

Checkliste: How to start with hyperpersonalisation

We already encounter personalisation at many points in the customer journey. Whether it's individual product recommendations, personal discount codes or birthday greetings - data, algorithms and artificial intelligence make it all possible. With clever data management, marketing can be made more personal, more efficient and more agile. Also, because more and more companies are taking advantage of these opportunities, customers have become accustomed to a certain level of personalisation. Hyperpersonalisation is the new benchmark. Even more personal, even more targeted, and thus even more relevant.

In 2021, McKinsey found in a market study that 71% of consumers consider personalisation important to a great experience, making them more likely to place an order, reorder, or recommend the company to others. As a result, companies that place a high value on customer intimacy achieve 40% faster sales growth. What has long been an add-on is now becoming more and more important to compete against the competition.

But how do you reach the next phase of personalisation? We have identified and summarized three key elements for you.

1. Centralize & unify data

Personalisation is simply not possible without data. It is, so to speak, the fuel for every customer experience. But this can also run out quickly if a uniform data strategy is not pursued. This should definitely include centralized data management. Because if data is isolated or collected in different, unlinked systems, it is difficult to personalize at all - let alone hyperpersonalize. Customer Data Platforms (CDP) such as EMARSYS, Dymatrix, Salesforce, Hubspot or the Adobe Experience Cloud enable you to centralize and unify all available

customer data. They act as the main hub of all data management. In this way, you can not only acquire, link, and prepare valuable first-party data on behaviors and preferences, but also create cohesive, cross-channel, and personalized customer journeys.

The insights gained from the processed and linked data are translated into targeted and personalized marketing measures and real-time use cases, which also makes your marketing more agile and efficient. Especially in existing customer marketing, where customers expect a particularly high level of personalisation, this offers a wide range of opportunities to provide hyperpersonalized customer experiences and increase customer lifetime value (CLV) in the long term. Central data management is also a prerequisite for meeting another challenge on the road to hyperpersonalisation: so-called mass personalisation. The aim is to address a large mass of customers as individually as possible and to build up a kind of personal relationship with each individual.

| Takeaway:

With the help of a Customer Data Platform (CDP), you can manage your data centrally and thus link it smartly. Centralized data management also allows you to capture valuable first-party data as it's created. This includes customer behavior, purchases, shopping carts, service requests, and more.

✓ 2. Customer Centricity instead of campaign-based marketing

Another advantage that Customer Data Platforms (CDP) bring to the table is the ability to target and segment customer groups based on specific aspects. A necessity if you want to get into hyperpersonalisation. The aim is to reach the customer as individually as possible and thus use a very distinctive form of personalisation. The spectrum ranges from personalized text modules, different languages, individualized coupons, gifts and other incentives to product recommendations that fit a customer's individual preferences. Your centralized data tells you for whom which content and which channel generates the most relevance. In the best case, you can also use a recommendation engine that uses artificial intelligence to significantly expand the scope for personalisation.

The customer should be at the center of all your activities. You can only achieve true customer centricity if you view use cases or campaigns as part of the customer journey. It is not enough to segment a single customer group and reach them with content that is as appropriate as possible. That is why it is advisable to use a customer journey builder, which is usually available within the Customer Data Platform (CDP) or the Marketing Cloud. With its help, customer journeys can be put together in drag-and-drop mode, channels can be linked with each other, and their strengths can be optimally exploited. While classic e-mail marketing is unbeatable for acquiring new customers or for short-term sales campaigns, print mailing scores with a long attention span and an element of surprise. This makes it ideal for marketing to existing customers, e.g. for second-order pushes, within a loyalty program or as a birthday mailing.

| Takeaway:

Only when you segment your customers in a targeted manner can you reach them with relevant content in their individual lifeworld. Useful tools such as recommendation engines or customer journey builders enable you to understand your customers' needs and preferences even better. Hyperpersonalisation requires one thing above all: customer centricity.

✓ 3. Omni-channel strategy instead of channel thinking

Customers expect personalisation that is immediate, contextual, and reciprocal. This requires a consistent, cross-channel customer journey. This is less about the advantages and disadvantages of individual channels than about their interaction with each other. The connected customer doesn't think in terms of channels; rather, he expects seamless communication that takes place in real time, is relevant to him, and is based on exchange. The fact that in many marketing departments individual teams still only look after individual channels, which are sometimes even in competition with each other, stands in the way of a successful omni-channel approach. This requires agile teams instead of channel specialists, customer-centric collaboration instead of silos. For a cross-channel exchange with the customer, the personnel and structural course must therefore be set first and foremost.

The goal of a customer-centric marketing approach is to establish the greatest possible proximity to each individual customer with the greatest possible relevance for them. With this mindset, channels are not classified according to analog or digital, such as print or e-mail, but according to their performance potential. This can be well illustrated by the example of print. A targeted and hyperpersonalized print mailing that is integrated into the customer journey is an important and strategic part of a successful omni-channel strategy. A mass mailing, on the other hand, that is neither personalized nor segmented, and stands alone as a single channel with high wastage, does not fit into a customer-centric marketing mix whose goal is to create the greatest possible proximity and relevance.

| Takeaway:

Hyperpersonalisation starts with the staffing structure of your marketing or CRM team. Does your team focus on individual channels that may even compete with each other? Or do you have your customer and their individual customer journey in mind? Only the interaction of all channels can create a seamless customer experience.

Summary

The demands on marketing and CRM teams are becoming more technological and data-driven. Hyperpersonalized marketing requires leveraging tools that enable hyperpersonalisation - from a Customer Data Platform (CDP) to Recommendation Engines and Customer Journey Builders. In the tension between scaling and customer experience, all marketing activities must be equally focused on achieving business goals and KPI's on the one hand, and creating diverse and personalized customer experiences on the other. To do this, you need a solid human, strategic, and technological foundation and a clear roadmap focused on data, customer journeys, and content. According to a Forbes survey, 80% of consumers prefer to buy from a brand that provides personalized experiences. In this context, hyperpersonalisation appears as a new benchmark to guide innovation and customer centricity. The challenge is to use hyperpersonalisation to realize the full potential of channels within the omni-channel approach. That personalisation can make a real difference is demonstrated by success stories shared with us by one customer. While a seasonal print mailing achieved a 10% redemption rate, the personalized print mailing achieved 40%.

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