



# THE BETTER WAY TO ENGAGE

Effective Personalization in a Real-Time World



# In this eBook you'll learn:

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### 1

#### WHY PERSONALIZATION?

It's important to be reminded that personalization actually does matter. And it matters to the most important people: your customers.

### 2

#### HOW DO YOU DELIVER PERSONALIZATION?

We will provide a practical framework to help you get to the personalized future that your customers already live in.

### 3

#### WHAT CAN YOU DO RIGHT NOW?

The move to personalization is a discipline that requires long-term investment. But don't stress, we'll offer some tactical steps you can take right away.

# 1

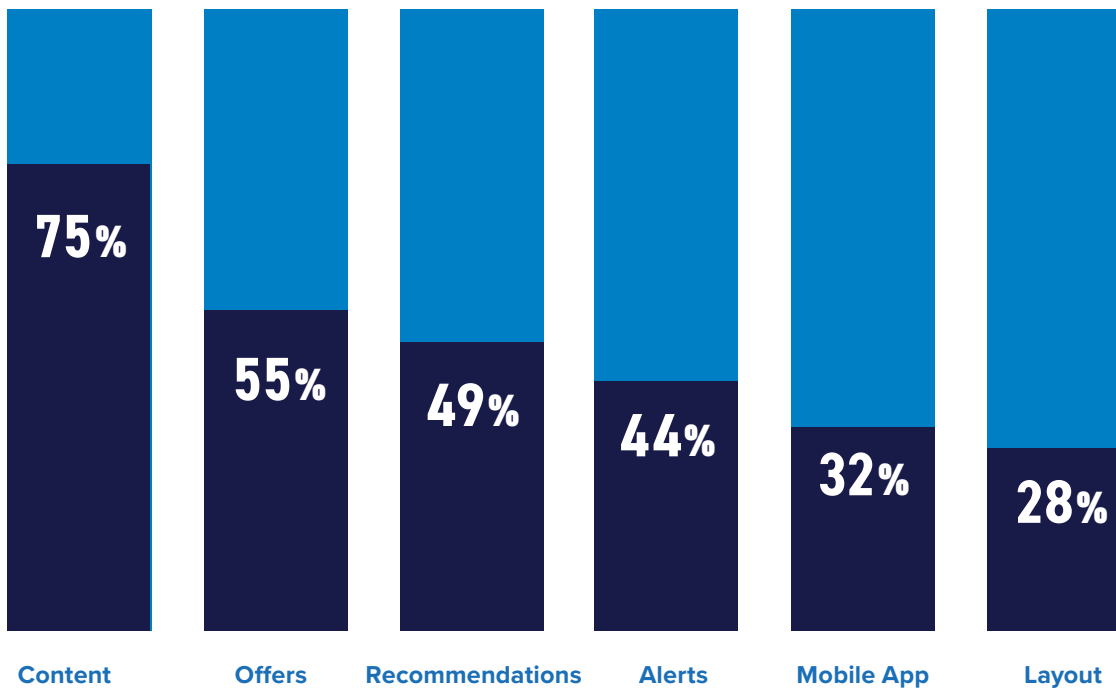
*Valassis* Digital<sup>®</sup>

## WHY PERSONALIZATION?

## 1. WHY PERSONALIZATION?

# Personalized experiences matter

YET, MOST OF THE PERSONALIZATION ATTENTION IS FOCUSED ON THE ONLINE EXPERIENCE.



Source: Base: 61 eBusiness and Channel Strategy professionals

Source: Forrester's Q2 2016 Global eBusiness And Channel Strategy Professional Online Survey

# 77%

OF CONSUMERS CHOSE, RECOMMEND, OR PAY MORE FOR A BRAND THAT PROVIDES A PERSONALIZED SERVICE OR EXPERIENCE.<sup>2</sup>

2. Source: Forrester's North American Consumer

Technographics Brand Compass Survey, Q3 '15

# How do you deliver delight throughout the journey?

Leading-edge brands are moving personalization beyond the “your name here” type of marketing and infusing it into every aspect of the buyer’s journey—from initial research, to the test drive, and all the way through to ownership and maintenance.

## THE ULTIMATE GOAL

**GETTING TO KNOW THE CUSTOMER  
AND PROVIDING A FULL EXPERIENCE  
(MARKETING, BUYING, AND OWNERSHIP)  
THAT’S VERY PERSONALLY TAILORED  
TO THEM.**





# What a personalized experience really means

## INDIVIDUALIZED

No one wants to be “lumped together” with other similars. Everyone wants to feel unique and special. Otherwise, you’ve lost the whole sense of personalization.



## ANTICIPATORY

True personalization isn't just about giving people what they ask for, it's about knowing what they want even before they ask for it. When you do that, they feel like you really “get them.”



## CONSISTENT

People want to be recognized for who they are, not just where they are. So real personalization means truly knowing and appropriately reacting to people across all media and channels.



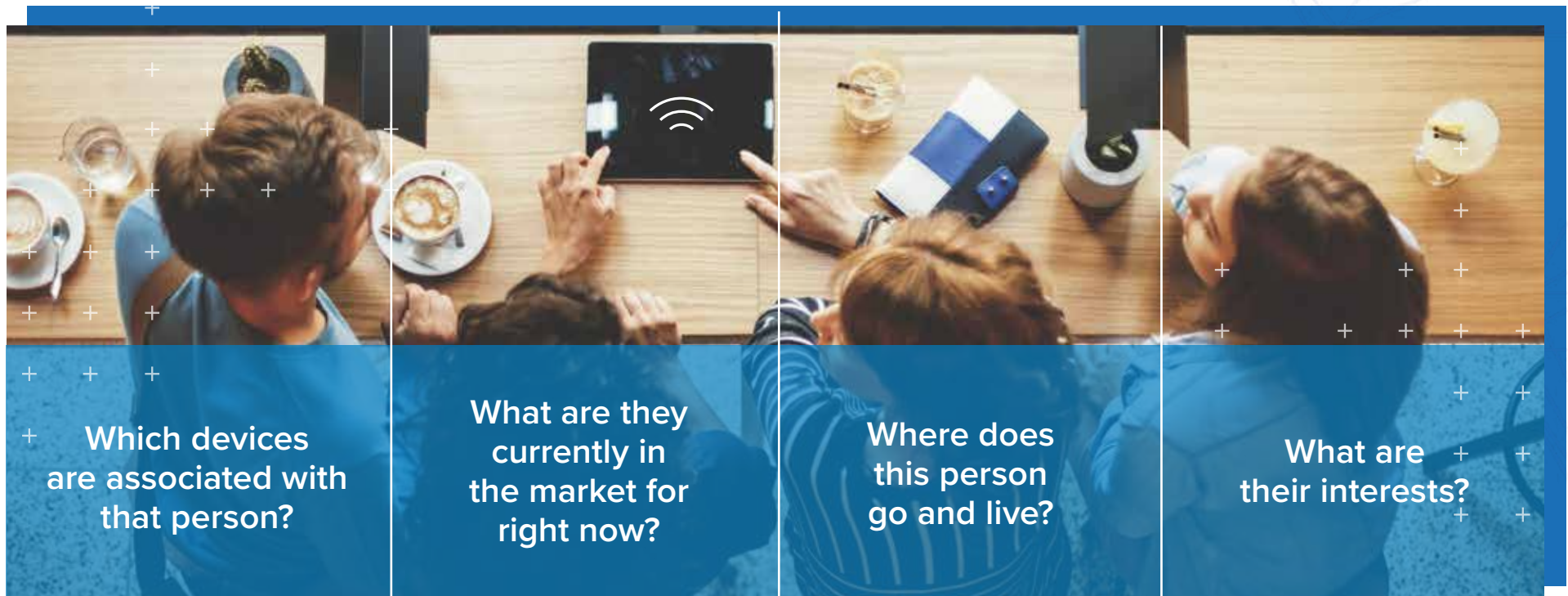
# 2

## HOW DO YOU GET THERE?

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# All-encompassing data

Just as everyday interactions are improved by learning about the other person, so will efforts at personalization. For example, it's helpful to know someone's age, job title and home city, but that's a pretty shallow understanding of them, and it's very likely to change too! You need to build toward a 360-degree view of the consumer. Not a snapshot, but a fully-connected view to answer questions like:



You won't likely start out with all of this, but if you intend to have meaningful interactions, you need a way of ingesting, storing and accessing this information.



## 2. HOW DO YOU DELIVER PERSONALIZATION?



## Accurate information

If brands start acting on the great data they have, but the information is wrong, they run the risk of wasting marketing dollars by advertising to the wrong person or at the wrong time or in a channel that he ignores.

To get more accuracy:

### + START WITH A LOT OF DATA

The more data points, the more likely you can triangulate on the position. Be wary of a shallow data pool. Also, your partners and systems need to be able to incorporate more data—cookie pools, syndicated data, your own first party data—to provide that full and constantly updated view.

# 34%

OF MARKETERS  
SURVEYED CITED  
INACCURATE DATA  
AS A MARKETING  
CHALLENGE –  
FORRESTER

Forrester Consulting, "Pursuing the Mobile Moment", June 27, 2017



## 2. HOW DO YOU DELIVER PERSONALIZATION?

### + DON'T RELY ON SNAPSHOTS

Your customer doesn't stand still, neither should your insights. As customers move in- and out-of-market for different products, they will be part of different segments and audiences. Your data needs to flex with these changes—big and small—to ensure you personalize appropriately.





## 2. HOW DO YOU DELIVER PERSONALIZATION?

### + FILTER OUT THE BAD DATA

You won't be surprised to learn that the advertising ecosystem has bad data. And bad data means wasted ad spend.

In a Forrester study last Spring,  
**34% of marketers cited inaccurate location data as a key marketing challenge.**

Thankfully, bad data can be siphoned off, leaving reams of awesome data to empower you. Filtering out the bad data will require diligence and good partners with a plan of action, but in the end it's worth it.

**VALASSIS DIGITAL REMOVES 40% OF THE  
31B LOCATION DATA POINTS WE SEE DAILY**





# Awesome insights

For real personalization, you need to identify the best channel, time, message, and product for each of your customers. Otherwise, you just have data and that can get real creepy real quick.

The main focus should be on insights: information that you gather from the data to ensure the customer is getting something they want out of the deal.

### GET THE INSIGHTS YOU NEED

**What is valuable for the shopper?**

**How do they want to engage?**

**What are they actually in the market for?**

**AND THEN DELIVER!**

# Activation opportunities

Despite being the whole point of the exercise, activation is the one aspect of personalization that all too often gets overlooked. To activate your insights, the data must map to the real world—which isn't just a “digital” world. The data that you've collected, organized, filtered, and analyzed should be able to be used to create online AND offline experiences that delight and drive consumers to action.

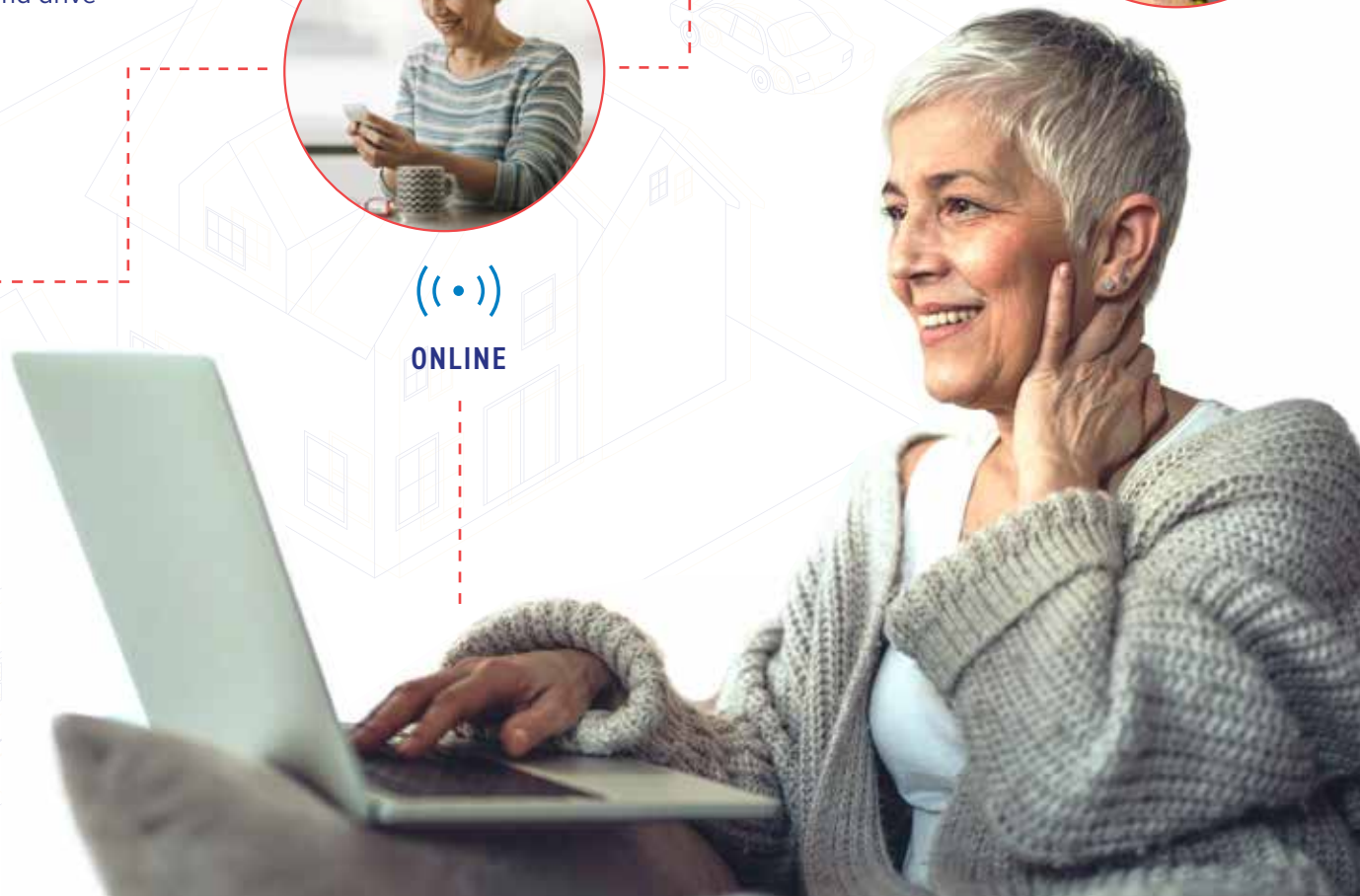


IN-STORE



((•))

ONLINE



# Reach your customers where they want to engage

Real, effective personalization can't live and die in a walled garden. You need partners who can take your data and activate messages and offers across all of the channels your buyer prefers to use.

You need to be able to use all of the tactics, so you can't have your data siloed the way that media providers often do.

IN-STORE



DYNAMIC MOBILE



EMAIL



DIRECT MAIL

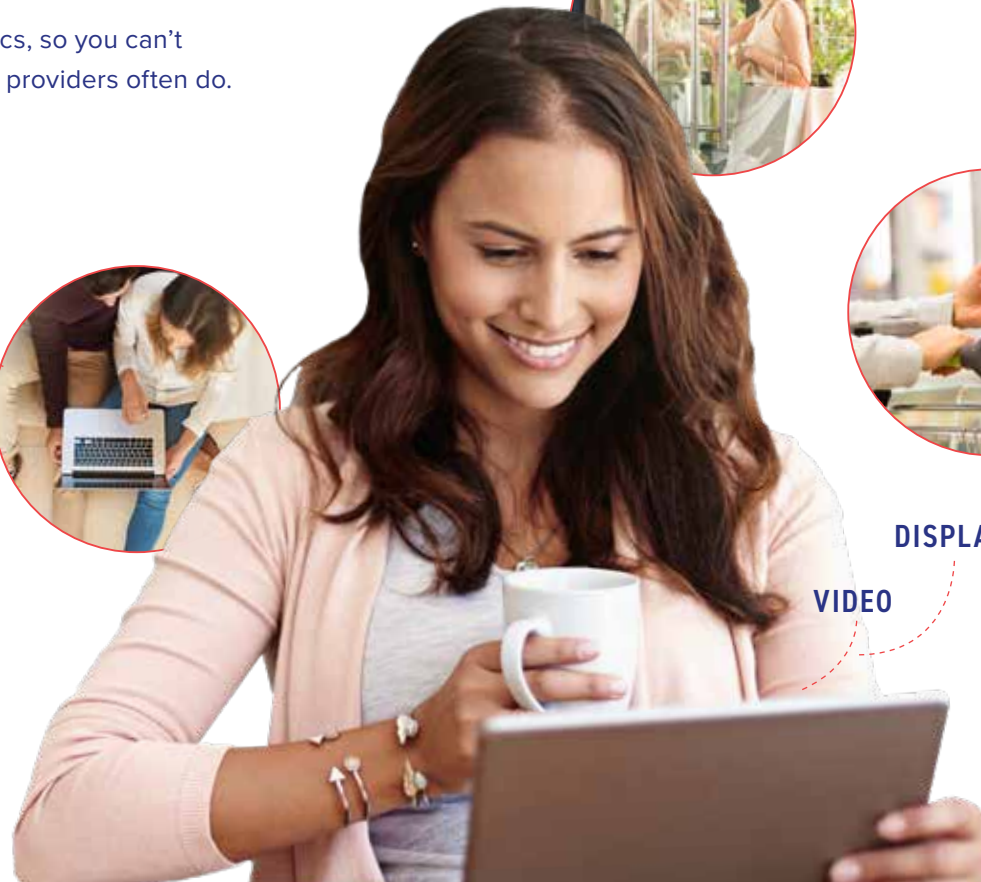


DISPLAY

VIDEO

COUPONS

INSERTS





# 3

## WHAT CAN YOU DO RIGHT NOW?

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+

Moving toward effective personalization is a long-term, multi-quarter investment of time and resources. But that doesn't mean you can't realize some immediate benefits by taking a couple short-term steps. Here are three things you can do right now to start moving down the path.

If you push your partners to help you with these tasks with an eye toward the big picture personalization, you'll start building that muscle and strengthen your discipline over time while enabling some quick, immediate wins.



## First three steps

# 3 STEPS

1

### IDENTIFY & FILL DATA GAPS

You may need an overall framework for synthesizing data sources. Or you may just need to round out your thorough online view with offline activity such as location data. Push your partners to work with you to create a full, 360-degree picture of each of your targeted shoppers.

2

### PUT YOUR DATA TO WORK

You likely have an existing data investment that you should leverage more fully. It may be as simple as using the data you have to inform your media buys versus leaning on stock cookie pools. Or it may be starting the work of mapping certain channels to specific profiles, creative and messaging combinations.

3

### LEARN FROM EACH CAMPAIGN

Presumably, you get after-action reports from each campaign, but are you allowing the results to inform the next round of activation? You can start collecting best practices by channel-consumer segment combination and start watching how your shopper's interests are evolving.

INTERESTED IN HOW VALASSIS DIGITAL CAN HELP  
YOU DRIVE SALES THROUGH DEEP DATA INSIGHT?

+ Visit: [valassisdigital.com](https://valassisdigital.com)

**START PUTTING THAT  
AUDIENCE DATA TO WORK.**