



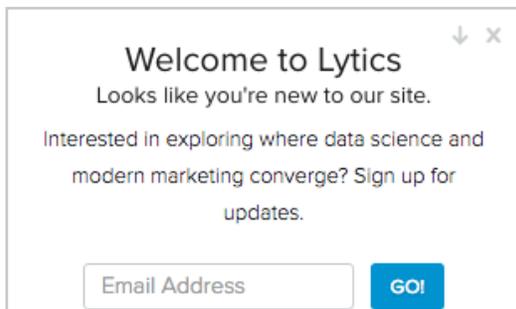
# TOP 10 USE CASES FOR WEB PERSONALIZATION

According to eMarketer news site, 67 percent of marketers surveyed said they personalize their websites by leveraging consumer behavior-based data. And it's no wonder: **web personalization not only boosts conversions and engagement levels but it also improves customer experience.** In fact, 75 percent of online customers say irrelevant content negatively affects their online user experience.\*

Successful web personalization delivers the right content to the right person at the right time. But where do you start? According to our customers, here are the top-ten web personalization tactics to get you brainstorming:

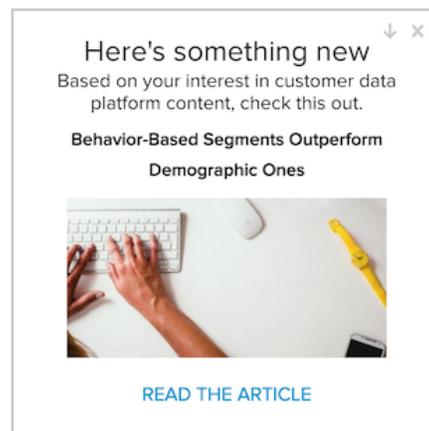
## 1. Subscription Sign-ups

Target unknown users with a message prompting them to provide their name and contact information (e.g., email address) so that you can grow your marketing database and begin a dialogue with them.



## 2. Content Recommendations

Suggest specific content to your customers based on their individual content affinities (i.e., the topics that interest them based on their engagement behavior with your brand's content).

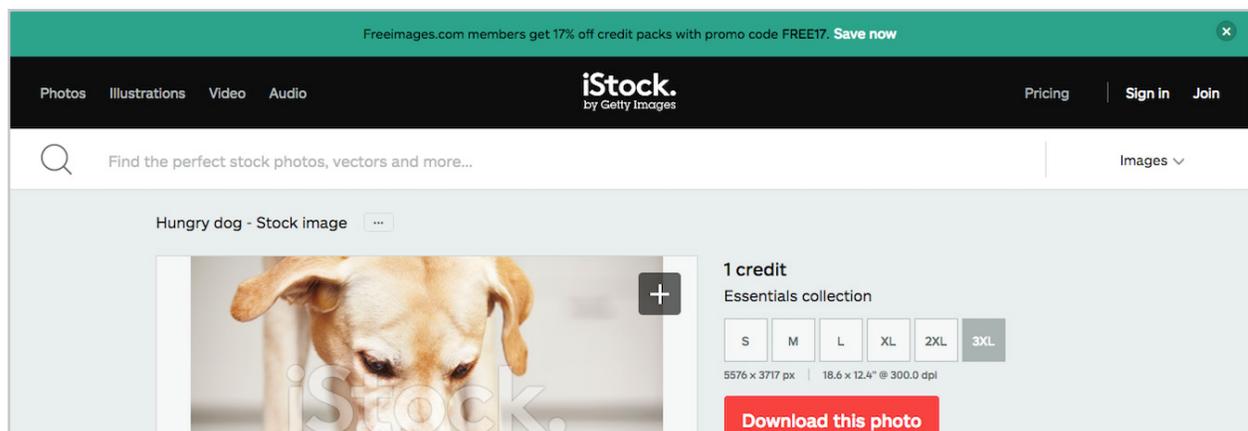


## 3. Customer Support

Give special attention to your customers that have an open (and possibly negative) support ticket so that they feel taken care of. Or suppress promotions to those with negative tickets.

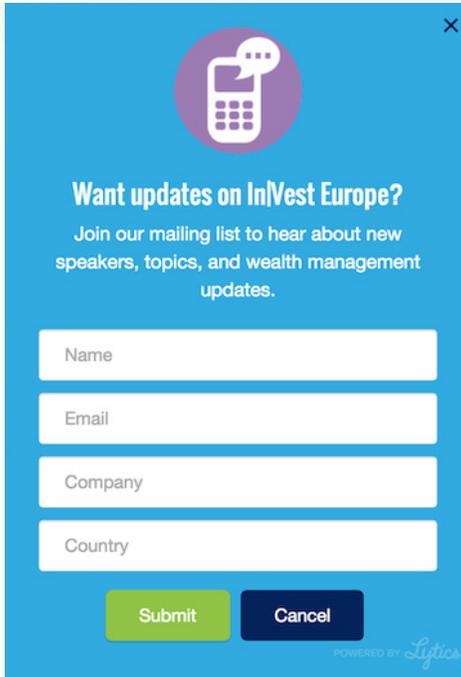
## 4. Special Promotions

Send targeted promotions based on your customer's engagement trends. For example, free shipping to someone that has unpurchased items in their shopping cart, or specific incentives to customers that are showing momentum and are most likely to buy.



## 5. Event Promotions

Keep your customers engaged online and offline by promoting location-specific events based on where your customers are and what interests them.



A blue pop-up form with a purple speech bubble icon containing a mobile phone. The text reads: "Want updates on InVest Europe? Join our mailing list to hear about new speakers, topics, and wealth management updates." Below the text are four white input fields labeled "Name", "Email", "Company", and "Country". At the bottom are two buttons: a green "Submit" button and a dark blue "Cancel" button. The Lytics logo is in the bottom right corner.

## 6. Account-Based Marketing

Nurture your targeted sales leads by sending personalized messages to customers or prospects from specific organizations.

## 7. Referral-Specific Engagement

Send specific welcome messages or incentives to customers that come to your website from a referral partner or affiliate website.



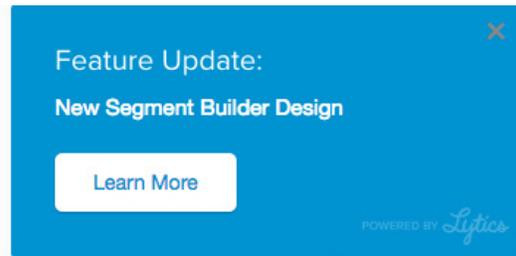
A blue pop-up featuring a circular profile picture of Jim Cramer. The text reads: "Join Jim Cramer's Members-Only Investing Club. Learn From Jim Cramer's Decades Of Proven Experience & Market Tested Strategies. Free For 14 days." Below the text is an orange "Start Your Free Trial" button. The Lytics logo is in the bottom right corner.

## 8. New Customer Orientation

Engage your new customers right away. Send them personalized messaging based on what set-up actions they need to take in order to fully take advantage of your products.

## 9. Service Announcements

Keep your customers informed by alerting them to time-sensitive notices (e.g., subscription renewals), new feature availability, or a temporary service interruption.



A blue pop-up with the text: "Feature Update: New Segment Builder Design". Below the text is a white "Learn More" button. The Lytics logo is in the bottom right corner.

## 10. Win-Back Messages

Send specific messages to people who have unsubscribed from your email newsletter, or use machine-learning techniques to identify at-risk customers and target them with purchase incentives.



A white pop-up with the text: "Not a fan of email? We understand. Check out the latest on our blog:". Below the text is a blue "LEARN MORE" button.

## The Takeaway

Understanding who your customers are, how they engage with your brand and what content interests them are the building blocks for personalized, one-to-one marketing campaigns.

The Lytics Personalization product makes it easy for marketers to deliver relevant web content based on their customers' behavior, interests, predictive scoring and more. If you'd like to learn more or see a product demo, [contact sales@lytics.io](mailto:contact_sales@lytics.io) 

\*<http://www.janrain.com/about/newsroom/press-releases/online-consumers-fed-up-with-irrelevant-content-on-favorite-websites-according-to-janrain-study/>