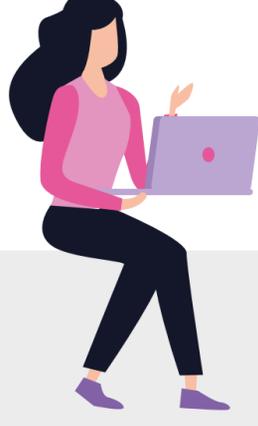


## Why you need website personalization

Website personalization is the future of digital experience. It is revolutionizing the way marketers think, and the way that customers make purchases. It's time to get personal and take your website to the next level.



### 1 Customers expect and demand personalization

Customization is no longer seen as a bonus. **According to Loyalty 360, more than 78% of consumers only engage with offers if they have been personalized based on previous engagements.** Give your audience the experience they want and deserve!



### 2 Personalization improves customer experience

Customer experience is a key part of the buyer journey. **In a study by average, 61% of marketers said personalization helped them achieve an excellent customer experience. According to Funderra, 80% of customers will pay more for great CX!** Establish a great reputation and reap the rewards.



### 3 Personalization It creates loyal customers

Loyal customers are like gold dust — hard to find and crucial to keep hold of! Take care of your loyal customers and introduce a loyalty rewards scheme. **QuickSprout found that 82% of shoppers are more likely to buy from businesses with loyalty programs.** Plus, **57% of customers will spend more on a brand they are loyal to, according to Accenture.**



### 4 More opportunities for up-selling and cross-selling

**More than a third of Amazon's annual revenue comes from cross-selling and upselling, according to Pure360.** Embracing personalization means more opportunities to make product recommendations. And, accurate ones! If it works for Amazon, and it can work for you too.



### 5 Personalization helps you meet your goals and objectives

Website personalization brings benefits to so many elements of your marketing strategy. **In a study by Evergage, more than half of those surveyed saw increases on their main KPIs — this includes CRO and revenue. It has also been proven 5-8 times the ROI when it comes to marketing spend, according to McKinsey Research!** The more personal experience, the more likely a customer is to make a conversion.



Without embracing personalization, your business risks being left behind. Get on board with website personalization and experience the benefits.

Personalization should be a pivotal part of your marketing strategy. Website personalization is the natural next step to developing an entirely personalized online experience.

Book your free demo and discover Webeo today!

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