



Level up personalisation.

Your six-step guide to reaching
new heights, with true personalisation.



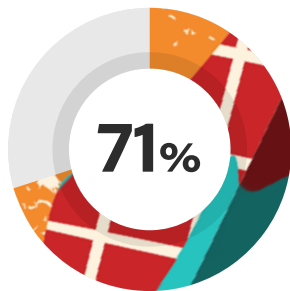
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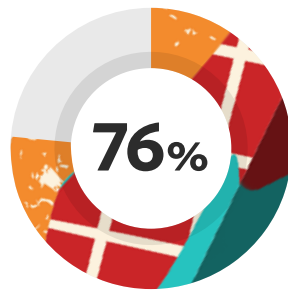


Don't drop the ball.

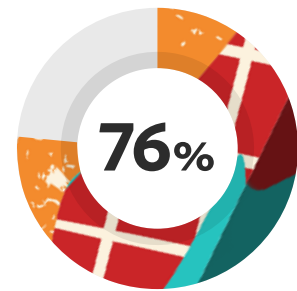
In the game of personalisation, there's a chance to win big. Personalised experiences score highly with customers.



71% of customers now expect businesses to deliver personalised interactions.



76% of consumers are more likely to purchase from brands that personalise.



76% of customers get frustrated when interactions aren't personalised.

McKinsey

These figures can't be ignored. But, in the rush to personalise, many businesses drop the ball. Data silos, outdated technology, and a lack of coordination across workflows make it harder for businesses to connect with customers on a one-to-one level. This leads to a number of common mistakes. From personalisation that's too broad and lacks meaning, to over-personalisation that leaves customers feeling overwhelmed and irritated.

When marketers do drop the ball and their efforts to personalise miss the mark, customers are willing to walk away. Gartner found that in a survey of 2,500 customers, over half report they'll unsubscribe from a company's communications, and **38%** say they'll stop doing business with a company, if they find personalisation efforts to be "creepy."

So, what combination of tools and technologies are needed to level up personalisation?

How to level up personalisation

Data. Technology. Trust. Authenticity. Teamwork. True personalisation is a careful balancing act. Done correctly, and it can elevate customer experiences, creativity, and your brand.

In this guide, we'll take you through the steps needed to achieve true personalisation and make sure you never drop the ball.

STEP 1

Up your data game.

Why?

Delivering more meaningful interactions means understanding customers' habits and behaviours. This takes more than just the collection of their data. It requires the skills and tools needed to interpret and act on those insights. Yet **45%** of marketers admit they don't currently have sufficient insights to achieve effective personalisation.

How?

Understand customers' needs better with a real-time customer data platform. This will create a single, trusted profile for every customer. Every time new data comes in from any channel, the customer profile is updated instantly, to give marketers up-to-the-minute insights.

“ Most teams don't often have a data scientist or behavioural scientist available to dig through the numbers and find insights.

Michael Baggs
Digital marketer

Single customer profiles will help you to:



Gather known and unknown data to build a clearer picture of their habits, behaviours, and insights.



Automatically segment audiences and offers.



Create more targeted cross-channel campaigns.



Deliver timely, relevant experiences to any channel with actionable insights.

Discover how you can up
your data game with **Adobe**.

STEP 2

Win customers over.

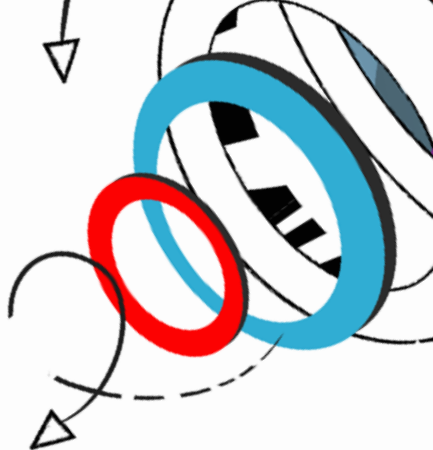
Why?

Customers want authenticity. For businesses to be authentic, they must stay true to their values and be consistent in their messaging. A recent study of over 1,000 UK customers shows that **68%** didn't agree that brands were delivering on their promises to understand and meet their needs.

How?

Tailored content and consistent storytelling can bridge the disconnect between what customers expect and what they experience. Sometimes this can be a challenge when customers interact with your business across multiple screens and devices.

With a unified content management system, you can integrate your entire creative and marketing software into one place. It helps you deliver personalised, consistent experiences at scale by automatically adapting content to every channel. So you don't have to manually create specific formats for different platforms or devices.



“ Multi Site Manager in Adobe Experience Manager has really transformed how our team operates, creating efficiencies across our market sites and encouraging greater consistency in our international messaging and strategy. Rather than creating separate pages for each global site, we can control and roll out relevant content from a central location.

Jess Sidlowe

Senior Director of Website Management and Strategy
Dun & Bradstreet



Find out how to win customers over
with [better content management](#).

STEP 3

Balance risk and reward.

Why?

Customer data is a necessity to achieve effective personalisation. But consumers are increasingly concerned about privacy and data usage. A 2019 study by Oxford Economics found **64%** of people worldwide have concerns about personal data being misused. Consumers are, however, more willing to share data if there's something in it for them.

In a recent survey conducted by Microsoft Advertising, **57%** of respondents said they're willing to share personal data in exchange for personalised rewards or discounts on frequently bought items and services.

How?

To deliver value and trust to customers, you need a system that makes sure you're up to date, compliant, and not violating any privacy laws. Privacy is an essential part of consumer trust. You can ensure greater peace-of-mind for customers with a real-time customer data platform that:



Includes enterprise-level data governance tools.



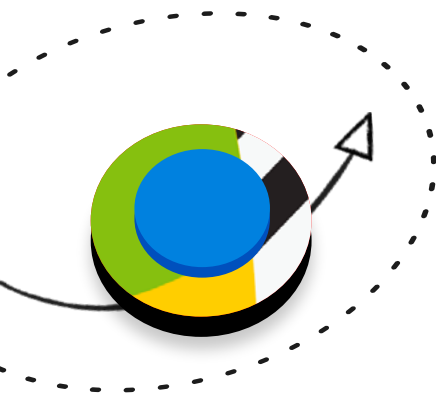
Ensures responsible data usage with real-time enforcement.



Complies with regional and organisational data policies.



Gives customers greater transparency of their data.



Find a balance between personalisation and privacy with Adobe tools.

STEP 4

Score highly with customers.

Why?

Customers want to be treated like individuals. They want their needs to be met, and their interests taken into account. But only 22% of customers said they're satisfied with the level of personalisation they receive. As customers have come to expect individualised experiences, businesses risk losing them if this demand isn't met.

How?

'Individualised experiences' go beyond targeting groups of people based on shared characteristics to address a single individual.

Connecting with customers on a "one-to-one" level requires two critical inputs: content and data. You need an extensive library of content and a constant stream of data that can help you anticipate what a customer might need at any given moment. Marketing automation lets you centrally orchestrate and manage interactions with customers. So you can deliver the right piece of content at the right time to each customer, based on those data-driven insights.

“ There's a library of knowledge at Adobe we've been able to tap into. We've been able to target customers that we wouldn't usually be able to in a specific way.

[Read the full story here.](#)

Dan Rolmanis

Optimisation Manager, Virgin Atlantic



STEP 5

Share the knowledge.

Why?

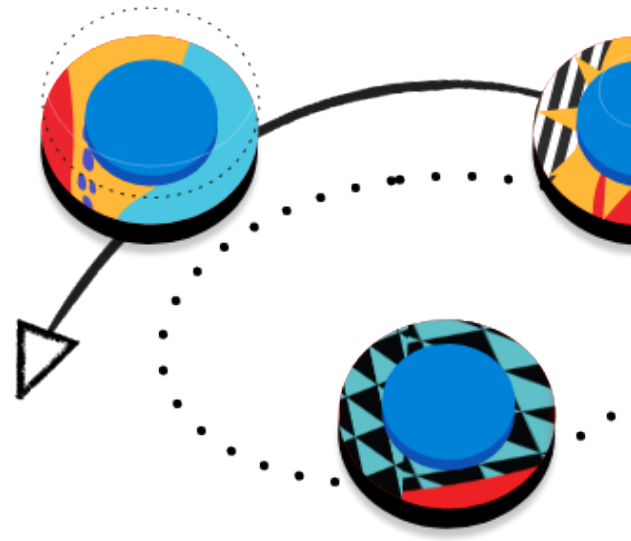
True personalisation is a team endeavour. It requires a myriad of skills to truly understand customers, based on a real-time assessment of their behaviours, demands, and preferences. For that reason, training, collaboration, and a deeper understanding of customer insights is paramount in supporting your business's personalisation strategy.

How?

We'll use Bose, the audio equipment manufacturer, as an example to demonstrate how sharing knowledge at scale can help to strengthen your personalisation strategy.

To bridge the gap between content and technical teams, Bose created a Centre of Excellence. The group serves as a central resource where teams across the company can learn how to get the best results for their marketing or analytics goals, and build more advanced personalisation strategies.

In addition to the Centre of Excellence, Bose also utilises Adobe Experience League to bring a greater focus to personalisation across the company. This platform serves as a hub for Bose employees to learn and connect with others who face the same marketing or technical challenges.



“ Adobe Experience League embodies what I refer to as ‘social capital.’ It’s the idea of people coming together from across individual areas and creating something by combining their talents. When we can create around Adobe, that’s where the magic can happen.

[Read the full story here.](#)

Taki Tsaklanos

Center of Excellence Lead, Customer Experience Technologies, Bose



STEP 6

Play the long game.

Why?

Personalised experiences breed loyalty. **25%** of consumers admitted that personalisation makes a 'significant impact' on their buying decisions. Customers are more likely to stay with a business that makes relevant suggestions. For instance, they don't want to be recommended a washing machine that they've just purchased.

How?

AI-powered testing takes the guesswork out. You can automatically test content through every channel. You'll understand how individuals prefer to interact with your business, and then give them that experience to encourage greater engagement and conversion rates.

Amplifon, a hearing healthcare professional, proves just how impactful relevant experiences can be:

30%

higher customer acquisition through personalised campaigns across multiple touchpoints

Doubled

the number of people visiting stores because of successful email campaigns

Identified

new audiences with data from digital and offline channels, including in-store systems

Discover more on
AI-powered testing [here](#).

Key takeaways.



To win in the game of personalisation, a combination of the right tools and technologies are needed.



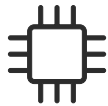
Connecting with customers on a “one-to-one” level requires an extensive library of content and a constant stream of real-time data.



A single, up-to-the-minute customer profile provides the insights needed to power highly-targeted campaigns and relevant, timely experiences.



Customers stick around for relevant experiences. AI-powered testing can help uncover the types of experiences individual customers prefer.



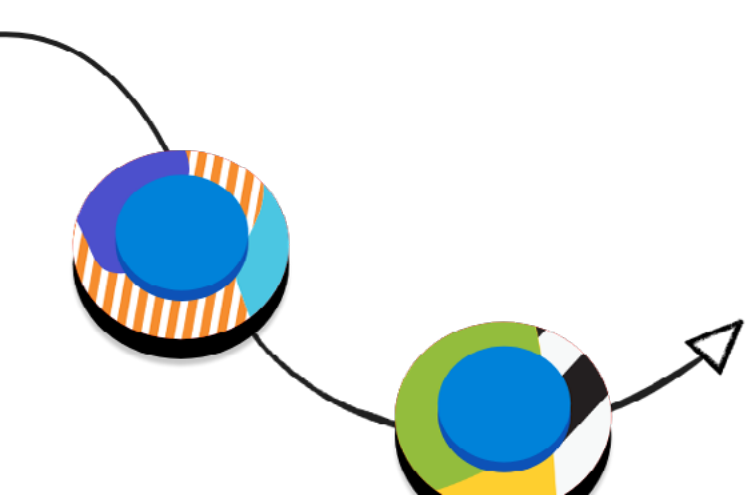
Customers crave authentic, personal connections. AI can help to interpret customers’ needs and motives to create real-time contextual experiences that really resonate.



Greater collaboration can help ensure a deeper understanding and support your business’s personalisation strategy.



Customers are willing to share data for personalised rewards. Businesses must be clear on how they can deliver these experiences in a responsible way.



Learn how Adobe can help you level up personalisation.

[Learn more](#)



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