

WHERE TO PERSONALIZE: Websites, Microsites, Landing Pages and Offers

Brought to you by CrownPeak, providers of web content management services

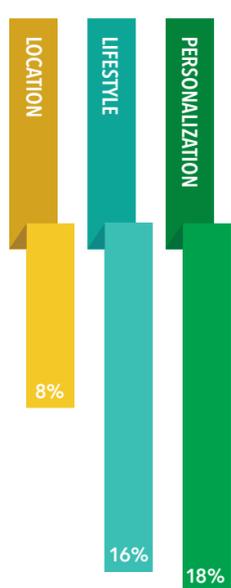


WHAT TO PERSONALIZE:

Messages, images, offers and more....

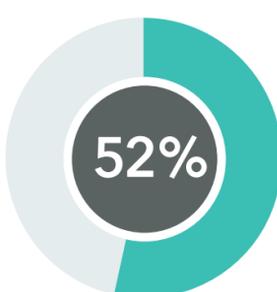
WHEN ASKED ABOUT MOBILE ADS

59%
OF FEATURE PHONE
USERS RANKED



OVER TIMING
WHEN IT COMES TO
CUSTOMIZING
CONTENT. ⁺

MORE THAN HALF OF DIGITAL MARKETERS SURVEYED AGREE



'THE ABILITY TO
PERSONALIZE CONTENT
IS FUNDAMENTAL TO
THEIR ONLINE STRATEGY'

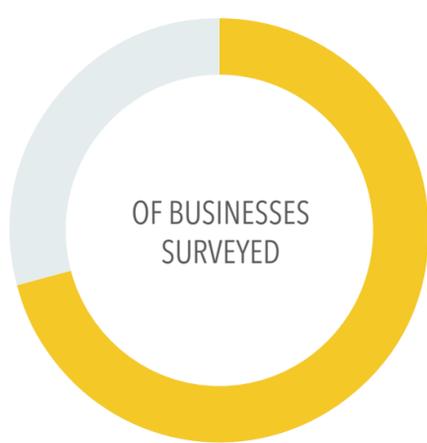
Only 27% disagree.

Only **32%** of those surveyed
have CMS platforms that
enables personalization.



YET...
37% are still targeting
personalized content in
real-time. ^{*}

ROI OF PERSONALIZATION:



59%
SAY PERSONALIZATION
BASED ON PURCHASE HAS
A HIGH IMPACT. ^{**}

BUT...Consumer comfort level with personalization varies: ⁺⁺

41%

Said they were comfortable
with Google leveraging their
search data for ad targeting.

38%

Of U.S. adults who are aware of
use of data by local merchants
are comfortable with merchants
sending them local offers on
their phones - provided they
gave permission.

66%

Adults who are aware of use
of data by Amazon find the
company's use of personal data
somewhat to very acceptable,
versus

33%

Percent saying the
same for Facebook.



81%

OF U.S. ADULTS WHO ARE AWARE OF THE USE OF THIS DATA
SAID THEY WERE COMFORTABLE WITH A GROCERY STORE
USING THEIR PURCHASE INFORMATION TO DELIVER
COUPONS TAILORED TO THEM.

HOW TO PERSONALIZE A DIGITAL EXPERIENCE ^e



BEST PRACTICES FOR WEBSITE PERSONALIZATION

**FOCUS ON THE
BUSINESS DRIVER:**
Personalize to
encourage visitors to
take a specific action.

**KNOW WHEN TO
REVEAL CONTENT:**
Identify when/where
visitors are in the
buying cycle.

**DEMONSTRATE
YOU KNOW THEM:**
Use existing data to
anticipate what a
visitor might want.

**REVIEW RESULTS VS.
KEY PERFORMANCE
INDICATORS:**
The right CMS will help
you measure and track
performance.



⁺ <http://www.bizreport.com/2011/08/research-personalization-not-location-key-to-mobile-ad-success.html#>

^{*} From E-Consultancy/Adobe survey Source: <http://econsultancy.com/us/reports/quarterly-digital-intelligence-briefing-personalisation-trust-and-roi>

^{**} <http://econsultancy.com/us/reports/quarterly-digital-intelligence-briefing-personalisation-trust-and-roi>

⁺⁺ <http://www.pnw.com/releases/2012/7/pnw9719519.htm>

^E Source: Website Personalization: Increasing Engagement Through Targeted Content