

ADOBE TARGET GUIDE

Chef's Collection: Recipes for Personalization

Real stories of personalization success from
Adobe Target customers



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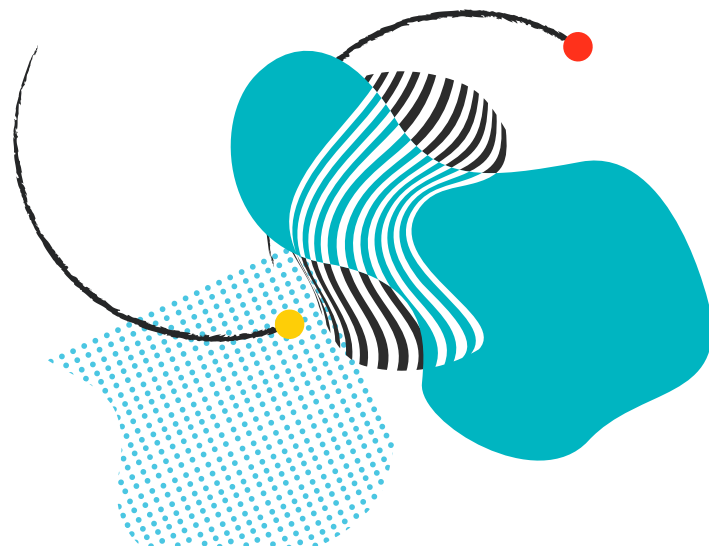
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Personalization Skills: Cookbook Key



Sous Chef

Discover some beginner-friendly recipes if you're just getting started in the kitchen.



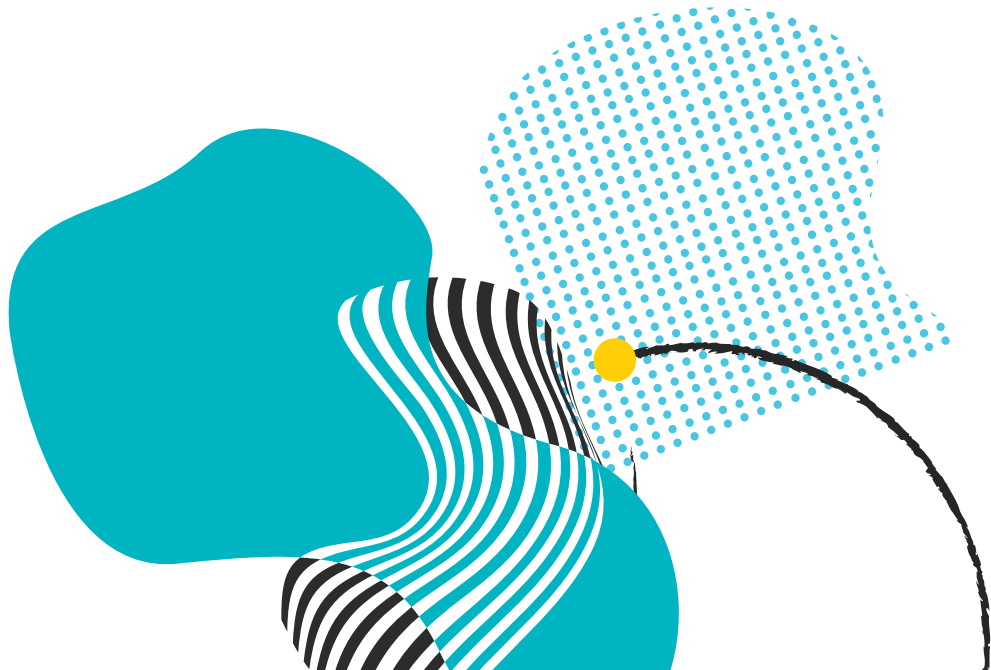
Head Chef

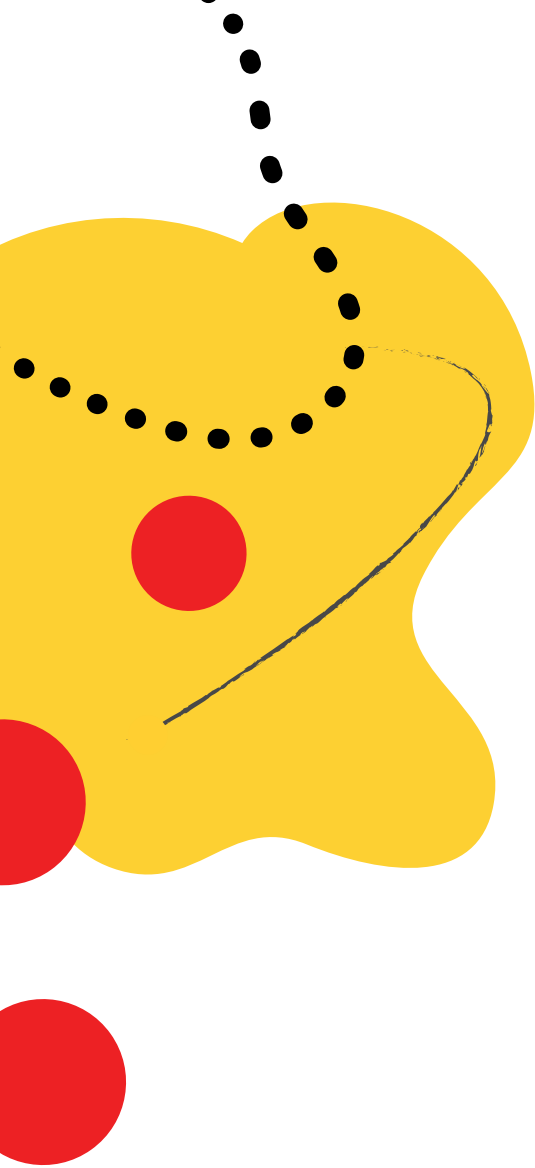
Turn up the heat with these intermediate recipes—aimed at those looking to cook up something with a little more complexity.



Executive Chef

Move over Gordon Ramsey. You're already a pro with your craft and are looking for the most advanced recipes to tackle next.





Introduction

Whether you are a novice home chef or a seasoned pro in the kitchen, it is likely there are undiscovered techniques and tips in mastering the art of cooking. In fact, even those who are considered masters in the field are constantly coming across new recipes to take on challenges in the kitchen! After all, cooking is a form of art and, like any art, it takes years of practice, dedication, and learning. Learning that never really ends, as oneself continues to advance and evolve.

Believe it or not, the practice of cooking and the practice of optimization are not so different. Think of it this way: cooking requires a few things like ingredients, tools, and a kitchen. A chef's ingredients are akin to the data, segments, and audiences you use. The tools of their trade may be utensils, bowls, and pans, but in your world, this is your optimization tool, Adobe Target, partnered with other tools to make your cooking easier and even more delicious (mixed with Adobe Analytics, RTCDP, Marketo, AEM, to name a few). Their kitchen may be decorated in stainless steel, tucked inside a restaurant, or with countertops of tiles, quartz or marble, nestled within the coziness of a home. But your kitchen looks like a bustling, high-traffic webpage or mobile app. Their cooking up delightful dinners, desserts and hor deurves while you are cooking up extraordinary experiences that will delight in a different (but equally great) way. While this analogy is simply a fun way to compare two fields, it is grounded in the reality that those in both fields benefit from a healthy dose of curiosity, excitement to practice and experiment, and a willingness to continuously learn.

What you are reading right now is a recipe book for the optimization and personalization chefs out there, looking to perfect their craft and find inspiration. Our recipe book is a compilation of the stories and experiences of our customers who have crafted up extraordinary experiences for their own customers. They have graciously shared their successful ingredients and techniques, so that you may find similar success at your own organization. We hope you read these and discover a new idea, find some fresh inspiration, and spin up something exciting back at your own optimization kitchen.

Happy cooking,

The Adobe Target Team

Interest your visitors

First impressions matter. It can be the difference between a visitor immediately bouncing from your website or digging in deeper. You have one chance to deliver each first-time visitor the experience that grabs their attention. We've seen Adobe Target customers try the following approaches to engaging first time visitors with great results.



TELCO 

Get to know your visitors to personalize

When prospects select monthly subscriptions for services like internet, cell phone, or streaming media, they know what factors matter most to them. It's not always price, and it's not always the same for everyone. Finding out who your key audiences are, and what factors matter most to them, can help you deliver the offers and experiences that nudge them to explore your offerings further.

When a large cable service provider wanted to increase sales and revenue, its marketing team believed that tailoring creative and brand experiences for new and returning visitors could achieve those goals. Using second- and third-party data in Adobe Audience Manager, they identified four distinct groups of visitors—*family*, *home business*, *sports*, and *gaming*. Visitors that didn't fit into one of these groups were put into a default entertainment group. Through user experience and market research, the company found that when choosing their internet service, customers looked most at three factors: brand, speed, and reliability.

The marketing team developed distinct hero banners for each group with varying degrees of emphasis on the three factors. They also used creative copy and images designed to resonate with the audiences. When a visitor visited the website, they were targeted with the appropriate banner based on their audience. For example, visitors who fell into the *gamer* audience received a banner with a headline focused on internet speed and an image of a gamer. The targeted experiences increased both sales and revenue per visitor.





RETAIL

Let AI show visitors the best content or experience

A few years ago, asking marketers to trust an algorithm to decide how to market to customers felt risky and cutting edge. But times have changed. People now trust AI to chauffeur them in self-driving cars. AI has proven its worth. In fact, if fed enough high-quality data to develop an accurate machine learning model, AI can actually reduce risk and increase success.

A popular women's underwear and sleepwear brand decided they wanted to rely on AI to determine and deliver one of 10 homepage banner variants. The banners had product categories like *sale*, *loungewear*, *sleepwear*, *bras*, *active wear*, and *accessories*. They dipped their toe in the water by delivering just 10 percent of visitors the AI-driven banner and 90 percent the default banner that they'd been using. Once the machine learning model was built, they flipped that completely around, delivering 90 percent the personalized banner selected by AI and 10 percent the default banner. AI did not disappoint. The brand notably increased the number of items that shoppers added to their carts and in just over a week increased revenue to the tune of well over \$1 million.



Let search terms guide your personalization

TIP

When a visitor first lands on your website, you know very little about them. But when that visitor enters a search term in your site search box, they're explicitly stating their interest. An analytics solution can provide you a report of your website's most-searched terms. Develop experiences related to the three to five top searched terms and target those experiences based on visitor data, such as device and location.



Pairs well with Adobe Experience Manager (AEM)

TIP

In addition to AI-driven personalization, pair Adobe Target with Adobe Experience Manager (AEM) for native workflows to export content and offers using Experience Fragments, pre-built dynamic content, to Adobe Target. The integration can bring fluid personalization workflows for greater number of items for shoppers when running features like Auto-Target or Product Recommendations.



TELCO 

Tout what makes you better

Most people comparison shop for their cell phone service when their contract ends, it's time to upgrade their phone, or they're adding a new family member to their plan. Each telco may offer something compelling that differs from its various competitors—better coverage, no long-term contracts, great deals on upgrades, low monthly fees for additional lines, and more. In many cases, they're conducting that research from their phone. The cell service provider used by the visitor is readily available mobile website visitor data, and can be used to personalize.

A major telco decided to use the cell service provider of its mobile site visitors to highlight what set them apart from the competition. When a customer from a competitor visited their mobile site, the telco automatically delivered a mobile homepage with copy that showed their advantages over the specific competitor. For example, the ability to keep their phone number if they switched, get better coverage, or weren't locked into a two-year contract.



TELCO 

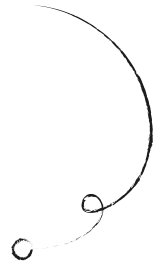
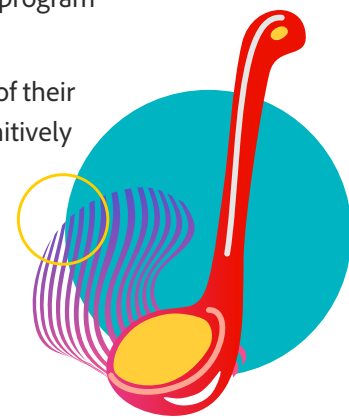
Personalize landing pages from search and emails

While a marketer may often know their most valuable audiences and potentially what experiences will interest them, other times they may not. They may even discover that their assumptions about who their key audiences are was incorrect.

The latter was the case with a major telco. They'd tried manually directing traffic from internet searches for their phones to one of three distinct offers on a landing page. They thought they knew who their customers were and what they would want based on these searches. Yet, phone orders remained fairly flat. They turned to AI, letting the algorithm build a machine learning model based on thousands of visitor attributes from first-, second-, and third-party sources. That model delivered the right landing page version to each visitor. The result was a double-digit increase in phone orders.

The same telco offered employees of its larger corporate customers discounted phone services. The HR departments of those customers would send employees an email with a trackable link to a landing page to sign up for the services. When the employee visited the landing page from the email, rather than continuing to deliver a generic landing page to these employees, the telco used the ID to identify the company and deliver a personalized landing page with the company name and a relevant image. Sales of phone services from this program rose by over 130 percent.

This company got the best of both worlds. They leaned on AI when they were unsure of their target audience, but leveraged key information about visitors when they had it to definitively personalize to the visitor.





Customer Journey Nudging

Helping a customer take the next step in their customer journey can be a matter of giving them the information they need to make a better decision, making it easier to complete an action, giving them the right option, or using a little psychology.



Ease the path to completing a credit card application (pre-filled forms)



Remove barriers (find out where the trouble spots are, reduce the number of steps)



TRAVEL & HOSPITALITY, RETAIL 

Always provide an option

For a vacationer, there's nothing more frustrating than searching for a vacation rental or hotel room, finding exactly the one they want to book, and then finding that it's actually no longer available.

A European travel and tourism company found that online searches led people to properties on their site that had been retired or were already booked. While the company had no control of the search results, they did have the ability to recommend comparable properties that were available. Using personalized recommendations for similar properties, they almost tripled their bookings during high travel season.

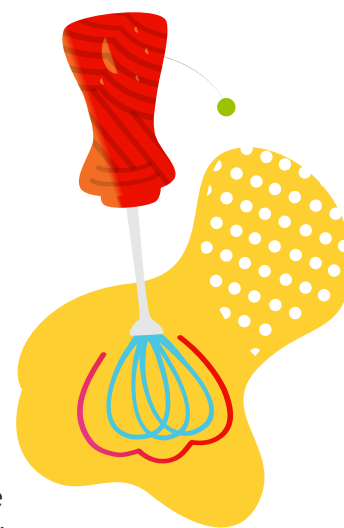
It's easy to see how this could be used by an online retailer to recommend similar products to those that are out of stock or discontinued. For example, if someone searched an electronics store for a specific model of portable Bluetooth speaker and the item is sold out, the store could suggest similarly priced and quality speakers using product recommendations. Having an item no longer available could even be an opportunity to nudge them to a higher-level product.





FSI 

Use AI to help customers navigate your site



While AI is often used to personalize an offer or page, it's easy to overlook a key way that visitors find what they need on a website—the navigation. Navigation can be through the traditional navigation menus and submenus, but also from secondary pages for product lines or services.

A major European bank turned to AI to help them direct customers to the content they were most interested in. In one case, they personalized the submenu items of their main navigation, placing the most relevant submenu item in the first column. Clickthroughs from the personalized submenu item rose by almost 40%.

The bank also used AI to personalize the tiles in a main area of the consumer site—for example, they personalized the first tile in their “Investor” area with options such as “first time investor,” “retiring soon,” “seasoned investor,” and so on. Clickthroughs, application starts for an account, and application submits rose by close to 20%.

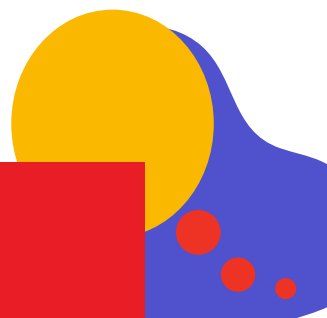
With the success from their website, it was a no-brainer for the bank to turn to AI to personalize the top slot of three in their mobile app. Clickthroughs to the next page increased by over 100%.



TIP

Find and fix trouble spots in the customer journey

When you can't easily complete a task online, like paying your bill or making a purchase, it can be frustrating. For the business, it's potentially lost revenue. An analytics Fallout or Page Flow report can reveal where customers are bouncing from your website or straying from the purchase path, or other journey, you intended them to take. Create an audience of people bouncing from the site or straying from the path and target them with an experience that helps them complete the task.





TIP

Why guess? Just ask your visitors what they want.

Sometimes the simplest ideas are the best. Using a survey tool, a popular theme park company simply asked its website visitors to select the kind of trip they were planning—for example, a family trip, a romantic trip, or a movie character themed trip. Based on the visitor's selection, the theme park website recommended specific vacation packages.



TIP

Pairs well with Adobe Audience Manager

Personalization is only as appetizing as the ingredients that go into delivering the experience – a main ingredient being targeted audiences! Pair Adobe Target with Adobe Audience Manager for higher conversions, activating newly discovered audiences on any channel or device. Move past traditional audience segmentation for an entire new menu of control over combining data sources into audience segments.



B2B HIGH-TECH 

Help visitors research your products

Technology buyers for businesses tend to do a fair amount of research before making a purchase. They consume blog posts, white papers, buyer's guides, videos, and other content to determine if a product will meet their companies' needs. It's important to deliver useful content right away to these typically time-strapped individuals.

A global technology company wanted to help its website visitors more easily find the product information they were looking when the visitor returned to the main product page. They had a set of three assets that they could present the visitor, but one was the featured asset. At the time, all visitors saw an experience with the same featured asset every time—a product overview video. They suspected that their visitors would respond better if the featured asset was personalized to the visitor.

Based on previous browsing habits, the company could see which product a visitor was researching, what they were interested in, and what they had already viewed. When the visitor returned, they could then feature the next best asset to review. For example, a first-time visitor would feature the standard introductory video, but they might feature a customer success video or downloadable guide to a visitor who had already clicked the introductory video. Clicks on the featured asset rose dramatically, helping business buyers travel further along the customer journey.



Complete the purchase or other conversion event/Retarget and Remarket



Before a brand can build customer loyalty, it must get a visitor to actually become a customer or take a desired action. That action may be completing a purchase, submitting a credit card application, making a non-profit donation, or any number of different conversion actions. These ideas for guiding visitors to take a desired action are based on real tactics used by Adobe Target customers.



TELCO 

Reduce barriers to buying with recommendations

When purchasing a new cell phone, customers research telco websites for information about phone features, prices, and other details. They often visit the website several times before making a purchase.

Knowing that visitors often conducted their research for new phones over several different visits, a large European telco wanted to make it easier for customers to pick up researching where they left off. They offered hundreds of phone variants at any given time, so it could take a customer a long time to find a model they might have been previously interested in.

The company used “recently viewed” recommendations based on the visitor’s affinity for a category of products that the telco had defined—for example, Apple, Samsung, LG, and many others. When the visitor returned to the website, rather than providing the same experience they received as a first-time visitor, the page displayed recently viewed items within the affinity category. This significantly reduced the number of clicks required for the visitor to pick up shopping where they left off and translated to an appreciable increase in phone order volume.



FSI 

Retarget credit card offer

Today’s consumer values convenience. For example, when shopping for groceries using an online grocery app, giving customers the ability to click a button that fills their cart with the items from their last shopping session is a huge convenience. From there they can simply add or remove items to quickly finalize their order.

Saving customers time and offering them convenience is exactly what a large Canadian bank wanted to do when visitors expressed interest in a credit card, started filling out the online application form, but left before completing and submitting the application. When the visitor returned, the bank retargeted the visitor with the application filled out with the information they’d already entered. That allowed visitors to pick up where they left off. This simple step led to far greater application completes and submits.



TELCO 

Keep items in the cart for cart abandoners

When a customer places items in a shopping cart but doesn't complete the purchase, it's likely one of three things happened—they didn't actually want to complete the purchase, they were interrupted before completing the purchase, or they needed more time to think about it. If they really were interested in the product, the likelihood of completing that purchase drops significantly if the item they placed in the cart isn't there when they return. They have to start over finding the item.

A major US telecommunications service provider wanted to help customers complete their order when they exited the site with an item in their cart. They simply showed them what they'd placed in their cart upon a return visit to the website with a popup window. That made it easy to finish making the purchase, if they wanted, or exit the popup window, if they didn't. Well over half of returned visitors engaged with the popup message, and more than 10% of those who engaged converted. This led to hundreds of thousands of dollars in additional annual revenue.

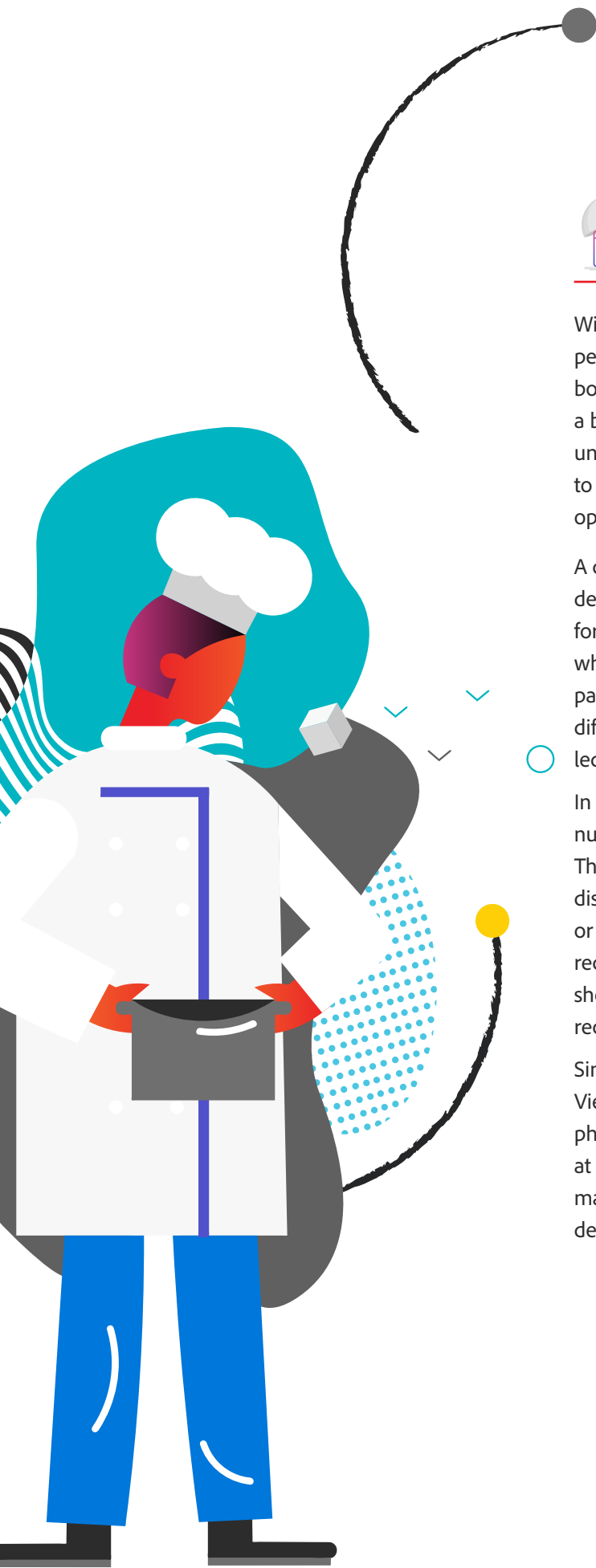


Pairs well with Adobe Analytics

TIP

If 10% higher conversions can lead to hundreds of thousands of dollars for your business, you are certainly going to want to analyze and validate your tests and activity results. Pair Adobe Target with Adobe Analytics for an effortless way for you to analyze your Target activities or experiences, viewing lift and confidence for several success metrics. Using Adobe Analytics with Target will allow you to eliminate any variance between data collection and systems.





HIGH-TECH

Optimize for the recommendations

With several different recommendations algorithms available—people who viewed this viewed that, customers who bought this bought that, top viewed items, and so on—it may be difficult for a brand to know which one will be most effective. It may also be unclear where to place the “tray” of recommendations and how many to recommend at a time. Testing can help determine which of these options works best.

A consumer and business hardware manufacturer wanted to determine which of the various algorithms would be most effective for increasing purchases of computers. They also wanted to determine whether the recommendations should be shown at the top of the page or lower down. By testing two different algorithms in two different placements on the page, they were able to determine which led to the most conversions and revenue per visitor.

In an A/B test, the same company wanted to zero in on the ideal number of options for purchasing a laptop to show online shoppers. They showed three different laptop options, but then wanted to discover if they should shift over and show only one new option or a totally new set of three options. Although this was not using recommendations, but rather showing computers that met the shopper’s criteria for a computer, this could just as easily be applied to recommendations.

Similarly, a European telco tried to figure out whether using the Most Viewed versus the Top Selling algorithm works best for sales of cell phones. Testing the algorithms—even against no recommendations at all—showed that the Top Selling algorithm actually resulted in a major conversion rate lift while the Most Viewed algorithm actually decreased the conversion rate.



Cross-Channel and Cross-Device Personalization

Customers don't always visit a brand from a single device. They may also interact through a website, mobile site, mobile app, social channel, or some other digital interface. Developing progressive, consistent, and personalized cross-channel and cross-device experiences can help lead the visitor through a customer journey no matter where they connect with your brand.



TELCO 

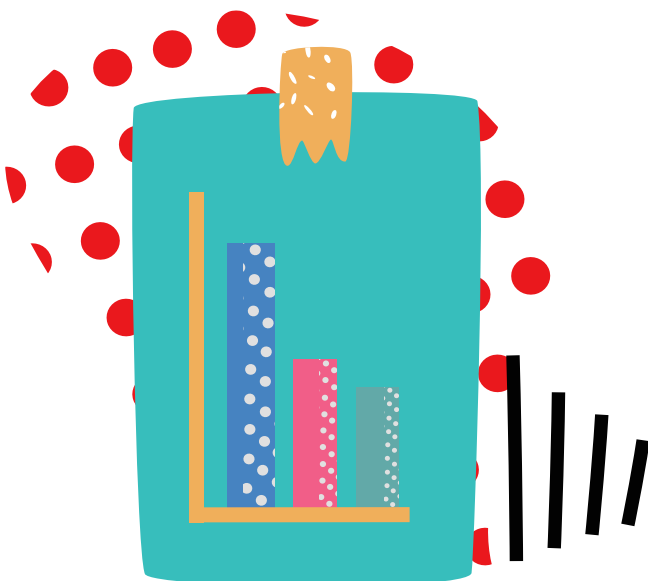
Use customer intelligence to drive revenue

Many companies deliver experiences to their customers on multiple channels—their website, mobile site, mobile app, and others. When the company has enough data to personalize experiences to a customer, there's no longer an excuse to deliver a one-size-fits-all experience. Customers today demand personalized experiences.

A major European media and telecommunications company had multiple streams of customer data flowing in from numerous sources. They recognized that this data could help them deliver personalized experiences across their channels, including their main website, their website dedicated to sports, and their app. They wanted to increase upgrades and revenue.

The company decided to try using two different methods to personalize—rules-based targeting that took into account a visitor's eligibility for an upgrade along with their propensity to upgrade. In addition, they used AI to deliver offers for the upgrade across channels.

AI drove the biggest results, with upgrade rates increasing by close to two-thirds and revenue increasing by several millions of dollars. But as a nod to the power of personalization over one-size-fits-all, experience targeting increased revenue from upgrades by over 50 percent.





RETAIL

Offer a curated collection across channels

Traditional brick and mortar clothing retailers often have a sales assistant to help select items for customers based on one or two key articles of clothing or their expressed preferences. The assistants are curating a collection for the customer—something that can be done online by similarly using information about the visitor's interests and preferences.

A large clothing retailer wanted to deliver a personalized outfit experience across channels to visitors based on the segments like *active*, *casual*, and *business*. When a visitor or customer came to the website or mobile site after clicking on a social ad or from an email, they would receive a curated outfit based on the segment their data indicated they fell into. If they were placed in the *women's business* category, they would see a curated outfit with shoes, a couple of tops, a pair of pants or a skirt, a jacket, and a scarf or some other accessory. When they visited the brand, no matter what channel or device, they would see this same curated outfit.

This tactic is applicable to industries beyond clothing. For example, a hospitality company could suggest items that might complement a visitor's hotel stay with bathrobes, dinner for two, a bottle of wine, a wine country tour, a zipline tour, or a day at the onsite spa. They could do all this based on the audience the visitor fell into—family vacation, romantic getaway, and so on. This curated experience could be displayed on a mobile site, mobile app, or website.



TIP

Pairs well with Adobe Experience Manager (AEM)

Suggesting personalized items that compliment an outfit or a visitor's hotel stay fits well with auto-delivering the next best experience to your prospects and loyal customers. Pairing Adobe Target with Adobe Experience Manager (AEM) is a great recipe for building personalization based on Target's progressive profile for increased business performance for conversions, revenue, and engagement.





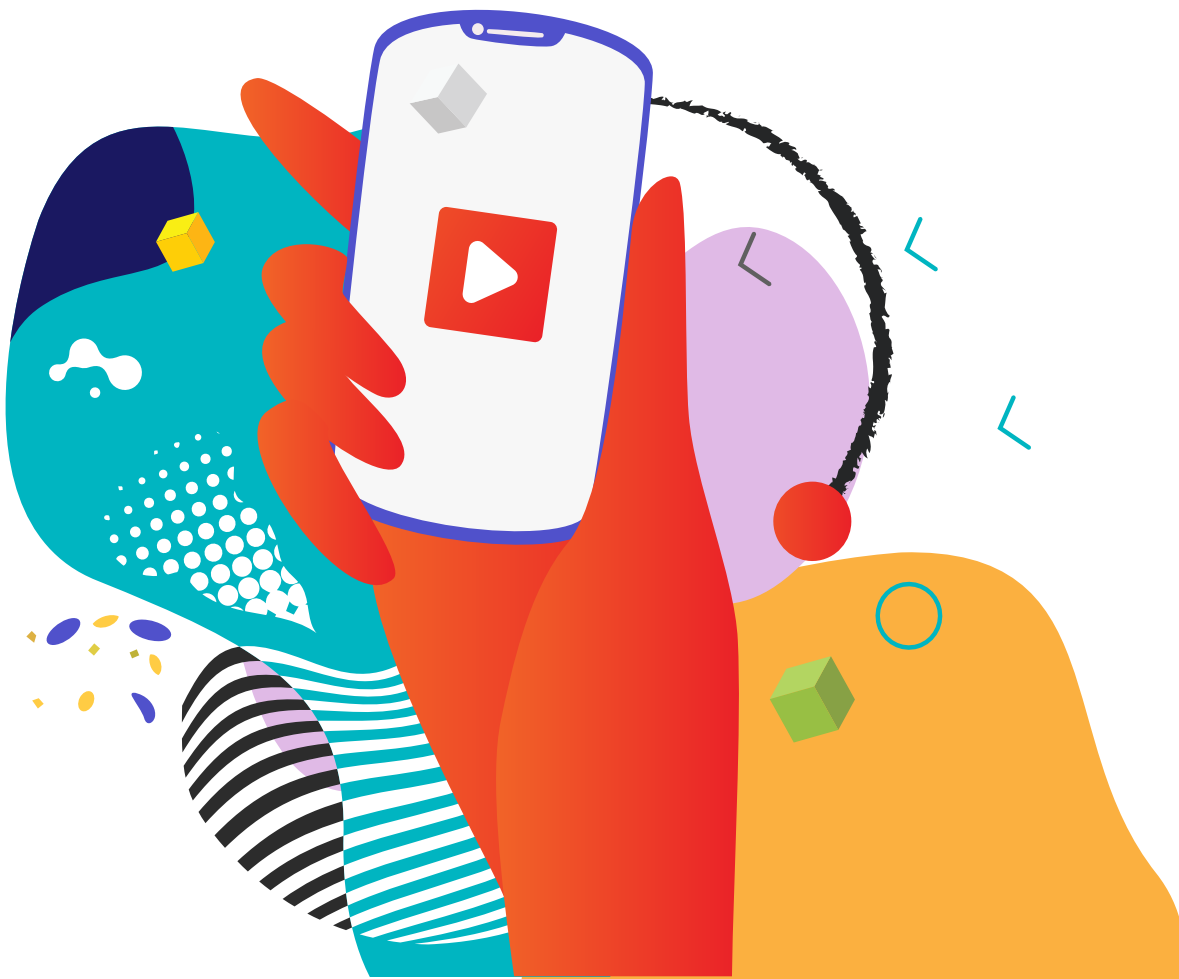
TELCO

Meet them where they are for cross-selling

Consumers use multiple electronic devices throughout the day. For example, they might search for a birthday gift on a phone while drinking a morning cup of coffee, compare prices and options on a laptop later in the day, and finally making the purchase on a tablet that evening while relaxing on the couch. Ideally, when they pick up on their research and shopping, it's a seamless experience no matter what device they're on.

A major European telco wanted to provide that seamless and progressive shopping experience across devices and channels to encourage customers with mobile-only plans to add more services like internet and TV. The telco developed cohesive experiences across all touchpoints—desktop, mobile web, mobile app, search engine marketing (SEM), social (Facebook), email, and an in-store display ads. By using data collected in their customer data management platform, Adobe Audience Manager, they were able to deliver a consistent and progressive experience to those mobile-only customers, no matter what touchpoint they used to interact with the brand.

The results were phenomenal. The telco increased orders for additional services by close to 60,000, almost doubled conversion rates, and significantly dropped the cost per order.





Using Personalization to Upsell and Cross-sell

Upselling and cross-selling are a key way to increase profit margins. Think, “Would you like a drink with that?” or “Would you like to super-size that?” Personalizing for these purposes requires being strategic about when you offer the opportunity and how you present it.



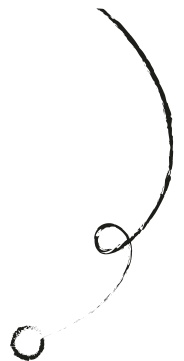
TELCO 

Personalize in the lower funnel for cross-sell and upsell opportunities

A good salesperson knows how to push a customer to upgrade or add-on extras to a purchase. Consider a customer completing a car purchase and being offered an upgrade to leather seats for a relatively small bump up in price or all weather floor mats. Timing is everything in these types of opportunities. At that point, way down in the sales funnel, adding that little bit more can be an easier “Yes” for a customer.

A major US telecommunications company wanted customers on the verge of completing their service subscription agreement to upgrade the speed of their Internet or add an additional service like streaming TV. They offered those upsell and cross-sell opportunities in a pop-up window in the step before the visitor completed the plan purchase agreement. The result was an increase in conversions, additions of streaming TV, upsells to faster internet speeds, and hundreds of thousands of additional annual revenue.

The same telco later tried three other tactics to increase sales of additional items in a sales package—just before completing the purchase, they popped up an interrupter window with an offer for the item or they popped up an interrupter that showed the incremental cost of adding an item. In the third tactic, they targeted the visitor with a personalized hero image, an offer for the item, and a note about the plan they had previously researched. Together, the plans almost doubled additions of the upsell item to the plan the customer purchased.





TIP

Pairs well with Real-Time CDP

What if the same telco company in this example could target visitors to their website with specific personalized offers and messaging based on real-time interactions? For end-to-end workflows in delivering personalized experiences in milliseconds, companies can pair Adobe Target with Adobe Real-Time CDP for combining behavioral data from Target with rich, real-time CDP audience profiles. This integration offers the ability to leverage profile data of a known loyal customer who is engaging through a site or an app to instantly personalize or test messaging via Target!



TELCO

Use AI to personalize hero banners

Hero banners are a great way to grab a customer's attention, so it's a wasted opportunity when a company has information about a customer and delivers the same banner to every visitor. At the same time, when a marketer uses that customer data to define audiences and manually target specific banners to those audiences, they can't always be sure they're delivering the best banner for each visitor. AI and machine learning take all the data being fed to an algorithm to determine the best content or experience to deliver each visitor. Over time, the machine learning model increases its accuracy in determining which experience or content will resonate most. That can lead to much better results.

A European telco decided to let AI determine the best of four hero banners to deliver its homepage and customer center visitors. The customer center is the central page from which customers can get account-specific information about their bills, devices, upgrade eligibility, and more.

They compared the results of using AI to randomly delivering the four experiences to visitors, and saw incredible success. Clickthroughs from the banner jumped by just under 50%. The telco also realized that this "always on" activity could be updated with new experiences at any time. They could just introduce a new experience, and over time, the model would recalibrate to start delivering the new experiences to the right visitors or customers.





Pairs well with Adobe Analytics

TIP

If you are looking to further enhance reporting and metrics of success with personalized landing page content to help reduce call center costs, pair Adobe Target with Adobe Analytics! To help measure traffic flow and interactions on the page, use the Adobe Analytics Fallout report to help discover pages where visitors are bouncing at high rates. Adobe Target testing and personalization capabilities can help remedy the issue with conversion rate optimization for content and offers.



Cost Savings Ideas

The saying “a penny saved is a penny earned” is one that businesses apply every day. With personalization, companies can encourage customers to take cost-saving actions by doing things online that they might otherwise do in-person or through a call center.

For example, a technology company might lead people to search a knowledgebase or ask a question in an online community to address a technical issues rather than calling customer or technical support. A healthcare provider could shift patients toward booking appointments or filling prescriptions online rather than calling to do these things..



TELCO 

Target customers to divert calls

Providing customer support through a call center is a high-touch, expensive way to address customer questions. The average cost per minute of a customer support call is around \$1 USD. The reality is that many customer questions can be easily addressed with information that’s readily available online.

The customer care center of a large US telco fielded close to 100,000 calls a month. Many of the calls were to ask questions about a specific topic that could quickly and easily be answered if the customer viewed their account information. The company developed an experience with copy that noted this frequently asked question—for example, “Want to know how much data you’ve used?” Clicking the link next to that copy linked the customer to their account log-in page, and after they logged in, a link was available to “Check my data usage.” They were taken immediately to the details that answered that question. Over one third of their calls were deflected from the call center by this tactic, saving them hundreds of thousands of dollars.



TELCO 

Provide customer support with recommendations

While a company can directly target customers with specific customer support information, often customer questions and needs can vary widely. Recommendations, which many marketers only view as useful for recommending products and services, can also be incredibly useful for providing content. For example, a company could recommend customer support topics to customers with questions, educational content like videos and white papers for customers researching a product, or health information for a patient trying to learn about a health condition or medication.

A large European telco wanted to help its customers easily access the information they were looking for when they visited the customer account page. This was the page after log-in where customers could see details about their plans, bills, usage, and so on. By letting recommendations determine the order of several tiles that linked to topics like “check my bill” or “see my device protection plan,” customers were far more likely to click one of the tiles. Customers were able to get the information they needed more easily, which reduced calls to customer support.

The company then applied the same approach to the homepage of both their desktop and mobile sites, using the customer’s device to deliver an experience personalized for that device when they clicked one of the recommended tiles.

They later used recommendations to populate an area of the mobile site with a device setup guide personalized for each visitor based on their device. That provided guidance on how to set up more than 200 different mobile devices, reaching even customers on less popular device models. The results were in the multiple 100s of percent increases in conversion rates, customer center traffic (and likely fewer calls to customer support), visits, and sales from the personalized area.



TIP

Save on creative costs with AI

Companies invest significantly in developing their website and mobile pages. Manually populating those pages takes time. By creating templates for key pages, like a landing page or an offer, and using AI to dynamically populate those pages with relevant copy, images, and offers, teams will save big on creative costs! The result is the automated delivery of highly personalized experiences and offers.





Personalization in B2B

For a long time, personalization was viewed as useful only for B2C companies. But many B2B marketers saw the potential it offered the B2B world by taking into account the differences inherent to B2B. For example, B2B experiences longer sales cycles due to the need for deeper research and the involvement of more stakeholders in decision making. In addition, rather than personalizing for an individual, a B2B business will address business customers with account-based marketing or perhaps may address a specific business role like CEO or IT Director.



SOFTWARE

Increase engagement and leads with personalization

Many B2B businesses serve multiple industries. For example, a company like Adobe provides cloud-based solutions to every industry. However, a company may know the industries it sells to most, travel and hospitality, high-tech, media and entertainment, financial services, and so on. Developing and delivering experiences personalized for these businesses can lead to big results.

A large company that delivers creative and digital marketing solutions was able to determine a website visitor's industry through using a service that matched the visitor's IP address to a business account. To increase accuracy of the matching, the company looked at its own customer and account data. They could see the industries the customers came from, so were able to develop experiences by industry. Due to limited resources, they needed to narrow that focus to just personalizing for their top tier business accounts. When a visitor from one of its top tier accounts came to the homepage, they personalized with the company name, a banner image, and a CTA, which when clicked led to an industry page personalized with a banner image and specific relevant content.

Engagement with the personalized pages increased by almost 10 percent, submissions of demand generation forms increased by more than 25 percent, and visits to industry pages

increased by almost 100 percent. In addition, by being able to show results to their internal teams, they were able to generate excitement in and support for more investment in account-based personalization from executives.

The same company wanted to establish itself as a thought leader in the retail space by promoting its valuable content focused on shopping trends and other retail-based data and research. Using the same ability to identify a visitor's company and industry, they built an end-to-end experience with personalized retail copy and offers that went from media or email to a special retail content microsite that included offer for content. They also retargeted those offers to visitors on their websites, including one geared specifically to marketing executives. Ultimately, the goal was to have a visitor fill out a lead generation form to build an audience they could market to.

Visits from the marketing executive microsite grew by over 350 percent year over year. Time spent viewing assets on the site was 4X what was typical on the company's website. The program also built a large audience comprising many C-level executives. They not only focused on targeting to retail visitors, but also on visitors whose behavior was similar to that of their retail visitors. This helped increase the reach of their program and magnify its impact.



SERVICES

Address B2B customers based on who they are

Companies in the B2B world often know the personas of their most important customers and market to those personas. For example, a technology hardware vendor might market to individuals with titles like “IT Director.”

A global company that provides commercial credit and business information reports about companies knew the key personas of its website visitors. In many cases, they were able to use their own internal data coupled with the visitor’s IP address to determine the role and title of each visitor. When they couldn’t determine the visitor’s role, they could

often determine the company name and therefore its annual revenue.

The company decided to personalize their homepage based on these pieces of readily available information. For example, if the visitor was a chief operating officer (COO), they’d deliver an operations-oriented experience. When they lacked the data on a visitor to personalize by role, they were often able to use annual revenue data to categorize a business as enterprise or non-enterprise. They could then deliver an experience to the visitor based on that category.



SUPPLIER / DISTRIBUTOR

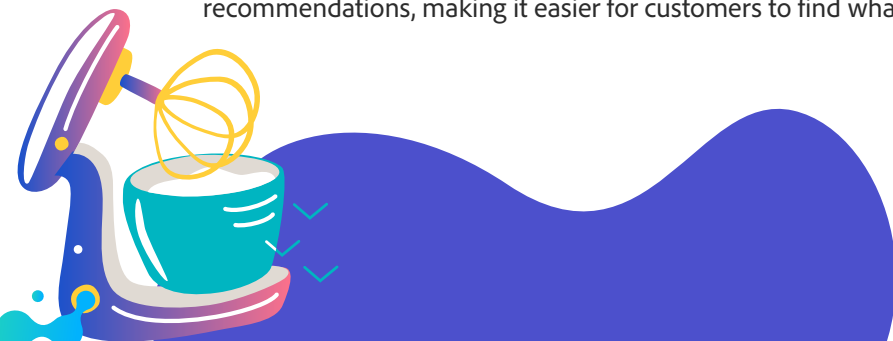
Personalize by industry and account

When a business serves a wide variety of business customers, what will work for one customer may be entirely irrelevant to another. Personalizing by the customer’s industry can make a big difference in their experience and likelihood of engaging with the site. Taking that a step further, IP address lookup services can often show a website visitor’s company. Personalizing the experience with that information can have a big impact on visitor engagement.

A large supplier of industrial products served customers from many different industries—for example, plumbing, HVAC, and electrical companies. Clearly the type of content that resonated for one would have little to no relevance for another. They wanted to increase engagement rates with the content on their homepage. They also wanted more visitors to register to create an account because that would allow them to personalize even more with offers and negotiated prices specific to their company.

Using an IP address lookup service, they were able to determine the visitor’s company and industry. By addressing the visitor with their company name in the homepage banner and delivering industry-relevant content, they were able to increase customer engagement by over 50% and registration form completion rates by more than 60%.

This same company used analytics reports to figure out which product categories were the most popular with visitors. They used those categories tailored to specific customer attributes to deliver product recommendations, making it easier for customers to find what they wanted on the website.





HIGH-TECH

Address B2B customers based on who they are Generate leads with homepage personalization

Lead generation forms are a key way that technology companies start the process of nurturing a business customer through the sales funnel. Getting a business customer to fill out a lead generation form requires a company to present them with information that is relevant.

To increase leads in its pipeline, a technology company personalized its homepage experience using an IP lookup service to tie firmographic data to each visitor. This enabled them to personalize the homepage with the company name in the banner and provide industry-specific content and a video. As a result, the company increased plays of the video by over 130 percent and more than tripled completions of demand generation forms.



Pairs well with Adobe Marketo

TIP Optimize your customer experience in real-time pairing Adobe Target with Adobe Marketo for highly customizable cross-channel personalization and optimization. In addition to lead generation and B2B use cases for targeting videos and CTAs on your website, Adobe Marketo data and segments can inform new opportunities for nurture programs. Tap into Adobe Target's premium capabilities for product recommendations and AI-driven automated personalization to deliver optimized experiences to every new visitor, every time.



SOFTWARE

Court important accounts with hyper-personalization

Some businesses have a short list of their most important business customers. In these cases, it can be worthwhile to develop exceedingly personalized—hyper-personalized—experiences for those customers.

A large software company had an extremely important customer to which it wanted to market one of its software solutions. The company started with its homepage, using an IP lookup service to identify visitors from this key customer. When those visitors arrived at the website, they were delivered a banner with copy that mentioned the customer company by name. A CTA in the banner led to a landing page for the solution, personalized with copy that included the customer's company name. Clickthrough rates from the homepage increased by close to nine times and pageviews increased by about a third.

After this, they used website analytics to research the top pages, product pages, line of business pages, communities, and blog posts that visitors from this important company viewed as well as the top assets that they downloaded. They rebuilt the landing page experience hyper-personalized for the key customer with a personalized banner, asset and solution topics, service and support topics, free trial software, training topics, and contact information for the account manager. Engagement with content on the landing page and page views increased substantially and the 9X clickthrough rate from the homepage was retained.



HIGH-TECH 

Let everyone win the battle of the homepage

At most companies, home page real estate is highly prized. Every business unit wants to have a piece of it dedicated to their product or area of the company. But most visitors are coming to a website—particularly a B2B site—to look for specific products or services, and not to explore all possible offerings. Personalization can help them go more directly to the information they need.

A well-known IT infrastructure company with many different products had a long scrolling homepage with numerous CTAs that linked to its various product areas. Although many products were represented on the homepage, visitors couldn't find what they wanted. They came to the homepage and bounced off the site before taking further steps to engage.

The company tried two different approaches to reduce bounce rates and increase engagement. First, they personalized the entire homepage when the visitor returned, capping the number of times the visitor saw the personalized version to ensure exposure to other products and content. Bounce rates dropped dramatically, conversion rates from demand generation forms increased, and clickthroughs from a landing page also increased notably.

But they didn't stop there. To drop bounce rates and further increase submission rates of the demand generation form, they added recommendations to the homepage based on the last page the visitor visited, recency of the visit, and product category affinity. Submission rates skyrocketed.





Building Customer Loyalty

The ultimate goal of any company is to not only gain customers, but to retain them by creating brand loyalty. Ideally, they'd even become brand advocates, sharing their love of a brand on social media and elsewhere. In some cases, it's simply by creating something that the customer can't live without—for example, a banking app that lets you deposit your checks on your phone. In other cases, it's delivering a great product, along with incredible customer service and perks for being a loyal customer.



TELCO 

Build loyalty by delivering the unexpected

When a customer uses an app, their identity is known. Using that information to delight the customer through personalized experiences can help them continue to come back to the app.

A major European telco used the billing and location data of its customers using its app to deliver personalized banners, content, and offers based on the segment that the customer fell into. They wanted to deliver something that wasn't just related to a transaction, so they added information about local music festivals based on the customer's location. Monthly app users and daily app usage was at high numbers.



TELCO 

Increase guest engagement, bookings, and loyalty

Mobile apps are one of the most effective channels for building customer loyalty. Apps ensure the company has information about the user because they must log in to use the app. But in addition, by their very nature, mobile apps are almost always in the palm of a customer's hand.

A major international hotel chain realized that they could increase bookings and customer loyalty through their mobile app by delivering personalized content. By testing dynamically delivering personalized content into their three main sections of their app—making a reservation, staying at the hotel, and customer loyalty—they increased bookings by over \$1.5B USD and boasted a 30% customer retention rate. Compared to their mobile website, the mobile app delivered an almost 2 times conversion rate.



TIP

Pairs well with Adobe Audience Manager

Higher conversion rates with mobile apps can significantly improve business value and efficiency with cross-channel activation and retention. To unlock new opportunities for Adobe Target, pair your experimentation and optimization activities with Adobe Audience Manager to easily collect and merge data from any channel, build more informed audience segments, and identify new opportunities for personalization at scale

Build loyalty with apps

Apps provide one of the easiest ways to build customer loyalty. The following ideas show how real businesses are personalizing apps to build loyalty.

- An airline app that makes it easy to upgrade a seat while the passenger is in the airport.
- An airport app that lets a traveler see what stores and restaurants are near their gate.
- An amusement park app that shows shops, rides, events, or experiences based on a visitor's expressed interests.
- A pharmacy app that makes it easy to fill prescriptions and print photos, but also schedule a flu or COVID immunization, use coupons, and apply rewards points.
- An in-vehicle app that shows how a driver can better use a car's functionality like eco-mode to save on mileage or to be alerted when the car needs an oil change.
- A home improvement store app that maps to exactly where in the store items are located—for example, the bin for a specific size and thread bolt.
- A sports app that lets a sports fan in a stadium simply press a “beer” button to order a beer.
- A hospitality app for a hotel chain that lets guests go straight to their room and check in and have the mini-fridge stocked with items that they always order.
- A health insurance app that encourages healthy behavior by providing actions a customer can take and rewards them with points that can be applied toward gift cards.





Conclusion

Any exceptional experience, uniquely personalized to each new visitor or loyal customer, begins with an idea and a great story. This collection of personalization stories brings a spark of innovation mixed with real, practical examples from customers using Adobe Experience Cloud's personalization engine, Adobe Target! As the evolution and pace of innovation continues to accelerate, companies leveraging personalization and optimization across their business outpace competition and remain amongst the top brands in all industries – cooking up new ideas along the way:

- Retailers can drive higher conversion rates in e-commerce and significantly increase revenues over the holidays.
- Travel and hospitality companies are generating billions of conversions with travelers, personalizing lodging options and vacation packages.
- Financial services and insurance are investing in cross-channel campaigns to increase engagement from web to mobile driving relevant and trusted relationships with their clients.
- Media and entertainment and Teleco companies are seeing record setting conversion rates and higher NPS scores with customers as personalization is enabling brands to deliver contextual offers and promotions based on real-time event behavior and service changes.

Marketing, product, and data analytics leaders can take advantage of Adobe's personalization menu of ideas to discover new ways to personalize beyond websites to mobile apps, retarget visitors based on category affinity and real-time behaviors, use customer intelligence cross-channel and cross-device to increase engagement, and easily turn on AI and machine learning to enable automated personalization for upsell and cross-sell opportunities.

Brands of all sizes and skillsets are learning new personalization recipes, turning up the optimization heat, and delivering exceptional experiences across the entire customer journey. A transformational shift for customer-centric businesses – increasing engagement, conversions, and customer loyalty while reducing overall costs - is just one new personalization recipe idea away. As you master the art of personalization and optimization, we are excited to see all the new activities and customer experiences you cook up with Adobe Target!





For more creative inspiration on Adobe Target content, instructor-led training, video tutorials, product coffee breaks, and community connections with other Personalization Expert Advisors, head over to [Adobe Experience League](#) to join the community!

Interested in Adobe Target? Curious to learn more about the power of Adobe Experience Cloud solutions? Sign up for a [personalized product demo](#) where you can speak with Adobe experts and find out how to scale a few inspirational ideas to a Michelin-Star personalization program.



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