

ENTER THE WORLD OF CONTEXTUALIZATION

driving commerce through personalized experiences



94% of digital professionals consider personalization

“critical to current and future success”

PERSONALIZATION IS TAILORING THE USER EXPERIENCE OF YOUR WEBSITE to resonate with every unique customer

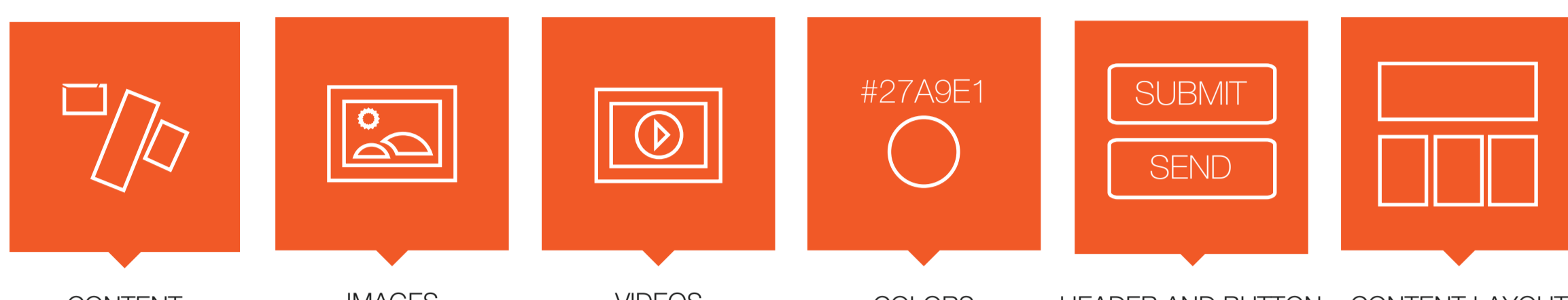
3 STEPS TO MASTERING THE ART OF PERSONALIZATION

1

TEST Get to know your customer

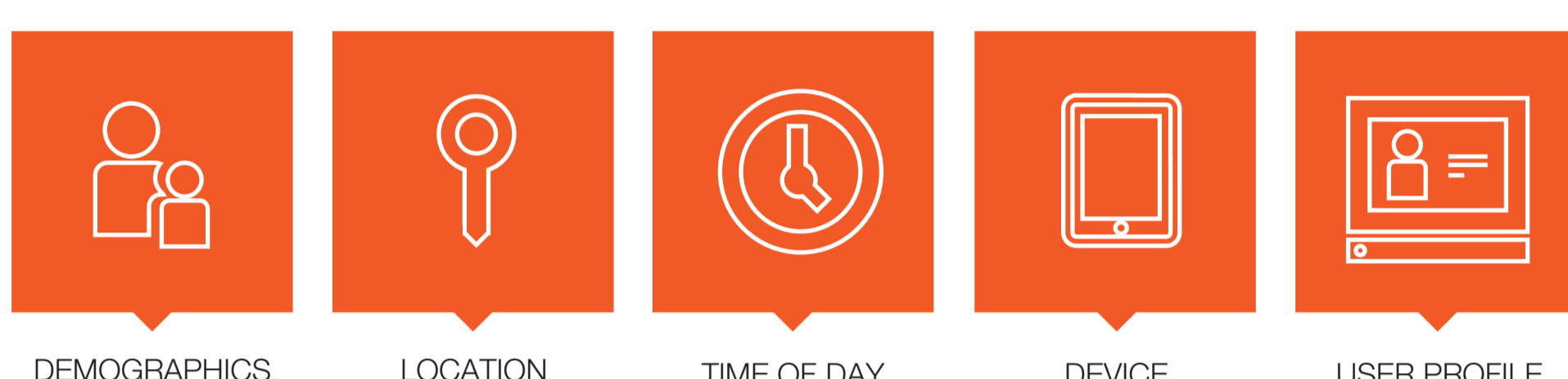
MULTIVARIATE TESTING

Switch out multiple web page elements in a single test

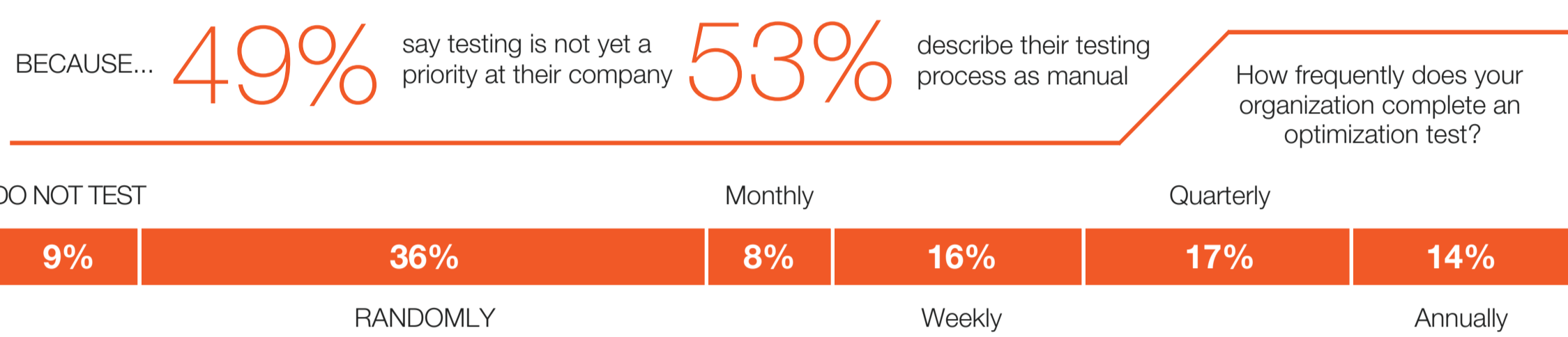


AUTOMATED TESTING

Automate delivery of digital commerce experiences based on customer attributes



LESS THAN HALF OF COMPANIES TEST REGULARLY

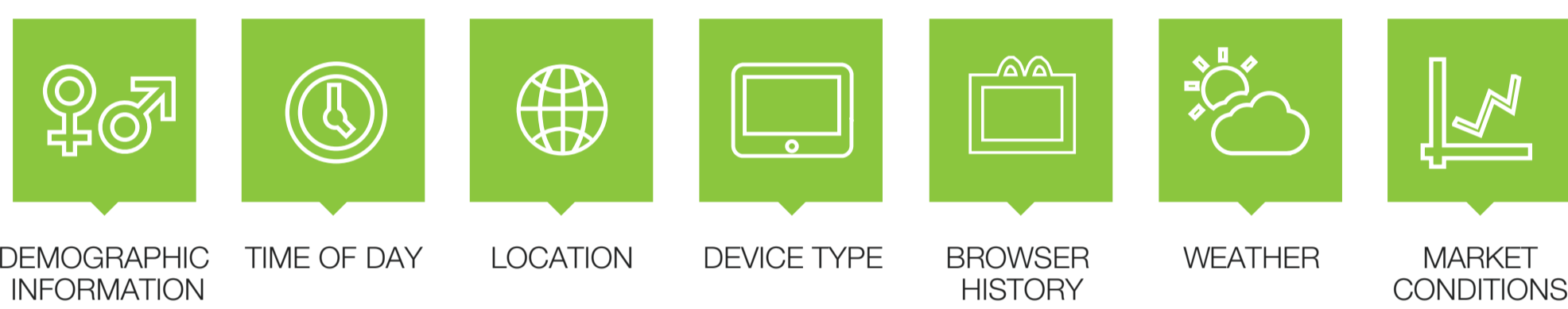


2

TARGET Give your customers what they want, when they want it

KNOW YOUR CUSTOMERS

without intruding on their privacy



86% of customers are concerned about websites tracking their online behavior

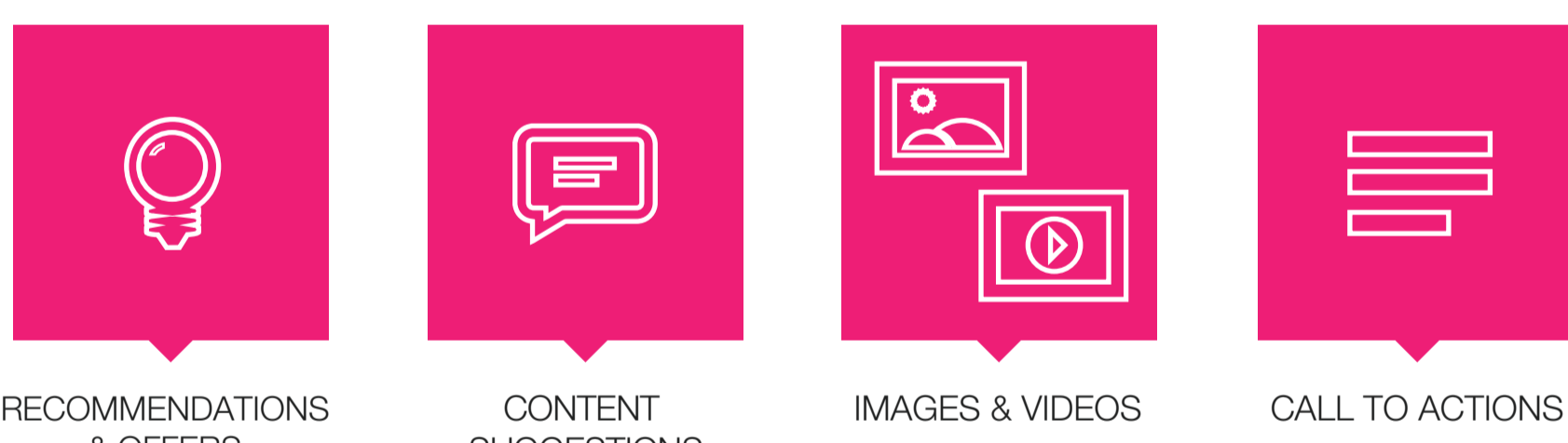
BUT **64%** SAY IT IS WORTH IT IF PRESENTED WITH RELEVANT OFFERS

88% WANT FLEXIBILITY TO CONTROL TRACKING FOR A TAILORED ONLINE EXPERIENCE

3

REFINE Tailor your site experience to consumer preferences

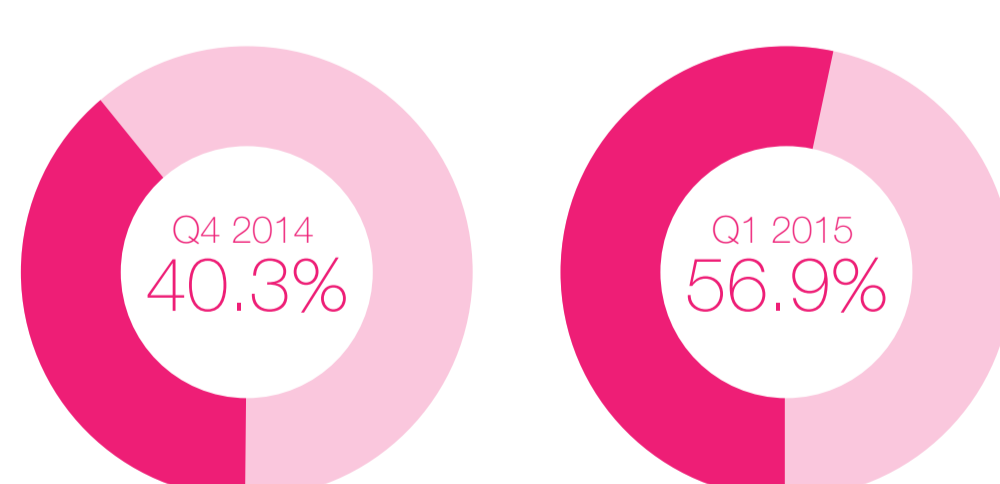
AUTOMATICALLY ADAPT EXPERIENCES IN REAL TIME



PERSONALIZATION DRIVES RESULTS

78% of consumers believe that organizations providing custom content are interested in building good relationships with them.

INCREASE IN REVENUE generated by data-driven marketing activity



2 year priority list for technology, marketing, and business decision makers



TAKEAWAY TIPS

82% of customers shop online or through mobile. Testing will help your website - online or mobile - be ready for action.

60% of people are inspired to seek out a product after they've read about it - so target your content wisely!

73% of consumers prefer to do business with retailers who make the experience relevant. Refine that experience through personalization!

Presented by

ONE SIZE DOES NOT FIT ALL **ACQUIA** THINK AHEAD.

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