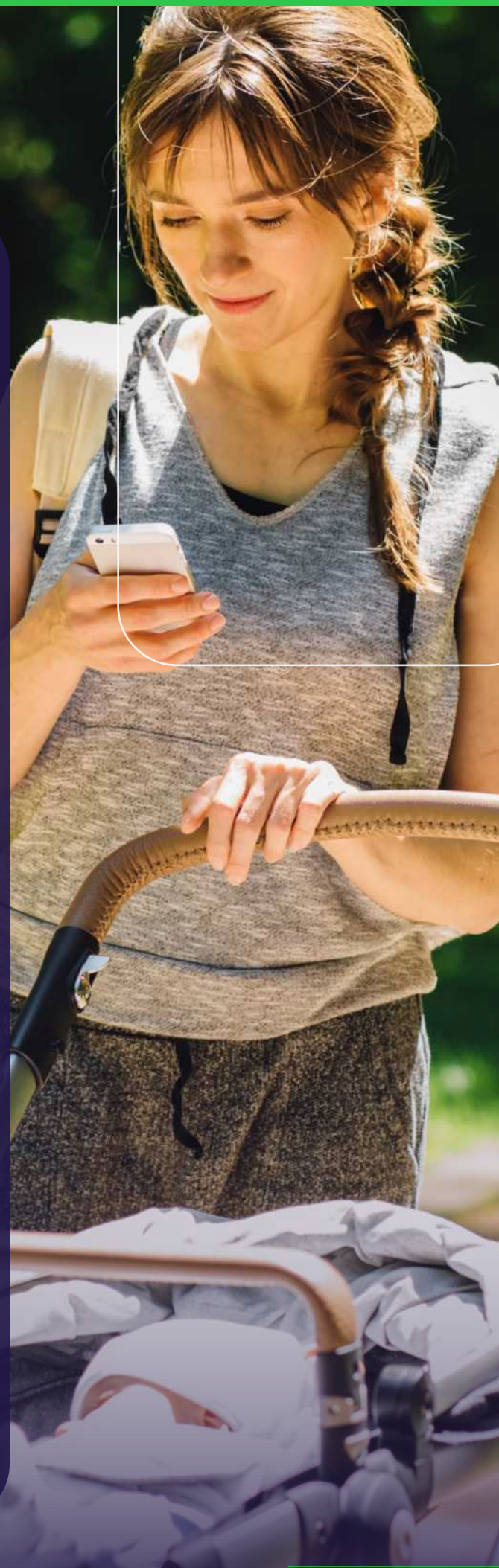


Behind the Scenes: How can Brands Deliver Personalized Customer Experiences

A mother at home has a small baby in a crib, peacefully sleeping. Finally, the mother has time for herself, and she's browsing her social feeds, going through some videos. While she's browsing, she sees an ad for cotton diapers and she realizes it's exactly the thing she was looking for. She clicks on the ad, lands on the page, reads the details, reads the reviews, and instantly buys the product. It all looks very simple, the mother was just thinking about what she needed and this brand and product immediately showed up while she was surfing her Facebook feed. However, as you well guessed, nothing happens on chance, it's a highly tailored event that the brand started designing months ago.

The majority of Gen Z & Millennials already expect personalized products in their brand experiences. A Salesforce study shows that 74% of Gen Zers are interested in personalized products compared to 67% Millennials, 61% Gen Xers, and 57% Baby Boomers.

The retail industry as we know it is soon going to face significant disruptions, such as shopping experiences in the Metaverse - a three-dimensional virtual reality that functions similarly to the actual world - making personalization the key for retailers to survive. Even now, 97% of marketers already witnessed a rise in business outcomes as a result of personalization.



While the consumers' expectations are rising, are the brands ready to deliver a seamless end-to-end personalized experience?

In this article, I am going to share how brands can leverage data to drive personalized experiences, from awareness to engagement to purchase. We will go through the end-to-end process on how to identify the right time to reach the target audience using data signals, how to build a 'growth' audience for your brand, and how to personalize your customer experience from marketing to sales and nurture it till brand advocacy.


Now let's get back to our story and look at what happens behind the scenes of that aha moment the mother experienced.

We often get this feeling that what we see in the ads that pop up are exactly the things we need, then we click and buy. However, we well know there are a lot of marketing processes involved to make it happen. And everything is fueled by data.

Let's go into flashback mode on how it all works. How did the brand reach the point where the customer clicks and buys the product?

Behind the scenes - 3 months ago

Before launching an ad campaign, any brand that wants to be data-driven needs to thoroughly identify three key elements: The growth audience, The creative & The target audience.

A close-up photograph of a woman with long dark hair, wearing a white top and a yellow and white striped baby sling. She is holding a baby who is looking up at her. The background is softly blurred, showing what appears to be a baby's face in the lower left corner. The overall tone is warm and intimate.

The Growth Audience

For the company selling cotton diapers, the strategy & marketing team are brainstorming on how to identify the 'growth' audience for their brand. They start looking for attributes the product or the brand present, formulate the problem or need they're trying to solve and identify what the brand represents.

The customer they're looking for is the user that resonates with these attributes. In this case, the target audience would be first-time mothers, who are more anxious about the products they're buying for the baby, probably someone eco-friendly since it's a cotton diaper, someone who cares about the skin and has the money to buy the product.

First, they start looking at the existing customer data. What do they already know about their first-party data, their own customers? What are the attributes they can define from that? This will help the company understand who the existing customers are and then start looking at some of the attributes. For example, what's the purchase frequency, what's the quantity that they buy?

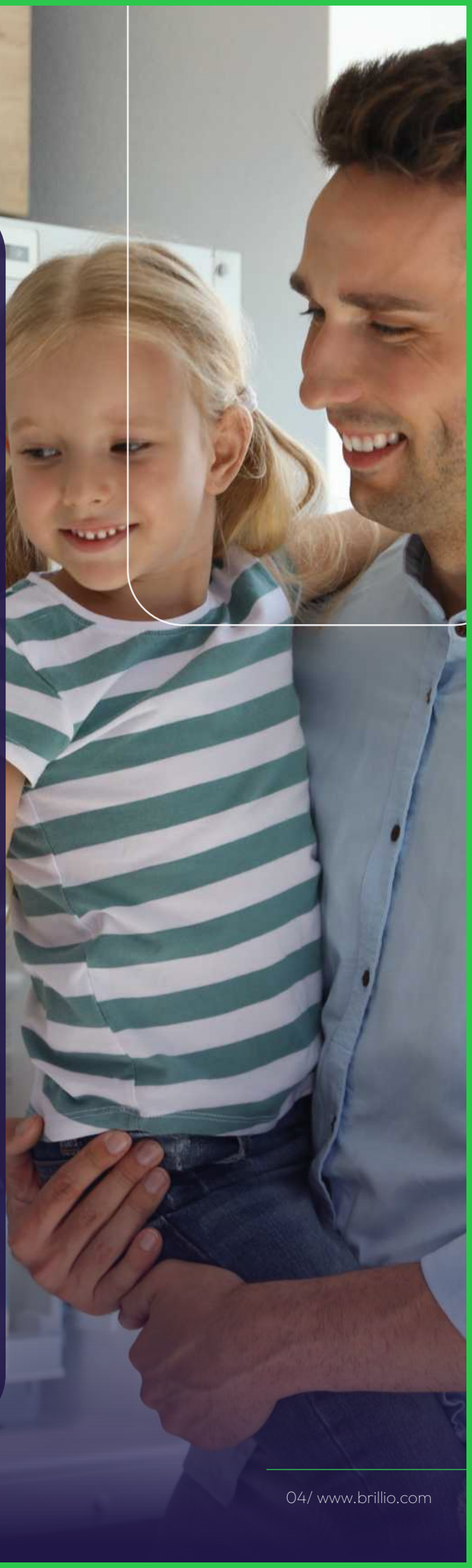
Data normally gives you trends, patterns, and helps you understand your consumer. Based on data, brands start creating customer personas they can replicate on third-party data sets to find lookalikes. They quantify all those audience segments, to know where they can achieve maxim reach and penetration. Then, they start looking at other data sources. Based on those attributes, we can check other sources of insights.

The Creative

We look at the creative and ask ourselves how does data fit into this? The creative must resonate with the target audience. Let's take for example an advertisement for a refrigerator. You could either go for a happy family, everyone eating, sitting on the table, the fridge is packed with food. In this case, you target families, who are spending on delicious homemade food.

Another ad, for a different audience, could be something like a fridge in a room where the users are doing their workout, with healthy foods inside. This would be tailored for the more active audience, sports enthusiasts, etc.

To tailor the strategy accordingly we sit with the brand, brainstorm, and create a list of moments where the consumer could think about the product they're trying to sell. Once we single out the segments we're interested in, we create a big map of those moments. And then we quantify each of these moments using data. For example, we could use the keyword search volume related to each of those moments. After quantifying everything, we come up with the creative based on the popular moments for the target audience. If you know what your audience is searching for, there is a high probability that your ad will get a higher click-through rate.



Behind the scenes - 1 month ago

Inching closer to the moment of the cotton diaper purchase, our user - the mother - was reading newborns-related articles, skincare blogs, and shared an Earth Day event on social media.

Behind the scenes, third-party data providers such as Google or Facebook, are tracking these actions. They have probabilistic and deterministic data models, and they would fit this user into multiple segments.

- Loves nature
- Heavy mobile users
- Parent to an infant
- Interested in skincare

This provides the flexibility for brands to come to Facebook or Google and reach out to these segments.

However, there is a slight difference between Facebook Ads and Google Ads. Google serves ads based on searches or the content you're viewing throughout the Google network. It's all about the user intent, it's more of a pull rather than a push. Users already know what they're searching for, they have already something in their mind. On Facebook, on the other hand, the data is more about user personality, user behavior, user attributes. The ads you would show here are more of a push.

Target Audience: The Purchase Moment

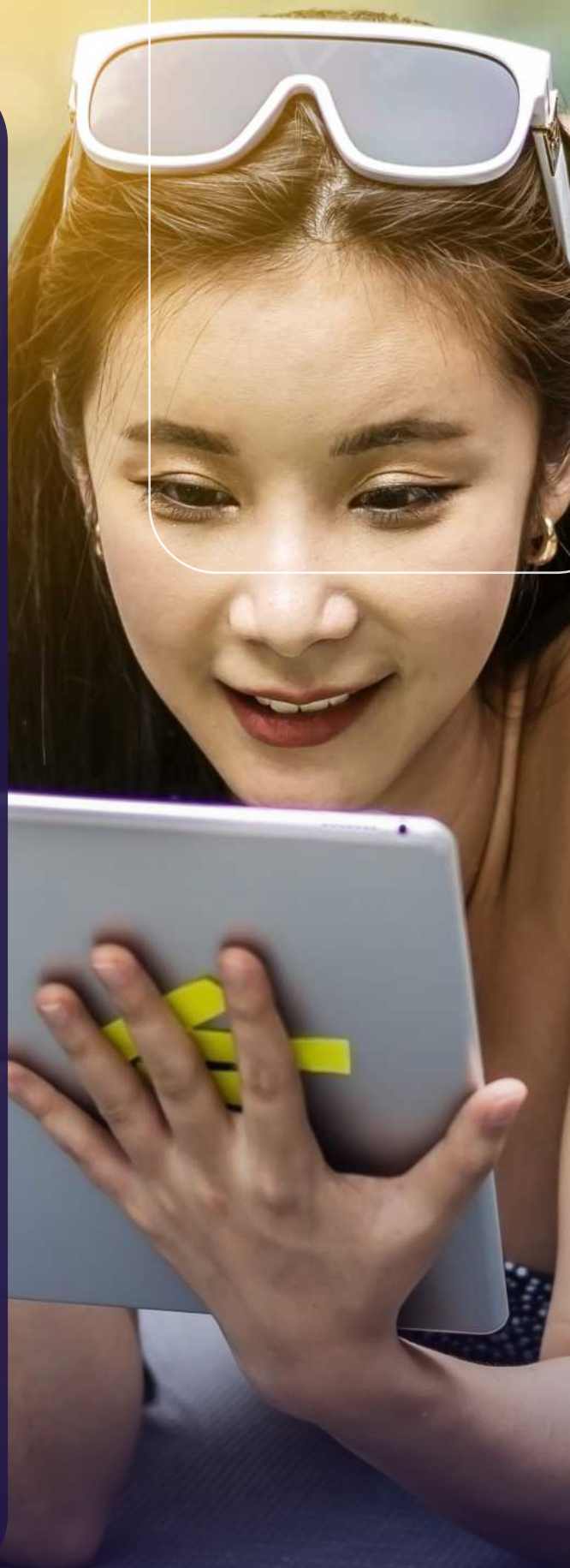
The mother was scrolling, she sees an ad for the diaper. It's a value pack, it's focused on skincare, and it's eco-friendly, ticking all her interests. She believes this is exactly what she wanted, so she clicks on the landing page.

Most of the companies, even if they manage to do this targeting right, they fail at the landing page: 90% of the time it's a 'one size fits all' type of website. These organizations are missing out on a lot of potential revenue. Companies have all the information required to personalize the landing page so that when someone lands, they already know the user is a valued user. When the user clicks the ad and lands on your website, you already know what the campaign was, who it was targeted towards, and all the attributes the user has. They should personalize the landing page, particularly for that user.

The Final Layer: Personalization

Companies not only have the data about what to show in a particular ad, the content, and the target audience, but also the time to deliver the ad. For example, a brand can find out from clickstream data that the traffic from the female segment who is interested in kids products, peaks at 10 pm.

There are different personalization and optimization tools, depending on the tech stack.



What happens after?

It's great that the user converted and purchased a product. But what happens next? The user landed on your website. We know the content and product the user has seen, and we have plenty of data available, which opens another easily accessible revenue stream: retargeting. In our example, after the mother bought diapers, we could send an email or a notification asking if she's also interested in other baby products, such as baby moisturizers, prompting her to come back to the site.

We can leverage product recommendations based on cookies or CDP segments or we could create a customer scorecard based on all the interactions with the user using clickstream data.

To leverage all this data, we build data models for our clients to decide what the best action should be for a particular user. Using machine learning models and optimization tools such as Adobe Target or Optimizely, we can further personalize the experience.

How do we measure success?

- **Campaign Analysis:** Facebook and Google provide brand lift studies to increase brand awareness. They are small surveys that pop up on the news feed. Based on that, they tell you if the brand awareness increased or decreased. You can also do post-campaign analysis to see exactly how it performed.
- **Conversation Rate Optimization:** We look at all relevant analyses, such as landing page analysis, micro journey analysis, cross-sell or up-sell analysis etc., via tools such as Google Analytics or Adobe Analytics.
- **A/B Testing Analysis:** Since we're creating personas and showing different creatives, there should be multiple variants of the landing page. We need A/B tests for all the variants to see which experience works best, or if it's statistically significant or not.
- **Audience Analysis:** If somebody buys a particular product, in your CDP you'd know their email id or any unique identified, how much revenue it generates, you can see the customer lifetime value. You have metrics to track as you interact more with the customer and improve them.

This is the complex process brands undertake to deliver end-to-end personalized experiences to the customers from the first time they see an ad to repeated purchases.

About Author



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Data Analytics professional with more than 14 years of experience, helping organizations define their digital analytics strategy and drive data driven decision making. Passionate about uncovering consumer behaviour insights via data.

Have rich experience in projects in Digital Analytics Consulting, help accelerate value-driven conversations with precise focus on identifying opportunities and delivering business impact for brands spanning Retail, CPG, Travel, Telecom & Consumer Healthcare brands.

About Brillio

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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