Achieving Personalization at Scale

The Challenge

For marketers, the major barriers to personalization are the lack of consolidated customer data (who they are, what they need/want, how they are interacting with you), and the lack of the right tools to be able to leverage that data and make decisions on content strategy (when, where and what to serve them throughout the customer journey) in a way that is scalable and repeatable.

The Solution

That’s where a Digital Experience Platform (DXP) comes into play. A DXP is a foundational component of your martech stack that provides you with the integration, analytic and personalization tools necessary to orchestrate the delivery of relevant, customized content to your audience, at scale and across all channels.

80% of buyers are more likely to make a purchase when brands offer personalized experiences. - Epsilon

79% of executives say that digital customer experience is an extremely or very high organizational priority. - CMSWire

90% of leading marketers say personalization significantly contributes to business profitability. - Google

Here’s how it works:

Analysis & Optimization

Customer Data

Content Creation & Delivery

Data & Integrations

Collect & Integrate Customer Data

• Connect and sync data across your martech stack
• Build your 360 customer view
• Ensure compliance and maintain data privacy

Consolidate All Customer Data

• Build robust customer profiles
• Create dynamic segments based on any user attribute
• Set profile goals and develop lead scoring plans, triggering events

Build Personalization Strategy

• Leverage advanced analytics to create audience segmentation and personalization strategies based on customer demography, geography and behavior

Create & Deliver Content

• Agile Content Management System (CMS) as a central repository for all digital assets
• Design, store, manage and publish content
• Adapt content to every channel and device
• Select and push content based on personalization strategies
• Develop omni-channel digital experiences
• Utilize headless delivery capabilities

Analyze Data & Optimize Content

• Understand visitor behaviors
• Track conversion goals and KPIs to identify areas of improvement
• Identify opportunities for content optimization

Want to learn more about the power of a true DXP?
Visit us at www.Jahia.com