eXperiture

Dynamic Personalization 101

HOW TO USE DYNAMIC PERSONALIZATION
WITH MARKETING AUTOMATION

Create Personalized Customer Experiences with Dynamic, Adaptive Content

Experiture's Dynamic Personalization helps organizations create conversations with their customers and prospects across channels and through the sales funnel (or customer lifecycle).

From potential buyers seeking education; to encouragement of repeat purchases, loyalty or referrals; to winning back lapsed or lost customers — Experiture knows who your customers are, so you can engage them the right way.

The Experiture platform's open data architecture, combined with precise segmentation tools, enable you to mine your customer data to reach the right audience. Then, Experiture's Dynamic Personalization takes this a step further — and lets you craft highly personalized 1:1 messaging for each individual customer.

Create Personalized Customer Experiences with Dynamic, Adaptive Content

By using our authoring tools and built-in marketing asset management — or your own existing content management system — you can leverage your customer data to drive dynamically generated, personalized communication across emails, web sites, mobile devices, and more — with minimal ongoing need for technical resources.

Our dynamic personalization engine delivers individualized communications that helps you boost conversion rates, increase engagement with your marketing, drive overall program responses and both create sales, and maximize customer lifetime value.

Targeted, Personalized Multichannel Messaging

Multichannel Personalization enables connected, cross-channel experiences including web, email, mobile, and more – that can boost response and conversion rates from the same audience.

Experiture's Multichannel Personalization allows you to engage customers at a deeper level by presenting personalized online or mobile content, messaging, or offers based on a customer's profile information, such as their age or location – or by their behaviors and interactions.

Now more than ever, marketers must be ready to interact on whichever channel a customer is using to interact with you. With Experiture, you can be sure to deliver the right message at the right time, and create intelligent customer conversations across channels.

Personalize Across Channels & Enhance Customer Engagement

Create meaningful, personalized conversations with dynamic, individualized content and personalized messaging across email, web, social, and mobile – with no special technical skills.

Deepen customer engagement with multichannel personalized messaging and foster deeper emotional connections with your brand over the course of the customer lifecycle.

Personalize Beyond the Email

When people think of marketing automation, email is the first — and sometimes only — area that comes to mind. While email marketing automation is a powerful tool, you are missing opportunities if that is the extent of your marketing automation software. A few of the other applications and benefits:

- Nurturing Prospects All Through the Sales Funnel
- Cross Selling and Upselling
- Multi-Channel Marketing Automation
- Highly Personalized Marketing
- Detailed, Real-time Reporting
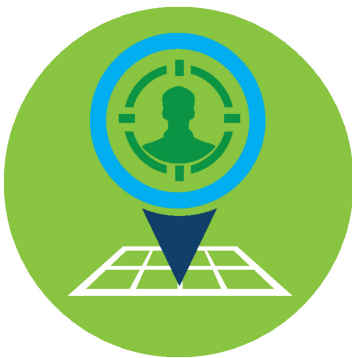
Enhance your multichannel marketing with online customer destinations from simple landing pages, to complex microsites, or even your own website. Display dynamic, personalized content that changes based on who is viewing it — and make each customer feel as if you were speaking directly to them.

Market to Buyer Personas

Buyer personas are fictional examples of your "best customers" – real buyers who influence or make decisions about the products, services or solutions you market.

Most marketers today – whether they sell to other businesses, or to consumers – have an interest in uncovering buyer personas to help inform the timing, tone, content, and channels for their marketing messaging. What attitudes do your best customers have? What messaging resonates with them? Where do they look for information, so that I may reach them on that channel?

With Experiture, you get the ability to both uncover buyer personas that help inform overall marketing strategy – as well as market to these buyer personas across channels with individualized, relevant multichannel messaging.

With Experiture, you are able to:

- Use integrated Forms & Surveys to poll your best customers on their goals, attitudes and behaviors
- Get a Unified Customer View that aggregates behavior and transactions, as well as other customer data, in a single repository
- Use Social Data Aggregation to append information from social graphs about your customers and prospects
- Use our visual segment creation tools to combine profile, behavior, and transaction information and create intelligent, dynamic groupings of customers that resemble your buyer personas
- Use Campaign Management & Marketing Automation Tools to market to these customer segments
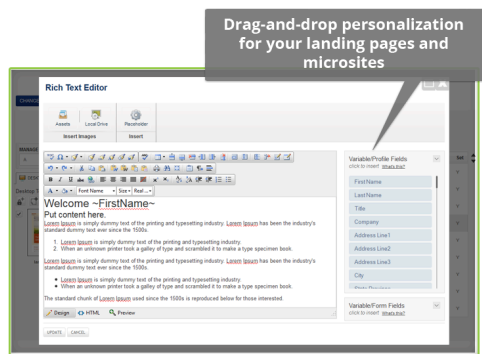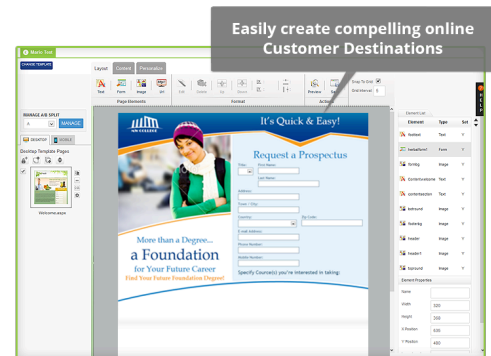
Personalized Customer Experience Engine

At the heart of our Customer Experience Marketing platform is the ability to create personalized customer experiences. This underlying technology allows users to easily create and manage dynamic, individualized messaging and online customer destinations that leverage profile information as well as customer interactions and behaviors.

Robust Variable Composition

Customize marketing and other messages based on customer or prospect profile information, interests, previous interactions, or any other data you may be collecting.

Easily create compelling online Customer Destinations

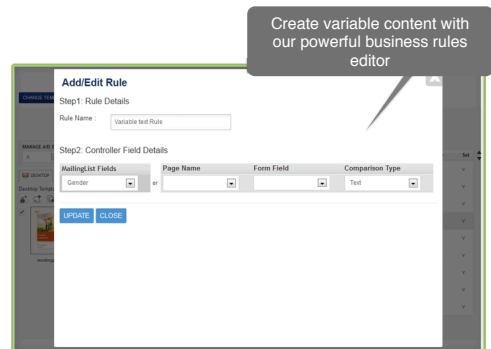Drag-and-drop personalization for your landing pages and microsites

Multichannel Personalization

Our Experience Engine isn't just about personalizing email messages. Experiture boasts out-of-the-box support for dynamic messaging across SMS, social and web pages as well – ensuring that your customized communications grab cross-channel attention.
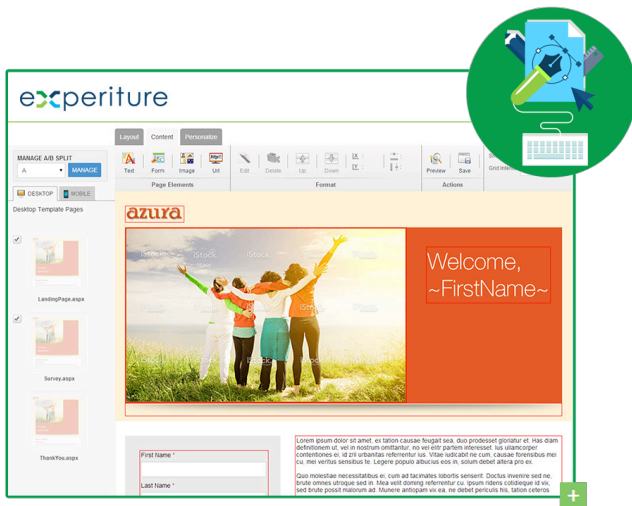
Intuitive Mapping Interface

Experiture's intuitive Mapping Interface lets users apply basic "if–then" logic to determine what text, images, and rich media elements to display when certain data conditions are present — all without any need for technical training.

Create variable content with our powerful business rules editor

Drag-and-drop Personalization and Rules-based Dynamic Content

When you use Experiture's powerful personalization tools, you will watch your response and conversion rates spike upwards… even with the same audience levels.

Experiture's powerful personalization tools allow you to engage customers at a deeper level by presenting personalized content, messaging, and offers based on profile information, previous interactions, customer behavior, or any other data you may be collecting. With our powerful logic- and rules-based content delivery, you can easily and reliably individualize your communications with variable text, images, and rich media elements that change dynamically based on who is viewing the content.
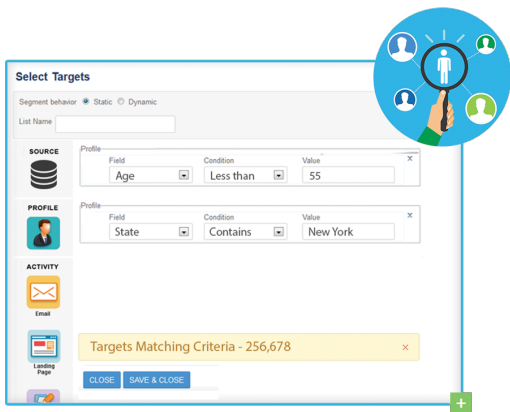

Drag & Drop Personalization

Drag profile fields, survey responses, or any custom field you like onto your emails and web pages to easily add data from customer records directly into your content. Make every customer feel as if you are speaking directly to them, without any programming or IT help.
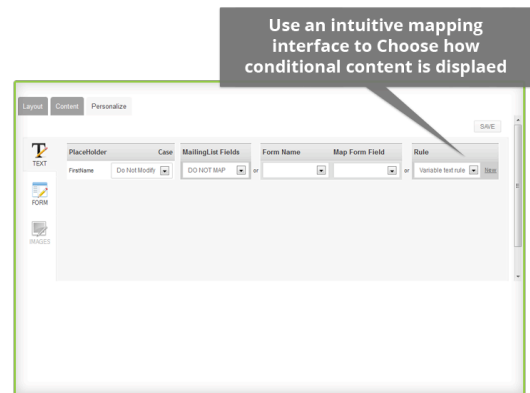
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Powerful Business Rules Editor

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Intuitive Mapping Interface

Apply basic "if–then" logic to determine what text, images, and rich media elements to display when certain data conditions are present — all without any programming or scripting. Easily ink variable offers to customer profile values, interactions, behaviors and more.

Our dynamic personalization engine delivers individualized communications that helps you boost conversion rates, increase engagement with your marketing, drive overall program responses and both create sales, and maximize customer lifetime value.

Want to learn more?
REQUEST A FREE DEMO TODAY!

www.experiture.com | (888) 950-0700

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