



CHEAT SHEET

# Do better with behavioral targeting.

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

Your customers want tailored, relevant experiences.

The latest findings from the *Next in Personalization 2021 Report* from McKinsey show 71% of consumers expect companies to deliver personalized interactions. And 76% feel frustrated when those expectations aren't met.

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. A targeted approach also improves sales outcomes. You're able to zero in on the needs of everyone on the customer account's buying team. The B2B buying cycle can often take a year or longer before prospects become paying customers, but this timeline can be shortened significantly when you use behavioral targeting.

In this guide, we explain how you can maximize marketing ROI using behavioral data.

# Types of behavioral data.

You've been using Adobe Analytics to collect behavioral data from your websites, mobile apps, call centers, social media channels, CRM, and more. When you bring data from these channels together into a cohesive view, you have all the information you need to deliver personalized and meaningful customer experiences. Here are some commonly used forms of behavioral data:

## Email



You can use Adobe Analytics to determine the success of your email campaigns by running an analysis of several key metrics:

- Which emails did a customer or prospect open or click on?
- Which emails did they NOT open 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



You can also track customer responses to events. Set up a visual dashboard using the following metrics:

- 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 frequently?
- Which topics are they most interested in?

## Social



Generate an analytics report that ties in social data. Consider the following:

- 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



Web analytics offer insight into more than just who's visiting. They can tell you exactly why. Set up reporting with these questions in mind:

- 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 site?
- How many pages did they view while there?

## Transactional



Get to know your customers from their past purchases. Set up your analytics to capture these transactional considerations:

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

# What you can do with behavioral data.

You can use behavioral data to inform a wide variety of marketing strategies that closely match customer needs and interests. At its simplest, behavioral targeting responds to a customer's behavior by triggering a marketing activity. The whole process is a lot more effective when your analytics are integrated with your marketing automation platform of choice.

Here are five ways you can empower your data with a marketing automation platform to create more relevant, consistent, and personalized experiences and simplify the B2B buying process.

## 1. Respond to every customer with the appropriate campaign.

You can target new campaigns based on how buyers have responded to prior campaigns. For example, if a customer 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) look down the funnel to see what actually happened during their experience. And you have that ability with Adobe Analytics.

## 2. Try emailing them one more time, just in case.

Remailing is like retargeting for email. You give your original email a second chance by sending it again, a few (three to five) 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. Use a different call to action or change the content.

## 3. Make sure the content connects to the individual.

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

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 website, 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 a marketing campaign promoting that same content.

## 4. Customize 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 marketing software with your transactional or CRM system.

## 5. Tailor your product recommendations.

Actual transactional data is one of the most powerful forms of behavioral targeting. 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 act on the data you've ingested with Adobe Analytics, support behavior-triggered campaigns, and determine the efforts that deliver the greatest return. If your current marketing automation solution can't do that, we recommend learning more about Adobe Marketo Engage, which integrates with Analytics. Marketo Engage uses data and artificial intelligence (AI) to automate marketing tasks and workflows while tracking impact and reach.

Pair Analytics with Marketo Engage and you'll be able to pinpoint the efforts that best engage target accounts, including the content that is most likely to convert at different stages of the B2B buyer journey. You can act on these insights by creating powerful audience segments and delivering effective experiences to the right people, at the right place, and at the right time.

To learn more about the behavioral targeting capabilities of Marketo Engage, visit:

[\*\*Adobe Marketo Engage\*\*](#)

# About Adobe Marketo Engage

Adobe Marketo Engage specializes in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalized experiences, optimize content, and measure business impact across every channel. It natively supports both demand- and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalized experiences at scale and prove impact with Adobe Marketo Engage.

# About Adobe Analytics

Adobe Analytics turns real-time data into real-time insights. As more than a web analytics solution, it takes data from any point in the customer journey and turns it into an insight that guides your next best action. Backed by Adobe Sensei, Analytics uses AI to deliver predictive insights based on the full scope of your data. View and manipulate data in real time. Discover what's working with attributions. And make more informed decisions with help from Adobe Analytics.

# About Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in AI and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

