



# THE PERSONALIZATION STARTER GUIDE



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Personalization doesn't have to be complicated.

But the number of ways companies use personalization is overwhelming. This guide seeks to simplify. Inside you will discover:

- Where you can apply personalization techniques
- A 5 step roadmap to implementation
- 3 Illustrative examples

The truth is, personalization can transform your customer's experience. We believe it is one of the most powerful things retailers can do to improve their business. Today, getting started is easier than ever. Read on to see how.



# WHERE SHOULD COMPANIES APPLY PERSONALIZATION?

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## Personalized email campaigns

Segmented emails earn 100.9% more click throughs ([Mailchimp](#)), and increase revenues a staggering 760%! ([Campaign Monitor](#))

- Behavior triggered emails: These can include post-purchase, post-visit, and cart abandonment messages.
- Tailored widgets: Tailored copy and offers, based on customer's actions. Examples can include cross-sales on previous purchases, or presenting similar styles.

## Ad Campaigns

Personalization plays many roles in ad campaigns.

Customer actions can be used to personalize each step of the funnel. Further, the data inside your customer data platform can be used to fuel powerful look-alike audiences.

[70% of companies](#) using advanced personalization have realized 200% ROI or more.

## Dynamic Content

Dynamic content creates better shopping experiences. By taking advantage of in-session behavior, previous actions, and user data, retailers can create powerful offers.

- Personalized Recommendations
- Relevant offers
- Customer lifecycle

# HOW TO IMPLEMENT A PERSONALIZATION STRATEGY

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There are five core steps in a successful personalization strategy.

## STEP 1. Define objectives

Complexity stems from unclear objectives. After defining your objectives, you want to rank order them. This gives you a guided focus on how you should apply personalization.

Broadly speaking, personalization can impact

- Customer acquisition
- Monetization (through repeat purchases, maximizing ACV, conversions, etc.)
- Customer loyalty and retention

The truth is, personalization is a diverse tool with many applications. Removing the noise lets you take action now.

## STEP 2. Collect relevant data

Personalization is only as good as the data you feed it.

The highest signal data you can give is behavioral data. There are many, many data sources you can use. Below are some of the most effective from our clients

- Purchase history: What was bought? How much? How frequent? How long ago?
- Website events: What categories are browsed? What products are added to cart? Which items have received the most time on site?
- Email interactions: When do they interact? What do they click on? What doesn't get clicked on?
- Previous offers: How have customers responded to previous offers?
- In-store actions: How often have customers visited? What have they bought? How much was average spend?
- Social: Which social messages are engaged with? What type of social message?

### STEP 3. Aggregating your data

Data represents potential power. To use it requires aggregating data, making sense of it in the context of a customer, and finally leveraging it by using powerful tools.

First, you need to aggregate data with a customer data platform such as Barilliance. A great platform will be able to bring all your customer sources together in one place.

The end result? A single source of truth where all of your customer data, across all sources, lives.

### STEP 4. Transforming your data

With your data in one place, you now want to construct a single customer profile.

Customers may interact with multiple channels (offline, online, social), departments (support, sales, marketing), or brands. To get a full picture, we need to bring this together in one place.

Additionally, customer profiles ought to be started before you have full contact information. This is known as an anonymous profile -and is imperative to backfill previous customer behaviors.

### STEP 5. Leveraging your data in a personalization system

With customer profiles created, you can finally leverage your data in personalization systems.

Broadly speaking, there are two major ways personalization systems can help.

First, you can begin understanding your customer segments by identifying salient audiences within your customer base. Once segments are created, marketing, strategy, and sales teams will have a much easier time envisioning the types of campaigns they can create.

Outbound messages can be restricted to certain audiences.

Second, personalization systems can dynamically create 1:1 offers. We do this through custom widgets placed on various channels - from on-site to email.

# A FEW EXAMPLES OF SUCCESSFUL PERSONALIZATION

## BILLABONG incorporating advanced product recommendations in checkout

Personalization extends beyond customer profiles. Billabong is able to analyze behavior across customers to come up with powerful recommendations.

Combining this with a dynamic placement in check-out pages that present ripe offers depending on your cart contents has led to an amazing 15.2% conversion rate on product recommendations.

Billabong used Barilliance's personalization suite to maximize profits across the customer journey. Widgets were incorporated from landing to product to checkout flows. Importantly, Billabong is a collection of brands and successful rules were easily copied to other web assets.

The screenshot displays a checkout page for a Billabong cart. On the left, the cart contains one item: "Break A Dawn Tri Bikini Top" (multi (mul) | M/10) priced at \$55.95. Below the item, a promotional message states: "Spend \$9.05 more for free shipping. Or get free shipping on all orders with your Billabong Crew account." On the right, the "Order Summary (1 Item)" shows the shipping location as "United States (Shipping To)", a subtotal of \$55.95, and shipping of \$5.00, resulting in a total of \$60.95. Payment options include "Secure Checkout" and "Checkout Using PayPal". A note at the bottom indicates that shipping costs are not confirmed until checkout.

### Also Bought

The "Also Bought" section features a carousel of four bikini products, each with a price of \$55.95 and one color available:

- Break A Dawn Maui Bikini Bottom**: \$55.95, 1 color
- Break A Dawn Hike Bikini Bottom**: \$55.95, 1 color
- Hidden Sun Lowrider Reversible Bik...**: \$55.95, 1 color
- Find A Way Lowrider Reversible Bik...**: \$55.95, 1 color

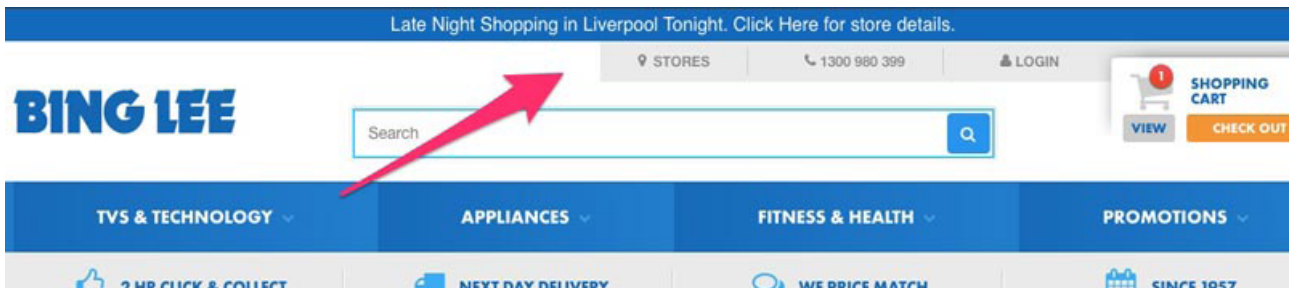
[Read the full customer story here...](#)



## BING LEE adopting to Omnichannel Consumer Trends

Bing Lee operates 41 stores across Australia.

They've seen many customers browse online and come in-store to finish their shopping session. Using Barilliance, they are able to take advantage of geographic and customer data to present nearby store options for shoppers.



[Read the full customer story here....](#)

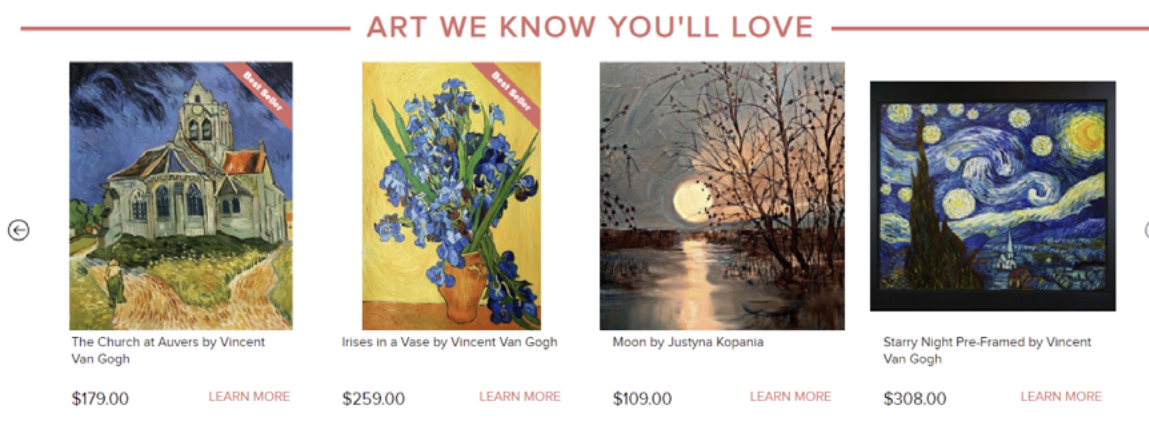
## OVERSTOCKART.COM aids customer discovery with machine learning personalization

For OverstockArt.com, the primary challenge was discovery.

“As we studied our customer behaviors, we found that the hardest part of shopping for art on our website is deciding what art to get among the 100,000 wall art and frame combinations to choose from,” says Amitai Sasson VP of eCommerce for overstockArt.com

Partnering with Barilliance allowed OverstockArt.com to create 1:1 personalized category and product pages. Customizing each page to customers revealed preferences (using in-session data) powers relevant content and recommendations.

Through a variety of techniques, revenues increased 11%.



[Read the full customer story here...](#)

## About Barilliance

We help retailers increase revenue by creating personalised experiences for their customers across mobile, web, and email.

We do this by aggregating and collecting your data in one place, and using machine learning to automatically create optimal experiences overtime. Partners have the ability to explicitly create personalisation strategies that match their own business objects.

Our technology stack has helped well over 500 world class companies, including US Appliances, GANT, and Pushys.

Learn how to personalize the customer experience.  
[Schedule a demo.](#)

## Recommended Reading

[Advanced LifeCycle Marketing Strategies & Tactics](#)

[Dynamic Content Examples that Increase Conversions](#)

[RFM Analysis w/ predictive segmentation examples](#)