

Overcoming common website personalization pitfalls

According to eMarketer, 63% of marketers say data-driven personalization is the most difficult online tactic to execute. Luckily, we're here to help! Before you decide to embark on your personalization journey, make yourself aware of a few common pitfalls.

1 Plan your personalized approach

With so many changes and developments in marketing, sometimes it can feel like you're simply just ticking boxes. But actions without clearly outlined tactics and strategies can get messy. When it comes to personalization, it's not merely a case of getting it done. It has to be implemented with care and as part of a well-thought-out strategy. Define your audiences and ensure personalization aligns with your wider marketing goals.



2 Invest in real-time personalization

Like all things in marketing, your customers' data can change fast. Don't make the mistake of relying on software that utilizes historical data. Inaccuracies won't work in your favor, and could actually negatively impact your brand. Real-time data moves at the same pace as your site visitor, quickly reacting to their actions. For dynamic personalization, select a software that can keep up with the fast-paced world of data and personalization.



3 Ensure the resources are in place

Powerful personalization takes time, money and resources. If your business or team is not up to the challenge, you risk creating a poor, ill-informed personalization experience. This could be less effective than not implementing a strategy at all. When planning your approach, ensure you have the appropriate resources in place to support your efforts — this will include monitoring, measuring and making changes where necessary.





4 Recognize it's not just a gimmick

Personalization isn't a new concept, although so many brands are behind the curve when it comes to executing the ultimate personalization strategy. It is effective and powerful, so it is crucial not to see it as a gimmick. It serves a purpose — to get your business noticed. And, sometimes, the simpler the personalization the better. Don't go overboard and ensure you understand why you're doing it.

5 Test for success

No personalization strategy will be perfect from the get-go. Things can go wrong, or simply not work as well as you had hoped. It's not about giving up, but instead testing and adapting your personalization strategy. Review your audience, split test personalizations, compare results and, most importantly, learn from your mistakes!



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