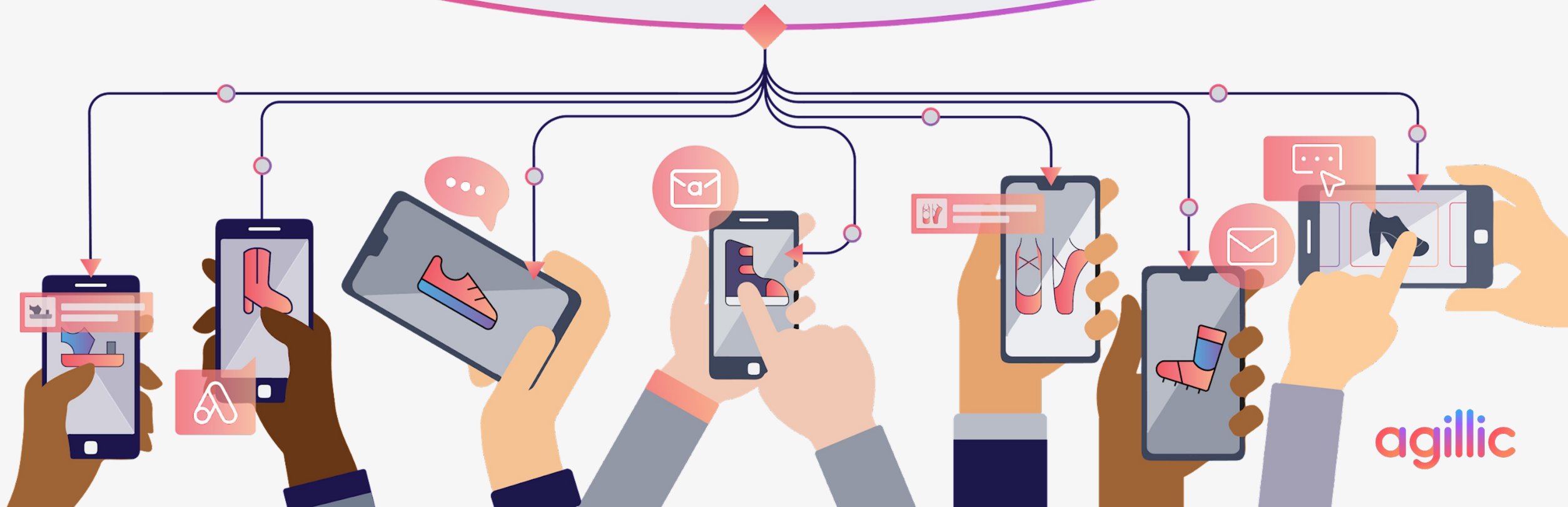# Customer POV: What is the value of personalization?

'Hello $FirstName'

Who is speaking?

Rasmus Houlind

Chief Experience Officer at **agillic**

Agency background

Author:
"Hvis det handler om mig, så køber jeg!" (2015)
"Make it all about me" (2019)
"Hello $Firstname: Profiting from Personalization " (202

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Most used buzzwords by tech vendors

Percentage represent text similarity of vendor homepages by subcategory, using ML and 226 Wikipedia keyword		print	mobile marketing	search & social advertising	display & programmatic advertising	pr	video advertising	native/content advertising	marketing automation & campaign/lead management	DAM & MRM & PIM	email marketing	optimization personalization & testing	cms & web experience management	seo	content marketing	interactive content	mobile apps	video marketing	abm	customer experience service & success	advocacy loyalty & referrals	crm	live chat & chatbots	call analytics & management	social media marketing & monitoring	community & reviews	Events, Meetings & Webinars	influencers	channel partner & local marketing	affiliate marketing & management	sales automation enablement & intelligence	ecommerce marketing	ecommerce platforms & carts	Retail, Proximity & IOT	customer data platform	dmp	mobile & web analytics	business/customer intelligence & data science	ipaas cloud/data integration & tag management	marketing analytics performance & attribution	governance compliance and privacy	audience/marketing data & data enhancement	dashboards & data visualization	vendor analysis & Management	product management	projects & workflow	agile & lean management	talent management	collaboration	budgeting & finance
Max-Min		0.57	0.56	0.61	0.38	0.43	0.44	0.35	0.57	0.48	0.61	0.52	0.48	0.60	0.64	0.44	0.50	0.46	0.41	0.63	0.53	0.60	0.52	0.53	0.60	0.54	0.47	0.62	0.52	0.54	0.56	0.48	0.53	0.43	0.58	0.55	0.53	0.64	0.51	0.60	0.52	0.72	0.52	0.41	0.52	0.51	0.41	0.49	0.38	0.28
Avg		9.1%	8.8%	8.4%	8.0%	7.7%	7.5%	6.1%	11.0%	9.6%	9.2%	8.9%	8.7%	8.6%	8.6%	8.0%	7.7%	6.9%	10.8%	9.9%	9.9%	9.8%	8.9%	8.9%	8.8%	8.2%	8.1%	7.8%	10.1%	9.5%	8.8%	8.6%	8.4%	8.3%	12.6%	12.0%	10.0%	9.7%	9.5%	9.7%	9.6%	9.9%	8.8%	9.9%	9.6%	8.8%	8.6%	8.3%	7.7%	7.4%
Personalized_marketing	18.6%	21%	20%	17%	17%	15%	16%	11%	27%	19%	22%	20%	16%	16%	17%	17%	14%	14%	27%	22%	24%	20%	20%	19%	18%	16%	14%	18%	23%	19%	19%	20%	17%	18%	35%	31%	23%	20%	19%	22%	16%	22%	17%	21%	18%	15%	14%	15%	13%	12%
Customer_relationship_management	18.3%	18%	16%	14%	13%	13%	11%	8%	26%	18%	18%	17%	16%	13%	13%	17%	15%	11%	25%	28%	26%	31%	23%	24%	17%	18%	15%	13%	23%	17%	20%	20%	19%	17%	30%	24%	23%	19%	18%	18%	15%	20%	16%	16%	20%	17%	18%	18%	14%	14%
Customer_experience	16.3%	16%	15%	13%	12%	11%	12%	9%	20%	16%	14%	17%	15%	10%	13%	17%	14%	12%	17%	29%	25%	19%	21%	19%	15%	18%	14%	12%	20%	13%	16%	19%	19%	16%	29%	22%	22%	16%	13%	15%	13%	16%	13%	14%	19%	14%	14%	16%	12%	11%
Social_media_marketing	16.1%	18%	18%	17%	18%	22%	20%	16%	21%	17%	16%	16%	14%	16%	18%	15%	11%	17%	17%	15%	21%	14%	15%	13%	28%	17%	13%	23%	20%	19%	14%	15%	14%	13%	19%	21%	16%	14%	12%	18%	11%	16%	12%	20%	13%	13%	10%	12%	11%	10%
Content_marketing	15.6%	18%	16%	13%	15%	18%	19%	14%	23%	20%	18%	16%	18%	17%	25%	14%	10%	18%	19%	13%	19%	14%	14%	13%	19%	14%	12%	22%	22%	18%	15%	15%	13%	14%	20%	17%	14%	14%	11%	18%	9%	15%	10%	21%	15%	13%	9%	11%	11%	9%
Customer_engagement	15.2%	15%	16%	12%	14%	13%	13%	12%	21%	14%	14%	16%	14%	11%	15%	17%	14%	13%	18%	22%	24%	16%	19%	16%	18%	18%	12%	16%	19%	13%	16%	16%	14%	13%	25%	23%	18%	14%	14%	15%	10%	16%	11%	15%	14%	11%	11%	14%	10%	9%
Customer_intelligence	15.2%	15%	14%	12%	12%	11%	10%	7%	20%	14%	16%	15%	13%	12%	11%	15%	12%	10%	23%	24%	20%	20%	18%	19%	13%	14%	12%	9%	16%	13%	16%	16%	15%	15%	30%	25%	22%	19%	16%	17%	15%	19%	17%	13%	15%	13%	13%	13%	11%	12%
Marketing_intelligence	15.0%	16%	15%	14%	13%	14%	12%	8%	22%	15%	16%	15%	12%	14%	13%	12%	11%	10%	25%	17%	18%	16%	15%	15%	15%	12%	11%	14%	19%	16%	16%	15%	15%	13%	29%	27%	20%	19%	17%	21%	14%	20%	17%	18%	15%	12%	11%	13%	10%	11%
Data_driven_marketing	14.9%	16%	16%	13%	13%	14%	12%	9%	25%	13%	20%	16%	12%	15%	13%	13%	8%	9%	25%	14%	19%	14%	14%	14%	16%	12%	10%	16%	19%	16%	15%	15%	11%	14%	34%	33%	20%	19%	17%	24%	12%	22%	17%	18%	11%	11%	8%	9%	8%	9%
Customer_service	14.7%	14%	13%	12%	10%	10%	9%	7%	19%	14%	14%	14%	14%	11%	12%	14%	13%	10%	14%	29%	21%	19%	23%	20%	13%	16%	12%	8%	16%	12%	14%	16%	17%	14%	24%	16%	19%	15%	13%	12%	13%	14%	13%	10%	17%	13%	15%	15%	11%	11%
Customer_data_platform	14.6%	14%	15%	14%	12%	10%	11%	7%	20%	12%	15%	12%	12%	11%	13%	12%	9%	23%	19%	18%	15%	16%	14%	13%	11%	12%	12%	13%	14%	14%	12%	14%	14%	12%	42%	36%	22%	20%	21%	22%	18%	24%	21%	13%	13%	12%	11%	12%	10%	11%
Customer_support	14.4%	14%	13%	11%	10%	11%	9%	7%	18%	15%	16%	13%	15%	11%	12%	13%	13%	10%	14%	25%	18%	19%	21%	20%	13%	16%	13%	8%	15%	13%	14%	14%	16%	13%	18%	13%	17%	14%	15%	12%	14%	14%	13%	11%	17%	14%	16%	15%	12%	11%
Customer_success	14.3%	14%	13%	11%	11%	10%	9%	7%	18%	14%	12%	14%	13%	10%	11%	14%	11%	10%	19%	25%	21%	20%	19%	18%	12%	15%	13%	9%	16%	12%	16%	16%	14%	14%	23%	18%	19%	15%	12%	12%	13%	14%	12%	11%	18%	14%	17%	16%	12%	11%
Marketing_automation	14.2%	16%	15%	12%	12%	12%	10%	7%	28%	16%	22%	15%	12%	14%	13%	12%	8%	8%	24%	12%	17%	18%	14%	16%	14%	10%	11%	15%	21%	17%	15%	15%	11%	13%	24%	20%	15%	15%	15%	19%	10%	16%	11%	18%	12%	12%	11%	11%	9%	8%
Advertising_campaign	14.0%	18%	17%	16%	17%	16%	16%	13%	23%	16%	18%	13%	11%	13%	14%	12%	8%	11%	20%	12%	19%	13%	13%	13%	16%	12%	10%	20%	20%	17%	13%	15%	11%	13%	21%	21%	14%	13%	12%	18%	8%	15%	10%	20%	13%	11%	8%	9%	9%	8%
Customer_advocacy	13.9%	15%	13%	12%	11%	11%	10%	8%	20%	14%	14%	14%	13%	11%	12%	13%	10%	10%	17%	22%	23%	17%	18%	16%	13%	14%	11%	13%	18%	14%	14%	16%	14%	11%	24%	16%	18%	13%	11%	14%	10%	14%	10%	13%	15%	11%	11%	11%	10%	9%
Community_marketing	13.8%	13%	15%	14%	12%	14%	13%	10%	20%	16%	16%	13%	13%	12%	14%	13%	10%	10%	17%	16%	20%	14%	15%	14%	14%	18%	11%	19%	15%	13%	14%	12%	10%	13%	20%	16%	15%	12%	12%	15%	10%	18%	10%	18%	15%	12%	11%	12%	11%	7%
Product_management	13.8%	14%	12%	16%	11%	11%	9%	7%	18%	23%	13%	12%	12%	10%	13%	10%	11%	9%	14%	15%	13%	19%	14%	14%	13%	12%	9%	13%	19%	16%	15%	16%	15%	16%	16%	13%	15%	15%	14%	14%	14%	12%	12%	18%	32%	17%	19%	15%	14%	11%
Product_information_management	13.5%	13%	12%	16%	11%	11%	10%	7%	15%	21%	11%	12%	13%	11%	13%	10%	11%	9%	15%	12%	17%	11%	12%	13%	11%	13%	11%	17%	14%	14%	14%	15%	15%	15%	21%	20%	15%	16%	17%	15%	19%	16%	15%	15%	27%	15%	16%	14%	12%	10%
Data_management_platform	13.4%	12%	15%	15%	13%	9%	12%	8%	15%	12%	12%	13%	11%	11%	10%	11%	11%	9%	21%	14%	14%	14%	11%	11%	13%	9%	11%	11%	13%	13%	13%	12%	10%	13%	35%	36%	19%	21%	23%	21%	23%	24%	22%	13%	13%	12%	11%	11%	10%	11%
Multichannel_marketing	13.3%	16%	14%	12%	12%	13%	12%	10%	20%	15%	16%	14%	13%	13%	13%	9%	12%	18%	15%	18%	13%	15%	14%	13%	9%	14%	19%	15%	14%	13%	12%	15%	11%	15%	21%	16%	15%	11%	15%	9%	14%	9%	15%	12%	10%	9%	10%	9%	7%
Customer	13.3%	13%	12%	10%	9%	9%	8%	6%	18%	13%	13%	12%	12%	11%	13%	10%	9%	16%	23%	20%	17%	18%	16%	11%	14%	11%	9%	13%	12%	15%	15%	13%	23%	17%	18%	14%	11%	12%	11%	14%	11%	11%	14%	12%	14%	13%	11%	9%		
User_journey	13.3%	16%	13%	12%	16%	12%	9%	8%	16%	13%	14%	12%	16%	12%	9%	11%	10%	10%	20%	14%	12%	15%	12%	11%	10%	13%	22%	18%	18%	12%	14%	12%	13%	11%	12%	11%	11%	11%	12%	11%	9%									
Marketing_accountability	13.2%	16%	15%	11%	13%	13%	12%	7%	23%	16%	16%	13%	10%	14%	12%	8%	9%	23%	11%	14%	12%	13%	11%	10%	18%	19%	17%	14%	13%	10%	14%	23%	20%	15%	14%	13%	14%	9%	10%	16%	11%	18%	12%	12%	9%	10%	9%	9%		
Retail_marketing	13.1%	14%	13%	12%	10%	10%	8%	8%	18%	14%	14%	13%	12%	11%	12%	11%	12%	9%	14%	17%	18%	15%	15%	11%	10%	13%	18%	13%	14%	16%	17%	19%	20%	14%	16%	11%	13%	9%	13%	10%	14%	17%	11%	11%	10%	10%	10%			
Customer_attrition	13.0%	13%	12%	10%	9%	9%	8%	6%	17%	11%	13%	12%	10%	10%	11%	9%	16%	24%	20%	17%	18%	17%	11%	14%	10%	7%	15%	10%	13%	15%	14%	12%	25%	18%	19%	15%	11%	12%	10%	13%	11%	12%	12%	10%	12%					
Customer_retention	12.8%	13%	11%	9%	9%	8%	8%	5%	17%	12%	11%	13%	11%	8%	9%	13%	10%	8%	16%	25%	22%	17%	18%	17%	11%	15%	10%	8%	15%	10%	13%	15%	14%	12%	25%	17%	19%	13%	10%	10%	13%	10%	8%	15%	10%	12%	13%	9%	9%	
Account-based_marketing	12.7%	15%	13%	12%	12%	11%	8%	23%	14%	16%	12%	10%	13%	13%	10%	7%	8%	25%	11%	17%	15%	12%	13%	12%	11%	9%	16%	19%	16%	13%	12%	19%	16%	13%	11%	16%	7%	14%	9%	18%	10%	10%	8%	9%	7%					
LiveChat	12.3%	11%	11%	9%	9%	10%	8%	6%	15%	11%	13%	13%	13%	10%	10%	13%	9%	12%	20%	15%	16%	19%	16%	15%	12%	8%	13%	12%	13%	15%	15%	16%	12%	14%	12%	12%	10%	11%	11%	11%	11%	13%	12%	11%	12%	11%	11%			

The hype is on!

Percentage represent text similarity of vendor homepages by subcategory, using ML and 226 Wikipedia keyword

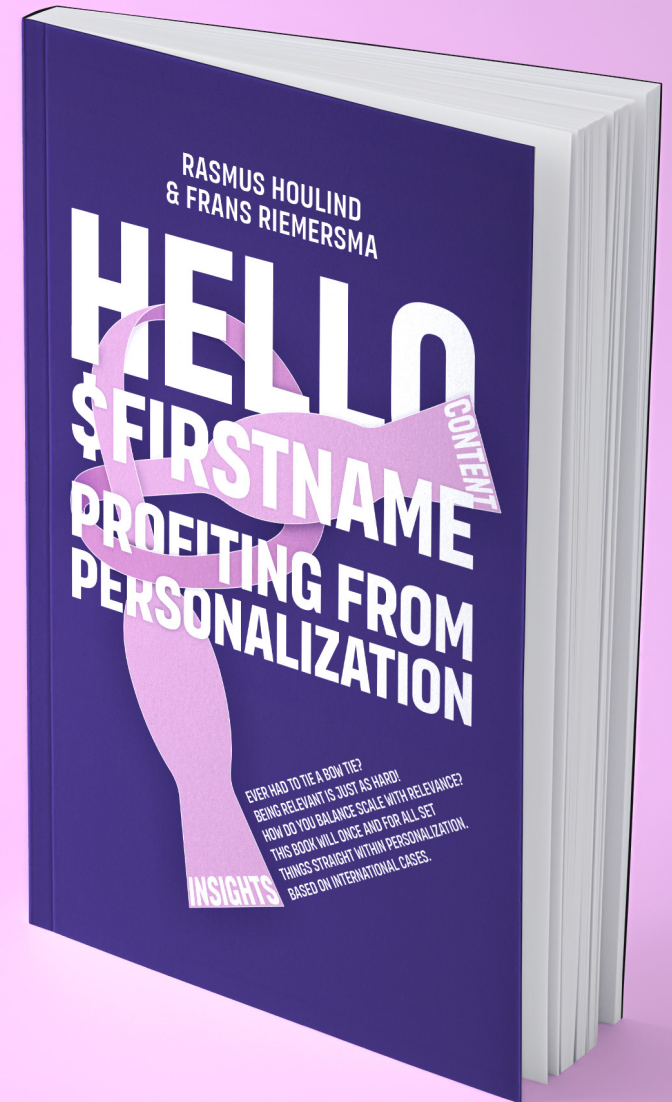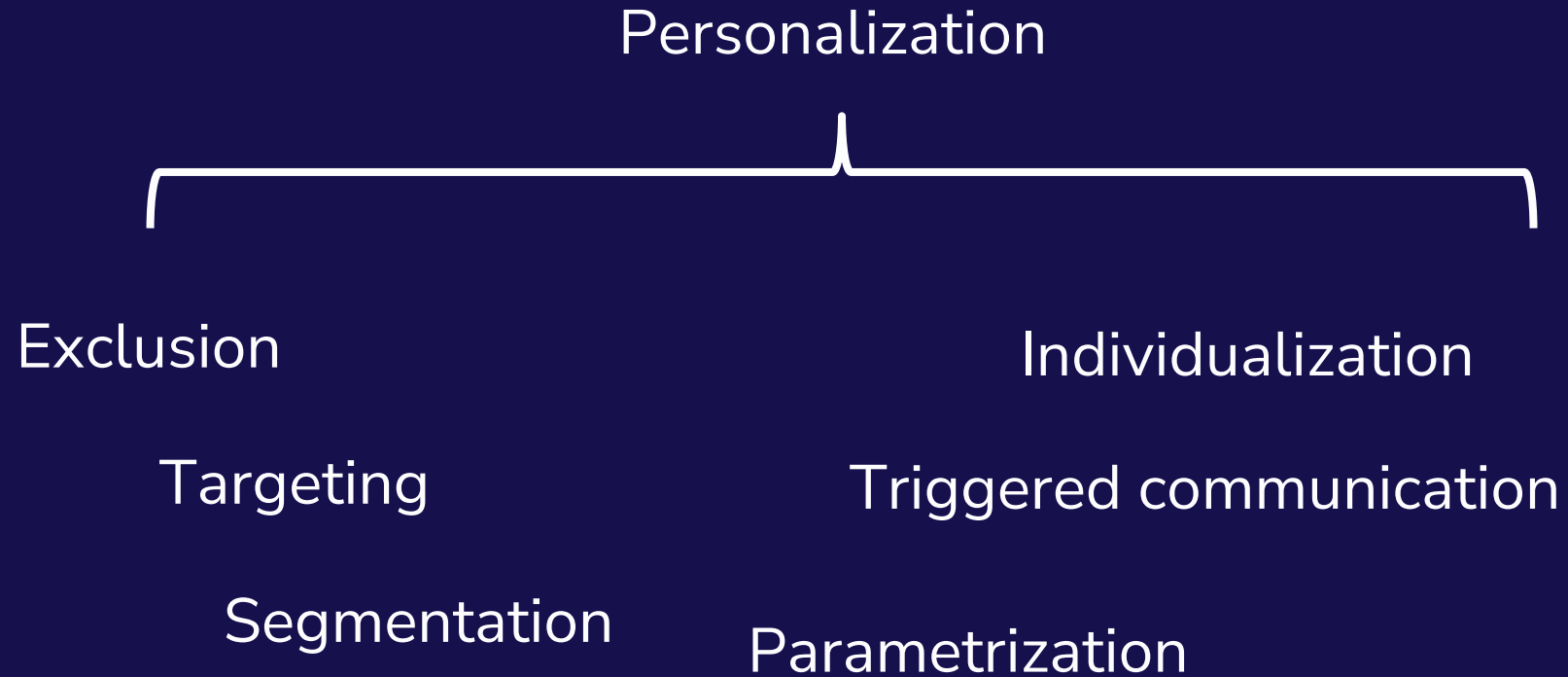|		print	mobile marketing	search & social advertising	display & programmatic advertising	pr	video advertising	native/content advertising	marketing automation & campaign/lead management	DAM & MRM & PIM	email marketing	optimization personalization & testing	cms & web experience management	seo	content marketing	interactive content	mobile apps	video marketing
	Max-Min	0.57	0.56	0.61	0.38	0.43	0.44	0.35	0.57	0.48	0.61	0.52	0.48	0.60	0.64	0.44	0.50	0.46
	Avg	9.1%	8.8%	8.4%	8.0%	7.7%	7.5%	6.1%	11.0%	9.6%	9.2%	8.9%	8.7%	8.6%	8.6%	8.0%	7.7%	6.9%
Personalized_marketing	18.6%	21%	20%	17%	17%	15%	16%	11%	27%	19%	22%	20%	16%	16%	17%	17%	14%	14%
Customer_relationship_management	18.3%	18%	16%	14%	13%	13%	11%	8%	26%	18%	18%	17%	16%	13%	13%	17%	15%	11%
Customer_experience	16.3%	16%	15%	13%	12%	11%	12%	9%	20%	16%	14%	17%	15%	10%	13%	17%	14%	12%
Social_media_marketing	16.1%	18%	18%	17%	18%	22%	20%	16%	21%	17%	16%	16%	14%	16%	18%	15%	11%	17%
Content_marketing	15.6%	18%	16%	13%	15%	18%	19%	14%	23%	20%	18%	16%	18%	17%	25%	14%	10%	18%
Customer_engagement	15.2%	15%	16%	12%	14%	13%	13%	12%	21%	14%	14%	16%	14%	11%	15%	17%	11%	13%
Customer_intelligence	15.2%	15%	14%	12%	12%	11%	10%	7%	20%	14%	16%	15%	13%	12%	11%	15%	12%	10%
Marketing_intelligence	15.0%	16%	15%	14%	13%	14%	12%	8%	22%	15%	16%	15%	12%	14%	13%	12%	11%	10%

4

What is Personalization?

Three types of marketers benefiting from personalization

1. Performance marketers
2. Marketing Automation specialists (CRM)
3. Platform specialists (web + app)

Personalization is an umbrella term

Personalization

Exclusion

Targeting

Segmentation

Individualization

Triggered communication

Parametrization

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The practitioner's definition of personalization...

Personalization is a distinct communication tactic that aims to create better immediate and future business value by showing or hiding specific content to recipients in a way that is expected to align with insights into their explicit or inferred preferences.

Houlind & Riemersma, Omnichannel Institute, 2023

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The Value of Personalization

What is a 'Message'?

A Message is a central proposition in a piece of communication to a customer.

A message could be:
- An offer - (3 for 2 on L'Oreal)
- A proposed action - (Install the app)
- Information - (We're closed Monday)

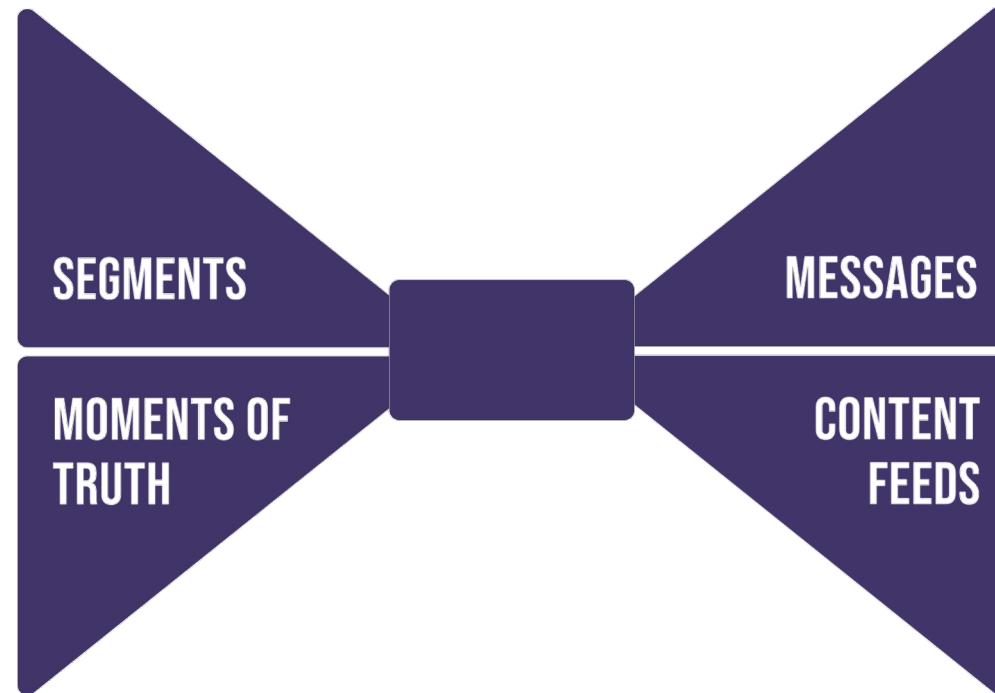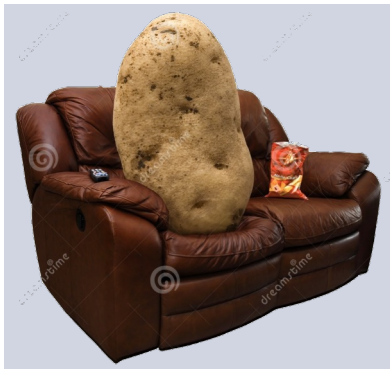Think broader than economic motives!

How can a message create value?

MONEY GAINED
OR NOT WASTED

ECONOMIC

STATUS,
SELF-WORTH,
BELONGING

SYMBOLIC

FUNCTIONAL

TASK EASILY
COMPLETED

EXPERIENTIAL

PLEASANT INTERACTIONS
AND SENSATIONS

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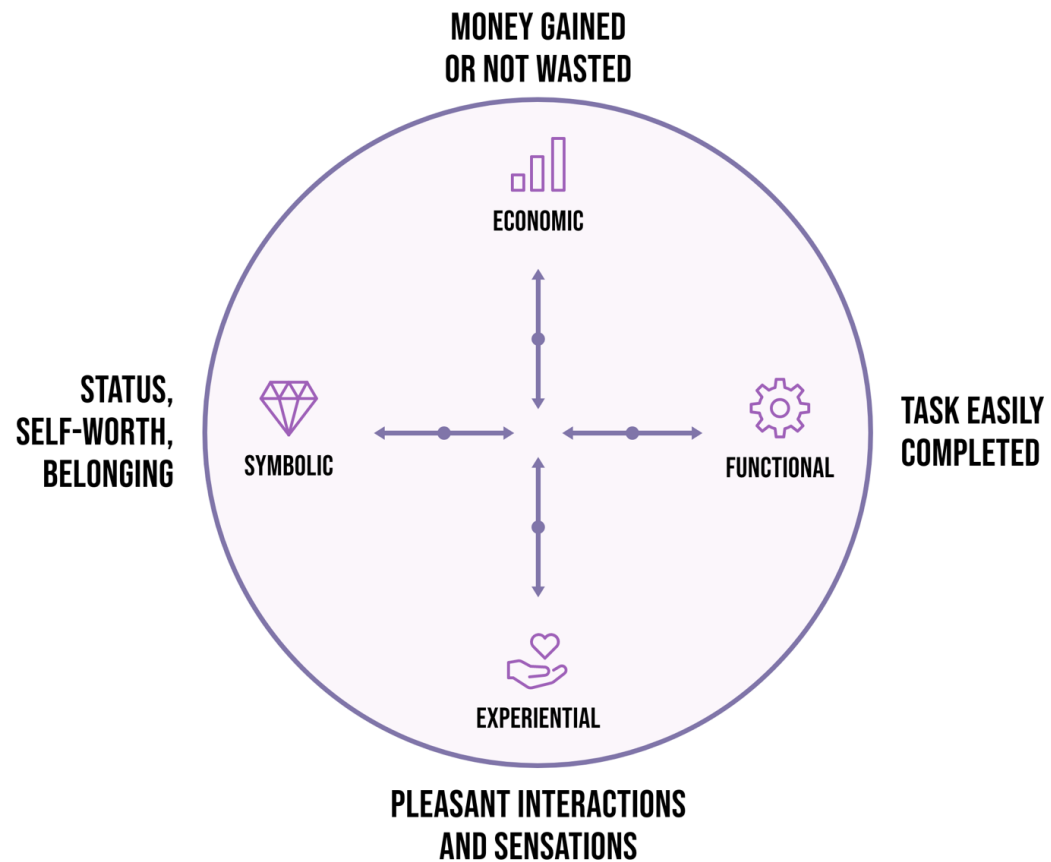
An example of Hyper Personalization → CX

Example: Matas Plus
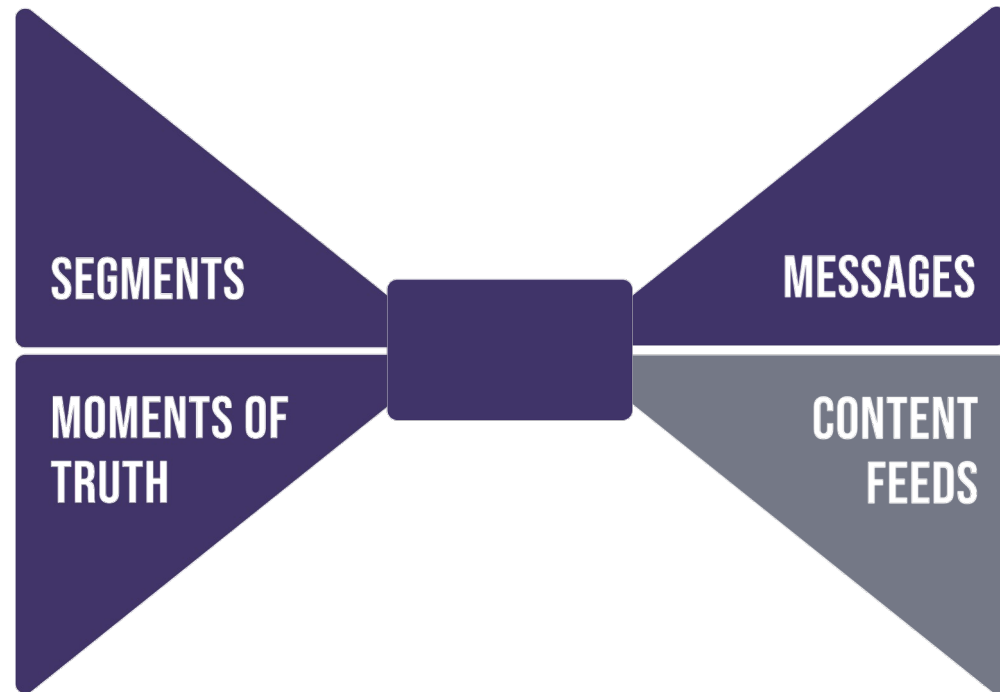
Customers that would benefit from Matas Plus are asked at PoS

A trial is initiated – but not approved

Reminder flows help the customer accept

The customer earns double points and gets Free Shipping

Helping loyal customers → Even greater loyalty

+50%

Increased conversion to full PLUS membership

+13%

Sales uplift

+21%

Purchase frequency

If customer don't get value – Matas will cancel it!