

Putting Together the Personalization

PUZZLE

Today's consumers expect personalization in just about every online experience, not just email. So what does that mean for you and your website? Understanding what makes up the foundation of the personalization puzzle will help you effectively piece together what works.

1 First, identify your audience

- By Service Line
- By Persona
- By Journey



62%

of consumers are highly in favor of personalized offers/promotions based on previous experiences.

Source: Infosys*

2 Then identify your business drivers

- Increase Urgent Care or ED utilization
- Same day appointment bookings
- Screenings & event registrations
- Specialty service or procedure appointments
- Patient Portal App downloads



94%

of businesses stated that personalization is critical to current and future success.

Source: Econsultancy*

3 Identify targeting criteria

- Device/Browser/OS
- Geography/Location
- Date/Time
- Onsite behavior
- Form data
- Integrated data



74%

of online consumers get frustrated with websites when content appears that has nothing to do with their interests.

Source: Janrain & Harris Interactive*

4 Develop A/B content variations

- Copy
- Images
- Calls to Action (CTAs)



73%

of consumers prefer to do business with brands that use personal information to make their experiences more relevant.

Source: Digital Trends*

5 Test, Tweak, Run

1. Preview A/B variants
2. Try permutations in test
3. View detailed reports
4. Identify winning variable



87%

of companies see a lift in key metrics (such as conversion rates, engagement rates, and lead generation).

Source: Marketo**

Personalization shows your consumers you understand their unique needs.