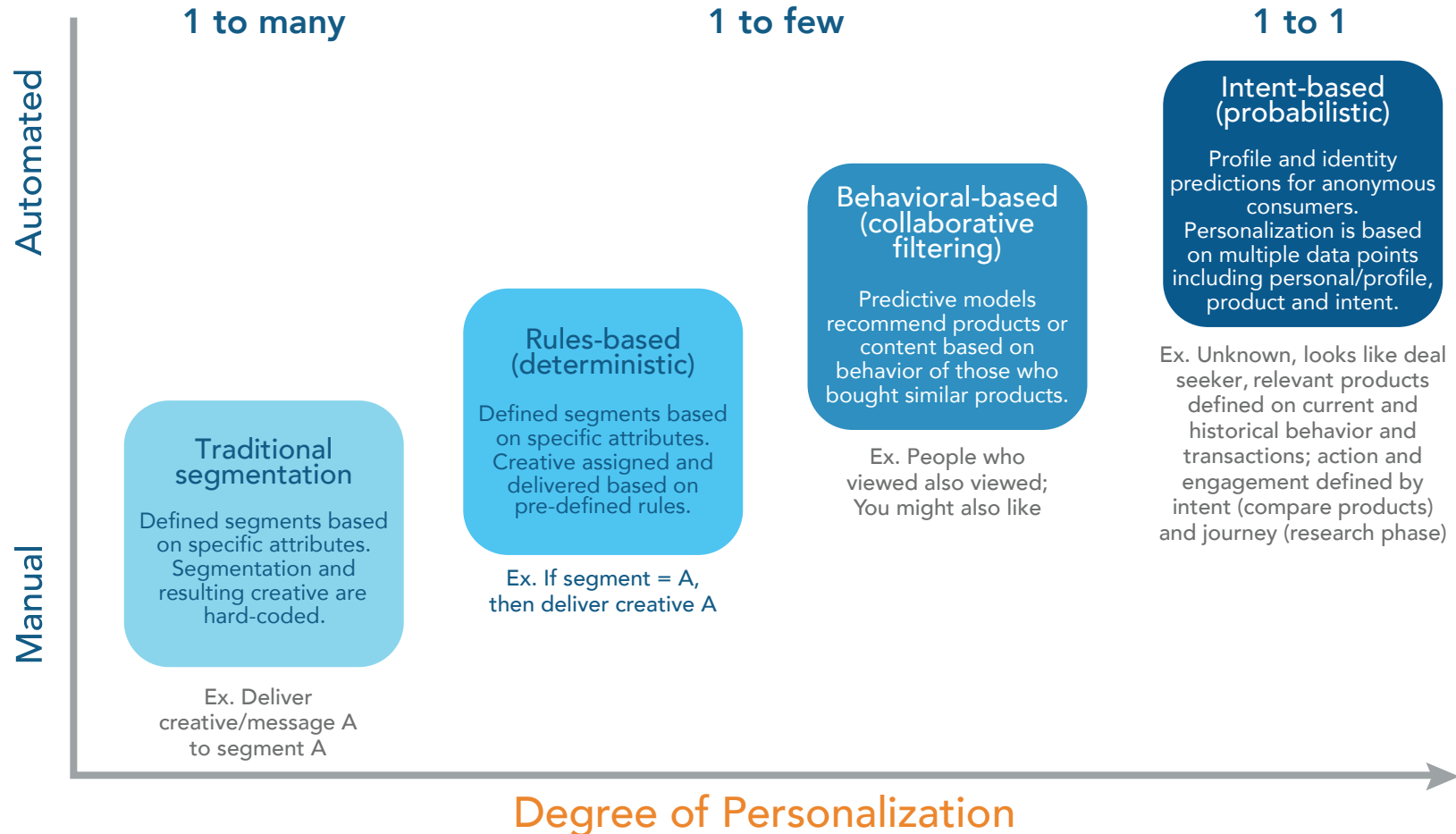
When you don't know the consumer very well, you can use a probabilistic approach to predict the ideal advertisement and the outcome. For example, an anonymous user clicks certain pages and appears to be a deal searcher based on tracked behavior. Predictive analytics can use that behavioral data to choose the best ad to deliver to that person. Probabilistic personalization includes both behavioral-based and intent-driven personalization.



Example of probabilistic personalization.

Realistically, marketers can't identify a unique individual 100 percent of the time. That's why both deterministic and probabilistic personalization methods are crucial for people-based marketing.

Segmentation and Personalization





07

Metrics for People-Based Marketing Success

People-based marketing can deliver a more satisfying, less annoying experience for consumers than traditional marketing. But at the end of the day, it's all about your organization's efficiency and success. And how will you know if you're successful? You must track success metrics.



Define each area of your marketing strategy and exactly what you want to achieve. For example, you may want to improve some or all of the following with people-based marketing:



Acquisition efficiency and profitability

Reach targeted segments and lookalike audiences with personalized messages that resonate with individuals to improve acquisition and drive greater return on investment.



Onsite conversion and retargeting

Personalize the web experience, including the landing page and beyond. You can also retarget more accurately and effectively to drive customers back to your website and re-engage them with conversation.



Customer lifetime value

Focus on personalizing the experience for existing customers, using one-to-one marketing to retarget them and then upsell and cross-sell on your website.



08

Three Ways to Get Started

You don't have to launch an all-encompassing initiative to begin using intent-driven personalization for people-based marketing. Instead, you can start small with any of the following approaches to prove continual opportunities to further optimize success and then build on it.



Retargeting Campaigns

Don't just settle for retargeting people who visited your website in the last x days, viewed two or more pages, or spent x amount of time on your site—use a predictive platform to make the most impact. Unlike many other retargeting platforms, you can also determine which dynamic ad and channel you should use to retarget them. For example, instead of showing consumers an ad about the product they viewed last time they were on your site, a predictive platform would serve an ad for the product they have the highest propensity to buy.



Website Personalization

You can personalize your website pages to decrease the bounce rate and improve conversions. Our predictive marketing platform can gather consumer insights to identify the journeys that have the highest potential business impact. For example, a retailer determined which of its web pages had the greatest abandonment rates. Then it used a predictive marketing platform to personalize those pages using real-time behavioral data including brand preferences and promotional propensity.

Export CSV

	CTA	URL	IMAGE	BIGIMAGE
1	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en
2	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en
3	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en
4	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en
5	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en
6	<input checked="" type="checkbox"/>	<span style="	http://www.	/!urno.en

HEADING

DESCRIPTION

PRICE CTA

IMAGE

NEW SERIES

4.0 SEC 360

STARTING FROM \$155,000

CONTACT US

SERIES 3

17/24 360

STARTING FROM \$125,000

EXPLORE NOW

PERFORMANCE THAT EXCEEDS EXPECTATIONS

4.0 SEC 360

STARTING FROM \$109,000

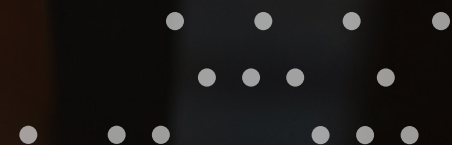
SCHEDULE CONSULTATION

Campaign Personalization

You can get started with intent-driven marketing using any type of promotional campaigns, such as back-to-school offers or holiday gift-giving ideas. Instead of delivering 20 banner ads and 15 skyscraper ads in different versions for different segments, you can load individual creative elements into the predictive marketing platform, which will dynamically build the right ad using the right combination of elements based on individual preferences and machine learning.



09 Success Stories





Personalization Drives Results

A leading food and beverage company used AI-powered personalization to drive higher return on ad spend (ROAS) and increased product sales at a partner retailer. A back-to-school online and in-store campaign was launched with the goal of lifting sales for a selection of food products, building brand awareness through featuring the brand's lesser known products by creating a halo effect from those with higher awareness. AI was used to optimize media delivery on a range of variables, from school district zip codes, store proximity and school opening days, to weather, time of day and other special occasions. Success of the campaign was measured against a control group of products from the same portfolio. The AI-augmented activation generated +9.2% feature item sales lift and \$1.8 million incremental dollars test versus control in the 6-week activation period. Halo items delivered +7.6% sales lift and \$4.8 million incremental dollars versus control in the activation period. Feature and halo items combined delivered over 1 million incremental units and over \$6.6 million incremental dollars. The campaign generated a spectacular 17X ROAS increase and provided actionable insights to build even more successful AI-powered personalization campaigns.



10 People-Based Approach for Customer Service, Too

People-based marketing helps your brand use personalized communications to engage with individuals in the moment and across devices. However, your brand's knowledge of the individual and desire to create a personalized experience shouldn't end once the person becomes a customer.



You can and should apply intent-driven personalization throughout the entire customer experience, including the customer service part of the journey. The same data and technology you use to achieve people-based marketing success can help your customer service department reduce customer effort, improve satisfaction, and lower the cost to serve.

Here are two examples of how you can use personalization for customer service across self-service and assisted channels:

1. Self-service

Your customer service chatbot (an application that emulates human conversation, also called a virtual agent) should use collected data to personalize the interaction with the customer, whether that interaction takes place on your website or in your mobile app. For example, the customer initiates a chat on your website. The chatbot uses customer and behavioral data to predict what the customer needs: "Welcome back! Can I help you with your flight to New York?"

2. Agent-assisted service

Whether it's by phone or online chat with a live agent, intent-driven personalization technology can guide agents in their interactions with customers. For instance, the technology can help personalize the interaction by giving agents context about the customer's issue and recommending the next best action.



"Marketers need to focus on building a bond with the customer over the entire relationship life cycle, and technology has an important role to play in that."

- PV Kannan, CEO of [24]7.ai



Next Steps

People-based marketing is all about targeting people regardless of the device they are using. To do that, marketers need the right data and technology to personalize the experience in the moment, wherever that moment happens.

[24]7.ai uses predictive and artificial intelligence that enables marketers to predict and act on consumer intent in millisecond.

With [24]7.ai solutions, you can acquire customers more efficiently, improve ROI on retargeting campaigns, increase website conversion, and grow overall revenue.

1 Think with Google, *Search to video and back again: Explore how customers move through the purchase journey*, 2019

2 Globalwebindex, *Connecting the dots*, 2020

3. we are social/Hootsuite, *Digital in 2020*

4. GroupM, *Consumer Trust in Digital Marketing*, 2020



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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information, visit: www.247.ai