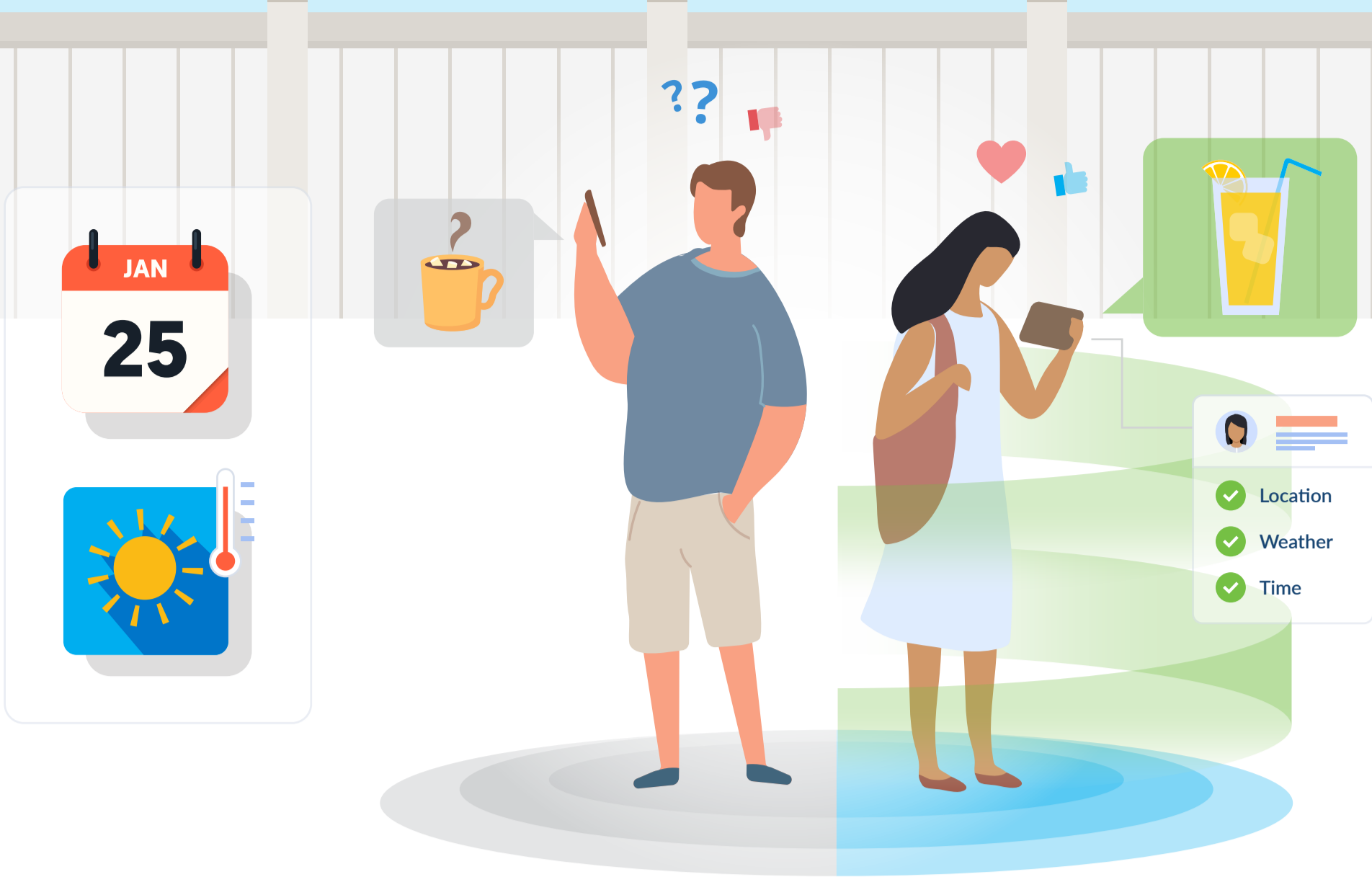


# Giving On-the-Fence Visitors a Boost with Personalization 2.0

How to leverage next-generation personalization to optimize every visitor journey



## The Dawn of Personalization 2.0

Where businesses once applied market segmentation to target consumers en masse, the modern day visitor expects outreach to be tailored to their interests and needs. Yet, according to Gartner, **80% of marketers still take a segment-based approach to personalization.**<sup>1</sup>

When it comes to the on-the-fence visitor, converting interest to a sale requires a new age of personalization—one where enterprises can tailor information to a visitor's specific context and preferences. It comes down to Personalization 2.0.



**72% of consumers** state they only engage with **personalized messages.**<sup>2</sup>



**48% of consumers** unsubscribe when a company sends an **email that is irrelevant or annoying.**<sup>1</sup>



**\$756 billion a year** is the cost incurred by businesses that **fail to leverage personalization.**<sup>3</sup>

## What is Personalization 2.0?

A movement brought on by consumers' desire for more tailored, relevant, and instant brand engagements in which businesses use a unified 360° view of a visitor to offer a highly relevant, 1:1 interaction.

## Keeping the Personal in Personalization

In order to give on-the-fence consumers the boost they need, Personalization 2.0 empowers marketers to drive intervention with a 360° view of each and every visitor, no matter where or when the interaction occurs.



## 360° Personalization

The mark of a comprehensive personalization platform lies in its ability to understand the many sides of the individual consumer, using an omni-channel approach to leverage dynamic insights based on purchasing history, in-the-moment context, and environmental factors to deliver a message that caters to the consumer at every step of his or her journey.

## The Grass is Always Greener with Next-Generation Personalization

Through AI-powered technology, businesses can tap into the many dimensions of Personalization 2.0 to engage visitors on a one-to-one level and take advantage of the moments that matter most. Here are examples of high context, real-time tools that deliver instant engagement to enhance experiences and urge visitors to hop the fence.

### Activating New Dimensions with Personalization 2.0

**87%**

of mobile marketers see success with **location targeting.**<sup>4</sup>

#### Location-Enabled Services

Deliver environmental insights based on location, weather, and events to drive relevance.

**250%**

higher purchase frequency observed on omni-channel vs single-channel purchases.<sup>5</sup>

#### Omni-channel Engagement

Interact seamlessly with consumers across multiple channels to foster more frictionless consumer experiences.

**35%**

of Amazon's revenue is generated by its **recommendation engine.**<sup>6</sup>

#### In-Session Recommendations

Leverage in-cart upselling and cross selling based on items already selected and the buying patterns of the consumer.

**91%**

of consumers are more likely to make purchases **when brands provide relevant offers and notifications.**<sup>7</sup>

#### Triggered Offers

Serve up relevant offers instantly based on visitor's on-site activity.

**93%**

of consumers **agree that every interaction with a brand is important**, whenever or wherever they are in the purchasing process.<sup>7</sup>

#### 1:1 Personalization

Engage consumers with highly relevant, highly targeted offers available on their preferred channel.

## Converting Your On-the-Fence Customer Base with Personalization 2.0

In order to evolve from a segment-based approach of outreach to Personalization 2.0, businesses must adopt an intelligent personalization platform that can tap into a consumer's 360° profile to deliver the right message to the right person in the right moment. At the same time, a platform must be able to predict consumer intent with a high level of accuracy and act across channels and devices in order to connect with consumers and where it matters most.

To learn more about the impact Personalization 2.0 can have on your business, speak to a ZineOne expert today.

## About ZineOne

In the realm of digital transactions, predictive responses need to be immediate and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization partner that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at [www.zineone.com](http://www.zineone.com).

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