

BUSTING THROUGH PERSONALIZATION MYTHS

3 Common Misperceptions of Personalization
And How to Overcome Them

MYTHS



It's rude to ask for personal information



Customers are intimidated by personalized content



Personalization costs are hard to justify

MYTHS BUSTED

57%

of consumers are comfortable providing information when asked, if they benefit

(Source: Janrain)

77%

of consumers are frustrated by irrelevant content—preferring personalized content

(Source: Janrain)

40%

of consumers buy more from retailers who personalize the shopping experience

(Source: MyBuys)

HOW TO BEGIN



Determine the minimum set of information needed



Use collected information to provide discernable value



Offer an "Opt Out" for future personalized experiences



Personalize the home page with a welcome message



Recommend related content



Eliminate or de-emphasize unrelated content



Align business goals and customer needs to focus messages



Create personas to best target personalized content



Define the buyer journey and personalize content to fit each stage