

Beyond Segmentation

1:1 Personalization for Every Customer in Every Moment

MOVABLE **INK**





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Executive Summary

Brand marketers are constantly looking for the sweet spot between too many email or mobile messages and not enough. Consumers often struggle with the same idea. In [Movable Ink's Audience of One report](#), more than half of consumers shared they are overwhelmed by the communications they receive from brands.

True 1:1, omni-channel experiences are how brands develop relationships with their customers without overwhelming them. Yet, many marketers are not deploying the level of sophistication necessary to target consumers based on their behavior and data, which is how you make the biggest impact.

Instead, brands often set up segmented audiences, call it a day, and hope for the best. While it's not the "spray and pray" technique of yore, it's not a huge step up.

Why then is it so challenging for brands to build true 1:1 personalization? Most marketers know the value of personalization, and research backs that instinct. According to McKinsey, fast-growing companies generate 40% more revenue from personalization than brands that experience slow growth. Simply put, great brands differentiate themselves through a customer-centric, 1:1 marketing strategy. That starts by moving beyond segmentation.

Segmentation is still a vital first step in delivering personalized omni-channel experiences, but 1:1 marketing doesn't stop there. For brands to create individual relationships with customers, marketers must treat every customer that opts in to receive email or mobile communications as a unique human being with distinct interests.

Unfortunately, there are a number of barriers that stand in the way of moving beyond segmentation and toward individualized marketing. Siloed data, technology migrations, campaign timeliness, and countless other issues get between marketing teams and the kind of individualization that drives revenue and increases ROI.

Sound familiar? If so, you are at the right place.

The following eBook will prove that you can break through the barriers keeping you from individualizing your marketing strategy. With a little planning and the right tech stack, marketing teams of all sizes can deploy individualization at scale (without increasing headcount).

The time has come to expand beyond segmentation. Brands must now set their sights on activating customer data that automatically generates the most relevant personalization for each customer on every channel at the right moment.

SOURCES:

<https://movableink.com/resources/audience-of-one-consumer-expectations-and-the-power-of-personalization-report>
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>



Segmentation vs. 1:1 Personalization: What's the Difference?

Segmentation alone is outdated. In fact, segmentation and personalization are no longer synonymous. It's true that bucketing audiences using demographic information is how brands begin personalizing their communications. But individualization creates a narrative, centering each unique customer as the main character. Using customer data to build sophisticated personalization moves brands beyond the assumptions of segmentation, to actual customer-centricity.

Segmentation

Segmentation requires separating customers into groups or audiences based on broad factors ranging from demographics to products of interest. Based on stored data, usually coming from a CRM system, brands can identify customer attributes and apply them to a group of people and their collective buying behaviors.

1:1 Personalization

True personalization involves delivering individualized experiences for each unique consumer that considers specific behaviors, recommendations, and contexts that increase relevance and singularity across campaigns. Personalization tactics harness unique consumer data points to serve tailored, 1:1 communications across channels.

The Segmentation and Personalization Checklist

	SEGMENTATION	PERSONALIZATION
1. Large audiences organized by similar purchasing patterns that receive follow-up communications promoting similar items.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Post-purchase product recommendations based on behaviors, such as viewing patterns, browsing habits, or abandoned cart.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Grouping audiences based on demographic information such as age, geography, gender, or buying patterns.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Unique and scalable omni-channel experiences based on zero- and first-party CRM data, public API integrations, and/or recent time addresses.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Dynamic modules that populate individualized offers, rewards, or benefits based on a person's specific customer lifecycle.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Challenges in Achieving True 1:1 Personalization

Understanding segmentation vs. personalization isn't the only problem. Many brands stick to segmentation because data points live in a complex web of software that makes up a brand's martech stack. Communicating to a person—not a segment—requires all these technologies to connect in a way that few were ever built to do.

Even with all that data living in different silos, sophisticated personalization is still possible. With the right puzzle pieces, data can tell customers the story about themselves that they want to hear. It requires bringing all that disparate data into a single communication, while scaling millions of creative variations so that each person receives their exact story, not an assumption based on their demographic information.



Solutions for Personalization Bottlenecks

BOTTLENECKS

Struggle to unite digital channels and data

Consistency and personalization suffer when brands deploy different campaigns and strategies across digital channels.

Reliance on manually creating segments and content

Marketers manually create campaign variations for each customer journey segment. These predetermined campaigns limit personalization and increase tedious coding.

Complex migrations hinder personalization

Omni-channel personalization takes a back seat when technology migrations or data transfers are required.

Limited bandwidth

Campaign planning can take weeks or months, and once published it's almost impossible to make updates or changes to messaging. Marketing and creative teams have limited resources, leaving time to only focus on execution.



SOLUTIONS

Utilize reusable dynamic campaign modules across digital channels to create a consistent brand experience and streamline data.

Automate manual processes by creating one design template that launches thousands of 1:1 variations based on customer data and behavior.

Deploy email and mobile content that connects to all relevant data no matter where it lives.

Create production efficiencies with dynamic campaign modules that update with relevant messaging, even after the campaign is deployed.

How Any Brand Can Deliver a Winning Personalization Strategy

It's time to tell a story. A visual narrative that frames your customer as the main character and your brand as the map that can point them to their next adventure. But to do so, it'll take millions of different variations of the same email and mobile marketing communications. Marketers need to understand what data is accessible, how to use it, and where they can save time by automating manual processes.

To create a winning personalization strategy, brands must:

- Tell every customer's story visually across every marketing channel
- Decide what data best tells that story and connect it to every internal and external touchpoint
- Automate visual storytelling wherever possible
- Eliminate manual processes to save valuable time



Personalize Every Touchpoint, Every Time

According to McKinsey, 71% of consumers expect companies to deliver personalized interactions, and 76% get frustrated when it doesn't happen. So how can brands get it right? The secret is utilizing each customer's unique behavior and data.

Marketers build strategies that aim to tell customers a story, but they often need the help of several departments to do so. In the past, design teams were required to create endless variations of visual communications if brands wanted to individualize omni-channel personalization. Now, the most innovative brands automate the process, creating images that change to display every single customer's data across any number of channels.

For this level of automation, marketers can create logic that calls on data in real-time to assemble one-of-a-kind images for each customer, which generates shortly before the recipient opens their email or mobile notification. Once the logic is in place, marketers can streamline the experience across email, mobile, and landing pages to personalize campaigns with relevant, up-to-date information.

Companies that invest in personalized activities increase revenue by

40%

SOURCES:

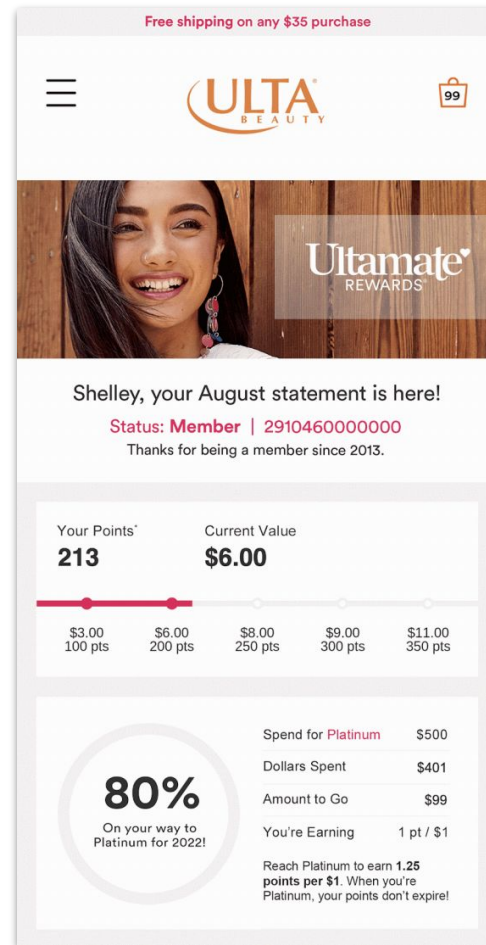
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

Ulta Beauty: Personalized Content Generation Grows Customer Loyalty

Ulta Beauty is known for delivering one of the most popular loyalty programs in the beauty industry. By moving through Ulta's tiered loyalty system and gathering points, customers build a special relationship with the brand while accessing exclusive rewards based on their preferences and behavior.

The Ulta Beauty team used Movable Ink to transform loyalty data into a moving points scale that creates an engaging, 1:1 experience for each shopper. Data is activated to generate an animated bar and ring chart based on the customer's current loyalty status. This automated points chart saves the brand countless hours, eliminating the need for the team to build mass variations of the module manually.

But Ulta Beauty didn't stop there. After personalizing loyalty campaigns across email, the team now seamlessly translates the same strategy to other channels such as mobile. The consistent omni-channel experience allows the brand to generate up-to-date and accurate personalization for customers no matter how they prefer to shop.



Bring to Life Any Data Set

Segments are essential to every digital marketer, but you do not have to limit your personalization efforts by simply grouping audiences by demographics in your ESP. As individualization and marketing automation continue to mature, you no longer need to manually create different campaign variations for each segment; using data, you now have the power to generate a distinct experience for everyone.



68%

Of CMOs will be increasing marketing automation investments according to Gartner

SOURCES:

<https://emtemp.gcom.cloud/ngw/globalassets/en/marketing/documents/cmo-spend-survey-part2.pdf>

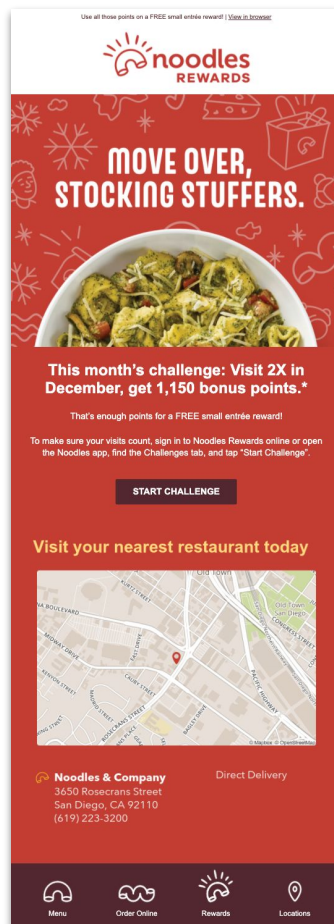


Noodles & Company: Utilizing a Yext Integration to Drive Foot-Traffic

Noodles & Company is on a mission to simplify customer orders and drive foot traffic to restaurant locations. The brand encouraged guests to visit a restaurant twice a month during the holiday season by holding a monthly challenge. Guests earned extra loyalty points during the period to redeem on future orders.

Using Movable Ink's integration with Yext, Noodles & Company created deeper, 1:1 personalization that skyrocketed engagement rates. An evergreen store locator displayed at the bottom of the campaign, showing each customer their closest restaurant based on their recent geolocation or zip code on file.

Further down, the module highlights relevant information such as brick-and-mortar locations, directions, operating hours, and order methods personalized to each guest's specific context. By collapsing the experience when locations are closed or outside operation hours, the Noodles team ensured customers saw the most up-to-date information possible.



Results

100%

Lift in unique open rate

Results

80%

Lift in CTR

Results

100%

Lift in revenue per 100 emails

Automate Personalization with Reusable Content Blocks

Marketers succeed when they spend more time on strategy and less time on processes that could be automated. ESPs typically require coding to personalize content, which makes it difficult to make changes to the campaign once it's set up or deployed. While tending to changes may bog down marketers, there's also the task of creatively building content variations that incorporate personalized brand elements.

There are remedies for marketers. Brands can build personalized experiences in a codeless environment with the right technology. Software also allows marketers to blend logic with images to personalize and enable edits without re-coding. As a result, any campaign can use reusable, evergreen content blocks. In fact, one major retailer saw a [1,126% year-over-year increase in click-through rates](#) during its annual flash sale with dynamic, evergreen email campaigns.

Automation eliminates the need to manage or re-deploy content to different lists or channels, giving marketers more freedom to streamline personalized content with a set-it-and-forget-it approach. Additionally, marketing teams can also personalize branded creative elements without going through another round of creative team approvals, which can be another hoop to jump through.

SOURCES: <https://morableink.com/resources/forrester-tei-report>



Lenovo: Personalized Content Automation That Cuts Production Time in Half

Lenovo is on a mission to create industry-leading brand experiences. But with a nimble team, their production process was painful and time-consuming. Traditionally, the team hardcoded prices and images into each email, making it difficult to update campaigns once an email was designed.

With prices changing on their website regularly, sending emails that accurately reflected new changes was nearly impossible. As a result, Lenovo had to field countless customer complaints when a price in an email didn't match a price on their website.

The Lenovo team turned to Movable Ink to streamline their production process and create an improved customer experience. By using evergreen content modules pulled from their website, the team easily displays up-to-date offers with accurate pricing that drastically reduces the number of complaints to customer service. Lenovo can implement reusable email modules across campaigns that dramatically cut production time by working with their new process.

The screenshot shows the Lenovo website's top navigation bar with links for LAPTOPS, TABLETS, DESKTOPS, ACCESSORIES, and DEALS. Below the navigation is a green banner for 'GREEN MONDAY' with the text 'Save up to \$879 site-wide. Just for 24 hours!' and 'ACT QUICKLY - These savings are here for a limited time on our top selling products.' A 'SHOP GREEN MONDAY' button is present, with a note 'Sale ends 12/11 at 4 AM ET. While supplies last.' Below the banner is a 'Featured Deals' section with four items:

- ideapod 730s 13"**
 - i5-8265U Processor
 - 8GB Memory
 - 256GB SSD
 - 1yr Warranty

Price: \$749.99 (You Save: \$250.00)
- ThinkPad 15 Carbon Gen 4**
 - i7-8650U Processor
 - 16GB Memory
 - 1 TB SSD Storage
 - WQHD Display with Dolby Vision
 - 1yr Warranty

Price: \$1,699.99 (You Save: \$879.01)
- ViewSonic LED Multimedia Monitor 27"**
 - VESA Adaptive-Sync Technology
 - Full HD 1080p Resolution
 - 75Hz Refresh Rate

Price: \$175.99 (You Save: \$59.01)
- ThinkPad T580**
 - i5-7200U Processor
 - 8GB Memory
 - 500GB Storage
 - 1yr Warranty

Price: \$597.94 (You Save: \$451.46)

A 'SHOP HUGE SALES' button is located at the bottom of the featured deals section.

Results

26%

Lift in revenue

Results

50%

Reduction in production time

Results

225%

Growth in email program

Eliminate Repetitive Manual Work Across Channels

Brands are now creating a cohesive, integrated customer story no matter where, when, or how someone shops. There is no longer a divide between going to a store, shopping on a laptop, or checking out new deals on a mobile device. Digital channels ultimately need to tell a connected story, which is a heavy lift on often small marketing teams.

Rather than siloing each channel, brands can use their tools and technology to deliver a unified brand experience. Braze's 2022 Global Customer Engagement Review found that an omni-channel engagement strategy that combines in-product messages (such as in-app messages) and out-of-product messages (such as email and push) increased a user's likelihood to buy by 3.1x compared to a single-channel approach. That's up from 2.1x in 2020, a 48% year-over-year increase.

Ultimately, favoring one avenue over the other doesn't strengthen a brand's marketing strategy—uniting them does. This requires data and a united story across every channel. Remember, 90% of consumers want a seamless experience across different devices and platforms, so creating a cohesive, tailored omni-experience for every individual is a must-have.

SOURCES:

<https://marketing-assets.braze.com/production/resources/CER-2022.pdf?v=1642785110>

<https://www.braze.com/why-braze/cross-channel>

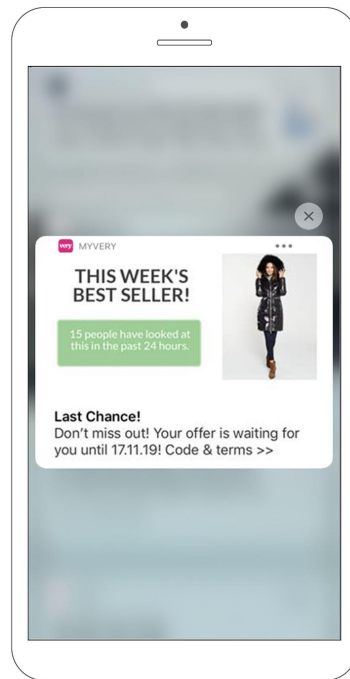


The Very Group: Replicating a Winning Email Strategy on Mobile Channels

During the pandemic, The Very Group experienced a 103% increase in new customers, the majority of whom utilized mobile apps. The brand needed a way to quickly create scalable, personalized email and mobile campaigns that drove new sales, communicated supply chain concerns, and outclassed the competition.

After successfully integrating social proofing into their website and email, The Very Group decided to test the functionality within their mobile app. The team quickly implemented the strategy with support from Movable Ink and an integration with Airship, which helped individualize marketing campaigns based on the category where a unique customer had the highest possibility of purchasing.

Each notification featured a rich push image displaying the best-selling product for that given category, bolstered by optimized social proof messaging from social proof provider, Taggstar. The increase in click-through rates on all push notifications proved a big lift in engagement that didn't require a heavy lift from marketers.



Results

Lift in CVR for emails featuring sales and promotions by

819%

Results

Lift in promotional email CTR by

229%

Conclusion

It's time to take a step beyond segmentation. What sets the most forward-thinking brands apart is their ability to start with simple segments and then add customer data to tell the story of each person's unique relationship with a brand. That requires software that brings together and transforms data from multiple sources, automation to alleviate the workload, and a stunning visual strategy that makes a lasting impression. Odds are, you already have the data; it's time to start making the magic happen.



Ready to get started?

Customers don't experience data, they experience content. Movable Ink activates any data into personalized content in any customer engagement. The world's most innovative brands rely on Movable Ink to accelerate their marketing performance. With more than 500 employees, the company is headquartered in New York City with operations throughout North America, Central America, Europe, Australia, and Japan.

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