



# The Opportunity for Personalization Too Many Brands Miss

A whitepaper by Zeta Global

Before reading this whitepaper, there are three things you need to know.

- 1 [78% of consumers](#) will engage with a brand's offer IF AND ONLY IF that offer has been personalized based on a previous brand engagement.
- 2 [59% of consumers](#) say personalization plays a major role in shaping their buying decisions, and industry experts believe that influence can drive a [30% uplift in revenue and retention](#).
- 3 Personalization is the cornerstone of modern marketing success.

Why call these things to attention? Because it's not enough to use a couple of [F\_NAME] and [COMPANY] tokens in your next email campaign:

**You need to personalize every customer interaction across every touchpoint.**

Find a way to do that, and you'll see your marketing results skyrocket.

## Leveraging site personalization to create the optimal customer experience

Of all the touchpoints in the modern customer journey, none is as overlooked by brands as the website. How your site looks, how it navigates, how it makes people feel—those things matter when it comes to transforming digital visitors into paying customers.

For the consumer, your site must be a source of stability; each visit shouldn't be a reinvention of the wheel. Whether visitors arrive via organic, paid, or referral-based channels—whether those visitors are at the very top or the very bottom of your funnel—your site needs to deliver continuity in its experience.

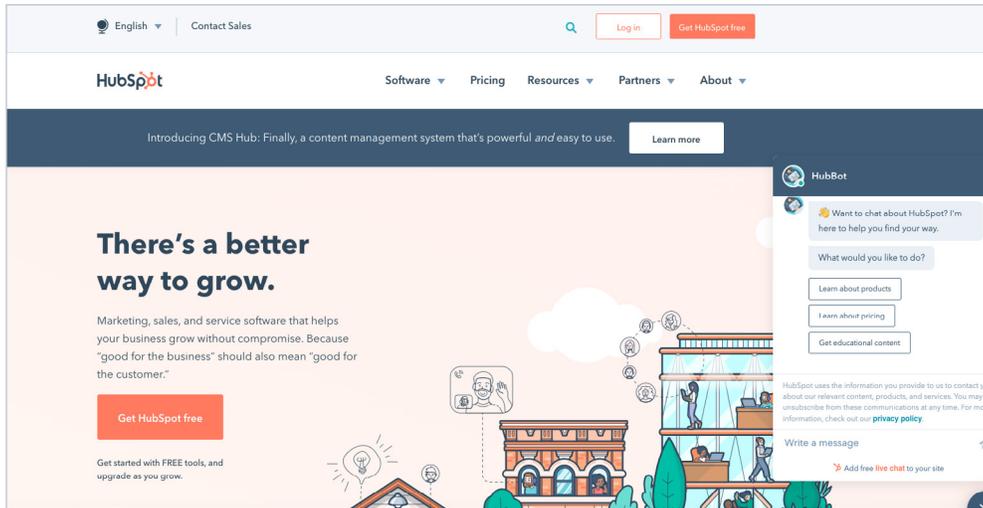
Therefore, site personalization is an indispensable part of a complete omnichannel marketing strategy.

Site personalization ensures consistency across all touchpoints for both known and unknown visitors, and it gives brands the ability to engage in 1:1 interactions with visitors across the buyer's journey. But, more importantly, personalization allows marketers to maximize the impact of their paid and owned media efforts. (In other words, any media effort that isn't paired with a personalized site should be considered incomplete.)

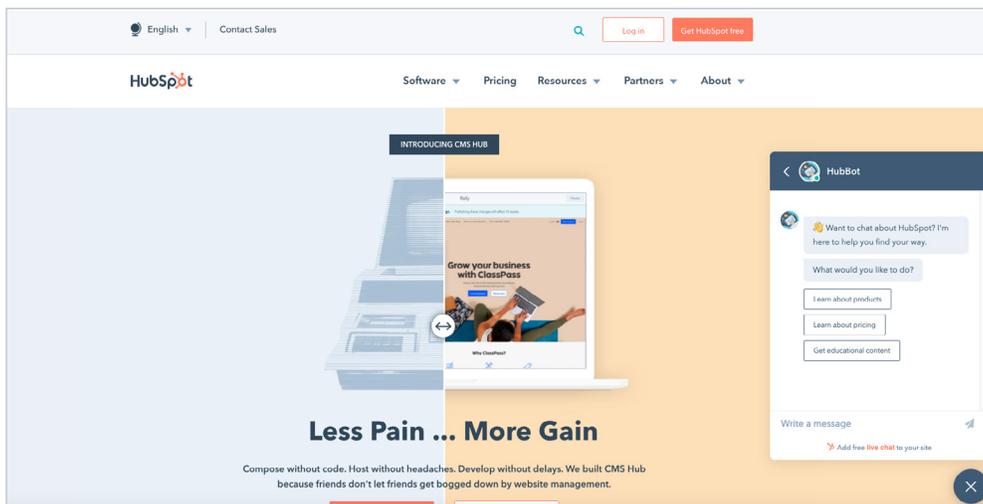
# What kind of results will your brand see from site personalization?

## Increased customer acquisition and conversion

HubSpot found personalized calls-to-action outperformed non-personalized CTAs by [+200%](#).



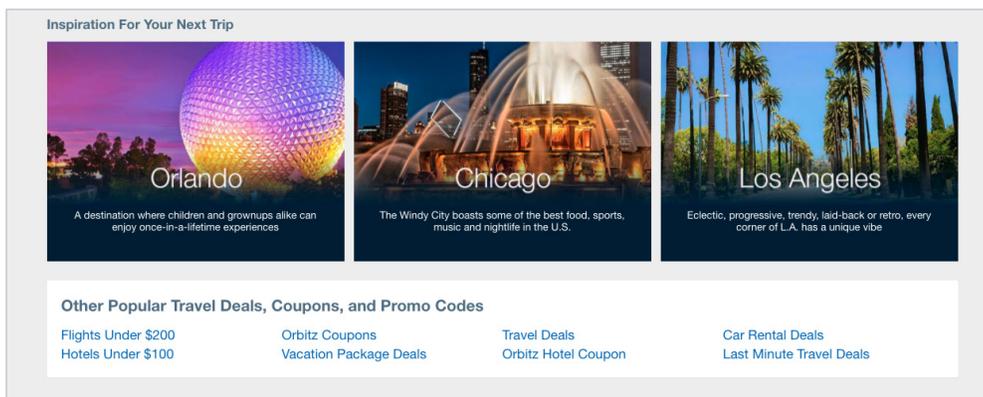
[What a visitor sees on their very first arrival to the hubspot homepage. During our first visit, we researched CMS software.]



[On our next visit to the HubSpot homepage, we were exposed to personalized homepage creative related to CMS software due to our behavior during the previous visit.]

## Decreased cart abandonment

In an industry that sees an [82% cart abandonment rate](#) on average, brands like Orbitz are using site personalization to increase their bookings by as much as 130%.



[Homepage travel recommendation to an unknown visitor upon first arrival to Orbitz.com.]

Inspiration For Your Next Trip



**Cancun**

From Mayan ruins to 5-star oceanfront resorts, this paradise will transport you to bliss.



**Miami**

One of the world's liveliest, most popular vacation spots with enticements for everyone.



**Los Angeles**

Eclectic, progressive, trendy, laid-back or retro, every corner of L.A. has a unique vibe.

**Other Popular Travel Deals, Coupons, and Promo Codes**

Flights Under \$200

Hotels Under \$100

Orbitz Coupons

Vacation Package Deals

Travel Deals

Orbitz Hotel Coupon

Car Rental Deals

Last Minute Travel Deals

[Homepage travel recommendation to an unknown visitor after they've added a beach-resort booking to their cart.]

## Auxiliary sales

Amazon uses personalized suggestions (e.g. "customers who bought this item also bought these items") to increase auxiliary purchases by [44%](#).

AMAZON AND COVID-19 We are giving priority to items that our customers need the most. You may experience shipping delays. Learn more on our FAQ page.

amazon.com Toys & Games

Best Sellers Customer Service New Releases Whole Foods Find a Gift Registry Gift Cards Sell AmazonBasics #FoundOnAmazon Free Shipping Shopper Toolkit

Bitsbox - Coding Subscription for Kids delivered monthly

Learning Resources Spike The Fine Motor Hedgehog, Sensory, Fine Motor Toy, Easter Basket Toy, Ages 18 months+

by Learning Resources

4.5 stars 4,159 ratings | 46 answered questions

Amazon's Choice for "sensory toys for toddlers 1-3"

List Price: \$14.99  
 Price: **\$10.99** FREE Shipping on orders over \$25.00 shipped by Amazon or get **Fast, Free Shipping with Amazon Prime & FREE Returns**  
 You Save: **\$4.00 (27%)**

This item is returnable

- FINE MOTOR GAMES FOR KIDS: Build fine motor skills with chunky, peg-shaped pieces that fit to the back of this friendly hedgehog
- DEVELOP: Colorful quills help kids build color recognition, sorting, and counting skills through fine motor skill games
- TOYS FOR TODDLERS: Now fine motor intrinsic toys come with easy to grasp pieces that are just the right size for little toddler and preschool hands to hold. Fine motor set includes 2-piece hedgehog about 6" in diameter, 12 quills, and activity guide
- EASY STORAGE: When playtime over the quills easily fit in the Hedgehog
- Great Easter basket toy for toddlers ages 18 months+

New & Used (19) from \$10.11 & FREE Shipping on orders over \$25.00

[A consumer product we researched on Amazon.]

kindleunlimited



**Little Blue Truck's Springtime**

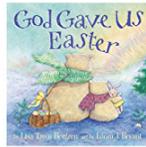
Alice Schertle

823

#1 Best Seller in Children's Baby Animals Books

Kindle Edition

**\$8.99**



**God Gave Us Easter (God Gave Us Series)**

Lisa Tawn Bergren

584

#1 Best Seller in Children's Religious Books

Kindle Edition

**\$6.99**



**The Tale of Peter Rabbit**

Beatrix Potter

1,113

Audible Audiobook

\$0.00 Free with Audible trial



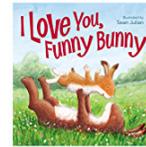
**Count on the Easter Pups (PAW Patrol)**

Nickelodeon Publishing

117

Kindle Edition

**\$0.99**



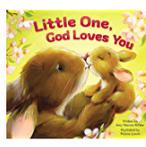
**I Love You, Funny Bunny**

Zondervan

123

Kindle Edition

**\$4.99**



**Little One, God Loves You**

Amy Warren Hilliker

219

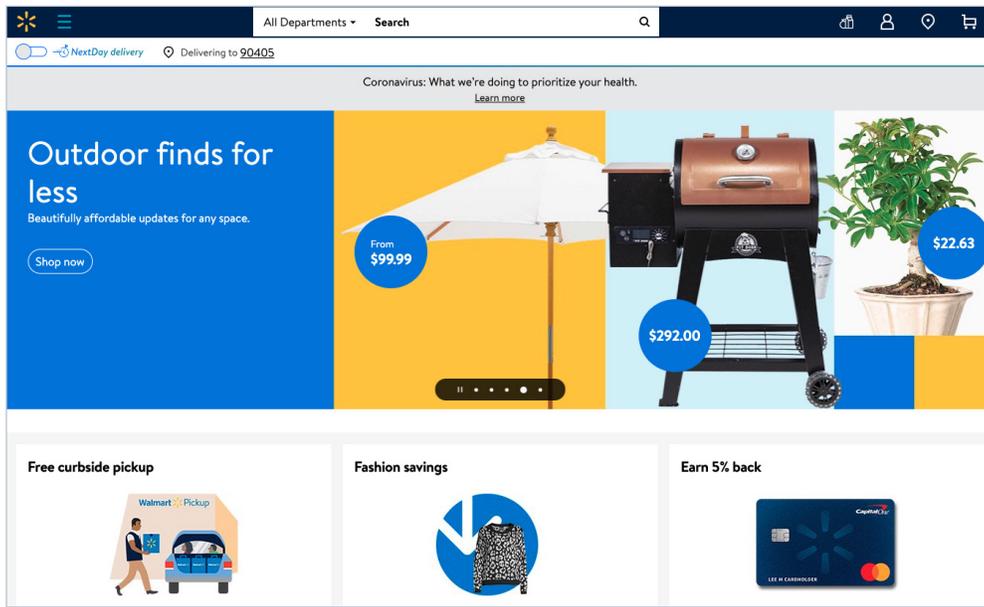
Kindle Edition

**\$2.49**

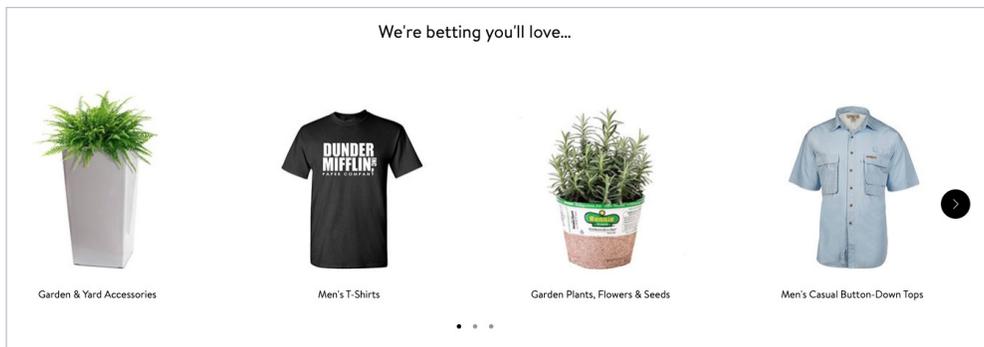
[On the same page, Amazon displays a personalized list of other, similar consumer products they believe we'll be interested in based on our previous behavior.]

# Higher growth

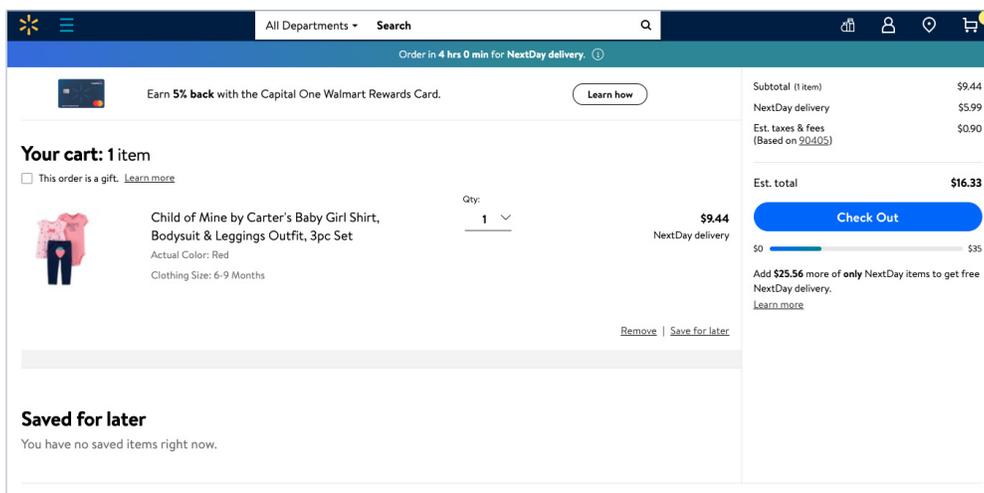
[Walmart used personalization to increase unique traffic to their site by [55%](#) and sales by billions.]



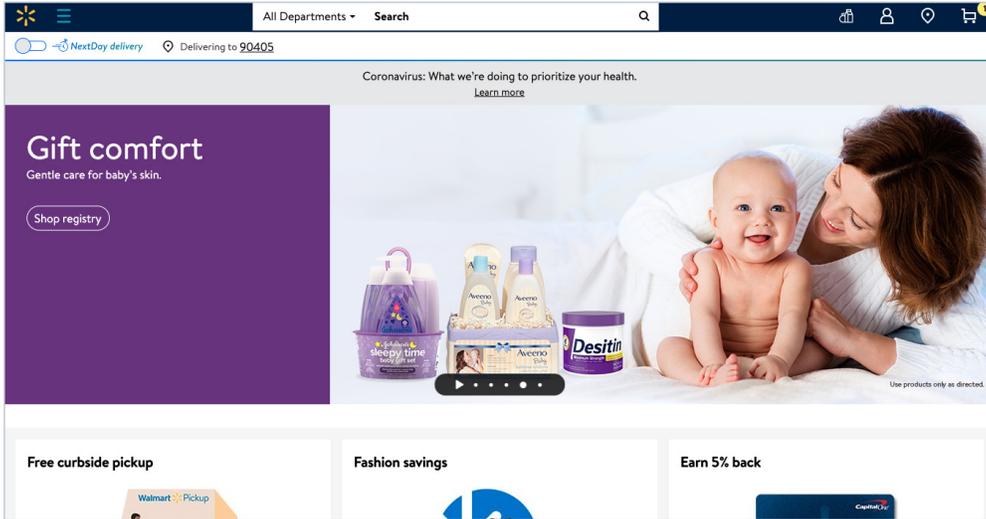
[The Walmart homepage during our first visit to the website.]



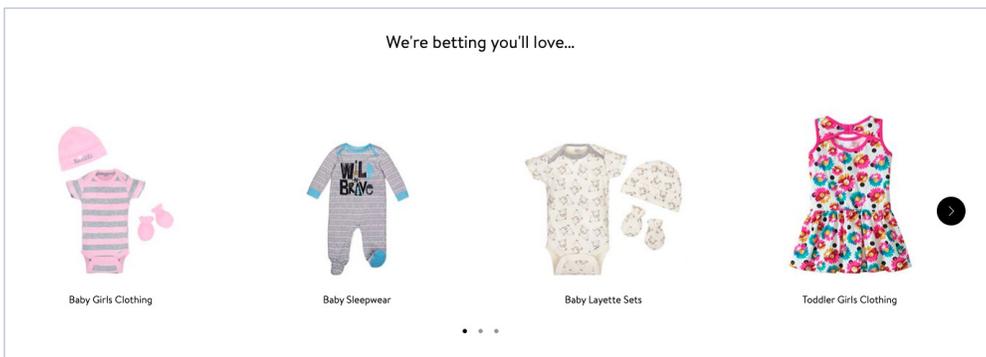
[Recommended products on the Walmart homepage during our first visit to the website.]



[During our first visit, we searched for—and added—baby clothes to our shopping cart.]



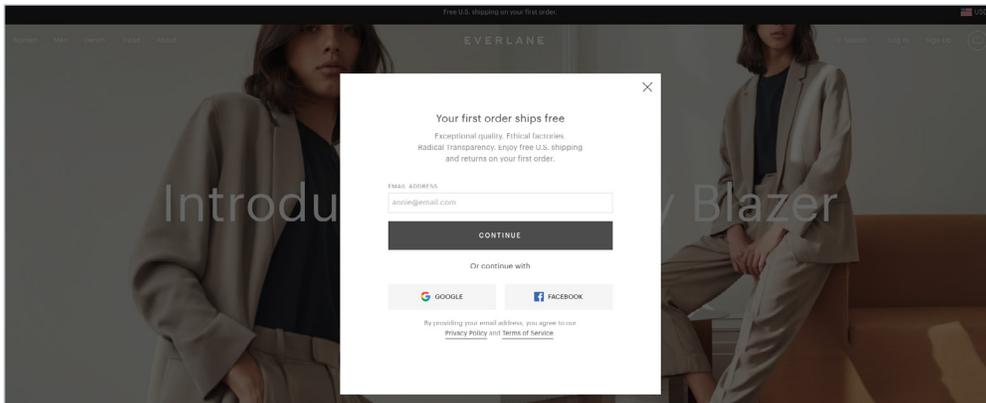
[The Walmart homepage during our next visit to the website.]



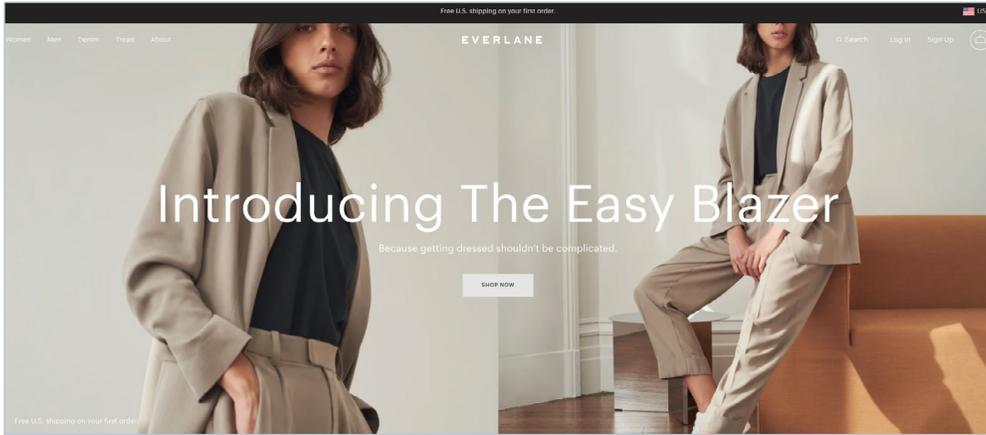
[Recommended products on the Walmart homepage during our second visit to the website.]

## Improved brand loyalty

In most businesses, [15% of customers account for 55% of sales](#) which means maximizing loyalty is essential. One of the best ways to establish loyalty is through personalized promotions that cater to first-time site visitors.



[To encourage brand loyalty, Everlane offers a pop-up promotion to first-time website visitors.]



[On subsequent visits to Everlane's website, the pop-up is no longer shown. However, because we have yet to make a purchase, the site still delivers a personalized, unobtrusive reminder of the promotion via the slender black banner at the top of the screen.]

## How to do site personalization the right way

If site personalization is something you're ready to consider for your business, know that there's a right way and a wrong way to do it.

**To properly personalize your website, you first need to obtain a 360-degree view of the visitor through...**

### Identification

Most people want a custom experience when they visit a website, but they also don't want to self-identify. In fact, [98%](#) of website visitors don't identify themselves. Taking this into consideration, how can you hope to personalize your brand's site? You can do it by aggregating that visitor's previous online behavior (sites visited, shopping preferences, intent signals, etc.). Compiling that information takes a partner with a strong identity graph to match the unknown visitor to a known profile (or known audience) to make informed targeting decisions.

### First-party data enrichment

Augmenting your customer data with first-party data enrichment (combined with ID resolution services) will vastly improve the range and depth of your site personalization.

For example, many brands utilize the billions of interest & purchase intent signals collated identities in Zeta's Data Cloud to ensure their site personalization efforts are being driven by the most up-to-date, real-time information available.

Moreover, first-party data enrichment allows for more effective omnichannel deployment. By offering a more complete understanding of the visitor, first-party data enrichment ensures the same decision logic is deployed in all channels (email, programmatic, push, etc.).

**Once you have that 360-degree view, you can start deploying site personalization features like...**

### Artificial intelligence

Artificial intelligence should be deployed to drive product and content recommendations on the dynamic modules of your site. Not only does AI automate the process of populating dynamic modules at scale, but it curates the modules shown to the visitor with unparalleled precision. This, in turn, optimizes website efficiency, and powers a continuous feedback loop that makes it easier to meet (and exceed) marketing goals.

## Website personalization

Impactful, customized overlays that help create a personalized, customer experience based on a visitor's behavior, history and engagement with your site. Website Personalization can generate a number of positive outcomes, including:

- + Improved customer acquisition
- + Increased email signups
- + Lower cart abandonment
- + Greater interest in brand-loyalty programs
- + Extra attention for critical announcements or promotions

## On-site recommendations

On-site recommendations are an ideal means of putting curated, highly relevant and personalized content in front of your site visitors. With a simple implementation, using powerful AI and a centralized real-time personalization engine, you can seamlessly guide a customer throughout their journey from paid media to your most important 'owned' channel, your site, with tailored messaging.

### If you don't stop at the inbox, you shouldn't stop at your website

Site personalization, like email personalization, is but one of many touch points along the customer journey. For your brand to achieve optimal success, it's imperative that you personalize the experience through many (if not all) of channels your customers live on. Brands that do this—especially brands that carry personalization through their website—see an average [19% lift](#) in conversions.

To learn more about the importance of site personalization, please contact Zeta at:

[info@zetaglobal.com](mailto:info@zetaglobal.com)



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