

Do Better with Behavioral Targeting

Behavioral data can inform deeply personalized—and effective—marketing strategies.

Your customers want personalized interactions.

91% of consumers said they're more likely to shop with brands that recognize them and provide relevant offers.¹

70% of consumers say it's important for brands to make automatic content adjustments based on current context for a real-time personalized experience.²

Because behavioral signals are much more closely aligned with buyer intent than demographic characteristics, behavioral targeting is one of the most effective ways you can personalize your marketing. This checklist describes some common types of behavioral data and what marketers can do with it.

Types of behavioral data

Many types of behavioral data may be collected by your marketing automation, CRM, or other systems. Generally speaking, the more data points you can combine into customer profiles, the better. Here are some commonly used forms of behavioral data:

Email

- Which emails did a customer or prospect open and/or click on?
- Which emails did they NOT open and/or click on?
- Which type of offer do they respond to most often?
- How long ago was their last interaction with an email—three days, three weeks, or three months?
- Who responds frequently, and who rarely interacts?

Events

- Which events did our customers and prospects attend?
- Who prefers virtual events, and who prefers in-person events?
- Which breakout sessions do they choose most?
- Which topics are they most interested in?

Social

- Did a customer or prospect mention your company on Twitter?
- Did they navigate to your site from Facebook?
- Did they share one of your messages?
- Did they comment on one of your blog posts?

Website

- Did a customer or prospect visit your website? If so, how recently?
- What content did they download or view?
- What keywords did they use to navigate to your site?
- How long did they stay on your website?
- How many pages did they view while there?

Transactional

- Which products has a customer purchased?
- When did they purchase them?
- Have they purchased the same product more than once?

¹Accenture 2018 Pulse Check.

²Adobe 2018 Consumer Content Survey: <https://cmo.adobe.com/articles/2018/1/adobe-2018-consumer-content-survey.html#gs.gyriz9>

What you can do with behavioral data

You can use behavioral data to inform a wide variety of marketing strategies. At its simplest, behavioral targeting is using a customer's behavior to trigger a marketing activity. Typically, behavioral signals are more reliable indicators of interest than demographics, so behavioral data can help your marketing more closely match customer needs and interests.

Campaign response targeting

You can target new campaigns based on how buyers have responded to prior campaigns. For example, if a consumer always responds to content downloads but never to event invitations, stop targeting them for events. Instead, give them more content to download.

This tactic requires the ability to track conversion success or—even better—to look down the funnel to see what actually happened during their experience.

Remailing

Remailing is like retargeting for email. With it, you give your original email a second chance by sending it again, a few (3–5) days later and perhaps with a different subject line, to contacts who did not open it the first time. You could also resend emails to those who opened but did not click, using a different call to action or changing the content.

Personalized content interactions

The content your customers view can tell you a lot about their interests. For example, a consumer who uses the mortgage calculator on a financial services company's website is likely to be interested in mortgage products.

Making the connection between content interaction and email targeting is vital—and it's not that hard. If a prospect has read reviews of a particular product on your site, common sense dictates that you promote

that product. If another prospect visits a key product web page twice in one week, send them a special offer and alert the sales team.

On a related note, if a consumer has already seen content offered on your website, then it makes sense to exclude them from an email campaign promoting that same content.

Messages for each stage of the buyers' journey

You can use different messages for prospects who have never bought and are not currently evaluating solutions, prospects who are actively evaluating solutions, and active customers. You can identify these segments by integrating your email with your transactional or CRM system.

Tailored product recommendations

One of the most powerful forms of behavioral targeting is to use actual transactional data. A financial services company can learn a lot from balance information and deposit and withdrawal transactions. A telecommunications firm might examine data usage and add-on purchase history. If a travel company notices that a particular customer travels to Paris every April, they can use transactional data to offer a related discount.

Take the next steps

Effective behavioral targeting requires a marketing automation solution that can collect behavioral data from multiple sources, including your CRM, and support behavior-triggered campaigns. If your current marketing automation solution can't do that, it may be time to look for alternatives. To learn more about behavioral targeting in Marketo Engage, visit:

[Marketo Engage >](#)