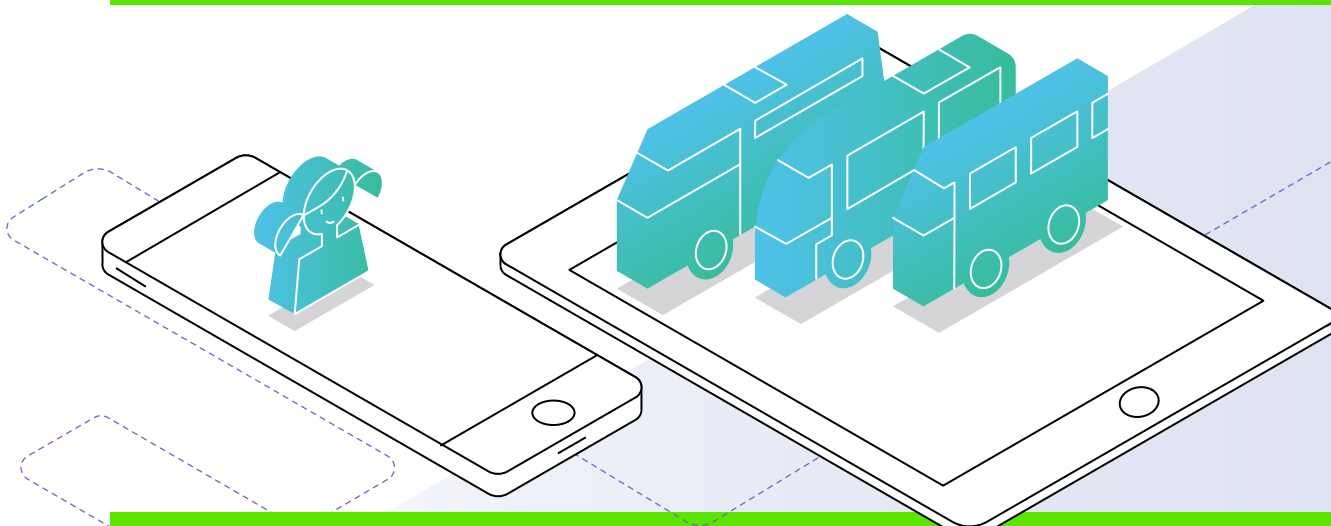


# 5 POINTS ON THE PATH TO PERSONALIZATION

AN EMARKETER'S FAIRY TALE



ONCE UPON A TIME... Jane needed a new car. She starts the buying process with a Google search on "top rated safe minivans."



Jane clicks on a local dealership website listed in the search results. She creates an account, reviews inventory and reads a paper about safety ratings.

1

## PERSONALIZATION POINT

- BUILD AND SEGMENT PERSONAS FOR PERSONALIZATION
- USE WEB SEARCH DATA TO SHOW RELEVANT PRODUCTS AND PRESENT COMPELLING CONTENT

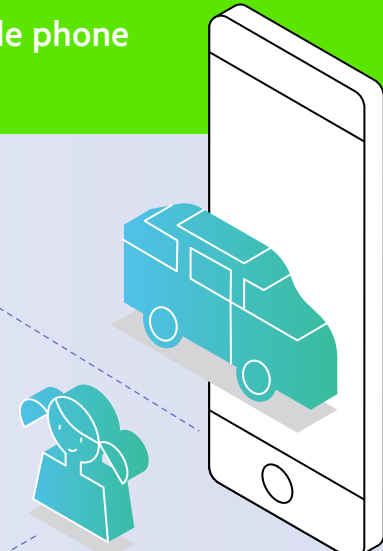


On her lunch break at work, Jane logs into her account on her mobile phone and sees a new car matching the vehicles she previously reviewed.

2

## PERSONALIZATION POINT

- SHOW NEW OPTIONS BASED ON A VISITOR'S PREVIOUS ACTIVITY
- OPTIMIZE THE WEBSITE FOR DIFFERENT MOBILE DEVICES

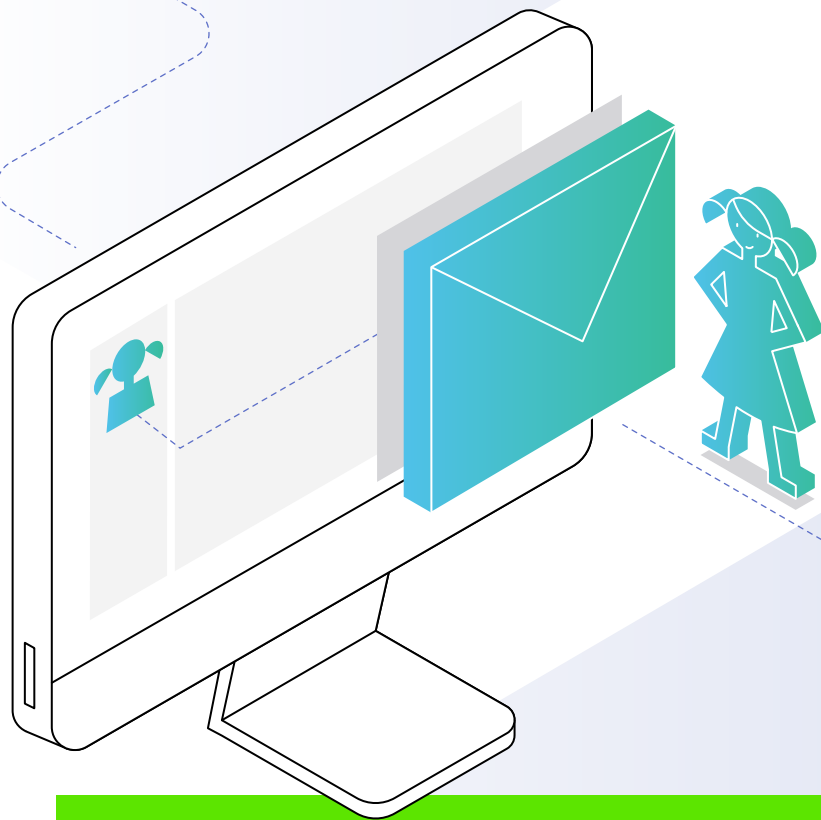


Jane visits the dealership for a test drive but leaves without buying a car.

3

## PERSONALIZATION POINT

- INTEGRATE CRM AND CMS SO INFORMATION FROM IN-PERSON VISITS CAN BE USED TO ENRICH YOUR CUSTOMER DATABASE AND HELP DELIVER BETTER PERSONALIZED WEB EXPERIENCES



94%

94% of businesses agree that personalization is critical to their current and future success. And yet more than 70% percent of respondents say they understand the importance of personalization, but they don't know how to accomplish it.  
-eConsultancy

Jane opens an email from the dealership and sees an offer for a discount on the car she took on a test drive. Based on the offer, Jane returns to the dealership and buys the minivan.

4

## PERSONALIZATION POINT

- USE INFORMATION FROM THE IN-PERSON VISIT TO PERSONALIZE AN OFFER TO DRIVE PURCHASES



Back at home, Jane shows a friend her new car on the website and sees a pop-up that shows the option to upgrade the floor mats.

5

## PERSONALIZATION POINT

- SHOW ADDITIONAL PRODUCTS THAT COMPLIMENT RECENT PURCHASE FOR POTENTIAL UPSELL



Jane drives off with her new mini-van with custom floor mats, and she and her minivan lived happily ever after.

