

THE POWER OF 1

Individualized Experiences Delivered in Real Time

THE PROMISE

For over a decade, marketers have been promised the power of digital personalization to achieve the following benefits:

- Greater relevance
- Better customer experiences
- Individualized communications
- Deeper engagement
- Predictive recommendations
- Higher conversion rates

It's not like marketers aren't interested. In fact, according to a recent Forrester Research survey,* 83% of marketers say personalization is critical to their company's success.

THE PROBLEM

Forrester also asked marketers "To what extent have the following been a challenge to your broader implementation of personalization?" The answers are not surprising:



cited vendor integration



cited the analytics needed to create personalized communications



cited their ability to dynamically create personalized content

*"The Personalization Imperative: Advance To True Real-Time Personalization To Meet Modern Customer Expectations," Forrester Research.

THE TECHNOLOGY

Technology vendors have built their entire personalization strategies on top of databases that were first released over 25 years ago – back when all the data lined up into nice little rows and columns. And all you had to do was place your data into that neat structure and query the database once in a while to get some answers to your questions. (And you could go get a sandwich while you waited for the reports to run.)

That's how prior generations of personalization technologies worked. Solutions are still being sold and implemented today, in fact, that use this rigid, high latency, asynchronous approach to segmenting and responding to user behavior. But today's 24/7, global, multi-device, sub-second attention spans have no patience for yesterday's approach to personalization.

The great news is that the next generation of personalization has arrived!

EVOLUTION OF PERSONALIZATION

Personalization has come a long way. Relying on IT or waiting on long development cycles can no longer be tolerated. Simple rule-based personalization aimed at broad segments on defined areas of your site is not going to cut it. You need real-time responsiveness, flexibility and depth...all in one platform that's easy to use for the modern marketer.

	1st Gen CUSTOM	2nd Gen POINT SOLUTIONS	Next Gen COMPLETE PLATFORM
Where?	Single area on web page	Defined areas, flicker issues	Anywhere, no flicker
Who Implements?	Ask IT	Ask IT or vendor	Marketer, do-it-yourself
Data Response Time?	Days or weeks	Upon future visit > 8 hrs	Everything available in real time
Rule-Based?	Hard-coded	Limited number, not deep	Deep, unlimited number, flexible
Machine Learning?	No	"Black box" rec engines	Configurable algorithms, 1:1 experiences
Analytics?	None	Limited, canned reports	Real-time, immediately actionable
Testing?	No, or limited	A/B testing for broad segments	Targeted A/B & multivariate testing
Integrated?	No, or limited	Limited, requires long IT projects	Comprehensive, out-of-the-box

Four Elements of The Power of 1

Today's digital marketers must improve the customer experience and, at the same time, boost engagement, conversion rates and customer loyalty. To do so, they must be empowered to act on rich and extensive sources of data to deliver relevant, individualized experiences across channels and in real time. This can be accomplished only through The Power of 1, which is comprised of four core elements.

1 PROFILE DRIVING 1:1 EXPERIENCES

Capture in-depth behavioral data, synchronize external attribute data, and keep everything in a single unified profile for every visitor/customer/account. Understand each individual's identity, affinities and intent to enable true 1:1 personalization.



Let's say a return customer from Texas hits your e-commerce site and you know from your CRM that she's a loyal, high-value customer. Behavioral data indicates she spends most of her time viewing women's fashion apparel. Don't give her the same generic catalog experience as everyone else! Respond based on her individual interests, preferences and intent – determined by all the data you've gathered about her, including time spent and level of engagement by page, category, brand, style, price point, etc.

Four Elements of The Power of 1 (Continued)

1 MOMENT TO ENGAGE VISITORS

Take into account a person's complete visit history and combine it with what the person is doing in the current session to deliver a maximally relevant experience – whether based on easy-to-configure rules or machine learning algorithms – in a split second.



If you're a technology company and a prospect on your website reads a few articles about your solution's applications for financial services, now is the time to engage him! Don't wait until the next visit (if he comes back) to show him a related case study or eBook to download. Show it right away and make sure it's something he hasn't downloaded in the past. Enhance his experience with relevant content and capture him as a lead immediately.

1 PLATFORM POWERED BY MACHINE LEARNING

Harness the power and flexibility of the only true real-time personalization platform purpose-built to provide deep behavioral analytics, rule-based segmentation & targeting, algorithmic/predictive content & product recommendations, A/B & multivariate testing, and attribution reporting – across channels and connected to your existing data sources.



Trying to stitch together numerous tools – even when sold as a part of a “cloud” or “suite” from one vendor – to address your analytics, testing, targeting, recommendations and attribution reporting needs is costly, time-consuming and rarely successful. Then, when you want it all to work across channels (desktop website, mobile web, web application, mobile app and email) and integrate with the rest of your marketing stack, you'll quickly realize the limitations of your piecemeal solution. Better to choose a robust, scalable, fully integrated personalization platform at the outset.

1 MISSION TO ACHIEVE RESULTS

Leverage the extensive resources, thought leadership and hands-on guidance from the world's foremost experts in personalization. Create and launch campaigns with ease, customize and tune algorithms, and rapidly test and iterate to drive business benefits.



You should know what the best-performing personalization campaigns are for companies inside and outside your industry. Want to test out new ideas the same day you come up with them, rather than wait weeks for technical help? Want to easily figure out what experiences and algorithms yield the most conversions for your key segments? Campaign creation, testing and optimization needs to be fast and easy for today's data-driven business professional. Partner with the company that shares your mission to succeed and provides tried-and-true methods to ensure maximum ROI.

ONLY EVERGAGE PROVIDES THE POWER OF 1

There's no reason to compromise. Evergage's real-time personalization platform empowers you to increase engagement, optimize conversion rates and improve customer experiences. Relying on loosely integrated point solutions and constant help from IT won't cut it. You need to be able to act on rich and extensive sources of data to deliver relevant, individualized experiences across channels and in real time. How? Only with The Power of 1.

Personalization is the future of digital marketing – don't get left behind. Join other enlightened Evergage clients who delight their visitors, prospects and customers every day, building valuable relationships that lead to greater revenues and customer loyalty.



WANT TO KNOW MORE?

Evergage is passionate about personalization. (Can you tell?)
Learn how **The Power of 1** can improve your business.

Get a free 15-minute consultation!

<http://bit.ly/Evergage-Consult>

