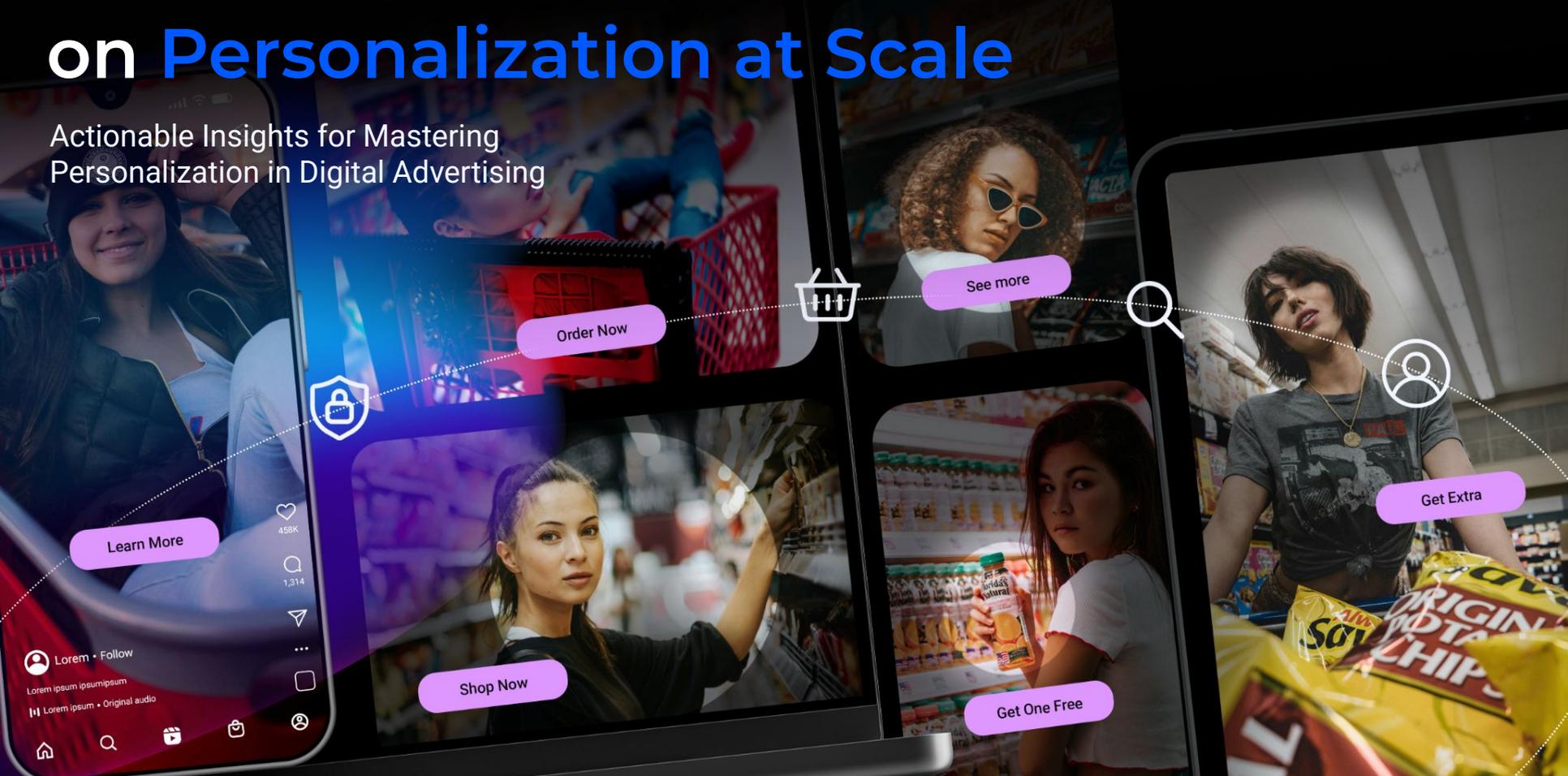


The Bannerflow Handbook on Personalization at Scale

Actionable Insights for Mastering
Personalization in Digital Advertising



Agenda

- 01 The Big Picture
- 02 The Evolving Landscape
- 03 The Opportunity of Now
- 04 Real-world Scenarios
- 05 Expert Perspectives
- 06 Actionable Tips and Insights
- 07 Conclusion

Introduction

Marketers no longer see personalization as a nice-to-have or a buzzword. In an era where consumers are inundated with advertising, leveraging diverse personalization techniques has become a vital cornerstone for creating impactful and successful digital campaigns.

The average person gets bombarded with more than 1,700 banner ads per month, but only sees half of them.

Personalization at scale takes personalization a step further. This technique refers to the ability to deliver tailored, relevant, and timely communication to individual consumers across a large variety of touchpoints, all while maintaining efficiency and consistency on a large scale.

It combines data-driven insights with creative flexibility. It goes beyond addressing a customer by their name in an email or segmenting ad copy to speak to different demographics to create highly targeted, dynamic campaigns that account for each user's unique preferences, behaviors and context - whether this is their location, device, or their stage in the buyer's journey.

This approach provides brands with the ability to take their personalization beyond a few variations of content to create far more engaging experiences that drive results through dynamic advertising, localized messaging, and hyper-relevant content that ensures that every interaction resonates with each individual without compromising on the overall message of the brand.



01

The Big Picture

- What is Personalization at Scale?
- Relevance in Today's Marketing Landscape
- Why is Personalization at Scale Important?



The Big Picture

Relevance in Today's Marketing Landscape

The requirement for personalized experiences is at an all-time high. According to research from McKinsey, [76% of consumers say they're more likely to purchase from brands that personalize](#), yet we see that many businesses still struggle to deliver these experiences at scale in a consistent way.

While there are a variety of reasons for this disconnect, the main driver is the complexity of the modern advertising ecosystem. Customers aren't just interacting with businesses on their website anymore. The number of touch points has increased to now include social media, email, apps and much more. As these interactions grow in their diversity, so too does the challenge of staying relevant, requiring brands to start communicating like a trusted friend, not a generic advertiser.

Marketers need to understand that personalization at scale isn't merely a strategy; it's a necessity to stand out to an audience that is exposed to a large variety of content daily. This type of personalization fosters authentic communications: by showing your customers that you understand them and their needs, your business becomes part of their lives and less of an interruption in them.



of consumers say they're more likely to purchase from brands that personalize.*

**McKinsey*



of leading marketers say personalization significantly contributes to business profitability.

Econsultancy and Google, Marketing and Measurement Survey, n=514, marketing and measurement executives at North America companies with over \$250M in revenues, March 2017



The Big Picture

Why is Personalization at Scale Important?



✓ Consumer Spending:

80% increased consumer spending

80% of businesses report increased consumer spending (averaging 38% more) when their experiences are personalized*

* Twilio/Segment

✓ Boosted Conversions:

20% increased conversion rate

Brands using advanced personalisation see up to a 20% increase in conversion rates compared to those relying on generic campaigns*

* McKinsey

✓ Customer Loyalty:

80% more likely to come back

Nearly 80% of consumers say they're more likely to repurchase from brands that personalize their interactions*

* Epsilon

✓ Higher Engagement:

91% more likely to shop

Consumers are 91% more likely to shop with brands that provide relevant offers and recommendations*

* Accenture

✓ Improved ROI:

40% more revenue

Companies that excel in personalisation generate 40% more revenue from personalization-driven efforts than their competitors*

* McKinsey

These numbers reinforced the importance of taking your personalisation beyond the basic approach to a more advanced setup. The benefits of showcasing an understanding of your audience, their tastes and needs can be beneficial to both your ROI and how people perceive your brand.

02

The Evolving Landscape



- Customer Expectations for Relevance and Real-time Engagement
- How Has the Landscape Shifted?
- The Influence of Technology
- Trends and Shifts

The Evolving Landscape

Customer Expectations for Relevance and Real-time Engagement



The vast majority of a brand's audience might not be aware of the term (since they don't need to), but are very familiar with personalized experiences - to the point of not only feeling the satisfaction from it, but pinpointing when a brand is lacking that personalized touch.

To understand this better, a wide-spread example is the personalization in marketing emails. Long gone are the days of generic customer greetings. Now they expect brands to know their name. And the personalization expectations don't stop there. They expect the brand to know their preferences and adjust their content and product suggestions accordingly.



The Evolving Landscape

Customer Expectations for Relevance and Real-time Engagement

Customers expect highly tailored, personalized experiences that make them feel valued and respected, saving them time. In fact, according to Deloitte's Annual Report on Customer Loyalty Expectations and Preferences (2024), only 60% of customers are currently satisfied with the level of personalization they receive. But even more interesting is the fact that, according to the same report, customers are willing to share their data in order to receive more personalized experiences.

Beyond this, according to a Boston Consulting Group research (2024), 80% of their worldwide-surveyed audience expressed feeling comfortable with personalized experiences, expecting brands to offer them. The respondents also felt that personalization offered them faster and more enjoyable experiences, while helping them find the most cost-effective deal more easily.



of customers are currently satisfied with the level of personalization they receive*

*Deloitte, Annual Report on Customer Loyalty Expectations and Preferences (2024).



of the surveyed audience expressed feeling comfortable with personalized experiences, expecting brands to offer them.

*Boston Consulting Group research (2024)

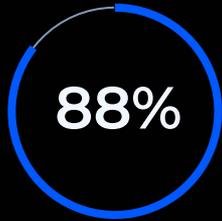


The Evolving Landscape

How Has the Landscape Shifted?



Possibly the most impactful change in marketing KPIs when deploying personalization is the increased ROI. While the specific results certainly depend on several factors, such as the quality of data and segmentation, personalization strategies seem to drive an increase in ROI.



According to *DemandSage*, '88% of marketers have observed a positive ROI on the use of personalization during their campaigns

*DemandSage



According to *McKinsey*, personalization marketing efforts can increase marketing ROI by 10% to 30%

*McKinsey

While ROI is often the first metric marketers turn toward, another important increase has been observed in CTR.

Marketers have been seeing increased CTR in their personalized marketing campaigns, with the percentage varying based on the level of personalization, industry, and other factors. While there can't be a specific percentage stated due to the underlying factors that impact the outcome, the common denominator in all results observed is the use of personalization strategies. Since the audience not only looks for but demands a certain level of personalization in their interactions with brands, it's not difficult to see why personalization strategies would lead to an increased CTR. And since this demand has grown in the past three years, the impact on CTR is bound to increase in 2025 and 2026.

The Evolving Landscape

The Influence of Technology



The emergence and advancement of AI in the past few years has created a world of opportunities for marketers, plenty of which apply to personalization strategies. With the help of AI tools, personalization strategies are now created in less time, are much more accurate (given the data collection, analysis, and segmentation), and therefore yield significantly better results.

AI and automation now go hand in hand with personalization strategies. Any brand looking to create more impactful ads and deploy their marketing strategy faster than competitors currently adopt AI tools.

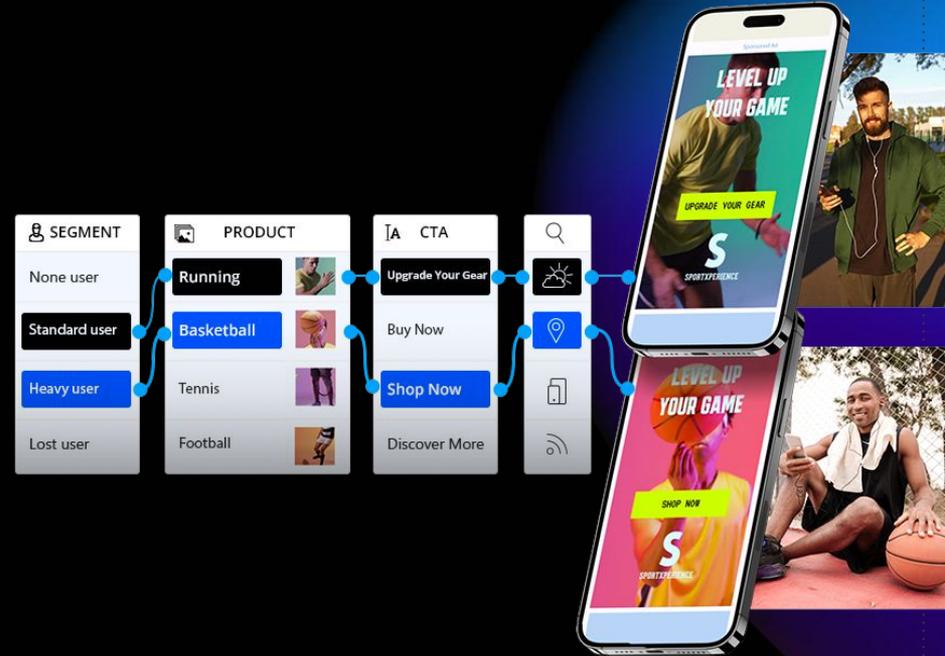


The Evolving Landscape

Trends and Shifts

The shift toward AI is not a short-term trend. Customer experiences are expected to shift from personalized to hyper-personalized, aided by the larger amounts of data brands will be able to sift through and analyze. Customer segmentation will become more accurate, and product recommendations will become even more specific.

Real-time personalization (adjusting and delivering personalized content and recommendations in real time based on data) is also expected to become more widely used. The same applies to predictive personalization, which is already used regularly in some sectors, with streaming services being the most prominent example.





03

The Opportunity of Now

The current advancements in technology within AI, automation, and real-time data processing have made it easier than ever to personalize for your audience across all stages and touchpoints of their customer journey. From target ad messaging to dynamic creative optimization, the tools that enable personalization at scale are readily available, powerful, and scalable.

These technological advancements, coupled with the shift in privacy regulations that now require brands to look into first-party data approaches, make the need to create and deliver value-based experiences an even stronger priority. Personalization at scale meets these requirements and helps differentiate brands in a crowded, cookieless world.





The Opportunity of Now

Campaign Metrics that Benefit from Personalization at Scale

Personalization at Scale 

01 Greater ROI Through Relevance

More relevance leads to better ROI, more marketing efficiency, and better resource allocation for companies. In addition, personalizing your campaigns doesn't just improve engagement but also the revenue per user, which is always beneficial for the bottom line.

02 Improved Conversion Rates and Engagement Metrics

When content is personalized and developed to meet the particular needs of the intended audience, it greatly enhances the conversion rates. This targeted approach facilitates the achievement of immediate results but also develops a deeper emotional bond with the brand, thus enhancing engagement metrics, customer loyalty and lifetime value.

03 Higher Average Order Value and Decreased Cart Abandonment

The use of personalization at scale provides brands with increased opportunities to cross and upsell, resulting in a higher average order value (AOV). By making product recommendations consistent with individual preferences, you reduce cart abandonment and build trust in the long run.

62% of consumers say brands lose their loyalty if they provide un-personalized experiences (Segment).

04 Better Customer Experience Equals Reduced Churn

The ability to deliver a seamless, personalized customer experience is essential for retaining customers. Brands that can leverage data to create advanced customer profiling and dynamic content personalization can reduce churn rates by offering relevant and timely solutions. This doesn't just improve the customer journey but also creates long-term relationships which in turn enhances customer lifetime value (CLV).

05 Efficient Targeting to Decrease Marketing Spend

Targeting and connecting with the right audiences is more critical than ever considering the gradual rise of CPC. Personalization at scale empowers brands to focus their spending on high-value prospects, reducing wasted impressions and lowering overall marketing costs. Campaigns that leverage customer profiling and predictive analytics can achieve better outcomes with fewer resources, maximizing ROI while minimizing budget inefficiencies.

The Opportunity of Now

The Future of Marketing: Personalization at Scale

The move toward personalization at scale goes beyond the improvement of individual KPIs. It is more about creating a holistic marketing strategy that can directly benefit all elements of business performance. Brands that focus on dynamic content personalization, precise targeting and customer-centric approaches can reduce marketing spend, boost conversion rates and ultimately improve the customer experience.

In a highly competitive attention market, brands that can effectively personalize at scale are more likely to generate sustainable growth.

This shift showcases that it is no longer enough to just focus on basic personalization as a core strategy. However, the ability to meet this demand at scale requires an understanding and acceptance that is only achievable through the integration of technology.

Technological advancements in how you can collect and interpret customer data to create unique experiences are pivotal to the success of personalization at scale. AI, data integration and automation technologies specifically have altered what is possible within marketing, presenting brands with the ability to connect with their audiences in once unimaginable ways.

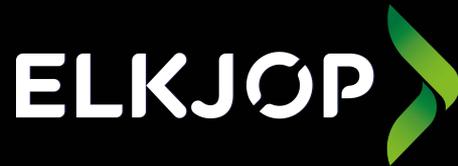


04

Real-world Scenarios



Real-world Scenarios



Background

Elkjøp is a Nordic consumer electronics retail company, boasting a formidable presence with 427 stores across four nations and an expansive online platform. It has over 10,000 dedicated employees spread across Elkjøp Nordics, Elkjøp Norway, Elgiganten SE, Elgiganten DK, and Gigantti. Based in Oslo, Norway, its marketing tasks are handled both centrally and regionally, making it a complex operation.

Challenge

With an extensive inventory of products available, Elkjøp wanted to move away from a one-size-fits-all approach to marketing to creating tailored, omnichannel campaigns that meet the needs of their audience segments across different markets.

Real-world Scenarios



Solution

Elkjøp chose to utilize Bannerflow Dynamic advertising capabilities to communicate to a lot of different segments at scale, without excessive creative work.

Results

36+

different formats
across internal and
external channels

50000+

products
communicated
dynamically across
touchpoints

Real-world Scenarios



Background

SEGA, a global gaming leader, is known for franchises like Sonic, Yakuza, Persona, and Total War. Since 1960, it has captivated players across consoles, PC, and mobile with innovative storytelling and dynamic gameplay, fostering strong player connections worldwide. With a presence in key markets worldwide, SEGA combines cutting-edge technology and dynamic gameplay to deliver unforgettable entertainment experiences while fostering meaningful connections with players through creative and engaging campaigns.

Challenge

With operations across diverse markets, each with unique cultural and advertising demands, SEGA needed a scalable solution to deliver locally resonant campaigns while maintaining its global brand identity. The challenge was balancing this complexity while ensuring ads reflected the dynamic nature of SEGA's games.

Real-world Scenarios



SEGA[®]



 **Bannerflow**

Solution

SEGA partnered with Bannerflow to integrate Social Dynamic Ads - automating production, simplifying localization, and creating interactive banners to enhance campaign delivery and audience engagement.

Results

↓ **2/3**

Reduced ad production time by $\frac{2}{3}$

↓ **14%**

Reduced CPC by 14% when compared to standard ads

↓ **44%**

Reduced CPM by 44% when compared to standard ads

"Together with SEGA, we identified the potential for personalization at scale using our Social Dynamic Ads. Through close collaboration, we tailored the approach to showcase their diverse game portfolio, ensuring the right game reached the right audience at the right time. This resulted in strong performance metrics and valuable insights.

- Andrea Wittboldt, Customer Success Manager

05

Expert Perspectives



adform



precis.



 Bannerflow

Expert Perspectives

Interview with Malin Thallaug, Adform

Malin Thallaug has spent over a decade at Adform, taking on various roles and driving commercial success for agencies and advertisers. In recent years, she has been working as the Enterprise Sales Director, focusing on new strategic partnerships and industry innovation. Malin is passionate about emerging trends, one of the latest being Retail Media, where she has been really engaged and plays an active role in the IAB task force for Retail Media.



Malin Thallaug, Enterprise Sales Director, Adform

adform

Adform is a global technology company driven by innovation. Their journey began in 2002 in Copenhagen with the development of one of the earliest Ad Servers. Since then, they've evolved into one of the world's most powerful media buying platforms, with over 650 employees. Today, Adform empowers leading advertisers, publishers, and agencies in more than 25 markets to seamlessly create, buy, and sell digital advertising across a wide range of connected devices. Adform pushes the boundaries of human-machine collaboration with augmented intelligence, provides a future-proof identity solution, and leads the way in sustainable media buying.



Expert Perspectives

Adform



What strategic approaches does Adform recommend for companies looking to implement personalization at scale in display ads?



“Adform recommends leveraging first-party data to create more accurate and personalized ad experiences. We emphasize cross-channel consistency to ensure that the user experience is seamless across different platforms. We recommend leveraging first-party data from CRM systems, websites, and apps to build audience segments while ensuring privacy compliance. A Dynamic Creative Optimization (DCO) setup personalizes ads in real time, tailoring content based on user behavior and preferences. As third-party cookies phase out, contextual and cookieless targeting maintain relevance without intrusive tracking.

A seamless omnichannel experience across display, video, mobile, and CTV strengthens engagement by delivering consistent messaging throughout different channels. Real-time data insights and predictive analytics refine targeting and ensuring ads reach the right audience at the right time.”

Expert Perspectives

Adform



How can platforms like Adform facilitate better data utilization for creating more personalized ad experiences without compromising user privacy?



"Adform facilitates personalized advertising while maintaining privacy through first-party data activation and cookieless identity solutions. By leveraging CRM data and privacy-compliant identifiers, advertisers can create accurate audience segments even without third-party cookies. Secure data collaboration through encrypted sharing and data clean rooms enables privacy-safe audience matching. Transparent consent management ensures GDPR and CCPA compliance, reinforcing consumer trust. Adform's integration with Bannerflow enhances personalization through DCO and intelligent frequency management for advertisers, even in cookieless environments."

Expert Perspectives

Adform



Q:

From Adform's perspective, what are the key technological advancements that have enabled more effective personalization at scale?



A:

"Advancements in AI and machine learning have revolutionized personalization, automating audience segmentation, predicting user intent, and optimizing ad creatives in real time. First-party data activation allows advertisers to leverage their own data effectively while reducing reliance on third-party cookies. Identity solutions, including first-party IDs and privacy-friendly identifiers, ensure accurate targeting in a cookieless world.

DCO enables instant personalization by adjusting ads based on user behavior, location, and context, while AI-powered contextual targeting enhances relevance without tracking individuals. Real-time data processing analyzes user interactions across multiple channels, creating a seamless and engaging ad experience."

Expert Perspectives

Adform



What are some common metrics or indicators that suggest personalization at scale is being effectively implemented?



“The effectiveness of personalization can be assessed through key performance indicators. Increased engagement metrics, such as higher click-through rates (CTR), longer time spent on site, interaction, view-through rate/completion rate for a video, and viewability rate. Improved conversion rates, return on ad spend (ROAS), and lower cost per acquisition (CPA) demonstrate the impact on business outcomes.

Accurate customer segmentation and effective retargeting confirm that campaigns reach the right audience. Continuous tracking of these metrics over time with personalized ads helps advertisers refine their strategies for better performance and scalability.”

Expert Perspectives

Adform



What are the most significant challenges companies face when scaling their personalization efforts and how might they overcome them?



“Companies face challenges like data silos, privacy regulations, and content scalability when implementing personalization at scale. Fragmented data across platforms makes it difficult to build a unified customer view. Privacy laws require advertisers to adopt consent management and encrypted identity solutions. Additionally, creating personalized content at scale can be resource-intensive.

To overcome these hurdles, brands should integrate first-party data through Customer Data Platforms (CDPs) for a cohesive audience strategy. Privacy-first approaches, such as explicit consent mechanisms and identity frameworks, ensure compliance while enabling personalization. Automation, including AI-driven dynamic creative solutions, streamlines ad variations. Continuous performance tracking and A/B testing allow advertisers to refine their strategies for maximum impact.”

Expert Perspectives

Adform



Q:

What future trends in personalization do you see emerging, and how should companies prepare to adopt these trends?



A:

"We see that omnichannel and multichannel marketing will continue to shape the personalization landscape. Advertisers are moving from isolated channel strategies to fully connected campaigns that deliver personalized messaging across media, devices, and time. AI-driven personalization, privacy-first identity solutions, and contextual targeting will become even more critical as brands navigate the evolving digital ecosystem. To stay ahead, companies must invest in scalable personalization technologies, optimize their real-time data capabilities, and refine their targeting strategies for a cookieless world."

Expert Perspectives

Adform



Q:

Without focusing on specific clients, what general insights can be drawn from successful personalization campaigns facilitated by platforms like yours?



A:

“Successful personalization campaigns underscore the importance of continuous optimization, real-time data utilization and a user-centric approach. Many brands have found that focusing on ad relevance and engagement, rather than producing excessive creative variations, leads to stronger performance outcomes. Adform’s advanced reporting and analytics capabilities enable advertisers to measure and refine their personalization strategies effectively, ensuring maximum impact.”

Expert Perspectives

Interview with Minna Vainio, Precis



Minna Vainio is a creative strategist passionate about ads that resonate and move audiences, always pushing for thumb-stopping emotions. With expertise spanning media and creative, Minna bridges data, storytelling, and business goals to elevate digital marketing across industries.



Minna Vainio, Precis

precis.

Precis is a marketing agency dedicated to making modern marketing less complicated. Specialising in media buying, analytics, and creative, Precis combines deep expertise with proprietary technology to help brands get the most out of their marketing. By connecting the dots, Precis empowers brands to focus on what truly matters to their success.

Expert Perspectives

Precis



Q:

What core principles guide your approach to implementing personalization at scale in digital ad campaigns?



A:

“Personalized digital ad campaigns start from strategy and with a deeper understanding of the audiences through research, data, and audience insights. You’ll need to look beyond the surface-level demographic information; only after understanding the audiences can we build a proper segmentation. That way we ensure the personalization is coming from an audience-centric perspective, rather than spanning from generic product-based assumptions. The strategy should be rolled out across all ad campaign elements, from a technical aspect to media setup and creative approaches.”

Expert Perspectives

Precis



Q:

How do you evaluate the effectiveness of personalized campaigns? What metrics or indicators do you prioritize to gauge success?



A:

"As a first step, you'll need to clearly define what your business goals are, and map out relevant KPIs to track and measure. As a next step, you'll need to build a fitted campaign matrix to match and support the success of your business goals. For campaigns, you'll need to pick the right combination of different goals that holistically support the success of your end goal. You should keep an eye on your holistic KPIs (for example overall sales growth, or bottom-line profitability) across all platforms and campaigns while focusing on measuring each campaign with its assigned and supporting metrics.

You should build out a testing framework to test different types of creative templates, audience segmentations, and all other impactful creative elements. Through an ongoing evaluation and data-based assessment, you can maximize performance and ultimately reduce costs and risks and save time."

Expert Perspectives

Precis



Can you discuss strategies that have proven effective in increasing user engagement through personalized ads?



"Identifying the right level of relevance and relatability will help you enhance engagement and reach your goals. If you manage to pick the right insights and translate them into concrete strategies across your personalized ad creatives and campaigns, you will be able to help ensure an effective setup. Identifying the right elements that trigger your audiences and are relevant to your product or service, helps you best achieve this. As an overly simplified example: you could personalize your setup weather-based with dynamic optimization, showcasing umbrellas in the rainy moments while showing thick waterproof coats for sleet. People will react, and likely engage, better when your communication and creatives are relatable, relevant, and fitted to the right moment."

Expert Perspectives

Precis



Q:

How do you ensure cost-efficiency while maintaining high-quality personalized content? Are there particular methodologies or technologies you employ to maximize the impact of your spend?

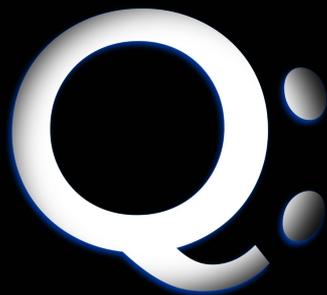


A:

"Specified content frameworks, where creative works are templated, can help to maintain a great cost-efficient approach to personalized content. The key is to define the level and balance of personalization and automation whether you do it with AI, templating, or going full-in with a comprehensive DCO setup. Automation helps to ensure streamlined creative workflows when possible, optimizing the personalization aspect while also eliminating unnecessary manual processes, which helps to maintain cost-effectiveness. This type of setup can truly help optimize how and on what you will use your creative resources and ensure the output is meaningful and designed to drive the performance. As marketing studies say, creative is one of the most impactful elements within your marketing setup; it will define whether your audiences will notice, remember, and take action or not."

Expert Perspectives

Precis



How do you maintain a personal touch in digital ads while managing large-scale campaigns?



"You have to look beyond demographics and truly understand what makes your audience tick and twitch. Analyzing audience insights or integrating behavioral patterns into different creative routes can truly help make more effective campaigns. You'll need to create a proper audience segmentation plan and ensure your creatives are tailored to match each segment."

There are multiple ways to ensure personal touches in the ads: DCO (Dynamic Creative Optimization) for example can help make cost-effective setups ensuring your audience comes across the most relevant ads. You can tailor your strategies to be more contextual (time, location, weather, placement, etc), or you could focus on more tailored solutions by segmenting your audience through first-party data and creating fitted ads to match."



Expert Perspectives

Interview with Jasper Jubb, Bannerflow

Jasper Jubb is a seasoned Product Manager at Bannerflow, where he has spent the past three years driving innovation and enhancing digital solutions. With a strong background in Product, he brings a keen eye for strategy and user-centric development. Passionate about building seamless, high-impact products, Jasper thrives on turning complex challenges into intuitive experiences.



Jasper Jubb, Bannerflow



Founded in 2010, Bannerflow is a Creative Management Platform (CMP) that enables marketing teams to manage the entire campaign lifecycle, from start to finish, across languages, formats, and markets – with full transparency over cost and performance.

Expert Perspectives

Bannerflow



Can you explain, in simple terms, the connection between personalization and DCO?

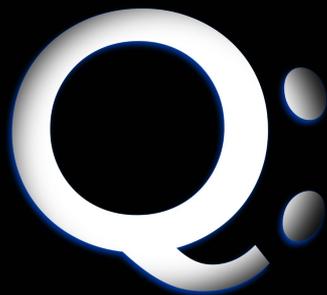


“Personalization is all about understanding individual customer preferences and needs, while Dynamic Creative Optimization (DCO) is the technology that brings personalization to life in advertising.

DCO automatically creates and delivers ad variations that align with each user's preferences in real time. It works by using data—such as location, browsing history, or past purchases—to dynamically assemble an ad that resonates with the individual based on your creative and messaging strategy.”

Expert Perspectives

Bannerflow



What trends do you see shaping the future of DCO and personalization in digital advertising?



“There are several key trends that will shape the future of DCO and personalization in digital advertising. First, AI-powered personalization: advanced algorithms will predict customer behavior and deliver hyper-personalized experiences. Second, privacy-first personalization, as brands focus on ethical data collection and on ensuring compliance with privacy regulations, while still delivering personalized ads.

Another important trend is omnichannel personalization, where brands will strive to provide consistent and personalized experiences across all touchpoints—whether online, on mobile, social media, or even in physical stores. Finally, contextual personalization will gain traction, using real-time data such as weather conditions or current events to generate highly relevant ad content that resonates with audiences.”

Expert Perspectives

Bannerflow



What are the first steps a customer should take in DCO?



“The first step in DCO is to define objectives—clearly outlining the campaign goals, whether that’s increasing conversions, driving website traffic, etc. Once the objectives are set, the next step is to identify target audiences by segmenting them based on relevant criteria, such as demographics or behavior.

It’s essential to gather and analyze data to better understand customer preferences and needs. With these insights, brands can develop creative concepts by creating compelling ad variations that resonate with each audience segment. Then, they need to choose a DCO platform that aligns with their needs and budget. Finally, setting up tracking and analytics is crucial in measuring campaign performance and ensuring that optimizations can be made based on real-time data.”

06

Actionable Tips and Insights



Personalization at Scale



The 5 Promises Brands Have to Deliver on for Personalization



Empower me

Enable customers to achieve their goals by putting their needs first. Empower Me is the baseline promise to fulfil.

Know me

Understand the customer and anticipate their needs. What do they like? What are their preferences?

Reach me

Engage with customers on their terms. Relevance, channels and timing in the personalization journey.

Show me

Delivering relevant content and offers. Is our content library large enough to fulfil the customers needs?

Delight me

Go beyond expectations to create experiences over time. The most important promise for growth and innovation.



Key needs along the customer journey (value)

Awareness

- Inspire me
- Educate me
- Connect me with a community

Consideration

- Help me find what I want
- Make it easier to navigate the process
- Give me better value

Purchase

- Make my purchase experience simple
- Give me a great deal
- Remind me to repurchase

Post-purchase

- Help me use what i bought
- Make it easy to resolve issues
- Complement my purchase

Loyalty

- Recognize me
- Surprise and delight me
- Make my future experiences seamless

Questions to identify personalization use cases

Type of customers

- New
- Active
- High-value
- Price-sensitive
- Declining
- Lapsed

What is their journey?

- Awareness
- Consideration
- Purchase
- Post-purchase
- Loyalty

Which channel?

- Site
- App
- Email
- SMS/Push
- Paid media
- Physical
- Call center

How personalized?

- Macro segment
- Micro segment
- Household
- 1:1

07

Conclusion

Personalization at scale is no longer just a competitive advantage. As it presents brands with significant opportunities to increase their ROI, expand brand awareness, and increase customer loyalty, it is a necessity for all companies looking to not just survive but also thrive in the current market environment. Personalization's benefits, combined with the shift toward first-party data and the advancements in AI-powered automation, create the ideal grounds for a successful strategy.

As experts point out, there are certain practices that can increase a company's chances of success when it comes to personalized marketing strategies. These involve creating seamless omnichannel experiences, continuous optimization efforts, the usage of predictive analytics, and leveraging first-party data.



07

Conclusion

But what is next for personalization? There is a strong indication that the future of personalization will be shaped by AI-driven strategies, an even heavier shift toward first-party data, and enhanced real-time engagement. Customer experiences are going to become even more tailored, with predictive analytics and generative AI-powered creative execution being the main tools that are going to help marketers achieve that.

With customer expectations and demands of personalized experiences remaining high, this is the right time for brands to invest in personalization at scale and create better bonds both with their potential audience and their customers. By investing in scalable solutions and maintaining a customer-first mindset, brands can take full advantage of everything personalization at scale has to offer and keep up with customers' expectations as they go.



See Bannerflow in Action!



About Bannerflow

Founded in 2010, Bannerflow is a Creative Management Platform (CMP) that enables marketing teams to manage the entire campaign lifecycle, from start to finish, across languages, formats, and markets – with full transparency over cost and performance.



Thank You