

Website personalization best practices

Personalized marketing is a leap in the right direction for businesses — but getting it right is crucial. According to TIME, we have around 15 seconds to engage a prospect. So, make sure the first time they visit your website counts, and impress busy decision makers from the get-go.

01

Gain audience insight

Start by establishing your audience. You'll already have hordes of data at your fingertips. Get to know who your customers are and what they like about your brand. Then, dig a little deeper — use a **segmentation strategy** to help you understand the smaller groups that make up your audience, the behaviors they exhibit, and the products they purchase. A combination of more than one segmentation approach works wonders.



02

Establish key industries or accounts

After executing a segmentation strategy, you'll know who your customers are. Now it's time to prioritize — there will be a segment that stands out to you. Perhaps it drives the most revenue or a high volume of transactions. This is your **target segment**. If you're planning to adopt Account-Based Marketing (ABM), now is the time to highlight specific businesses as your priority. You don't want to waste personalization efforts on visitors that don't convert.

03

Take a personalized approach

It's time to get personal. Use the data you have to develop targeted messages for key segments or accounts. Speak directly to the industry or business — by name, by sector, by interest, by the imagery you use. Let them know you 'get' them! From email marketing through to the website page they land on, decision makers need to see value at every digital touchpoint.





04

Put the customer at the forefront

Customer experience is everything. Provide decision makers with the content they need to see and use language that resonates with them. Personalize calls to action, guide users through their journey, and make the experience as simple and enjoyable as you can. They'll be grateful you've made the process easy and be more likely to convert and return.

05

Keep learning

Marketing efforts often involve a level of experimentation. Sometimes, things don't work the way you'd expect. Don't implement a strategy and leave it to its own devices — monitor, measure, test and learn from mistakes. Don't be afraid to alter your personalization strategy to ensure success across the board!



Website personalization is a game-changer for B2B organizations, and can take your website to the next level. Don't wait! Embrace personalization software to impress visitors, improve customer experience and enhance CRO.

Discover the power of
website personalization today!

REQUEST A FREE DEMONSTRATION