

# 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.

## 63%

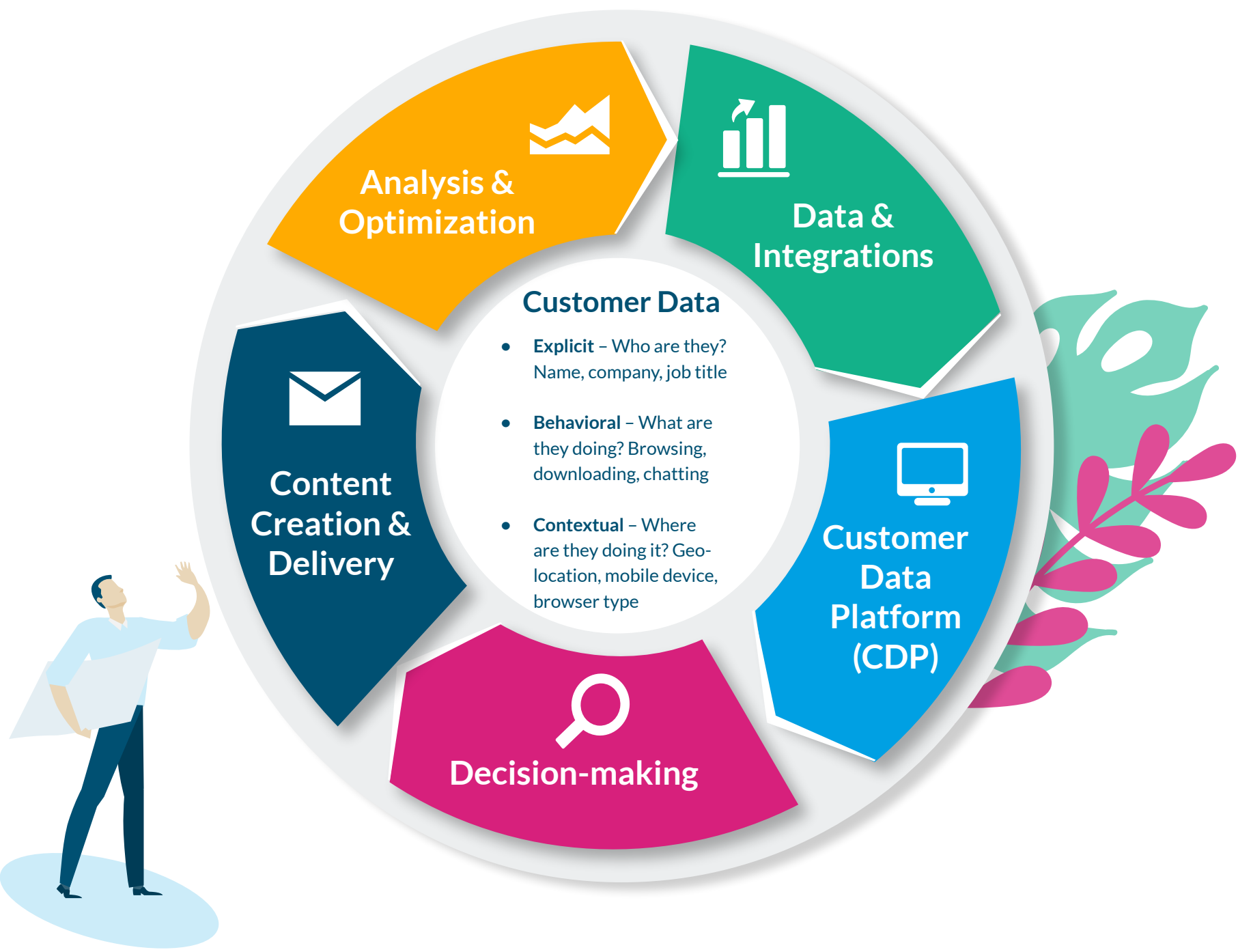
of digital marketing leaders still struggle with personalization.

- Gartner -

## 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.

## Here's how it works:



<p><b>Data &amp; Integrations</b></p>	<p><b>Customer Data Platform (CDP)</b></p>	<p><b>Decision-making</b></p>	<p><b>Content Creation &amp; Delivery</b></p>	<p><b>Analysis &amp; Optimization</b></p>
<p><b>Collect &amp; Integrate Customer Data</b></p> <ul style="list-style-type: none"> <li>• Connect and sync data across your martech stack</li> <li>• Build your 360 customer view</li> <li>• Ensure compliance and maintain data privacy</li> </ul>	<p><b>Consolidate All Customer Data</b></p> <ul style="list-style-type: none"> <li>• Build robust customer profiles</li> <li>• Create dynamic segments based on any user attribute</li> <li>• Set profile goals and develop lead scoring plans, triggering events</li> </ul>	<p><b>Build Personalization Strategy</b></p> <ul style="list-style-type: none"> <li>• Leverage advanced analytics to create audience segmentation and personalization strategies based on customer demography, geography and behavior</li> </ul>	<p><b>Create &amp; Deliver Content</b></p> <ul style="list-style-type: none"> <li>• Agile Content Management System (CMS) as a central repository for all digital assets</li> <li>• Design, store, manage and publish content</li> <li>• Adapt content to every channel and device</li> <li>• Select and push content based on personalization strategies</li> <li>• Develop omni-channel digital experiences</li> <li>• Utilize headless delivery capabilities</li> </ul>	<p><b>Analyze Data &amp; Optimize Content</b></p> <ul style="list-style-type: none"> <li>• Understand visitor behaviors</li> <li>• Track conversion goals and KPIs to identify areas of improvement</li> <li>• Identify opportunities for content optimization</li> </ul>

The key is to scale each of these steps into a data-driven process, where you can identify, segment, target and analyze your audience to better understand who they are and what content best speaks to them.

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 -

Want to learn more about the power of a true DXP?

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