How to Personalize Content at Scale
Delivering personalized content at scale requires a step change in content development.

**ONE-SIZE-FITS-ALL**

Set of images used across all audiences and segments with limited customization.

**DYNAMIC CONTENT**

Multiple prebuilt creative content used for each segment.

**ATOMIC CONTENT**

Content is built with modular assets in real time based on each customer’s preferences and affinities.

Source: BCG analysis.
Many organizations have already achieved dynamic selection of prebuilt assets from their content libraries.

**Dynamic Content**

Using multiple content and creative asset variations, prebuilt based on historical characteristics and selected when a customer falls within a segment grouping.

Source: BCG analysis.
Atomic content can curate millions of relevant content variations to fit each customer’s context and needs

**Atomic Content**

Using modular components of creative assets to curate personalized and contextualized content for each customer in real time

Source: BCG analysis.
Personalized content at scale is about curating the right creative content across channels, in real time, when needed.

- **Customer receives personalized email** with personalized creative content and offer.
- **Customer clicks through an offer to personalized landing page**.
- **Customer browses product pages** with real-time curated content based on clicks during web session.
- **Email** sent to customer with newly personalized creative content and offer.

**Source:** BCG analysis.
<table>
<thead>
<tr>
<th>Customer data and personalization engine</th>
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<td><strong>Identify customer data</strong> to build robust customer profiles</td>
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<td><strong>Aggregate customer data</strong> to build dynamic customer DNA</td>
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<td><strong>Train analytical models</strong> to contextualize customer needs</td>
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<th>Technology ecosystem</th>
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<td><strong>Analytics platform</strong> to build customer DNA and intelligence</td>
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<td><strong>Customer data platform</strong> for customer 360 and orchestration</td>
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<td><strong>Content and media management platforms</strong> to curate personalized content or media at scale</td>
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<td><strong>Customer engagement platform</strong> to manage the customer experience</td>
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<th>Templates and wireframes</th>
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<td><strong>Define best practices</strong> for using creative templates for modular assets</td>
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<td><strong>Define email template</strong> with key components to deliver personalized content</td>
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<td><strong>Define web wireframe and components</strong> where content and creative will be positioned</td>
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<th>Modular content production</th>
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<td><strong>Mobilize creative agency</strong> to define creative ideas and bold moves</td>
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<td><strong>Collaborate with production agency</strong> to create modular assets</td>
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<tr>
<td><strong>Tag metadata</strong> clearly, supported by AI/computer vision</td>
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**Source:** BCG analysis.
The entire technology ecosystem must operate seamlessly.

Source: BCG analysis.
A sample set of technology platforms that power the personalization ecosystem

**ANALYTICS PLATFORM**
Use of artificial intelligence/machine learning models to contextualize the customer’s needs and compute the personalized communication parameters (e.g., personalized offer, message, content needs)

**MEDIA MANAGEMENT PLATFORM**
Create, store, and curate personalized media with the use of modular creative assets (e.g., images, videos, text), including adaptation of assets for channel requirements

**MARKETING CLOUD PLATFORM**
Create a single source of truth to engage customers in personalized moments across every interaction

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**EXAMPLE TECHNOLOGY STACK FOR OUR PILOT**

- [bcg.com](http://bcg.com)
- [cloudinary.com](http://cloudinary.com)
- [salesforce.com/products/marketing-cloud](http://salesforce.com/products/marketing-cloud)

Source: BCG analysis.
Our pilot designed, curated, and delivered personalized content for each customer in an email campaign.

**EXAMPLE TECHNOLOGY STACK FOR OUR PILOT**

- Analytics profile of each consumer was created to deepen our understanding of the customer DNA.
- Customer insights were used to understand their preferences, with specific focus on each customer's affinities (e.g., fan of the beach).
- Customer preferences were sent to Cloudinary, which identified and created relevant media for each customer based on asset metadata within its system.
- Relevant creative asset template was used to create personalized media for each customer and shared for execution.
- Personalized media and core consumer data were sent to Salesforce Marketing Cloud to render and deploy a hyper-personalized email campaign.
- Customer engagement was tracked and sent back to the analytics platform to refine the customer DNA.

**Stylist, loves the outdoors and is a fan of forests and green spaces**
Julie

**Family of four, proactive planner, needs red T-shirts for family hiking trips**
Roger

**Active on social media, loves hiking and latest jeans**
Sarah

Source: BCG analysis.