

A hand on the left holds a magnifying glass with a gold rim. The lens is focused on a large blue human icon in the center of a crowd of smaller, multi-colored human icons (red, green, yellow, blue). The background is a dark, muted grey.

# THE POWER OF PERSONALISATION

By Alexandrya Bajomo



ALEXANDRYA  
BAJOMO

BA (Hons) & MSc

# AGENDA

Why Personalise

How to Personalise

Ways to Personalise

4 Quick & Easy Example

# WHAT IS PERSONALISATION



# WHY PERSONALISE



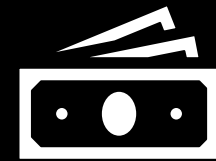
Better  
engagement



Increased ROI



Customer brand  
loyalty



Drive sales

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time



# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

# HOW TO PERSONALISE

Purchase  
behaviour

Engagement  
behaviour

Segmentation

Lifestage

Customer  
information

Time

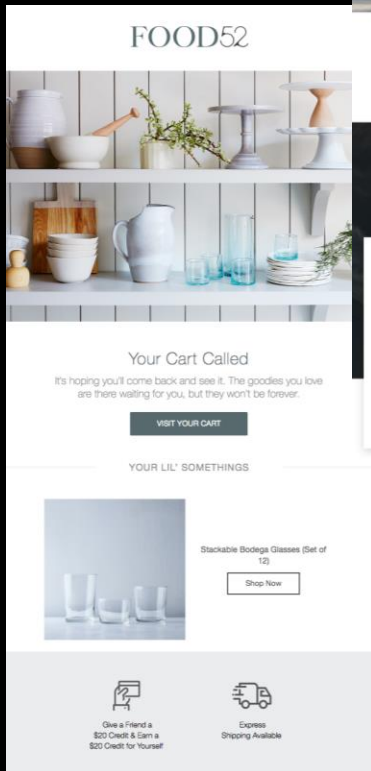
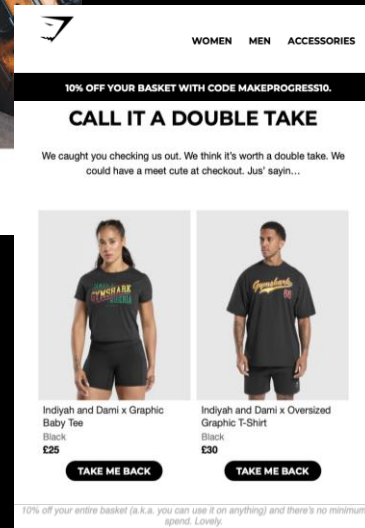
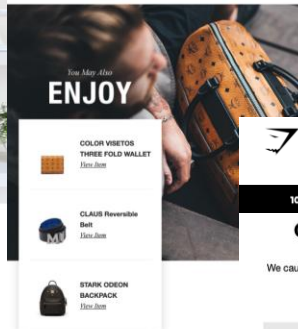
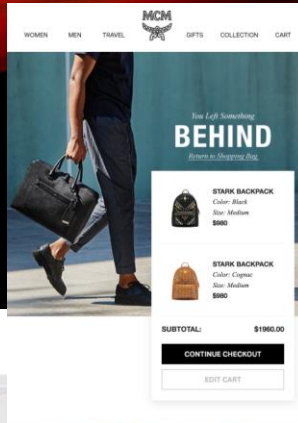
# WAYS TO PERSONALISATION

- Copy
- Assets
- Offers
- Automations
- Dynamic content



# 1. ABANDONMENT JOURNEY

- Customer has engaged with the company that have started a high value action
- Show product or service
- Add an offer or discount to drive urgency
- Include first name personalisation
- Abandoned browse and abandoned checkout journeys
- Testing: content, time, products shown



## 2. BIRTHDAY JOURNEY

**STANLEY**

**HAPPY BIRTHDAY, TAURUS**

This steadfast earth sign (April 20–May 20) is known for being patient, reliable, and a fiercely loyal friend. While Tauruses are practical, they also love a bit of luxury and pampering.

**SHOP NOW**

**TAURUS-INSPIRED PICKS**

**THE ALL DAY JULIENNE MINI COOLER | 7.2 QT**  
Perfect for gourmet picnics with their basties.

**SHOP NOW**

**FORGE THERMAL BOTTLE | 25 OZ**  
They'll appreciate the heavy-gauge steel and rich shade.

**SHOP NOW**

**HAPPY BIRTHDAY TO YOU**

**HERE'S 15% OFF**  
**BDAY15UK-WRRQ7V**

It only comes around once a year. No, we're not talking about leg day. IT'S YOUR BIRTHDAY. Can you tell we're excited?

To celebrate, just add the code above at checkout for 15% off your next order.

**GET YOUR TREAT**

PSA: Remember, you can only use one code per order. And be quick, your code expires on 10/10/2024.

**fitbit**

**HIP, HIP, HOORAY!**

It's your birthday! So have your cake, and move it, too. We recommend dancing, jumping for joy and walking with a birthday pep in your step. Take a look at more tips for a happy, healthy day.

**VIEW TIPS**

See how other Fitbit users your age are doing\*

	<b>6,500</b> Average daily steps
	<b>65</b> Average daily active minutes
	<b>68 bpm</b> Average resting heart rate
	<b>7 hr 24 min</b> Average hours of sleep in a night

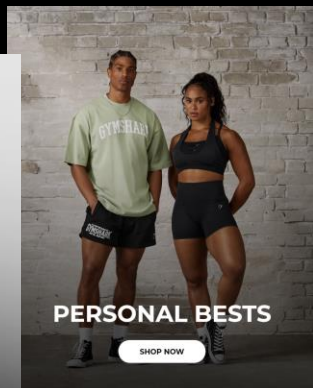
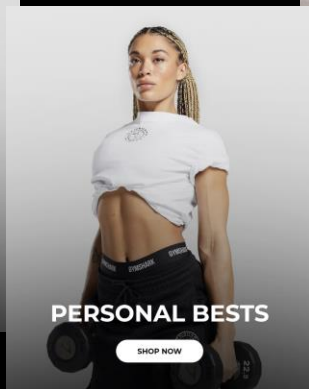
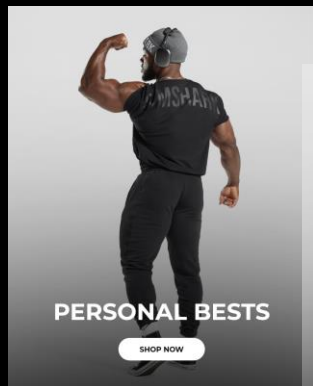
**SEE YOUR STATS**

- Nice treat for subscribers
- Build brand loyalty
- Content options: thank you, discount, achievements, simple
- Include a recommendation module
- Include first name personalisation
- Half birthday surprise
- Testing: time, content type and discount

# 3. GENDER OR REGION



- Easy data points to personalise
- Change asset or wording
- Make it relatable to the customer
- Generally expected by customers





# 4. FROM NAME AND SUBJECT LINE

- First content a subscriber sees
  - Determines whether the email is opened
  - Humanises the email
  - Stands out in their inbox
- 
- Include first name for personalisation
  - Dynamic content based on behaviour

# BONUS: DATA IS KEY





# QUESTIONS?

Alexandrya Bajomo | The Importance of Personalisation

[linkedin.com/in/alexandryabajomo/](https://www.linkedin.com/in/alexandryabajomo/)