

Content Personalization Fact Pack

Cold, Hard
Stats About
Personalization
and Content



In this day and age, consumers expect every digital experience to be individually relevant.

Amazon presents relevant home pages with content “related to” and “inspired by” the items you viewed, and Netflix recommends shows you might like based on your previous viewing habits. Google “auto-fills” search suggestions and Facebook tailors your news feed based on content you’ve liked or shared.

It’s experiences like these that drive consumer expectations for personally relevant content from brands on a regular basis. But are marketers delivering on these expectations? And if not, what’s at stake for their content marketing programs in 2017?

We reviewed all the latest research on the topic to nail down the real risks and rewards for content marketing teams. And the findings suggest personalization is no longer just a strategy for content marketers—it’s an imperative. Read on to get the fast facts about personalization and content in 2017 and beyond.

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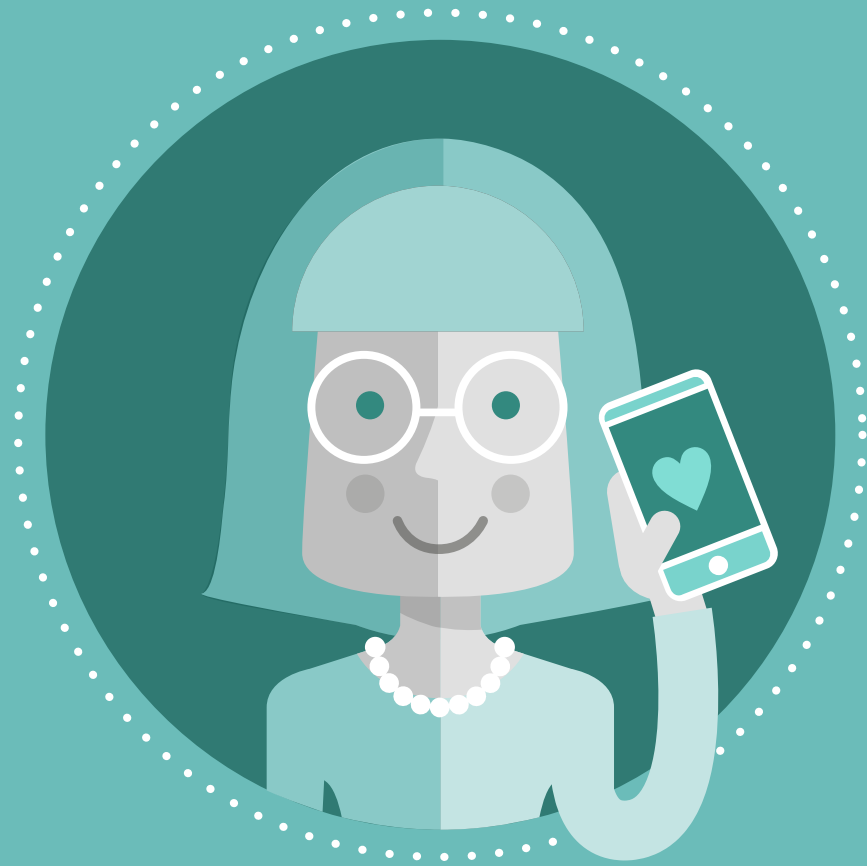
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Consumer Personalization Preferences



75%¹

Consumers prefer personalized content



74%²

Consumers are frustrated by irrelevant content



85%³

Agencies say that — despite recognizing the importance of personalization — their clients don't know how to do it



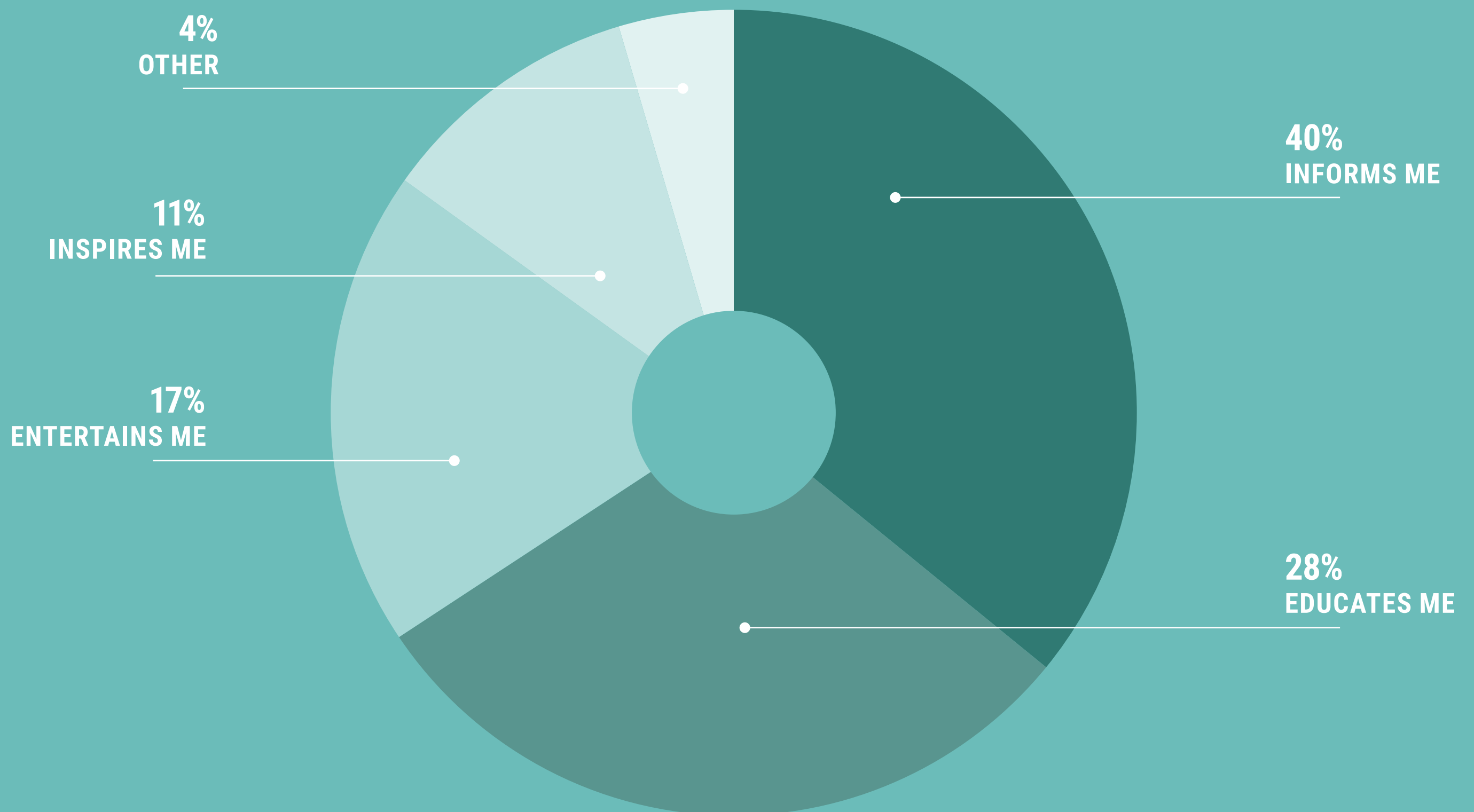
94%³

Marketers think personalization is critical to current and future success

Consumer Personalization Preferences

Most consumers place greater value on content marketing that **informs and educates**.

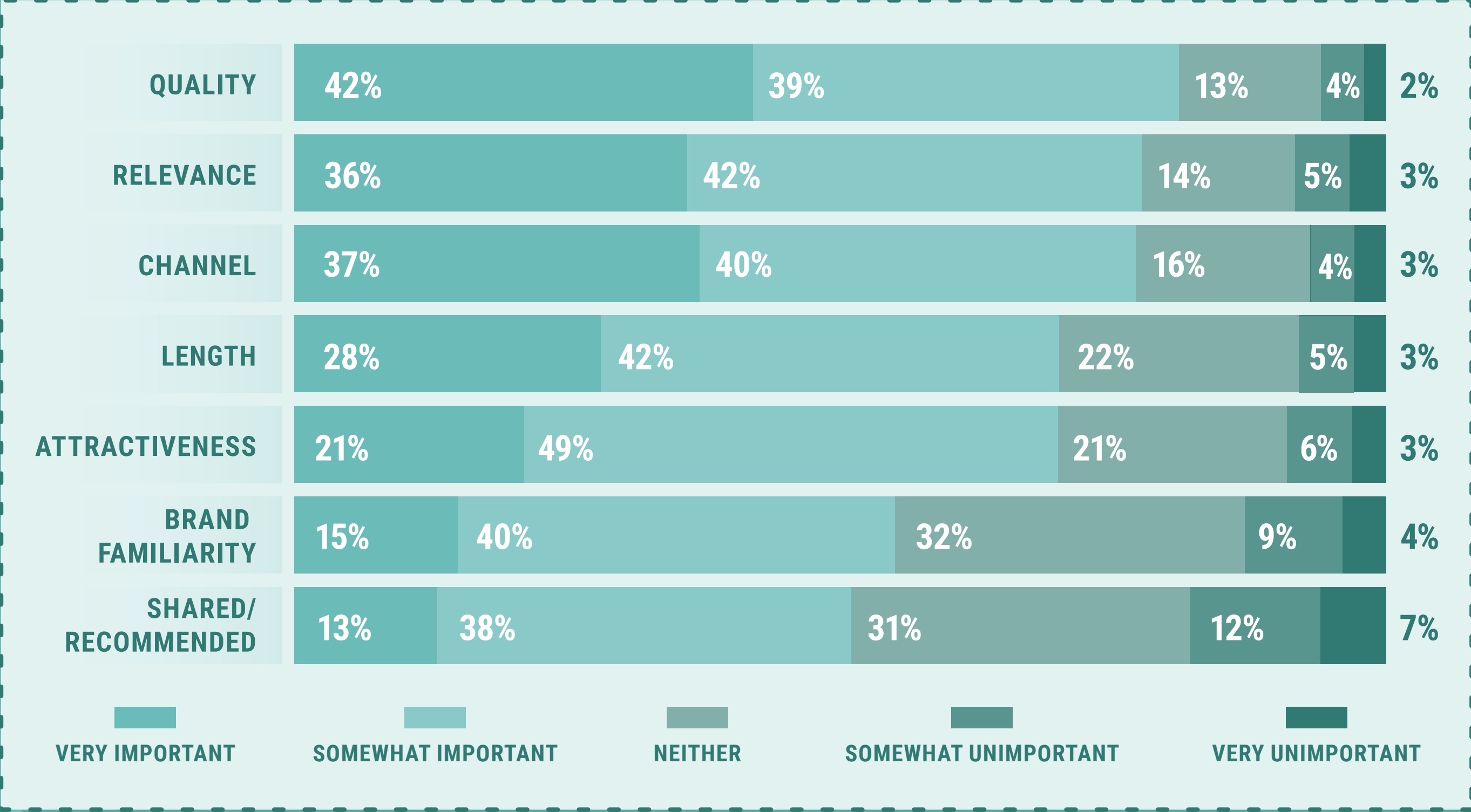
TOP CONSUMER USE CASES FOR BRANDED CONTENT⁴



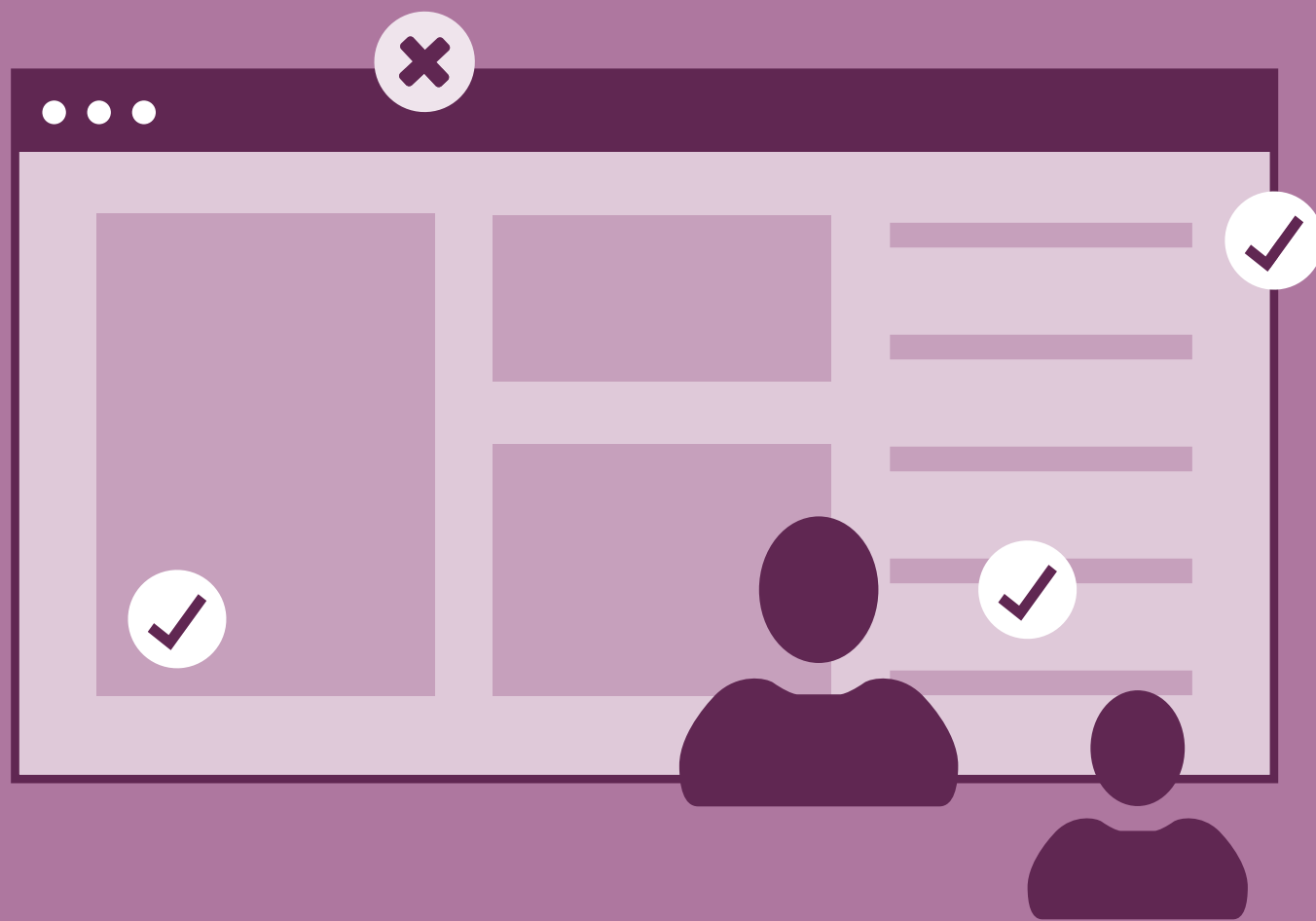
Consumer Personalization Preferences

Quality and relevance are most important when judging the value of branded content.

IMPORTANCE OF CHARACTERISTICS OF BRANDED CONTENT ⁴



Customer Experience & Content



71%⁵

of marketers strongly consider how their content impacts the overall experience a person has with their organization

Brands who invest in delivering great customer experiences grow revenue

14%⁶

faster than laggards in customer experience

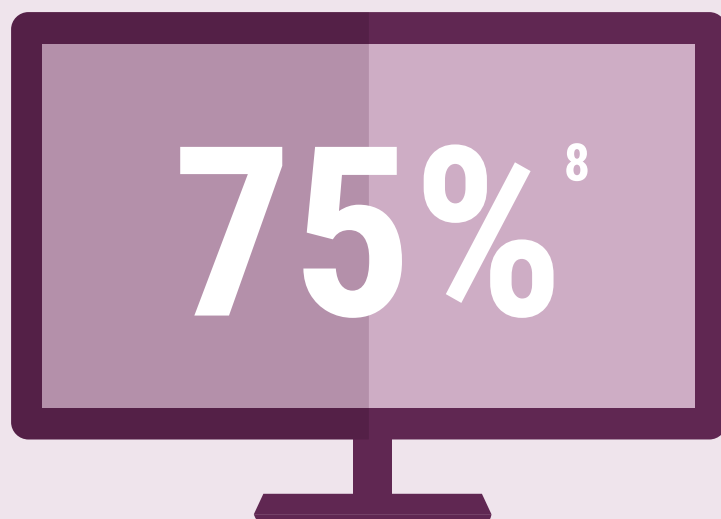


Customer Experience & Content

Personalization Spotlight: **NETFLIX**

\$150MM⁷

Netflix's annual budget for recommendations



of content watched on Netflix comes
**from personalized
recommendations**

Netflix saves \$1B annually⁹

through customer retention because of
personalization and recommendation efforts

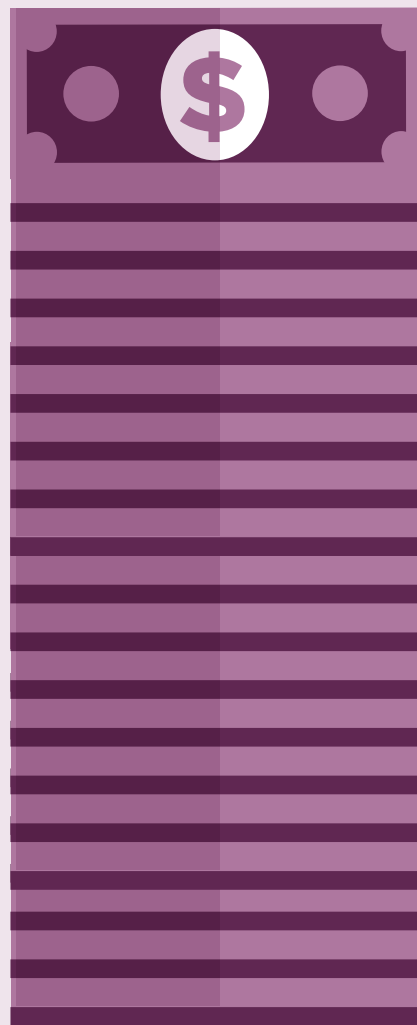


Customer Experience & Content

Personalization Spotlight: 

35%⁸

Purchases generated by Amazon's personalization recommendation engine

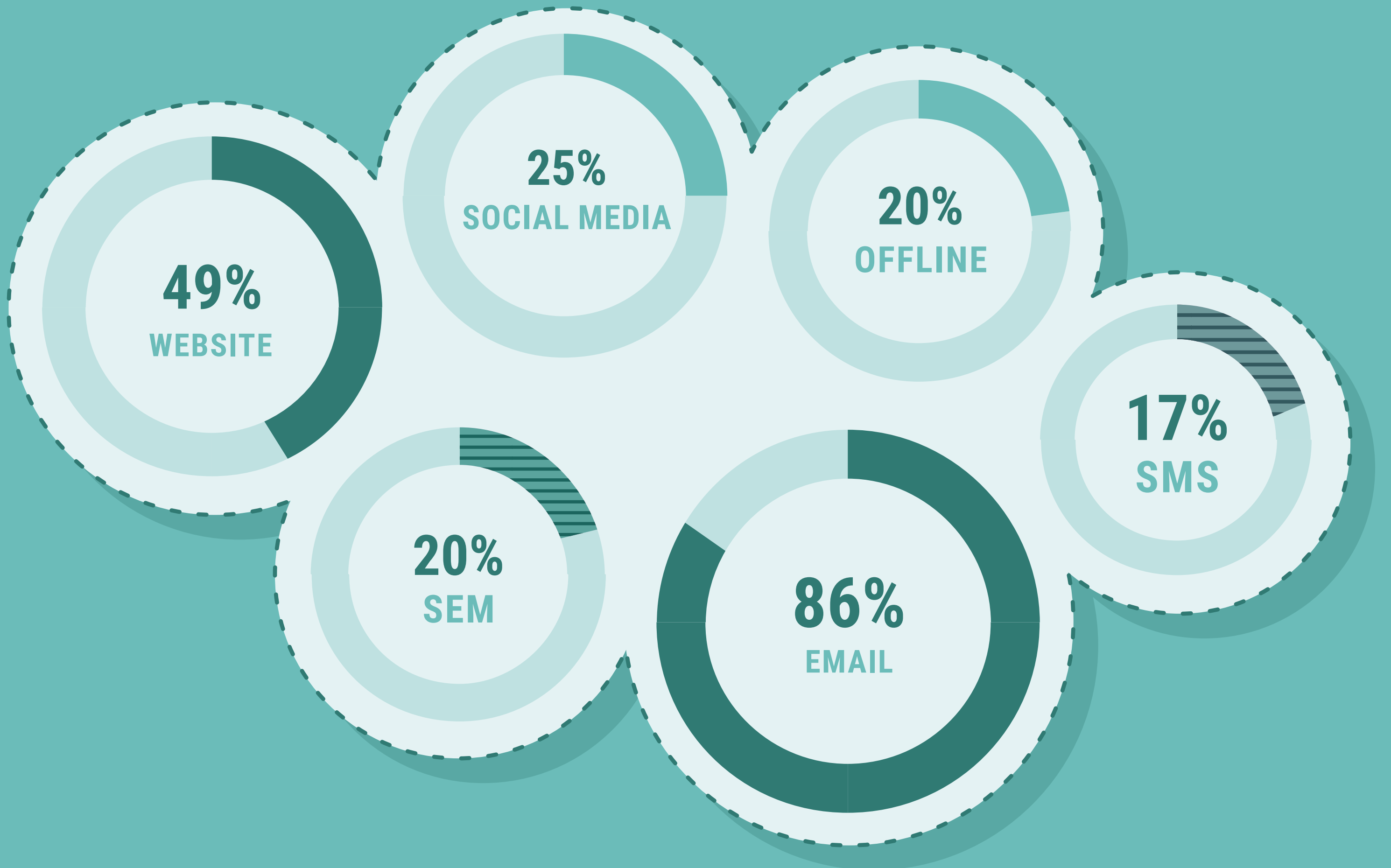


~60%¹⁰

Sales conversions
of Amazon's on-site recommendations

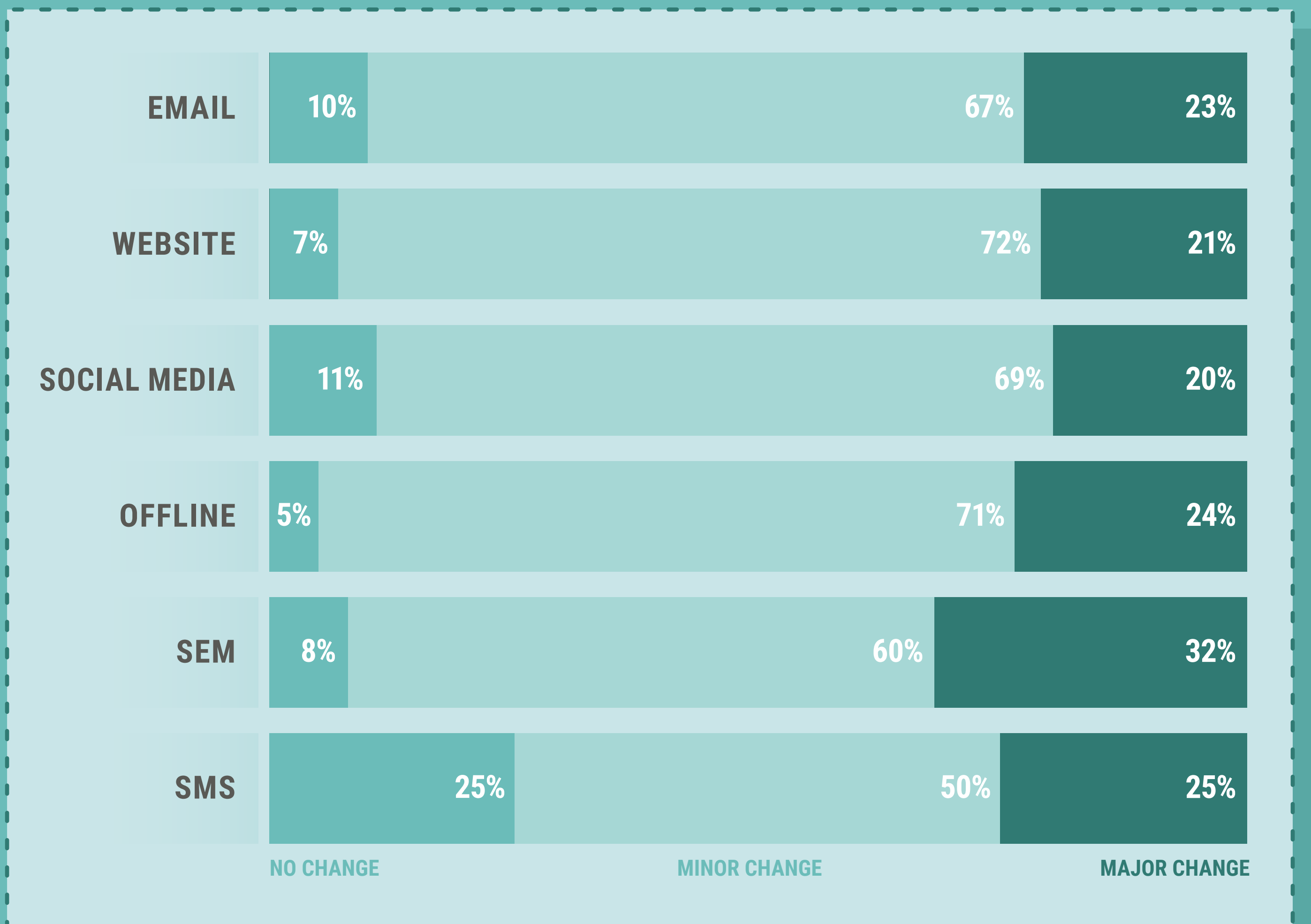
Content Distribution Channels

CHANNELS MARKETERS PERSONALIZE MOST¹⁶



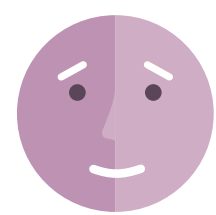
Content Distribution Channels

CONVERSION RATE INCREASED DUE
TO PERSONALIZATION ACROSS CHANNELS¹⁶



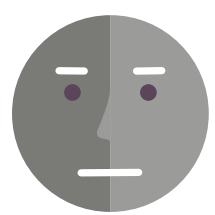
Content Personalization Strategy Adoption

How marketers are feeling about the impact of personalization¹¹



75%

OPTIMISTIC



17%

NEUTRAL



8%

PESSIMISTIC

Forecasted revenue increase
for those who personalize content

+15%¹² by 2018

Content Personalization Strategy Adoption



Marketers who personalize the entire customer journey

14%¹¹



Marketers who personalize both online and offline



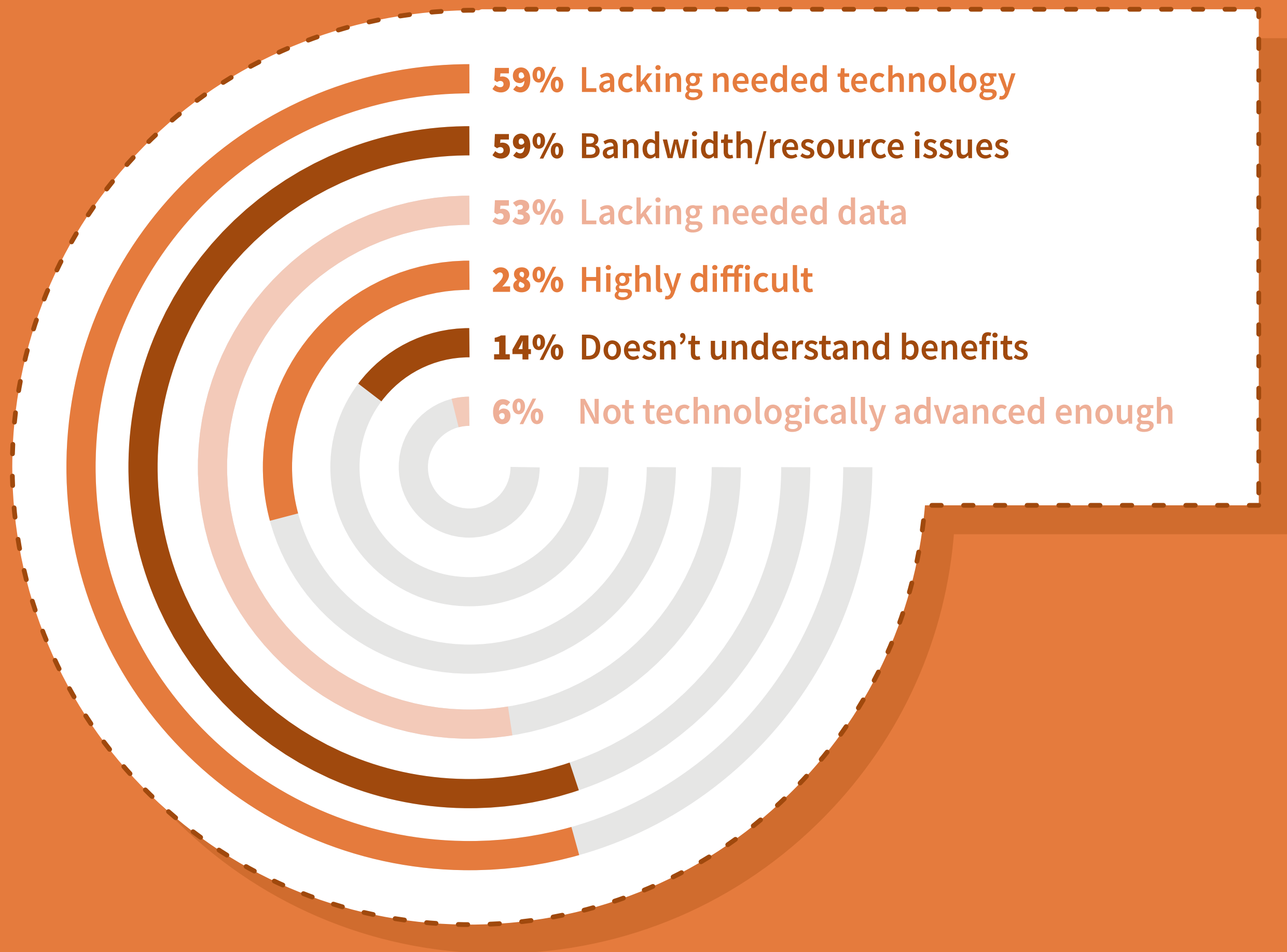
21%¹¹

36%¹¹

Marketers who personalize specific channels

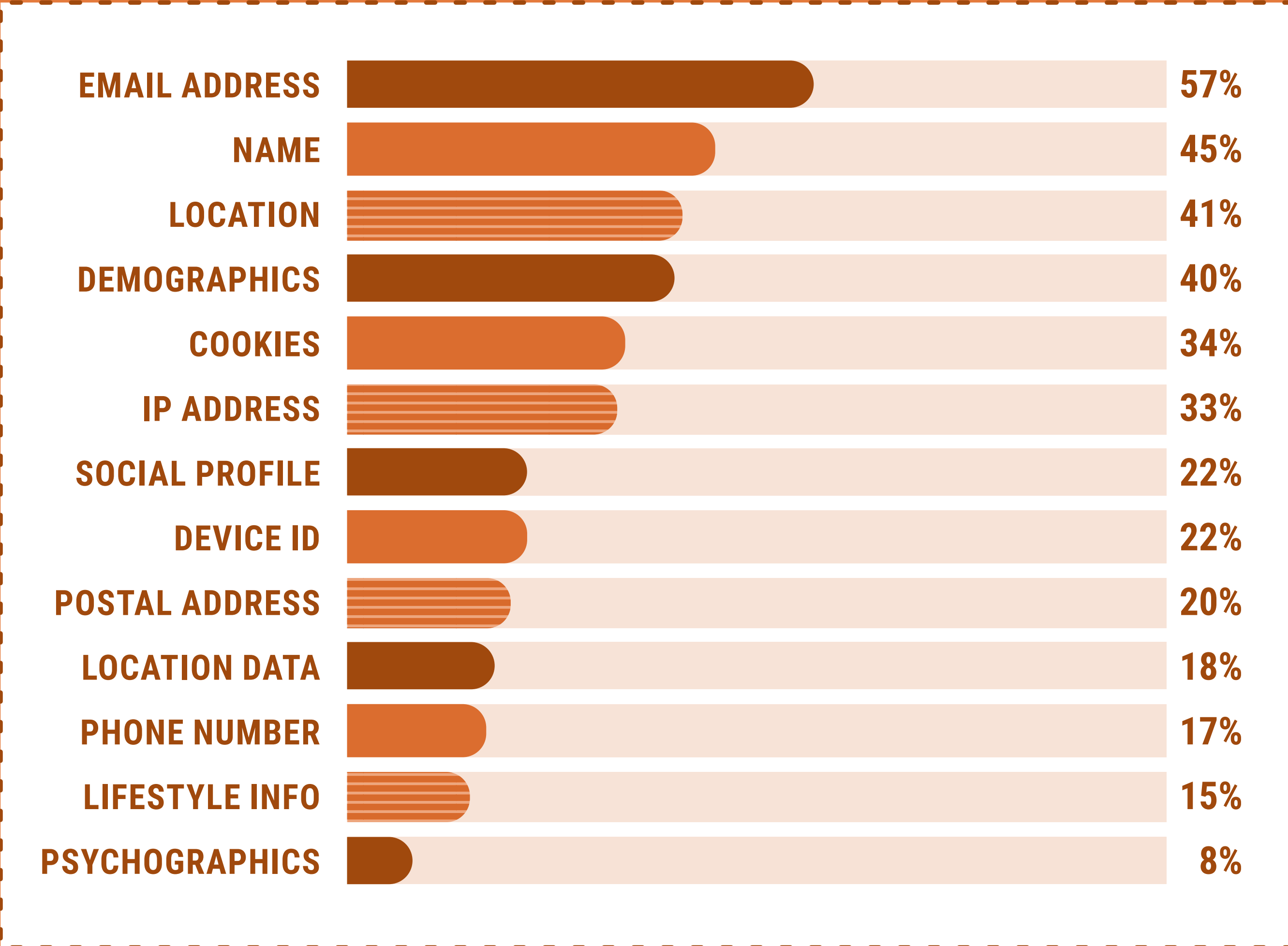
Content Personalization Strategy Adoption

Reasons marketers don't personalize content¹³



Content Personalization Strategy Adoption

TYPES OF DATA MARKETERS USE FOR PERSONALIZATION¹⁵



Return on Content Personalization



19%³

Average **uplift in sales** from brands that personalize web experiences



20%⁷

Increase in marketing ROI from brands who put data-driven personalization at the center of marketing and sales



78%¹⁴

Consumers are **more likely to be a repeat customer** if a brand provides targeted, personalized offers

Return on Content Personalization

Nearly all marketers using website personalization technology have seen

A LIFT OF
AT LEAST

+5%

in their most important metrics¹⁵

...and
39% have seen
increases
of at
least 20%¹⁵



A leading beauty brand saw an

80%⁴ INCREASE

in content consumed per visitor when
employing content personalization

Return on Content Personalization

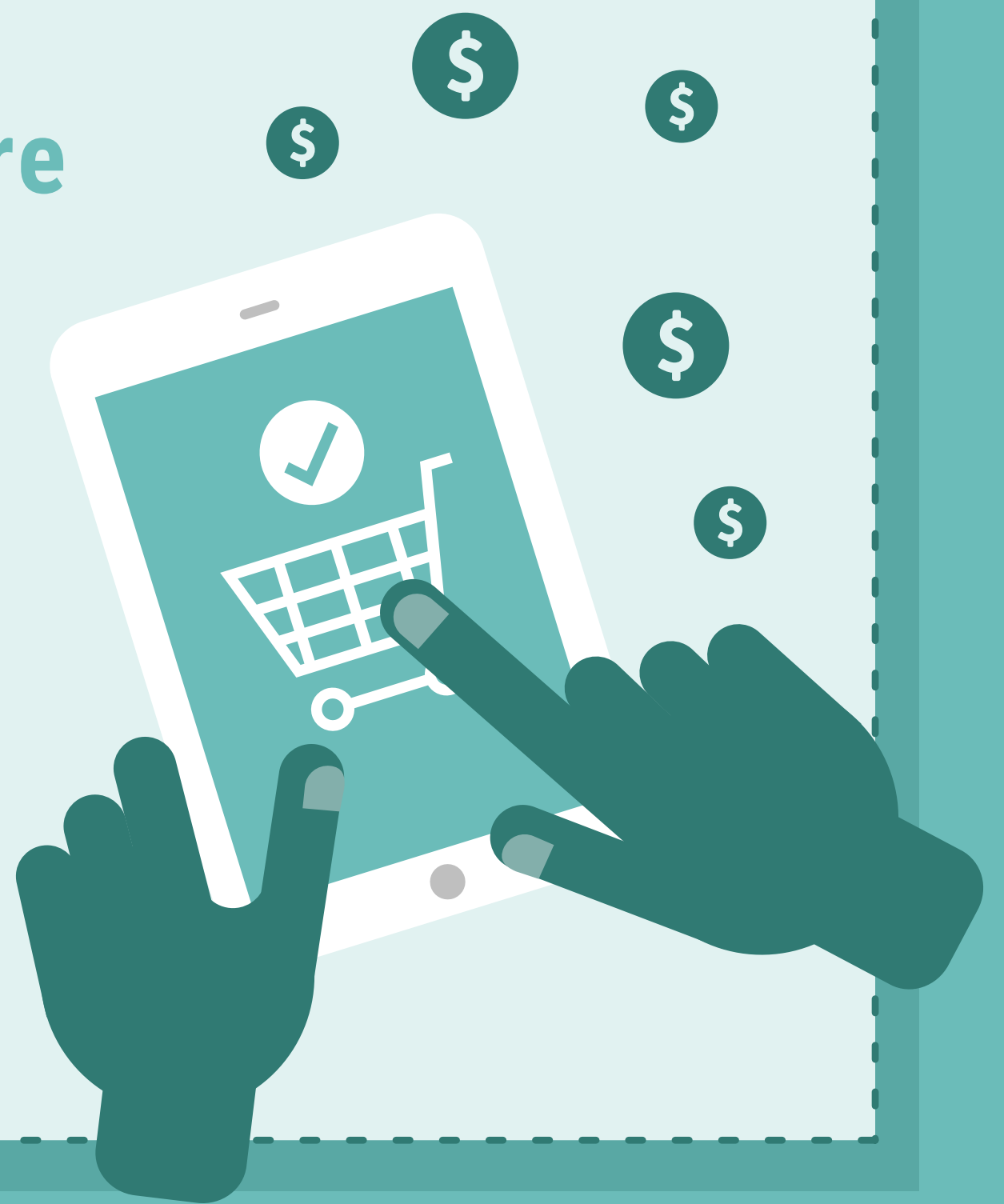
Personalized content increases purchase intent

A leading technology brand discovered that visitors who engaged with personalized content were

34%

MORE LIKELY TO PURCHASE

than those who didn't see any personalized content⁴



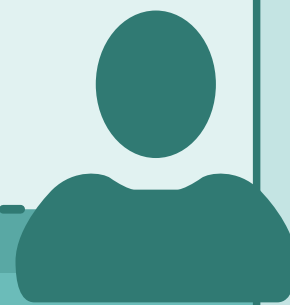
Return on Content Personalization

Increased content consumption leads to action

When site visitors
consume 3+ pieces
of content, they are

12X

**MORE LIKELY TO CLICK
CALLS TO ACTION LIKE
"BUY NOW"⁴**



Now that you have all of the facts, here are a few things to keep in mind as you get started with content personalization.

Get Started with Content Personalization

1

Take stock of your current content marketing strategy, measurement and operations

The first step in implementing content personalization is to ensure you fully understand the scope of your content marketing efforts today, ranging from strategy to metrics. Here are some questions to ask as well as things to look for as you build your strategy:

What is my content marketing strategy?

Are my goals, tactics, and operations documented?

How will we determine if we're successful? What will we measure?

How much content do I have? Do I have enough/too much/too little?

Am I creating the right content for my customer?

Where are the editorial gaps or opportunities for engagement?

Where am I distributing content? Is my content cross-channel?

What does my marketing technology stack look like?

Am I getting what I need from it?

Get Started with Content Personalization

2

Align your stakeholders to build your content personalization dream team

The most critical element of implementing content marketing personalization is having a team that can pull it off. Since your customers' experiences with your brand happen across all channels, it's important to build your dream team with expertise across all customer touch points.

Your content personalization dream team may include:

BRAND-TO-CUSTOMER EXPERIENCE ADVOCATE

—
TECHNICAL GURU

—
ANALYTICS AND KPI KEEPER

—
CRM MASTER

—
PAID MEDIA WIZARD

—
CONTENT STRATEGY VISIONARY

—
EXECUTIVE CHAMPION

Get Started with Content Personalization

3

Build the business case for personalization with the right KPIs to show ROI

Many content marketers think of ROI as the holy grail. With a clear strategy from the beginning and the right goals in place, personalization can help you knock it out of the park. Here are four types of metrics the most sophisticated organizations use to deliver tangible business value from content marketing:

OPERATIONAL ROI | ENGAGEMENT | BRAND LIFT | SALES LIFT

4

Pick the right content marketing technology to create the optimal customer experience

Once you have the personalization strategy and manpower in place, the next critical step is identifying the right technology to help you execute and optimize your personalized content marketing.

Get Started with Content Personalization

5

Make your marketing technology vendor a partner

One key secret to getting the most from your marketing technology stack isn't just having the smarts, the training, or taking your time with the evaluation process. It's being upfront about what you need to accomplish with your vendor and putting the expectation on them that you want a partnership, not just a transactional relationship. Here are some suggestions to help you build partnerships with your key marketing technology vendors:

ASK TO SEE THE PRODUCT ROADMAP

**SHARE IDEAS TO MAKE YOU MORE
SUCCESSFUL WITH THEIR TECHNOLOGY**

OWN THE TIMELINE

TO LEARN MORE, DOWNLOAD THE FULL GUIDE

[Getting Content Personalization Done in 2017](#)



**Ready to make personalization
an integral part of your
content marketing strategy?
We can help you get started.**

FOR MORE INFORMATION,
CONTACT US AT INFO@ONESPOT.COM

SOURCES

1 - Aberdeen Group 2015
2 - Harris Interactive 2013
3 - Econsultancy 2013
4 - OneSpot 2016
5 - Content Marketing Institute 2016

6 - Forrester 2016
7 - Digital Smiths 2016
8 - Mckinsey 2013
9 - Netflix 2016
10 - Forrester 2012
11 - CMO Council/Microsoft 2015

12 - Gartner 2015
13 - Demand Metric 2016
14 - Infosys 2016
15 - VB Insight 2015
16 - Econsultancy 2015