How to Personalize Content at Scale

Delivering personalized content at scale requires a step change in content development

ONE-SIZE-FITS-ALL	DYNAMIC CONTENT	ATOMIC CONTENT

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

Multiple prebuilt creative content used for each segment

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

NEW COLLECTION

50% Off!

https://client.com
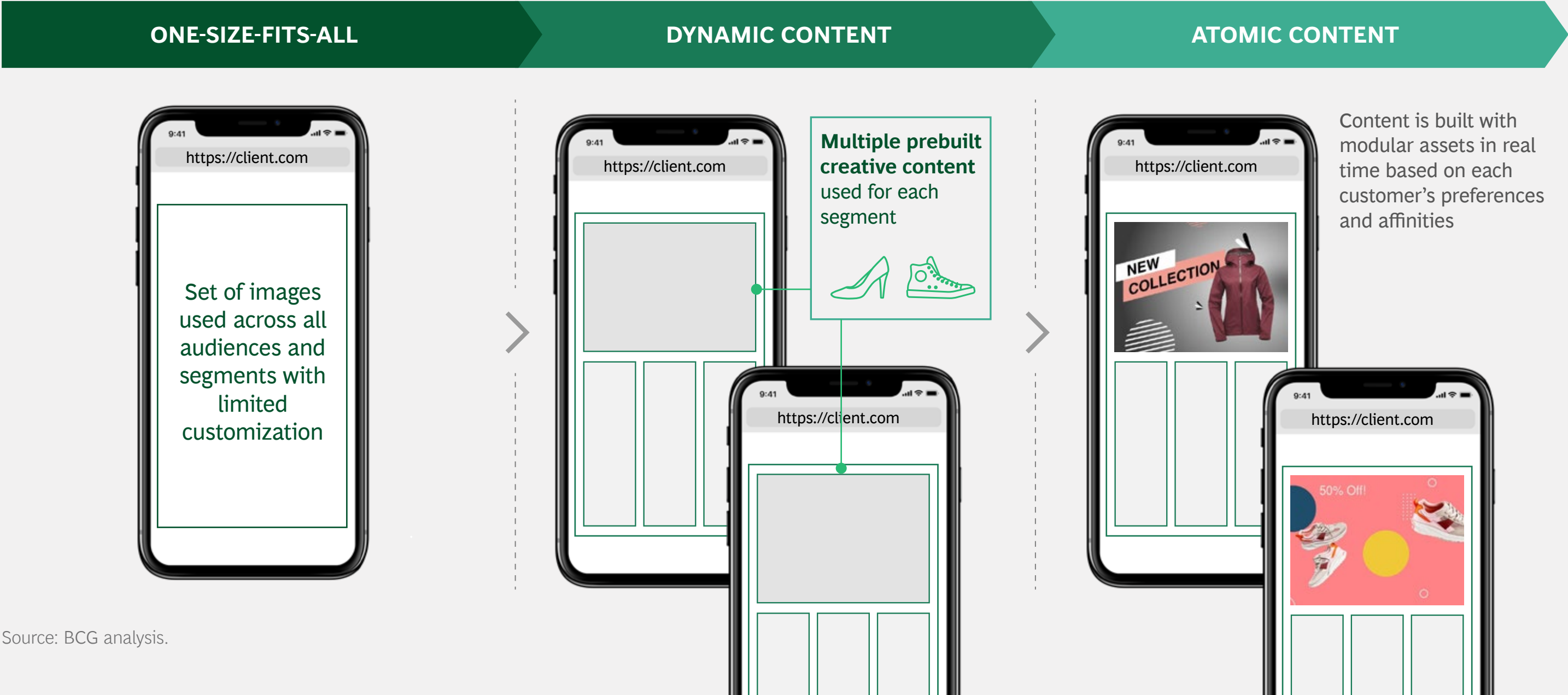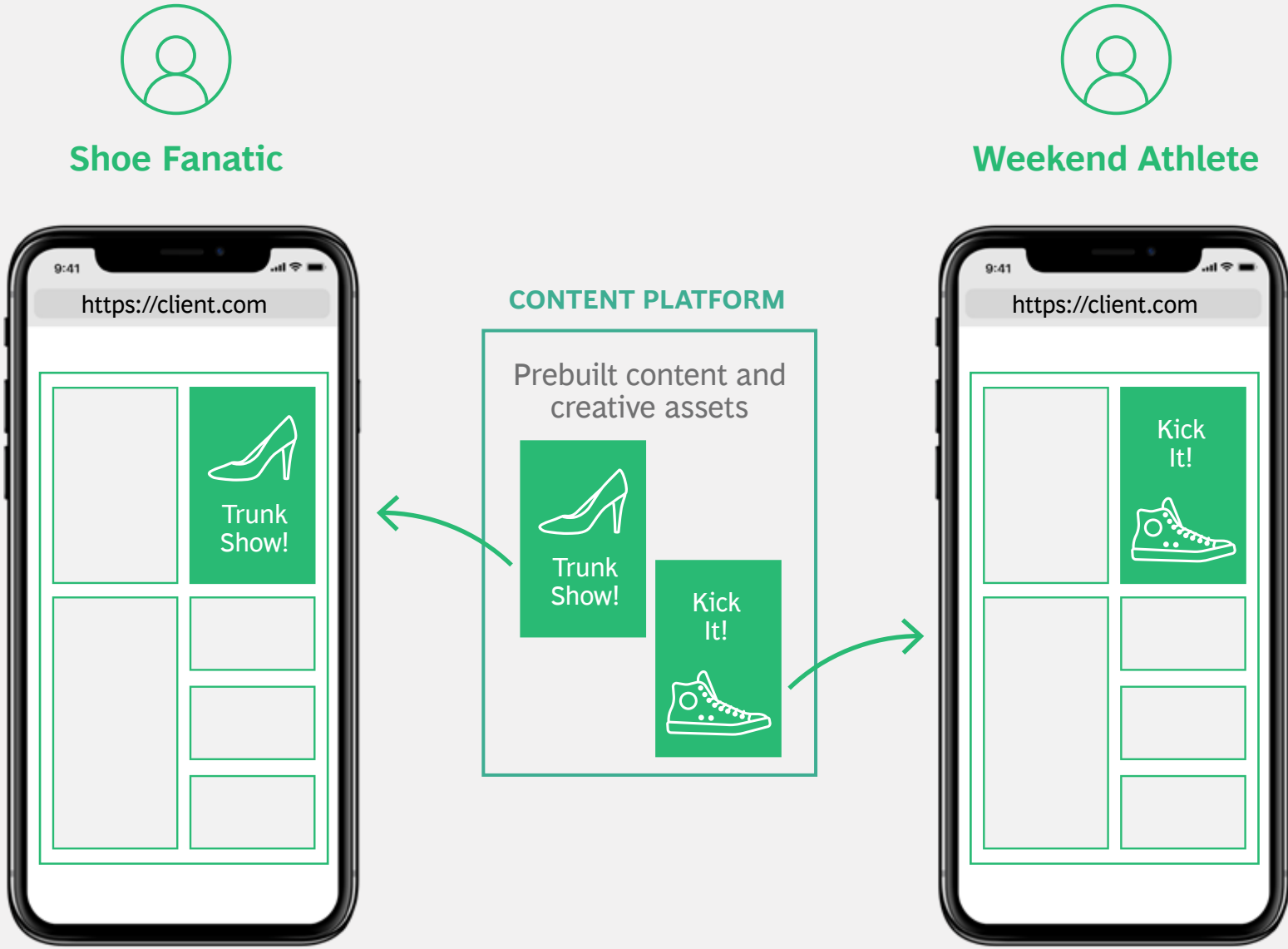
Many organizations have already achieved dynamic selection of prebuilt assets from their content libraries

Dynamic Content

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

Shoe Fanatic

Weekend Athlete

https://client.com

Trunk Show!

CONTENT PLATFORM

Prebuilt content and creative assets

Trunk Show!

Kick It!

https://client.com

Kick It!

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
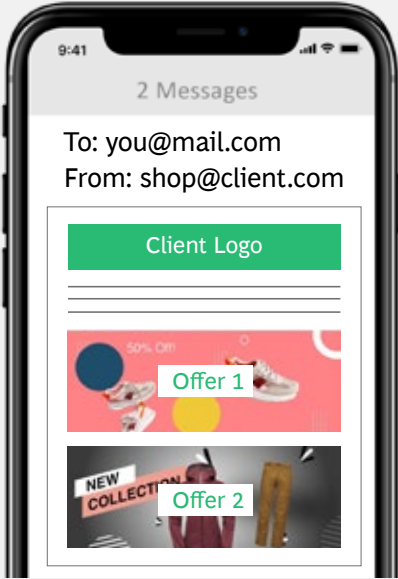
https://client.com

9:41

20% Off
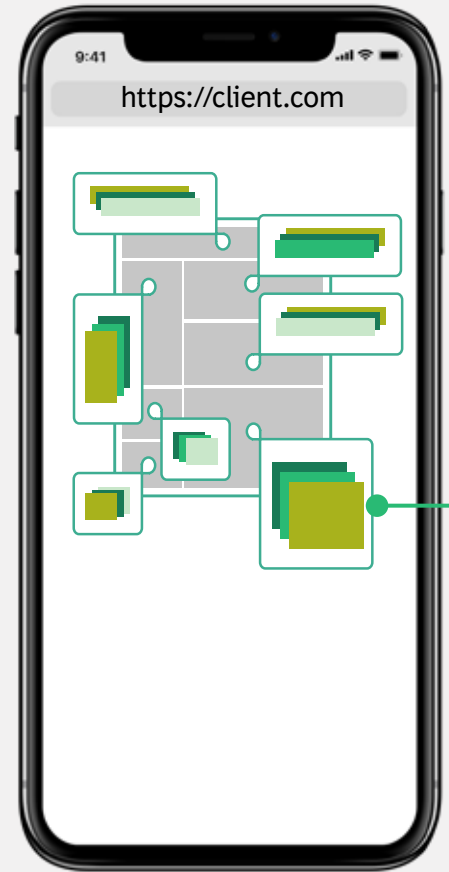
Background/foreground

Discounted offer

Jacket

Shoes

Buy Now

Call to action

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

Personalized content based on current customer profile
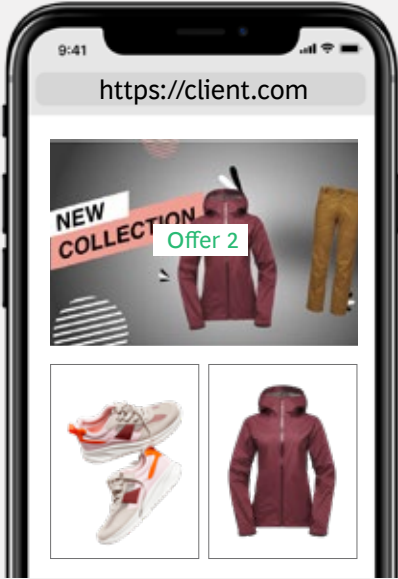
Dynamically personalized content curated based on the creative content clicked
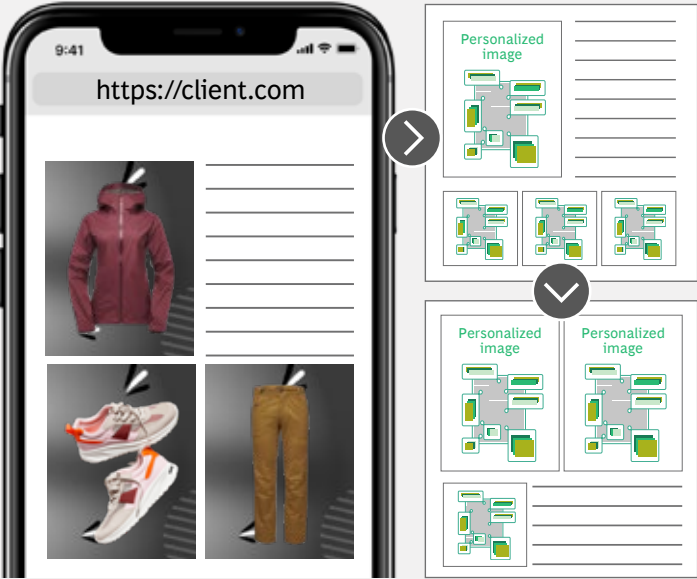
Dynamic content curated based on last product page customer engaged on

Personalized content curated based on newly available engagement data

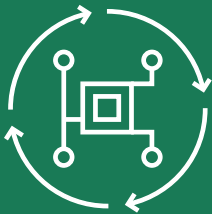# Four key enablers mobilize and activate personalized content at scale
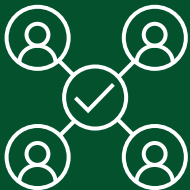
Customer data and personalization engine

Identify customer data to build robust customer profiles

Aggregate customer data to **build dynamic customer DNA**

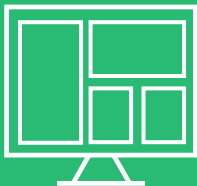**Train analytical models** to contextualize customer needs

Technology ecosystem

Analytics platform to build customer DNA and intelligence

Customer data platform for customer 360 and orchestration

Content and media management platforms to curate personalized content or media at scale

Customer engagement platform to manage the customer experience

Templates and wireframes

Define best practices for using creative templates for modular assets

Define email template with key components to deliver personalized content

Define web wireframe and components where content and creative will be positioned

Modular content production

Mobilize creative agency to define creative ideas and bold moves

Collaborate with production agency to create modular assets

Tag metadata clearly, supported by AI/computer vision

The entire technology ecosystem must operate seamlessly

DATA SOURCES

PERSONALIZATION ECOSYSTEM

CHANNELS & MEDIA

Unknown

Known

Signals

Analytics platform

Content and media management platforms

Personalization analytics, configuration, and instructions

Customer data platform

Unified customer profile

Customer engagement platform

Email

Mobile

Social

Advertising

Website

Search
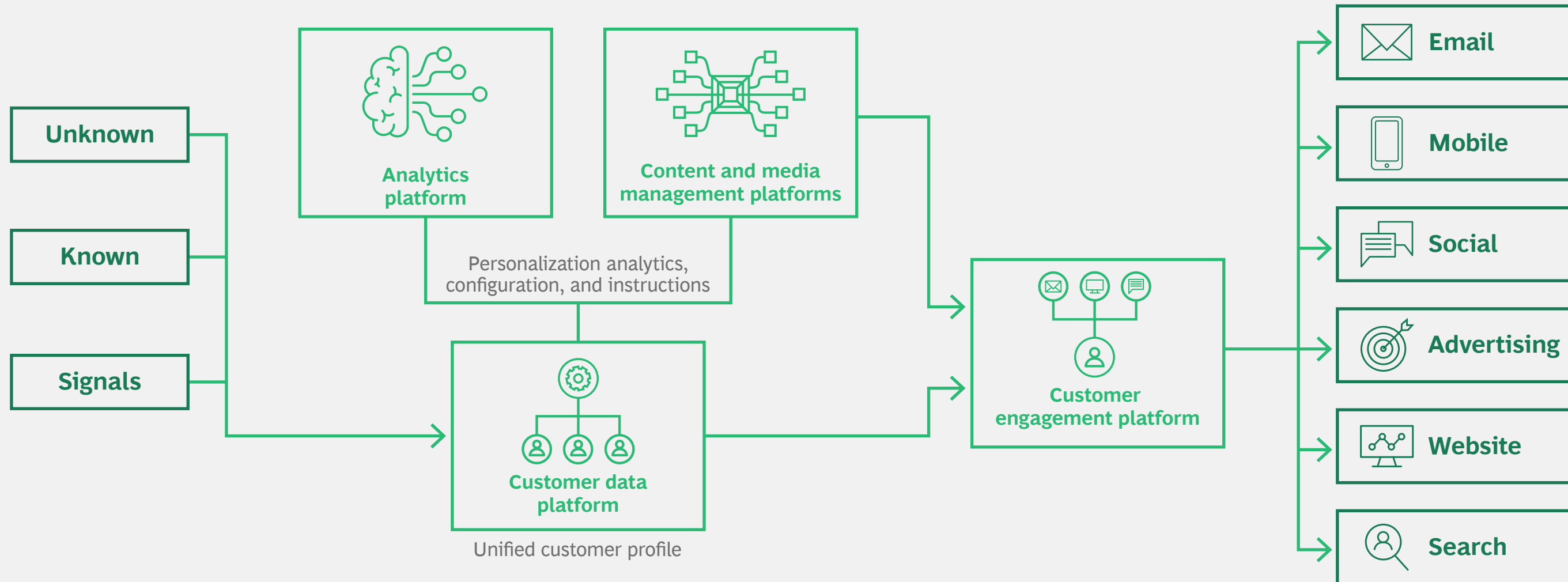
A sample set of technology platforms that power the personalization ecosystem

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)

BCG GAMMA

bcg.com

MEDIA MANAGEMENT PLATFORM

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

Cloudinary

cloudinary.com

MARKETING CLOUD PLATFORM

Create a single source of truth to engage customers in personalized moments across every interaction

salesforce

salesforce.com/products/marketing-cloud

← **EXAMPLE TECHNOLOGY STACK FOR OUR PILOT** →

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 customers' affinities (e.g., fan of the beach)

BCG GAMMA

- 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
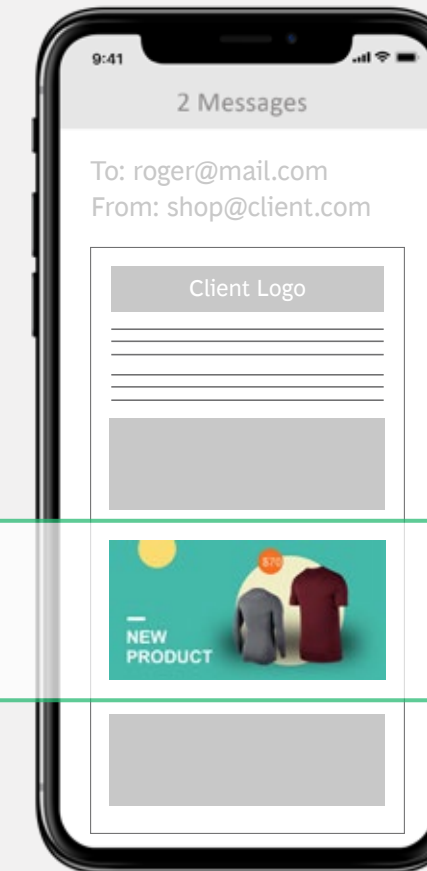- Customer engagement was tracked and sent back to the analytics platform to refine the customer DNA

salesforce

Julie

9:41
2 Messages
To: julie@mail.com
From: shop@client.com
Client Logo
50% Off!
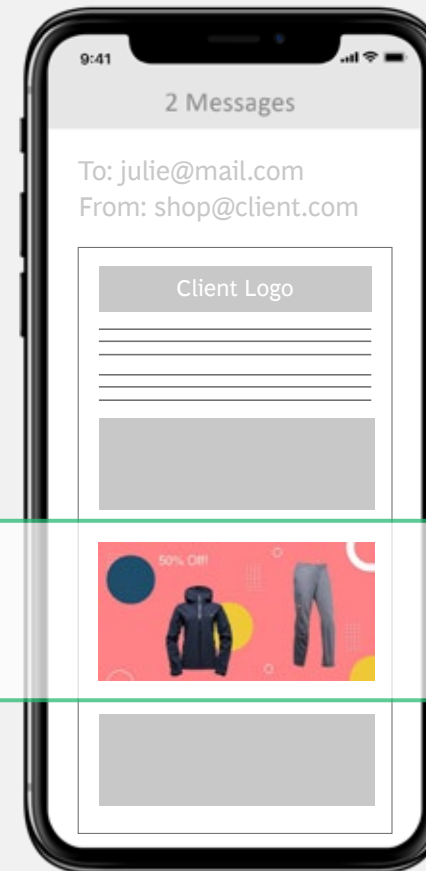
Stylist, loves the outdoors and is a fan of forests and green spaces

Roger

9:41
2 Messages
To: roger@mail.com
From: shop@client.com
Client Logo
NEW PRODUCT

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

Sarah

9:41
2 Messages
To: sarah@mail.com
From: shop@client.com
Client Logo
NEW COLLECTION

Active on social media, loves hiking and latest jeans