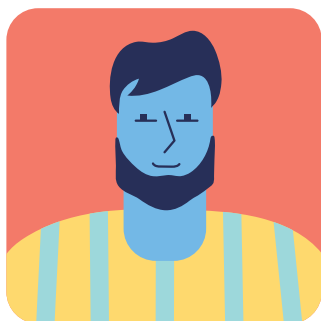
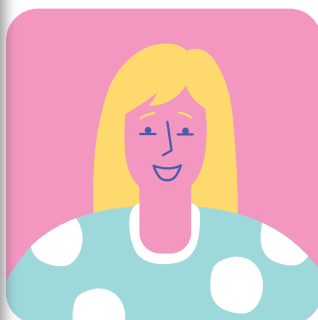
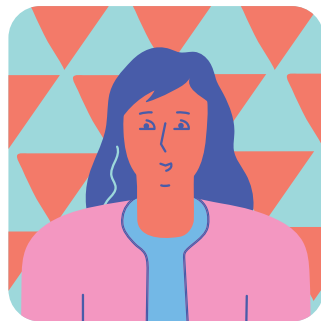




## Personalization: Redefining the Visitor Experience

What's Inside:

Who needs personalized content?  
What should I show them?  
Where do they need to see it?  
When do they need to see it?  
How it's done in Clive.



**PREPARED BY**  
Hannon Hill Corporation, makers of Clive



Clive

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# Introduction

People experience personalization in many aspects of their lives. They are greeted by their name on the TV screen when they enter a hotel room. They discover new music, movies, and products through personalized recommendations. Every time they look at their smart watch, they see their heart rate and the number of steps they've taken so far.

As a result, users not only prefer digital personalization, they have come to expect it.

Personalization has the potential to increase conversion rates and, ultimately, revenue. 88% of marketers in the U.S. have reported noticeably better results. Half of them saw an increase of more than 10%.

Additionally, personalization can reduce acquisition costs by as much as 50%, lift revenues by 5–15%, and increase marketing spend efficiency by 10–30%.[1]

But the positive outcomes of personalization are not just reflected in greater revenue. Increased visitor engagement (55%), improved visitor experience (55%), improved brand perception (39%), and reduced churn (20%) are some of the many benefits of personalized content.[2]

With results like that, it's no wonder that 89% of digital businesses are investing in personalization.[3]

# Objective

This paper is intended to break the somewhat-daunting topic of personalization into smaller, more digestible chunks by explaining relevant concepts and guiding you through the process of developing and implementing a strategy.

We'll help you answer common questions, give tips on measuring success, and show you how it's all done in Clive, Hannon Hill's engagement and real-time personalization tool.

---

# The Impact of Personalization

**74%**

of consumers have reported that they get frustrated when websites don't personalize content.[1]

**85%**

of consumers were influenced to buy as a result of personalized homepage promotions.

**92%**

of shoppers were influenced to buy as a result of personalized shopping cart recommendations.

**65%**

of business buyers are likely to switch brands if a vendor doesn't personalize communications to their company.[2]





---

# Pre-Launch Considerations

## Strategic decisions to guide your implementation

### How do we get started?

Personalization sounds like a massive undertaking and you may not know how to tackle it in a sustainable way. After all, it's not feasible to have several versions of each piece of content on your site.

The good news is that you can start small. Personalize one region of your site for one persona - and track your results. Let data guide you and build your strategy over time.

### Who is responsible?

As enthusiastic as you or your stakeholders may be about personalization, the question of who will own this initiative will arise. Ultimately, the owner of personalization efforts should be the team that owns the site goals.

If you have multiple content contributors spearheading the initiative, involve them in versioning and make sure they understand the importance of testing the content variations incrementally.

### Which tools should I use?

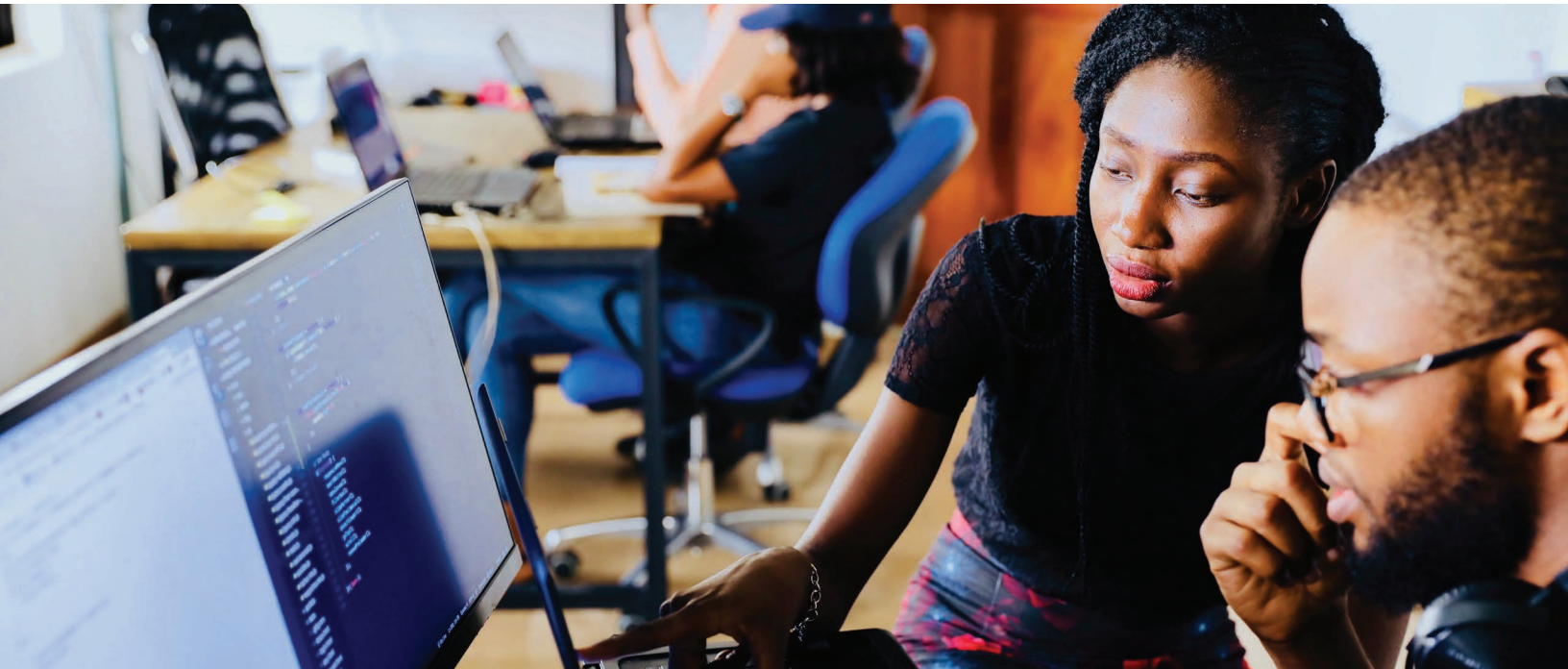
You may already have a CMS or marketing automation tool in place that allows you to deliver personalized content. There are also solutions on the market that specialize in one aspect of visitor attributes, such as geolocation, while others focus on only one type of content delivery, such as emails.

While it's okay to test drive several products, avoid the idea that tools should inform your content strategy. This approach is doomed to fail. Start with your goals and find the technology that best supports them.

### How do I measure success?

Before you start strategizing, ask yourself: what are you looking to achieve with your personalization efforts? Examples include enrolling more international students, building awareness among a younger audience, or reducing shopping cart abandonment.

Then, determine the milestones to measure if you're on the right track. These data points can be increased conversion rates, pageviews, return visits, form fills, or, very simply, revenue generation.



---

# Developing a Personalization Strategy

Answer these questions build your framework

## Who needs personalized content?

Once you have defined your goals and objectives, it's time to assess the feasibility of the personalization initiative. It comes down to two main questions:

### Do we have the resources?

Determine if you have the appropriate resources to make your strategy scalable. Those resources consist of:

Content contributors with a strategic mindset, adequate time to not just initially roll out personalization but also maintain it and track the results, and the right technology, which requires financial resources. If you don't think that you have enough resources to invest in personalization, you might want to focus on other initiatives until it's time to reassess your capacity or be realistic about what you can accomplish within your parameters. You may just focus on your landing page or the homepage for the time being.

### Do we have enough data?

The second aspect of feasibility involves data. Without data, personalization is nothing more than randomization. Which tools are you currently using to collect pertinent data? What baseline data do you have to help you set your new goals and track your progress towards achieving them? Have you defined your target personas based on data?

Having even just a baseline set is a prerequisite for personalization. If you're not prepared to put the tools in place to collect the information that a) informs your strategy and b) allows you to deliver personalized content to your audience, then personalization is not for you.

It is, however, legitimate and even advisable to be concerned about privacy. Be sure to display a cookie acceptance button, have a privacy policy on your website, and work with vendors who have a robust policy in place as well. In general, it's best practice is to follow GDPR<sup>[1]</sup> guidelines as much as possible, and to be transparent with your visitors by explaining to them how you intend to use their data in order to provide a better experience.

## What should I show them?

## Where do they need to see it?

## When do they need to see it?

---

# Who Needs Personalized Content?

Defining and understanding your target audience



The first step towards creating a better user experience and content strategy through personalization requires a deep understanding of your target audience.

If you have not yet developed your marketing (or buyer) personas, it's time to start. Personas define the different segments of your audience by identifying demographics, needs, motivators, buying habits, and technologies.

The goal here is to capture to whom you will deliver personalized content. Note, however, that it's not just about the question of what to show to whom, but also the "when". You want to provide the right content to the right people at the right time.

The level detail and the number of personas varies based on your products and services, typical sales cycle, whether you're selling to individual consumers or businesses, and the resources you have available.

Here are a few examples:

If you're a healthcare organization, you could create different personas based on whether someone is a patient, relative, job seeker, potential donor, or researcher. You can take it a step further by showing information pertaining to type of illness or condition a patient is experiencing.

A language training and translation service has several opportunities to segment its audience: by the type of service (language training, translation, interpretation), whether it's a private need or on behalf of a company, where your visitor is physically located, and the language for which your user needs services.

If you sell technology products and services, you might create personas based on firmographics (revenue, number of employees), the type of organization, the visitor's role/position within the company, and the technologies used.

Once you have created your personas, identify which data points or behaviors would make you classify a visitor as any of those personas.

# What Should I Show Them?

## Part one: explicit personalization

Explicit personalization allows you to be very specific by utilizing **visitor-provided information**.

### Personalization based on form submission:

A classic example is a newsletter sign-up. If someone has already filled out the form to subscribe, there's no reason to prompt them again. Instead, you can use the real estate on your page for a call to action to download your mobile app or white paper, request a demo, or sign up for a webinar or free trial.

### Personalization based on form fields:

An example of personalization based on form data would be the customization of your homepage after you have a simple drop-down box that asks the user for a single piece of information. For instance, you may ask your visitor why they are on your site ("I'm looking for...") or ask them to classify themselves as one of your personas.

In the example below, a Language Service business asks users if they are looking for personal or business purposes and which type of service they're interested in. Based on the selection, the entire website is customized - not just the look and feel of the banner, but also testimonials, calls to action, and even the navigation.

You can even customize the types of forms that your visitors see based on either previous form submissions or previous data collected.

For instance, a company selling pet products might ask you what type of pet you have and on your next visit to their site, ask what size your dog is (provided that you had selected "dog"), with the intention to feature the products that are most relevant to you.

You can collect a wealth of useful information without asking your visitors to volunteer anything too personal, such as their email address or their name.



Customize your website experience so we can deliver the most relevant content to you!

Business or personal -  
Optional

☐ Business  
☐ Personal

Service of interest -  
Optional

Translation

SUBMIT



### NEW LANGUAGE - NO BARRIER!

Looking for a translator for your video, audio, or text-based projects? You won't find a better partner than Hillworx

We have completed over 5000 translation services in over 20 different languages.





# What Should I Show Them?

## Part one: implicit personalization

Implicit personalization involves assumptions based on **inferred information**.

Implicit personalization can be based on data that you can collect about the visitor's geolocation, pageviews, search terms, device, browser, and more.

For example, if you have a personalization tool in place that allows you to deliver customized content based on geolocation, you can display events that are happening in the visitor's region.

Or if you have an international audience, you can adjust your messaging to accommodate different cultures.

In the example below, Pittsburg State University shows different tuition programs and information based on the state in which the visitor is located.

You can also personalize content based on inferred data like digital body language and behaviors.

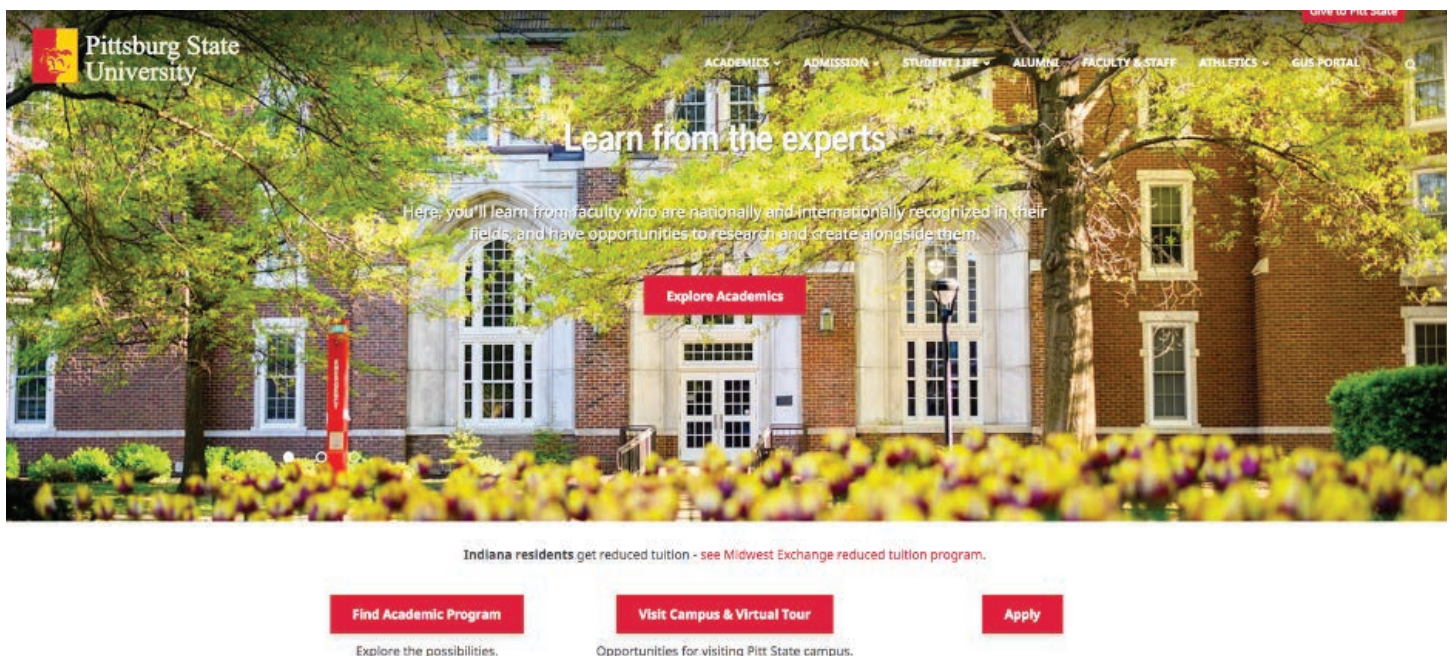
For instance, if someone visits your site for the first time, you might show them more generic content until you know what their interests are. The content might look much different (and targeted) if they've returned to your site multiple times.

Pageviews and search terms can also be a great way to learn more about your visitors.

For example, if you're a law firm and your visitor has entered a certain legal term, you can utilize this information to customize the content they see and even show links to relevant resources.

If you're selling enterprise software and your visitor has downloaded a white paper, viewed your pricing page, and read a case study, you may infer that they are likely a little further in their decision making process than someone who quickly bounced from a blog post.

It's likely more appropriate to show the more qualified visitor a prompt to watch a demo, for example.



# Where Do They Need to See It?

Determining which channels to personalize first



Personalization goes way beyond the web. In fact, the most common form of digital personalization is email.[1] It makes sense because there are many cost-effective email tools available, and the fact that you have an email address means you've already collected a certain amount of data on them.

Additionally, personalized subject lines have resulted in an increase of 26% in open rates[2], and personalized email content has been reported to 600 times higher transaction rates.[3]

In terms of your web presence, you might start with personalization on your homepage or one of your landing pages.

## **Customer profiles or testimonials:**

If you feature some of your existing customers, you might consider using personalization in order to showcase customers in the same industry or geographical region as your visitor.

## **Features and benefits:**

Based on search terms, pageviews, or volunteered data, you can customize which features and benefits you highlight. For example, if your visitor seems to be primarily concerned about software security, you would want to highlight the appropriate features to address his or her needs. If you deduce that budget is a concern, you could use the same real estate to provide a cost/benefit analysis.

## **Banner image or slider:**

Most websites feature a large banner image or slider with images that link to different parts of the website. The issue with sliders has been that the clickthrough rate is negligible, particularly for the slides after the main one.[4]

Using personalization, you have the potential to show relevant content to your visitor immediately, without asking them to sit through an array of slides.

For example, if you know that your visitor's is interested in a particular product or service, explain its value right when they get to your site and prompt them to take the next logical step in their decision-making and buying process.

Or, if your visitor is a non-technical user, you may customize the content and replace any technical lingo that might be confusing or intimidating to them.



---

# When Do They Need to See It?

Mapping the ideal journey for each persona



Personalization strives to deliver the right content (**what**) to the right people (**who**) in the right places (**where**) at the right time (**when**).

Depending on the complexity of your sales cycle, it may not be realistic to expect someone to make a purchase or even reach out for pricing on their very first visit to your site. In fact, you may even be concerned about coming off as too pushy.

That's why determining the "when" is an important component of your personalization strategy. After all, **your goal is to move different segments of your audience through the funnel from awareness to interest to decision to action as smoothly as possible.**

Decide what the most logical next steps are for each persona at each point in time during their journey.

- Is it to watch an explainer video?
- Follow you on social media?
- Request a demo?
- Download a trial?
- Contact you?

You also want to think about how you can get your visitors to return to your site once they exit.

- Is it through social media posts?
- Emails?
- SMS?

Keep in mind that the goal of personalization is to take the conversation from 'one to many' to 'one to few' to 'one to one'. Visitors' expectations are evolving, and they expect businesses to understand them and deliver appropriate content.

---

# How to Measure Success

Track, measure, tweak, and repeat

One of the keys to developing a successful strategy is to **start with just a few personalized components and validate success through data**. It's important to track the conversion rate.

Personalization will be an iterative approach. Depending on the technologies you use, you may even be able to leave some of the optimization to the tool itself.

For example, your system might have the capability to run A/B tests and programatically display the most successful version of your content for each persona and situation.

If your personalization campaign is not generating desired results, tweak your strategy and keep going. Focus on experimentation and optimization before abandoning your efforts.



---

The personalization techniques outlined in this paper are a great way to get started without breaking the bank. Two other trends that deserve mentioning are:

## **CRM Integration:**

You have a plethora of data in your Client Relationship Management system, such as purchase history and prior interactions with sales reps, all of which can be leveraged for the purpose of personalization. Expect more personalization tools to start implementing connectors to CRMs.

## **Artificial Intelligence:**

Big data companies like Amazon and Netflix make ample use of AI to provide product recommendations.

To make your personalization efforts scalable in the long term, AI will be a real game changer. Eliminating the requirement to hand-pick recommended content, your AI tool will simply serve content similar to what a visitor previously consumed and appeared to find useful.

# Getting Advanced

## CRM integration and Artificial Intelligence



# How It's Done in Clive

## Hannon Hill's engagement and real-time personalization tool

There are many tools and technologies on the market that allow you to deliver targeted content to your audience. Don't let your technology drive your strategy. Define your goals, develop your strategy and find the tools that best fit your needs.

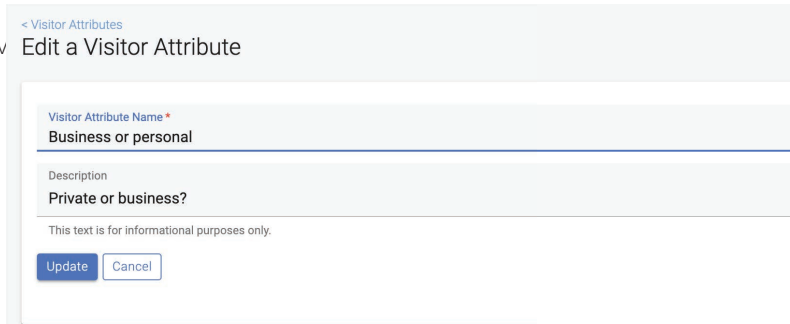
One of those tools, Clive, is one that we developed at Hannon Hill. In order to show you how to implement some of the tactics outlined in this paper, we will show you some very simple use cases in Clive. We will use the example of the language services company whose target audience consists of both private consumers and businesses and who offers various services such as language training, translation, and interpretation.

### 1. Define visitor attributes

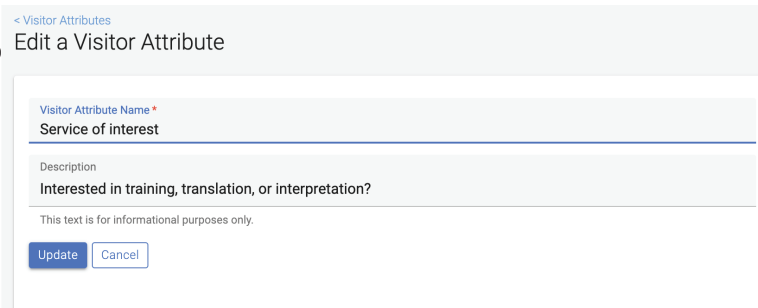
Regardless of how much or how little detail you've put into your personas, you can start by identifying visitor attributes that you want to use in order to deliver targeted content.

Here's what this would look like in Clive:

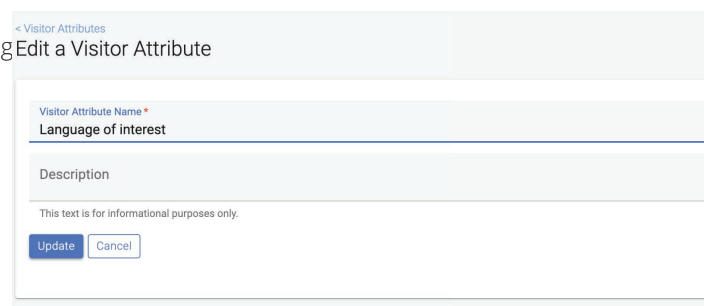
This Attribute captures if the v




This Attribute tracks what type



And this one captures the language



You might also have Attributes that are built right into the system, such as Geolocation:

Geolocation		Geolocation Information
-------------	---	-------------------------

2. Determine how you will assign the attributes

How will you determine if a visitor should be assigned a certain attribute? Would it be through form submissions, data that the system can collect automatically (such as Geolocation) or through behavior (such as pageviews)?

For “Business versus Personal” we create two custom form fields, tie them to our

Custom Field Business or personal

Type \*

Radios

Label \*

Business or personal

Default Value

Help Text

=

Option Value

Business

Delete

=

Option Value

Personal

Delete

Add Another Option

Visitor Attribute

Business or personal

Visitors who populate this field will have given Visitor Attribute populated with submitted value

Form Name \*

Customize your experience

Description

Customize your website experience so we can deliver the most relevant content to you!

This text will be shown on the rendered form above all the fields.

Label Positioning \*

Top

Left

Show Indicators For \*

Optional Fields

Required Fields

If "Optional," optional fields will be designated by "Optional." If "Required", required fields will be designated by an asterisk (\*)

Form Fields

=

Business or personal

Business


Personal

=

Service of interest

### 3. Put the form on the site

In our case, we want to prompt the user to provide information right out of the gate, so on the homepage, they can use the form to customize their experience without having to volunteer personal information such as email or name. To do this, we copy the form's embed code and place it onto the homepage:



Customize your website experience so we can deliver the most relevant content to you!

Business or personal - Optional  
☐ Business  
☐ Personal

Service of interest - Optional

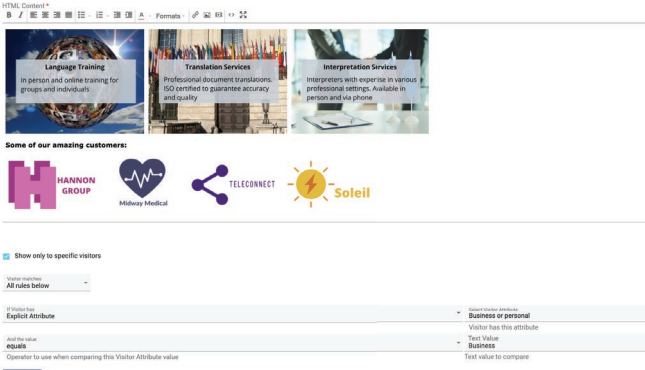
**SUBMIT**

**NEW LANGUAGE - NO BARRIER!**

### 4. Create the Smart Content

Next, we identify the content that we want to customize based on the attributes. For example, we can have multiple versions of the content underneath the “customize your experience” form:

Version A: For users that have selected Business



HTML Content

Language Training  
In person and online training for groups and individuals

Translation Services  
Professional document translations. ISO certified to guarantee accuracy and quality

Interpretation Services  
Interpreters with expertise in various professional settings. Available in person and via phone

Some of our amazing customers:

HANNON GROUP, Midway Medical, TELECONNECT, Soleil

Show only to specific visitors

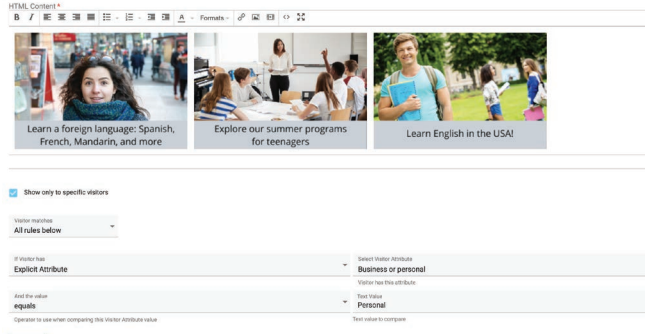
Visitor matches: All rules below

If visitor has: Explicit Attribute  
And the value equals  
Operator to use when comparing this Visitor Attribute value

Selected visitor attribute: Business or personal  
Visitor has this attribute  
Test Value: Business  
Test value to compare

+ Add Rule

Version B: For users that have selected Personal



HTML Content

Learn a foreign language: Spanish, French, Mandarin, and more

Explore our summer programs for teenagers

Learn English in the USA!

Show only to specific visitors

Visitor matches: All rules below

If visitor has: Explicit Attribute  
And the value equals  
Operator to use when comparing this Visitor Attribute value


Selected visitor attribute: Business or personal  
Visitor has this attribute  
Test Value: Personal  
Test value to compare

+ Add Rule

Of course, you can also have a default version for anyone who has not filled out the form. We can add more custom content based on the type of service in which they're interested.

## 5. Put the Smart Content on the site.


Similar to the form, we copy the embed code of the Smart Content and put it on the homepage. In this case, the user selected “Business” and “Translation”, so we customize the banner for a more corporate look, content about business translations, and the logos of companies that are customers.



### NEW LANGUAGE - NO BARRIER!

Looking for a translator for your video, audio, or text-based projects? You won't find a better partner than Hillwork.

We have completed over 5000 translation services in over 20 different languages.




#### Language Training

In person and online training for groups and individuals



#### Translation Services


Professional document translations. ISO certified to guarantee accuracy and quality





#### Interpretation Services


Interpreters with expertise in various professional settings. Available in person and via phone

### SOME OF OUR AMAZING CUSTOMERS:

**HANNON GROUP**

**Midway Medical**

**TELECONNECT**

**Soleil**

**Shared Values**

We believe in exceptional customer service, personal attention, and utmost professionalism.


**Compliance**

We have passed every single compliance audit in the past decade and continue to provide you ISO-certified quality.

**Experience**


Not only do we bring twenty years of experience as a company to the table, but we also only hire team members with maximum experience and expertise.

In the case below, the user selected “Personal” and “Language Training”, so the content of homepage looks very different:




### NEW LANGUAGE - NO BARRIER!


Learning a new language is one of the best investments you can make into your personal development. It helps you understand different cultures and actually makes you SMARTER. We offer both online classes and group sessions in our offices around the country.



#### Learn a foreign language: Spanish, French, Mandarin, and more



#### Explore our summer programs for teenagers



#### Learn English in the USA!



## 6. Personalize in other places

Now we can use the data we've already collected to customize content on other pages. For instance, on the Services top level page, we can focus on the Service they selected, prompt the user for further action, such as signing up for a newsletter, or showing links to related content.

Whether you're looking for language training, translation services, or interpreters for yourself, your family, or your business, we can help.

It looks like you're interested in learning a new language.

Our language training options give you the flexibility you need, as we offer individual and group trainings both in our classrooms and online.

**Individual Classes**

Schedule private lessons in our office at your convenience. We'll go at the pace that is most suitable to your skill level and your needs.

**Group Classes**

Enjoy learning a new language in a small group setting. There's a limit of 12 learners in each group in order to ensure maximum interaction.

**Language Camps for Teenagers**

Whether your teenager is a non-native English speaker and wants to spend the summer immersing themselves in American English and culture, or you want to boost your child's skills in Spanish, French, Mandarin, or Russian by participating on our multi-week camps, you can be assured that your child is in good hands with us.

**ESL Certification Prep**

Interested in becoming an English as a Second Language teacher? We help you prepare for your exams and certifications.

**Newsletter sign-up**

Name - Optional

Email

**SUBMIT**

**SERVICES:**

**Language Training**

**Translation**

**Interpretation**


**You may also be interested in:**

[Which class format is best for me?](#)

[The benefits of complete immersion](#)

[Learn English in the USA](#)

We can also use the Geolocation of the visitor to display something specific to their area (in this case, Atlanta):



**Language Training**

We offer private and group courses for both individuals and businesses. All classes are taught by native speakers and using the foreign language exclusively. Languages include Arabic, French, German, Italian, Spanish, Swedish, and Russian.

We have locations in 10 major cities, but you can also participate in one of our 500 online classes.

Check out our upcoming group classes in Atlanta:

**Beginner French**

01/15-3/15 Mondays and Wednesdays at 7:00PM

**Intermediate German**

01/20-3/20 Tuesdays and Thursdays at 7:00PM

**You may also be interested in:**

[Which class format is best for me?](#)

[The benefits of complete immersion](#)

[Learn English in the USA](#)

**Which language are you interested in learning?**

Language of interest - Optional

**SUBMIT**

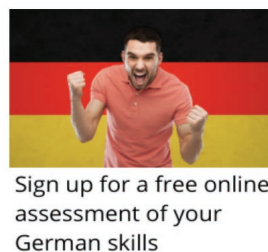
**Newsletter sign-up**

Name - Optional

Email

**SUBMIT**

Before using this additional data point to deliver more targeted content and to further engage the visitor:



For more implicit personalization, you can look at the search terms that someone used on your site. For instance, if someone has searched for "German" you can show them relevant content.

In Clive, you simply write the content you want certain visitors to see and then set the rules:

**HTML Content**

---

B / [Text] [Bold] [Italic] [List] [Link] [Image] [Table] [Code] [Quote] [Indent] [Outdent] [Align Left] [Align Center] [Align Right] [Justify] [Font Color] [Background Color] [Link] [Unlink] [Source Code] [Preview]

---

Based on your search, it looks like you're interested in the German language!

Here are some links you might find useful:

- [Study in Germany](#)
- [Funny German Idioms](#)

---

P 27 WORDS

---

☒ Show only to specific visitors

Visitor matches  
**Any rules below**

If visitor has <b>Searched For a Term</b>	And the search term <b>contains</b>
Operator to use when comparing this search term value	

Search Term  
German

Value to compare based on % or % URL parameter values in Page View history

+ Add Rule

You just put the snippet on your page, and that's it:

Based on your search, it looks like you're interested in the German language!

Here are some links you might find useful:

## Study in Germany

## Funny German idioms

## 7. Track your results

Track and measure your progress by looking at impressions and conversion rates.

Version	Impressions	Clickthroughs	Conversions	Conversion Rate
Business Logos	99	2	2	2.02%
Personal - Services	207	17	11	5.31%
Total	306	19	13	4.25%

---

# Conclusion

Digital personalization involves understanding your target audience segments and showing different versions of your content to them based on who they are, what they need, and where they are in their visitor journey.

As consumers have become accustomed to personalized content delivery—and even expect it—they are more comfortable with the transaction of volunteered data in exchange for more relevant content. In order to stay competitive, organizations of all verticals will need to invest resources into a personalization strategy.

Developing and executing a strategy can be accomplished by:

1. Identifying personas (who)
2. Creating custom content (what)
3. Putting it into the right places (where)
4. And ensuring that it is delivered at an optimal point in the visitor journey (when)

Personalization can't be successful with a “set it and forget it” approach. It's crucial to set milestones and benchmarks, track your results, optimize where it makes sense, and expand your strategy.

---

# About Us

In this age of digital personalization, you simply can't afford to show the same content to all viewers every time they're on your site.

Your visitors are expecting a tailored experience to meet their needs based on their individuality. This will not only encourage longer page views, but will also drive prospects to take relevant action that yields results.

That's why we created Clive, an engagement and real-time personalization tool.

Through the use of custom webforms, visitor attributes, and smart content, Clive enables organizations to collect data, build visitor profiles, deliver personalized content, and convert more prospects.

Throughout Hannon Hill's 19-year history, we've consistently focused on introducing products and services that make managing digital content easy and simple. Your needs guide our choices. Everything from our product roadmap to our service offerings reflect a commitment to your success.

We're proud to work with organizations large and small, and know that Clive can help you.

To experience Clive firsthand, please contact our team of solution consultants by emailing [info@hannonhill.com](mailto:info@hannonhill.com). We look forward to giving you a guided tour of the product.

## **Clive by Hannon Hill**

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[info@hannonhill.com](mailto:info@hannonhill.com)

