

SIINDA | LOCAL SEARCH SUMMIT 2018

PERSONALIZATION: THE ULTIMATE USER EXPERIENCE

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PART 1: THE DIGITAL ATMOSPHERE

IT'S ABOUT FEELING WELCOME

Finding a balance between *attentive* and *intrusive*



Attentive experience

"Hello, my name is Anna and I'll be your server today. Have you been to the Seaside Bar & Grill before?"

Intrusive experience

"Hello Jack, welcome to the Seaside Bar & Grill. I can see you've been here 5 times before. Would you be interested in the medium rare steak again?"

MAKING A GOOD IMPRESSION

The website experience helps consumers make a decision

Business owners need to think about how their website influences visitors:

- Design: Does it look a like a professional business?
- Content: Can they find basic and relevant info (offerings, hours, etc.)?
- Technical: How fast does it load? Is it a secure website?



PART 2: ONLINE PERSONALIZATION

FEELING SPECIAL MAKES A DIFFERENCE

Personalization makes websites visitors feel welcome and want to spend more

88%

of marketers believe that customers expect website personalization



74%

of marketers say that personalization has a strong effect on advancing customer relationships

A HUMAN TOUCH IN A DIGITAL WORLD

Personalization drives repeat purchases and better ROI for SMBs

For the website visitor

- Better user experience
- More engaging experience
- Positive brand perception
- Increased loyalty to SMB



For the small business

- Lead generation
- Customer conversion
- E-commerce revenues
- Increased customer lifetime value

FROM A TO Z: PERSONALIZATION

Static

Generic
"One size fits all"

Simple

Rule-based
segmentation



Advanced

Machine learning
1:1 algorithmic
personalization

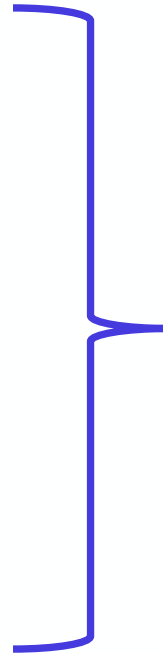
Customization

Detailed
customization by
the user

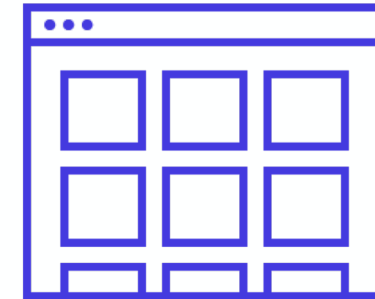
SMB-FRIENDLY OPTION FOR PERSONALIZATION

Leverages simple rules to segment visitors according to common criteria

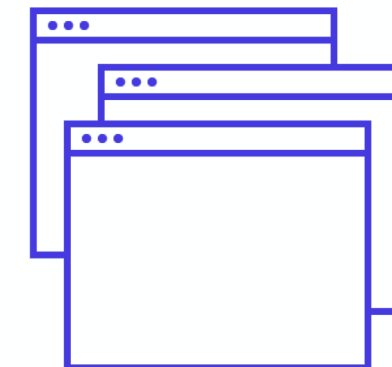
- Campaign source
- Location
- Demographics
- Products purchased
- Clicks
- Pages/content viewed



User
Experience A



User
Experience B

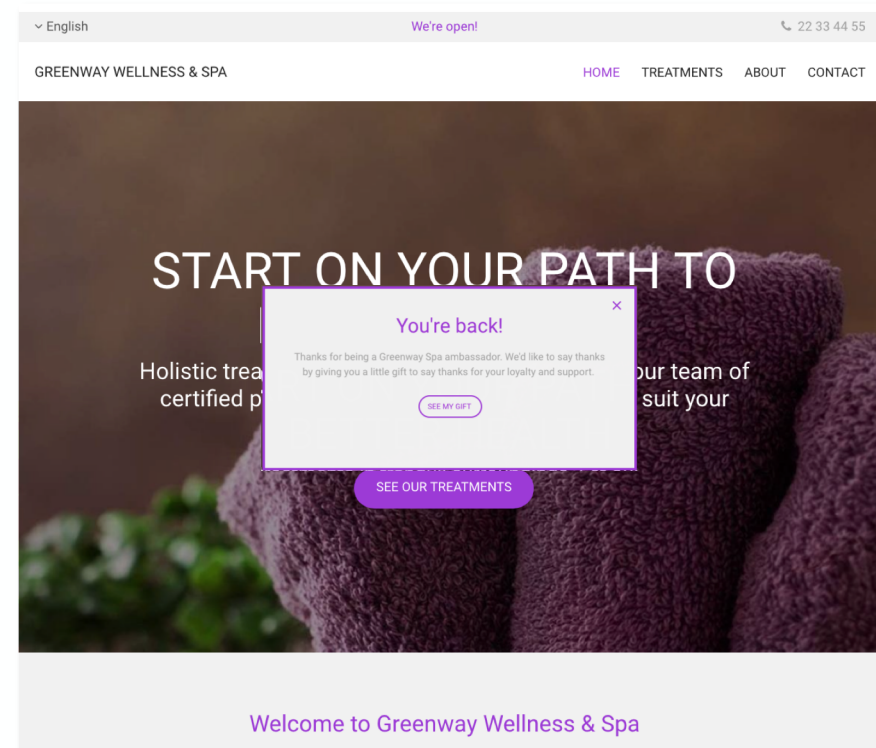


PART 3: THE ULTIMATE USER EXPERIENCE

THE SMALL THINGS MATTER

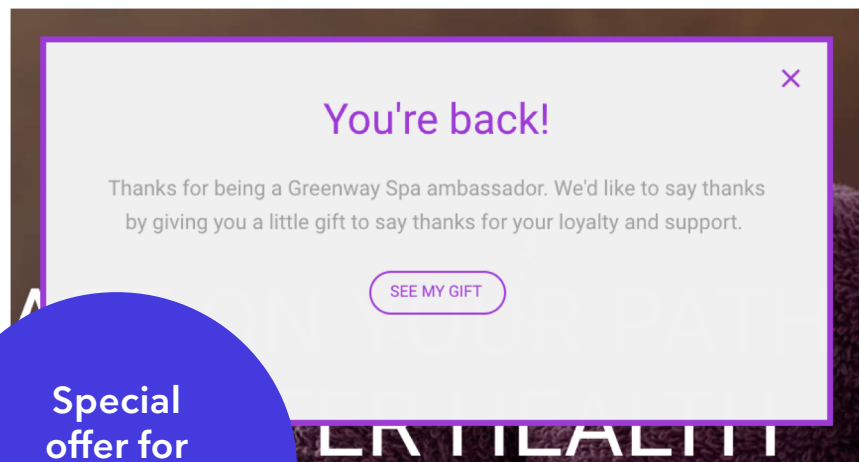
There are plenty of SMB-friendly options for website personalization

- Tailored content in email campaigns
- Personalized engagement on homepage or landing pages
- Recommendations on product pages and special pricing
- Blog posts with specialized content

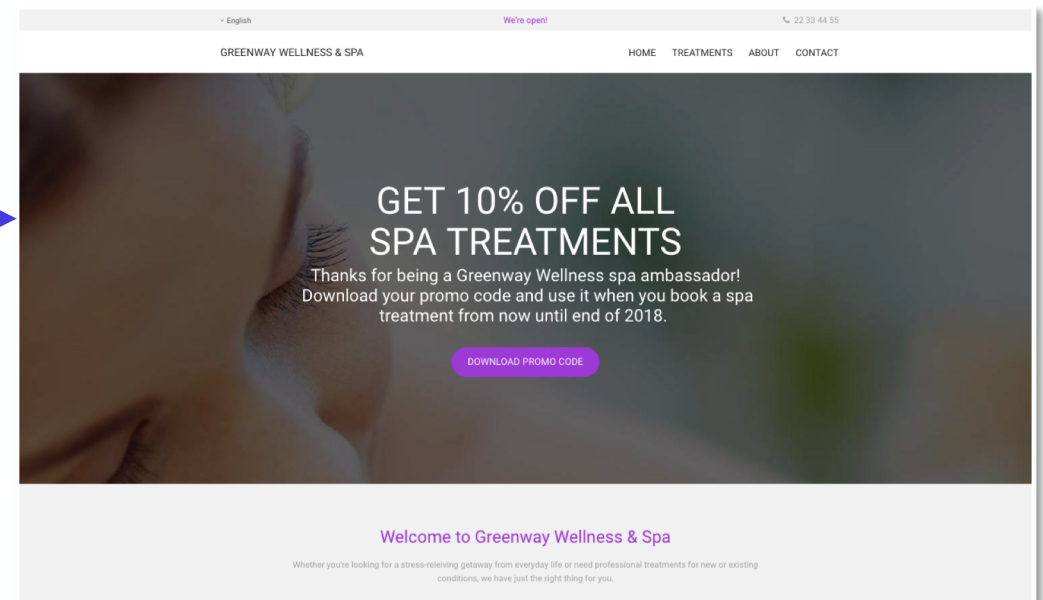


USER EXPERIENCE: LOYALTY IS REWARDED

Create an engaging on-site user experience that encourages customer loyalty



Special offer for returning visitor





VALUE FOR SMB: REPEAT PURCHASES

See how customers engage, and create other personalized on-site engagements

ON-SITE ENGAGEMENTS

[CREATE NEW ON-SITE ENGAGEMENT](#) [DELETE](#)

ON-SITE ENGAGEMENT	TRIGGERS	STATISTICS	STATUS
 Promotional message with button WELCOME BACK	LOCATION Denmark VISITS Show after 3 visits	OPENED: 0 CLOSED: 0	ACTIVE 19/09/2018 14:30:00 

Other ways to engage visitors on-site:

- Promotion for events/workshops
- Recommend complimentary products
- Sign up for newsletter
- Directions on map for visitors within a certain proximity

USER EXPERIENCE: PERSONAL COMMUNICATION

Create personalized email communication based on the visitors birthday

CAMPAIGN NAME

Birthday Greeting - June 2018

RECIPIENT GROUPS ⓘ

JUNE-BIRTHDAYS ✕



**Happy birthday
Svenn**

We hope that you're have a very wonderful day. To celebrate you, we'd like to give you 10% off this month for any treatment, so that you can feel a little extra relaxed and pampered.

We hope to see you soon.

Best regards,

The Team at Greenway Wellness & Spa

Target
those with
birthdays in
June

Greet the
visitor by
first name

VALUE FOR SMB: MORE ENGAGEMENT

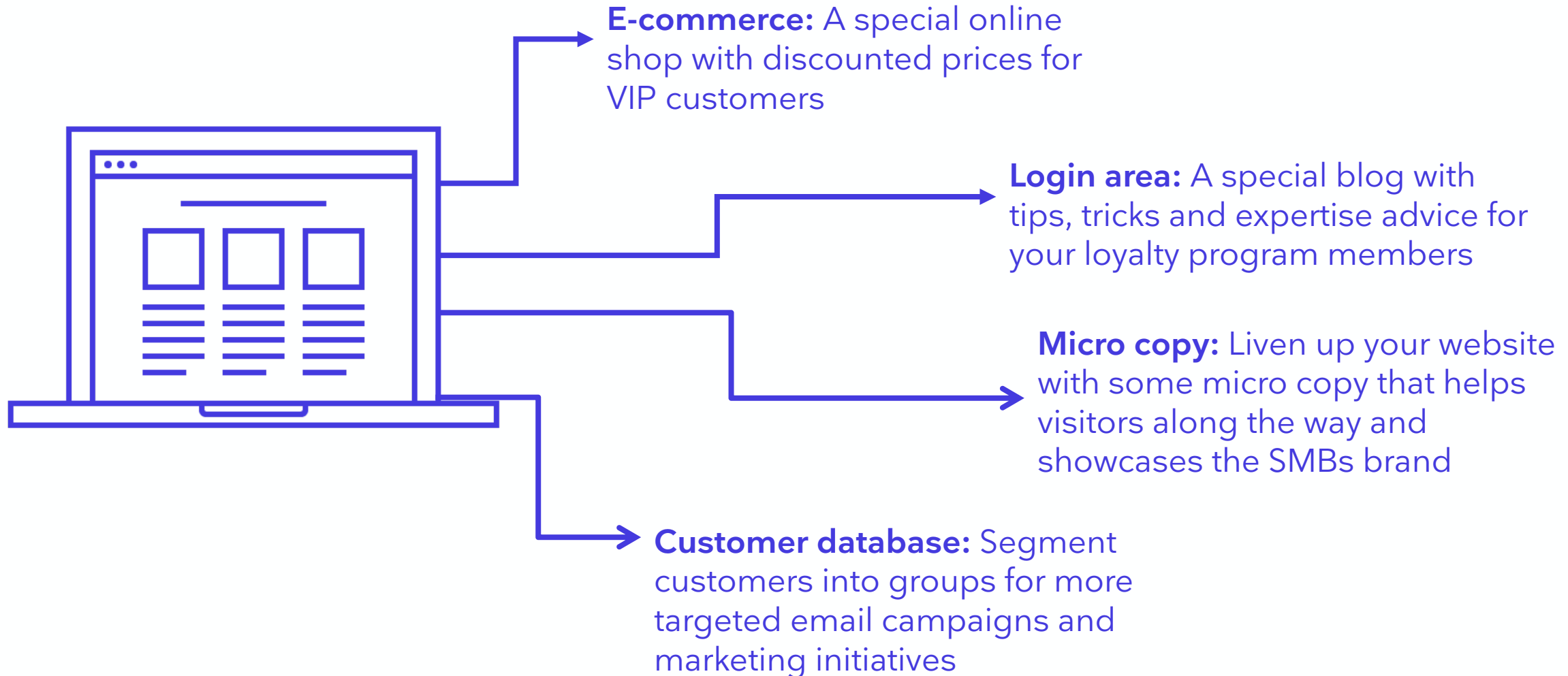
See how customers react to email campaigns, and plan follow up campaigns

RECIPIENTS	ACTION DATE	DETAILS
33	04/10/2018 10:23:32	OPENS 67 % CLICKS 0 %

Other personalized email ideas:

- Product recommendations for visitors segments/individuals
- Tailored messaging or promotions based on visitor segments/individuals
- Send blog content that gives advice on purchased products

ENDLESS, EASY TO EXECUTE IDEAS



PERSONALIZATION AS A SERVICE

Digital service providers can help SMBs personalize their digital marketing efforts

- Simple personalization websites
- Visitor segmentation
- Personalized content creation, e.g. email marketing/newsletters
- Simple data mining



THANK YOU



Svenn Andersen

COO

Feel free to come by our booth or reach out to me at sa@monosolutions.com

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