



# PERSONALIZATION PLEDGE

I strive to improve our marketing and am fully aware that consumers expect personalization. So I'm kicking it up. No more Average Joe attempts. I will lunge out of my comfort zone and take these 5 steps to get the best results from personalization.



## MOVE BEYOND NAME-DROPPING

- I'll use all aspects of permission marketing<sup>1</sup>
  - » Collect email addresses
  - » Data mine from our website
  - » Fully utilize our social media
- I'll leverage our loyalty program<sup>1</sup>



29%

Only 29% of consumers say they'd engage with ads that use **THEIR NAME**<sup>2</sup>



## LET DATA BE MY GUIDE

- I'll focus on data that translates into customer engagement and activation<sup>1</sup>

87% say personalized advertising means unique content, based on their previous purchases or shopping behavior and delivered at a time when they are looking to buy a product<sup>2</sup>

87%

Personalization can deliver 5-8X the ROI on marketing spend and lift sales by 10% or more<sup>3</sup>



## PERSONALIZE ACROSS MEDIA CHANNELS

- I'll implement **offline and online integration** to maximize purchase influence<sup>1</sup>
- **Consumers want consistent personalization**; I'll note other likes and dislikes



**SURVEY OF PERSONALIZATION PERKS**  
25% "A way to discover new products"<sup>2</sup>  
19% "Makes online searching/shopping faster and easier"<sup>2</sup>

46% say "REDUCES IRRELEVANT CONTENT"<sup>2</sup>

46%

### DISLIKES ❌

- 49% "Online ads that are irrelevant to what I am interested in buying"<sup>4</sup>
- 47% "Emails from advertisers that promote products I am not interested in"<sup>4</sup>
- 27% "Retailers don't recognize me on different devices"<sup>4</sup>



## GIVE EVERYONE THEIR OWN DEAL

- I'll explore customizable media options such as;
  - » Variable printed mailers
  - » Dynamic mobile ads



“Brands should make the most of the idea that consumers are willing to provide personal information in exchange for deals. Utilize contextual clues – including shopper preferences, media behaviors and purchase data – in addition to real-time mobile location data – to personalize offers and drive conversions.”<sup>5</sup>  
– Curtis Tingle, CMO, Valassis



## TEST THEN ADJUST

- I'll apply retargeting campaign insights elsewhere<sup>1</sup>
- I'll persist and let experts help me mine data, develop plans and measure results



I PLEDGE TO STAY COMMITTED. PERSONALIZATION PAYS OFF!