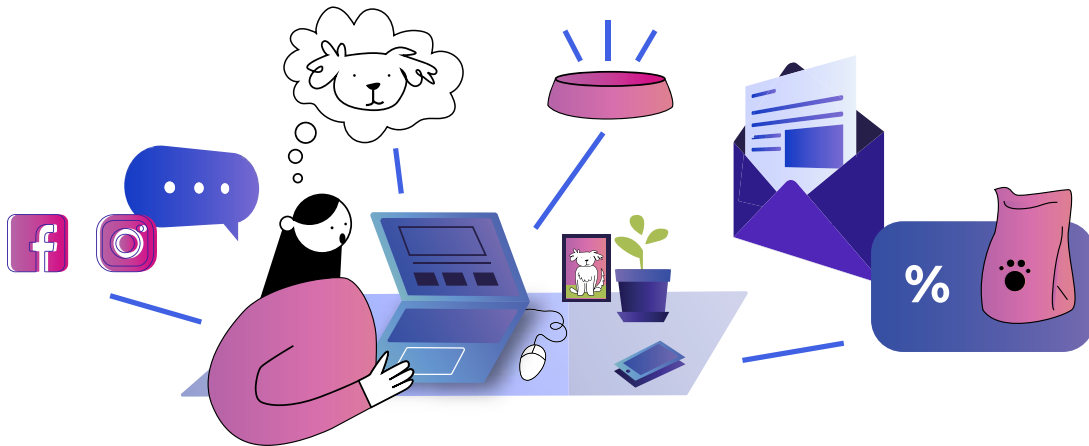


Designing 1-to-few personalization campaigns

Use the below template to help your team come up with customer-centric personalization campaigns to launch and test your way to a net-personalized customer experience.



The Personalization Campaign Template

Initiative: Brief description of high level objective						
Goal: Sentence outlining the specific and measurable goal or task at hand.						
Segments or sub-segments	Differentiators	Motivations	Data Points	Data Sources	Current State	Personalization Solution(s)
Customer group you're targeting <i>And/Or statement articulating how the segment is defined.</i>	What differentiates them from other customer segments?	What's motivating them to act?	Which data points describe or highlight their attributes?	Where does that data live?	How is the current static experience not relevant to them?	Solutions for personalizing the experience.

In Practice...

Initiative: 2nd Purchase Engagement // New Customers

Goal: Increase engagement among new customers to drive a second purchase within the first 30 days after first purchase.

Segments or sub-segments	Differentiators	Motivations	Data Points	Data Sources	Current State	Personalization Solution(s)
<p>New Product Finders</p> <p><i>Defined by: First purchase date is within 30 days ago AND purchased product SKUs were added within the last 60 days</i></p>	Primarily interested in new products	Users want to impress family and friends with the latest style or gadget	<p>New User Flag</p> <p>Referring Channels</p> <p>Search Keyword</p> <p>Conversion Source</p> <p>Purchase History</p>	<p>E-commerce</p> <p>Website Browse Activity</p> <p>Email Marketing</p> <p>SMS Marketing</p> <p>Advertising Channels</p>	<p>Majority of email and SMS communication focus on promotions rather than new products</p>	<p>Prioritize sending dynamic email and SMS communications focused on new products</p> <p>Dynamic homepage content promoting new products</p> <p>Custom ad audience and content focused on promoting new products</p>
<p>Single-Minded Shoppers</p> <p><i>Defined by: First purchase date is within 30 days ago AND has at least 3 sessions browsing [X product or product category]</i></p>	Primarily focused on single product or product category	Users want to save time by quickly finding and purchasing a known product	<p>Category Affinity</p> <p>Price Point Affinity</p> <p>Browsing Behavior: Last Product or Category Viewed</p> <p>Coupon Redemption Rate</p> <p>Email and SMS Engagement</p> <p>UTM Tags</p>	POS	<p>Email imagery and messaging not specific to desired product affinity</p>	<p>Dynamic email and SMS communication based on product affinity</p> <p>Replenishment campaigns when supply is perceived to be low</p> <p>Dynamic homepage promoting add on or related products based on previous purchases</p> <p>Ad content promoting add on or related products based on previous purchases</p>
<p>Discount Shoppers</p> <p><i>Defined by: First purchase date is within 30 days ago AND redeemed promotion AND engaged with promotional emails</i></p>	Only convert when products are on sale	Budget conscious users that want to buy premium products while getting a great deal			<p>Not everyone reacts to the same promotions the same way</p>	<p>Dynamic discounts ranging from 10-35% sent to top priority customers based on engagement, AOV, and LTV</p> <p>Dynamic homepage content promoting latest discount</p>

Your Turn...

Initiative:

Goal:

Segments or sub-segments	Differentiators	Motivations	Data Points	Data Sources	Current State	Personalization Solution(s)

Achieve personalization at scale with Simon Data

Request a customized demo to learn how Simon Data can help you:

- Reduce your customer acquisition costs and improve customer retention and LTV by making your data easily accessible and actionable for your marketing team.
- Unify data from your cloud data warehouse plus over 70 marketing and analytics tools while maintaining data quality and integrity.
- Create sophisticated audiences in an easy-to-use segmentation builder using both historical and streaming data, and sync those audiences to your marketing channels.
- Get onboarded in as little as 45 days so you can reach your marketing and revenue goals faster.

REQUEST A DEMO TODAY!