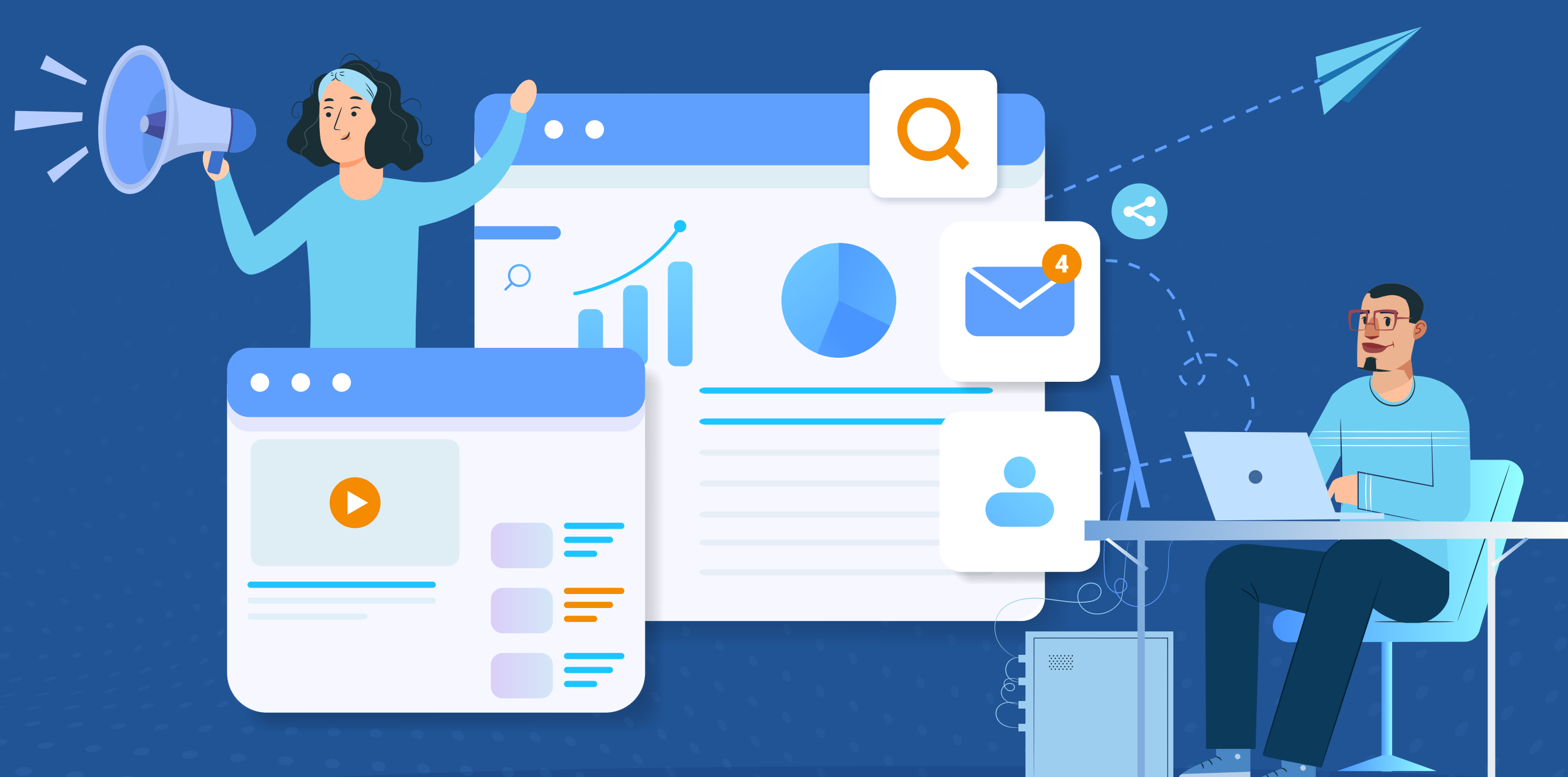


How to Run a Personalized Marketing Strategy at Scale



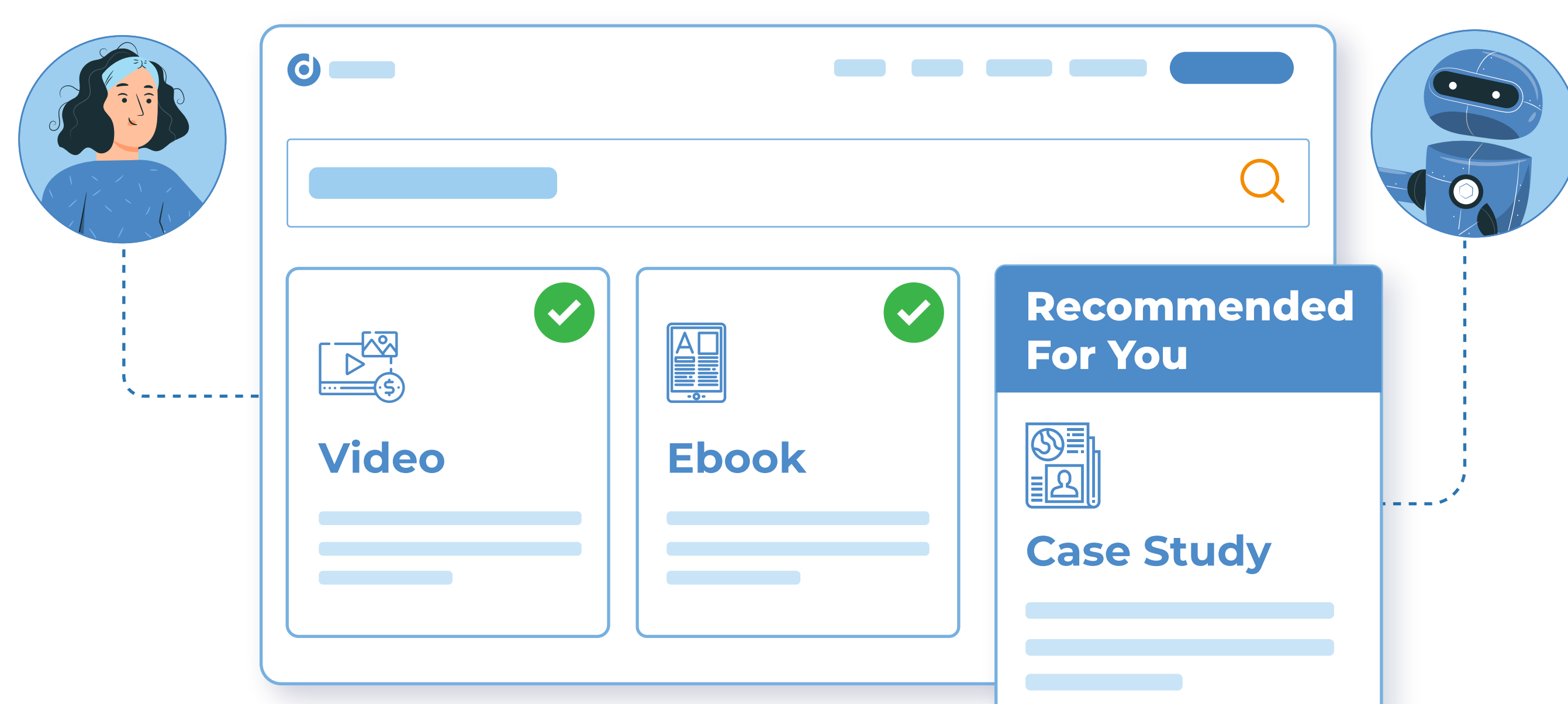
Why Personalized Marketing Is Easier Said Than Done

<p>Disconnected channels and systems</p> <p>54%</p> <p>of companies have information system silos that don't allow a 360° view.^[1]</p>	<p>Lack of insights for continual improvement and guidance</p> <p>20%</p> <p>of marketers agree they have limited analytics to intelligently plan marketing strategy.^[2]</p>	<p>Old-fashioned strategy of blasting generic messages and ads</p> <p>40%</p> <p>of firms don't segment or use the data they collect.^[3]</p>
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How You Can Rock'n'Roll Your Marketing Strategy With Cognitive Search

01. Content Personalization

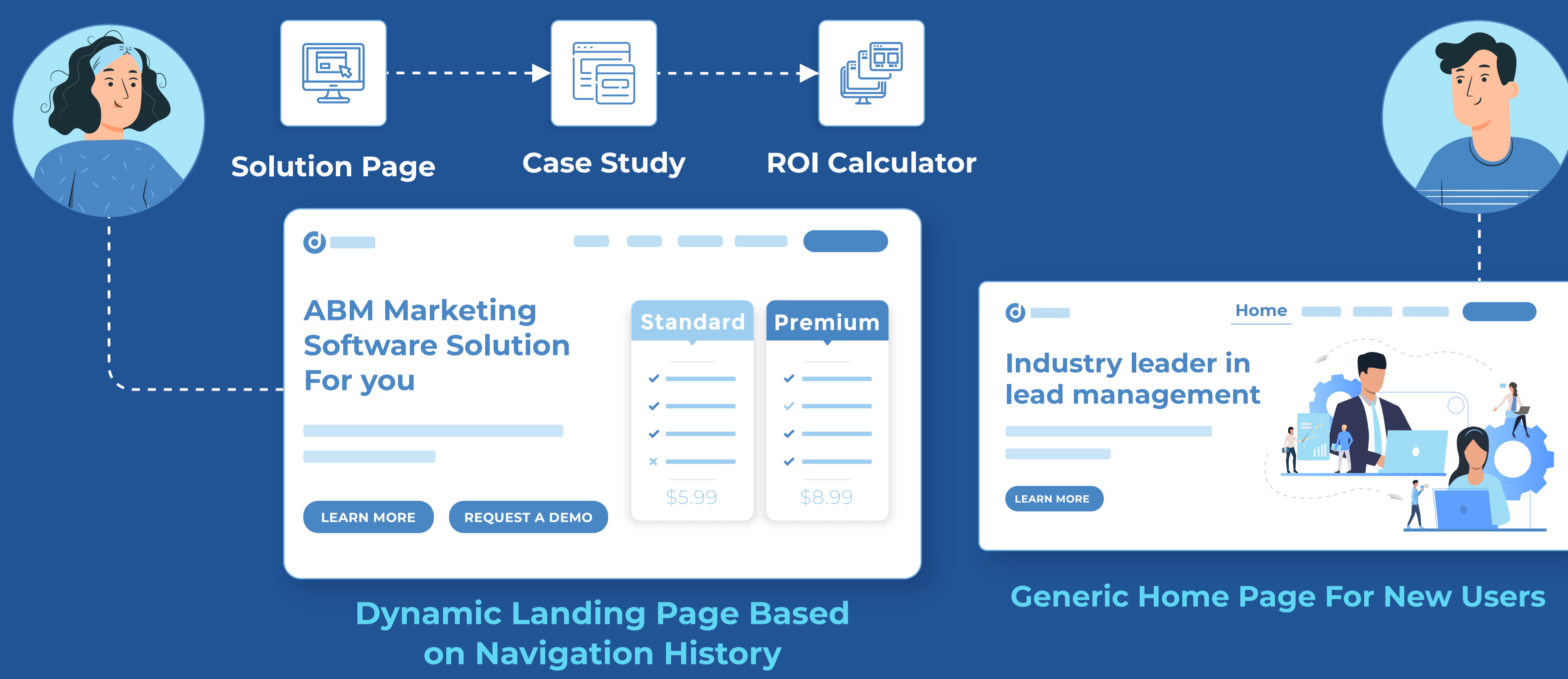
Unify the interactions with your brand by connecting your digital channels.



- ◆ Index content residing in different data pools to provide relevant information.
- ◆ Unify the data in all systems & channels to create a progressively richer profile of the consumer.
- ◆ Provide personalized content to them based on their profile.

02. UI Personalization

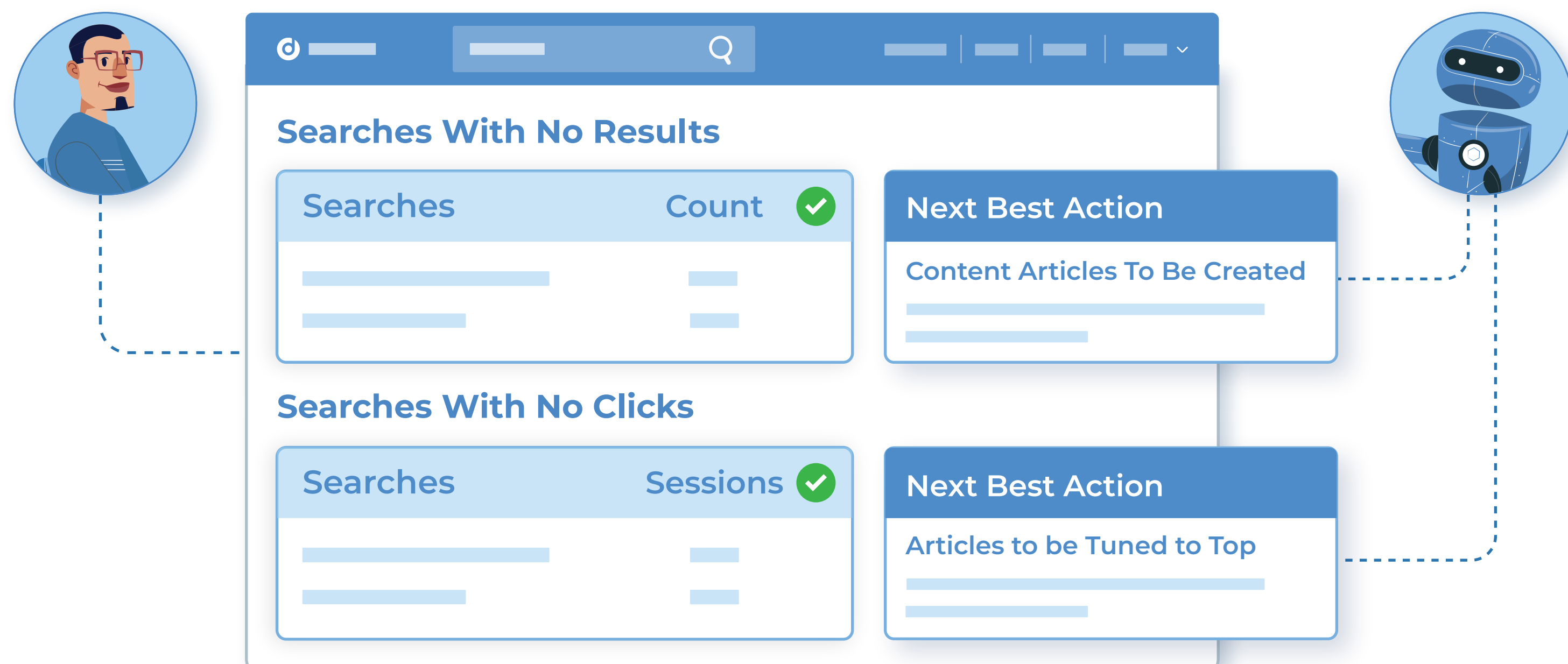
Embrace AI and ML to make your visitor journey a joyride.



- ◆ Present the most relevant content, having known the pages viewed & links clicked by a visitor.
- ◆ Leverage ML to recommend the next step and move prospects closer to purchase.
- ◆ Offer dynamic content based on every user's browsing behavior.

03. Search Analytics

Track the following metrics to fill the content gaps.



- ◆ Notice **Unique Unsuccessful Searches** and make edits in existing content.
- ◆ Check **Searches With No Clicks** to refine the relevance of search results by manual tuning.
- ◆ Check **Searches With No Results** to create new articles and blog posts.

Sources:

1. <https://qualifio.com/blog/en/2020-trends-personalised-marketing-data/#Download>
2. https://www.marketingsherpa.com/freestuff.html?_ga=2.160976509.1569021569.1596012924-808789166.1596012924
3. <https://qualifio.com/blog/en/2020-trends-personalised-marketing-data>