



Personalised communications to millions

How hyper-personalisation boosts ROI

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What is hyper-personalisation

Personalisation has moved beyond just segmentation — it's now a proven strategy to transform customer relationships, drive business growth, and increase overall marketing ROI.

Think about the people next to you. Just because you're in the same area or work in the same business, it doesn't mean that they want the same things as you. What they buy, read, use or eat are individual to them. That's why **brand interactions need to reflect each person's individuality**.

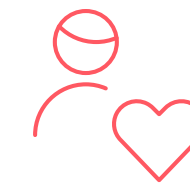
Sounds easy enough. But it hasn't always been that way.

Fortunately for you (and the person next to you), personalisation has evolved from just targeting segments with one-size-fits-all experiences (that rarely fit anyone) to truly customising at the individual level.

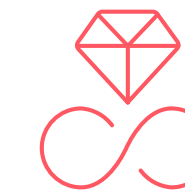
Where personalisation involves tailoring experiences based on knowledge and data learned about an individual, hyper-personalisation goes further and leverages advances in technology, such as artificial intelligence (AI), to present consumers with the experiences, offers and content that are truly relevant for them. And it does this wherever, whenever, and however they interact with your brand.

These individual experiences are here to stay. According to McKinsey & Company, **71% of customers expect companies to understand their unique needs and expectations**.

Personalisation benefits for businesses:



Enhancing
customer satisfaction



Increasing
customer lifetime value



Increasing conversion
and retention rates



Increase
ROAS

Let's dive into why it's so important to communicate with your audience as unique individuals and how you can make true 1-to-1 personalisation a reality.



71%

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to understand their unique needs and expectations**

Plan for personalisation

Personalisation is all about connecting with the individual. When crafting strategies and campaigns, keep that in mind. It might mean adjusting your perspective from ‘What do we want to say?’ to ‘What does each person actually want to hear?’

This customer-centric mindset is your compass for planning and executing communication flows, empowering you to gather insights and wield them to provide relevance in every interaction with customers.

Step one:

Define your goals

Before diving in, it's crucial to establish clear goals. These should align with overall business ambitions and correspond to the possibilities and challenges within each avenue — whether it's your website, web app, mobile app, email, social media, digital ads or face-to-face interactions.

Factor in how you'll gauge your progress, too. Knowing what metrics are important, coupled with a technology solution for measuring, will empower you to track and communicate your achievements.

Your specific goals may vary, influenced by your target audience and sector.

- Amplifying conversions
- Lowering customer acquisition costs
- Enhancing repeat purchases
- Stimulating content downloads, email subscriptions, and offer redemptions
- Reducing cart abandonment or bounce rates
- Elevating customer lifetime value
- Enhancing account-based marketing (ABM) endeavours

Step two:

Build your team

First, ask yourself how many channels you're working with. The more channels you're focusing on will help determine the size of your personalisation-focused team.

In larger organisations, there are usually more people involved in decisions about setting goals, developing strategies, planning campaigns, assigning tasks to teams, creating and approving experiences, and testing and optimising. Many of these individuals hold positions in marketing, customer experience, and ecommerce.

With Agillic, you have the ability to personalise communication to millions without building a massive team. Just like [Miinto](#).

“Before working with the Agillic platform, 7 marketers were working full-time setting up and executing bulk campaigns with no personalisation. Now, we've doubled our activity level and output, and the team works more efficiently with fewer resources.” - Malthe Cederborg, CMO of Miinto

Assess your channels

Take a moment and think about which channels your customers use to engage with your brand. The list might include your website, mobile app, email campaigns, social media platforms, paid ads or even in-store conversations.

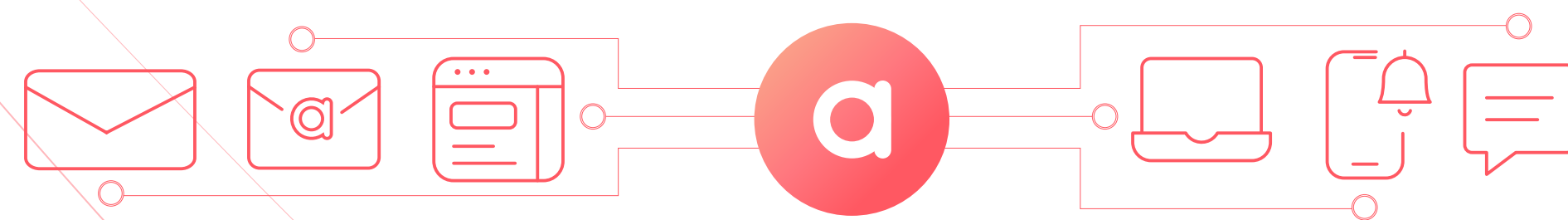
Every avenue used to interact with customers (and prospects) should carry a touch of personalisation.

You might want to kick things off by introducing personalisation to specific channels before expanding to others. Even if you choose to implement personalisation in just a handful of channels, remember to gather data from all touchpoints. This data plays a role in presenting the most fitting, timely experiences and suggesting the best next steps for each individual.

Pinpoint your data sources

Personalisation anchored in reliable, up-to-date, comprehensive, analysed, centralised, accessible, and actionable data results in experiences that are relevant.

However, if your rules and algorithms are fed with incorrect, outdated, or incomplete data, the result will be messages and communications that miss the mark — a far cry from genuine personalisation.



Zero and first-party data streams to use for personalisation:

- **Behavioural data** — This encompasses an individual's current and past digital actions. Beyond just opens, clicks, and page views, this includes active time spent, engagement (like hovering, scrolling, zooming, interacting with reviews, and more), and transactions.
- **Attribute data** — Attribute data refers to information describing any aspect of an individual. These attributes can be directly gathered from the web, such as a person's geolocation, referring source, company, browser, and device type. They can also be drawn from linked databases, including CRMs, email and marketing automation platforms, and more.
- **Zero-party and first-party data** — Incorporating responses to forms and survey questions falls under this category. These inputs serve as supplements to behavioural and attribute data, enriching your insights.
- **Third-party data** — This involves data acquired from external sources, frequently encompassing demographic and organisational details.

Remember, transparency is paramount when sourcing data — customers should feel empowered over their privacy. Make sure to openly communicate your protocols regarding the collection and usage of third-party data.

Personalisation across channels

Let's be real — reshaping your entire marketing strategy to inject personalisation into each customer interaction might seem overwhelming.

The good news is that **breaking the process down makes it way more manageable.**

To start, select one channel to enhance such as your email. From there, creating a comprehensive personalised experience becomes easier.

Getting started with email personalisation

With email marketing personalisation, you can send relevant emails with dynamic recommendation modules based on your customers' and subscribers' behavioural data, matching your message to their expectations.

- 87% of B2B marketers use email marketing to distribute content
- Email marketing has an ROI of 4,200%
- Segmented campaigns drive as much as a 760% increase in revenue
- Automated emails have 70.5% higher open rates than generic ones

(99Firms)

Product recommendations

Show the right products to the right subscriber. Let your customer's behaviour, preferences and interactions dictate the products shown in your emails.

With Agillic, you can automate this process with dynamic blocks that update in real-time. Using first-party data combined with other data sources, you can make sure that even their most recent behaviour is taken into consideration.

Content recommendations

Inspire your subscribers with relevant content based on their behaviour and make your content sell for you.

With Agillic, you can send the right content elements for each customer, such as guides or videos about a certain product they have shown interest towards. This way you use content to inspire them to purchase the product, without pushing the sell directly.

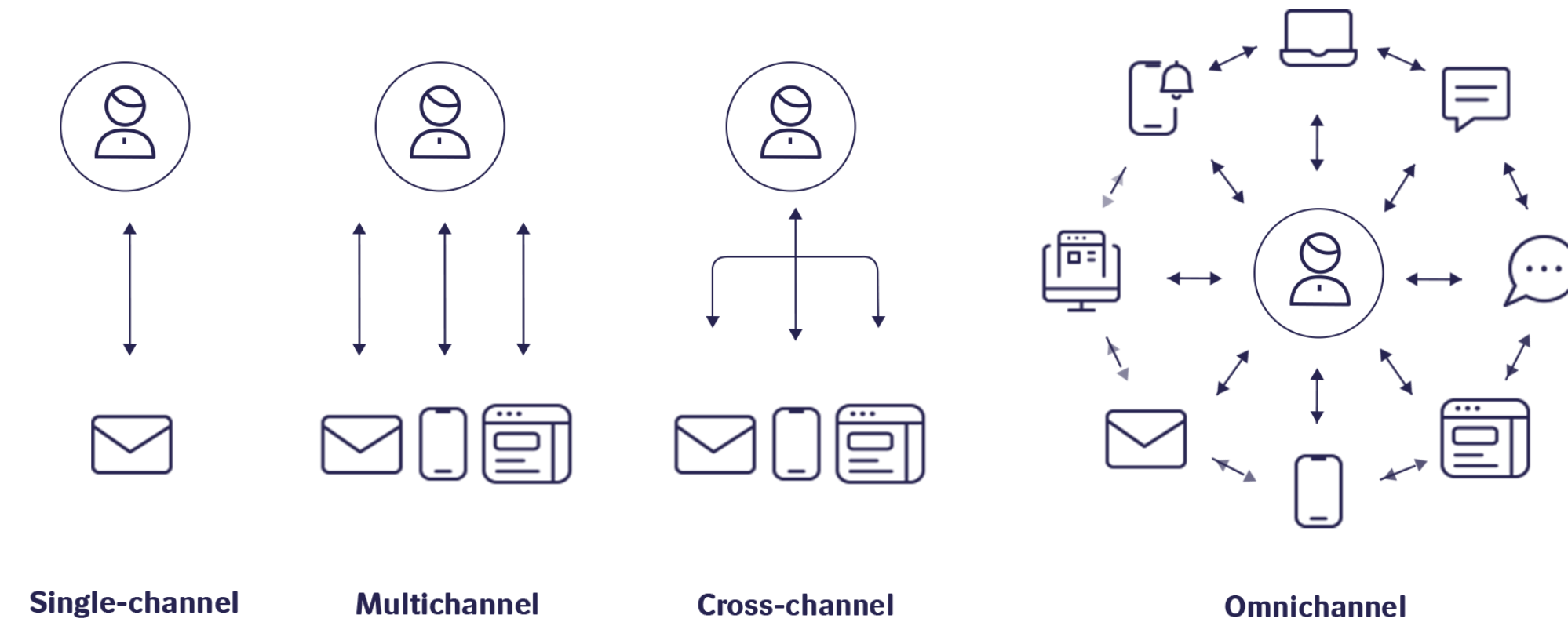




*“With Agillic, setting up an email has become much easier,
and what used to take a day can now be done within **45** minutes.
And the uplift has been over **120%**.*

— Charlotte A. Christensen, Head of Individual Giving, Marketing & Fundraising, Danish Red Cross

Make it hypersonal and omnichannel



Omnichannel marketing puts the customer at the centre of everything you do.

Providing an omnichannel marketing experience means that all of your sales approaches **combine into one seamless method of communicating** and engaging with your customers.

This separates it from multichannel experiences where unique, separate channels run independently of each other.

With omnichannel marketing, the **message changes and adapts** based on how the customer has interacted with the various channels. You can't do that with multi-channel marketing alone — despite how great the platform you use is.

3 ways to use omnichannel hyper-personalisation to improve ROI

1. Implement personalised ad targeting to reach high-value prospects with lower costs

Personalised ad content speaks directly to the customer's needs and interests. Whether through personalised email marketing, social media ads, or display ads, hyper-personalisation ensures that the right message reaches the right person at the right time, driving better results and reducing customer acquisition costs.

According to a study by Instapage, personalised targeting can increase conversion rates by 202%.

2. Create personalised landing pages and website content to maximise ad conversion

By aligning landing pages and website content with the ads customers interacted with, marketing managers can reduce bounce rates and increase the likelihood of conversions. Hyper-personalised content is how TV2 (Norway) reduced churn by 52% with Agillic.

3. Use dynamic ad personalisation to show relevant offers based on customer preferences

Monetate revealed that 56% of customers are more likely to return to a site that recommends products. By presenting customers with relevant offers based on their preferences and behaviours, marketing managers can deliver a more personalised and engaging ad experience, resulting in higher conversion rates.

- **80%** of customers prefer omnichannel strategies because of the seamless communication experience
- Omnichannel marketing boosts purchase frequency by **250%** and AOV by **13%**
- Omnichannel campaigns have a **90%** higher customer retention rate than single-channel marketing
- Google reports a **30%** higher lifetime value from omnichannel customers

Hyper-personalisation in retail

Enhance ROI for every website visit

Every time visitors land on your website, even if they're not logged in, they leave behind hints about their preferences and characteristics. These insights come from how they arrive, their location, what they interact with, and various other factors.

Armed with this knowledge, you can dynamically adapt the homepage and any landing page to instantly align with their interests.

For Kop & Kande, omnichannel marketing automation was a strategic and operational choice that **increased their website revenue by +60%** with Agillic.

Grow your first-party data

Boost the effectiveness of email capture campaigns and other sign-up offers by tailoring them to individual visitors. Time these messages to pop up when a person is actively engaged and open to receiving them.

Activate personalised notifications

Elevate reengagement by sending out precise and well-timed email, push, or SMS notifications. These notifications can be aimed at user segments, informing them about an upcoming sale that aligns with their interests.

Alternatively, they can be triggered at the individual level, factoring in details like geolocation, preferences, items lingering in their cart, and more. For instance, notifying a customer when their preferred item is back in stock is an excellent strategy for nurturing brand loyalty.

Through personalised notifications and tailored communication, Matas **improved their repurchase rate by over 300% and increased basket size by 45%**.



Hyper-personalisation in retail

Customise mobile app experiences

Deliver pertinent app push notifications, offers, or suggestions while a customer is actively using your mobile app. Tailor these interactions not only to their current in-app activity but also to the comprehensive insights you've amassed about them.

- › Push notifications boost app engagement by up to **88%**
- › **65%** of users return to an app within 30 days when push notifications are enabled
- › **48%** of mobile app users made an in-store purchase after receiving a push notification triggered by profile data
- › Push notification personalisation improves reaction rates by up to **400%**

(Invesp)

Recommend relevant products and offers

Integrate appropriate, up-to-the-minute, one-on-one recommendations and optimal offers throughout every page or screen of your website or mobile app. Extend these recommendations to other customer touchpoints as well, including emails, call centres, and paid media, ensuring a uniform brand experience across the board.

Offer cohesive messages in-store and online

Make sure that the personalised communication doesn't stop when someone enters or exits your store. With Agillic's Advisor Portal, you can leverage a customer's comprehensive cross-channel history to provide tailored experiences during face-to-face transactions.

- › Easily look up customers by name, email or loyalty card
- › Enables a strong, personalised service experience based on real-time data
- › Data in Agillic and in the Agillic Advisor are in sync and offer seamless customer experience across touchpoints
- › An overview of communication history, customer activity and NPS helps you understand customer satisfaction and trigger new surveys
- › Use forms to manage permissions, sign-ups, and person data registrations as the conversation takes place
- › See recommendations for the next favourable action, such as which products to suggest when up-selling

Hyper-personalisation in subscription-based brands

Boost ROI across all touchpoints

Demonstrate your solution's suitability for prospects' individual business requirements through actions rather than words. Utilise data such as visitors' sources, locations, behaviours, and histories to deliver pertinent and useful messaging across all channels.

This approach accelerates their engagement, diminishes bounce rates, and generates a higher ROI and decrease in churn.

Take [PureGym](#) as an example. Through Agillic, they **improved member retention by 6%**. Another example is [Egmont Publishing](#) boasting a **22% decrease in churn** with Agillic Omnichannel Marketing Automation Platform.

By only presenting the most pertinent content and messaging, you can offer tailored experiences that cater to every individual, regardless of the channel they use.

Take it from [F.C. Copenhagen](#). They **increased merchandising revenue by 75%** using data-driven marketing and **gained 63% more sales on subscriptions** from personalised targeting.

"Agillic is important because it helps us utilise all of the data. It's how we make sure that the relationship we have with each individual is reflected in how we interact with them." — Mads Jefsen, Marketing Director, F.C. Copenhagen



Increase marketing ROI with omnichannel personalisation

Personalisation has evolved beyond mere segmentation. It's a validated strategy capable of revolutionising customer relationships, propelling business expansion, and boosting your marketing ROI across the board.

The greater the relevance of your message, the more connected a customer becomes to your brand. Elevated engagement rates subsequently translate into heightened conversions. It's a win-win for both your customers and your business.

With hyper-personalisation, you can:



Maximise revenue

- Data-driven content generation
- Detailed product targeting
- Next-best-action/ recommendation engine
- Individualised or dynamic pricing



Reduce cost

- Reduced customer acquisition and retention costs
- Workflow automation



Elevate customer experience

- In-moment customer journeys
- 24/7, personalised customer service
- Real-time customer segmentation
- Dynamic landing pages and websites

Experience Agillic in action

Are you ready to witness the transformative potential of Agillic's cutting-edge hyper-personalisation platform? Book a live demo with us today and explore how our platform can change your customer engagement, drive business growth and boost ROI.

What to expect:

Tailored presentation:

Our product experts will guide you through a personalised presentation, highlighting how Agillic's features align with your specific business needs.

Real-time interaction:

Get answers to your questions in real-time as we showcase the platform's capabilities and demonstrate its seamless integration into your marketing strategies.

Customised solutions:

Discover how Agillic can help you create engaging customer experiences across all channels, from web to email, ensuring consistent brand messaging and maximum impact.

Schedule your demo now and take the first step towards transforming your customer relationships and driving business success.

Book your demo