

## ANALYTICS & INSIGHTS

# PERSONALIZATION

CONSISTENTLY PERSONALIZE  
MESSAGING FOR EVERYONE, EVERY  
TIME, AND ACROSS EVERY CHANNEL

Personalization is the holy grail of buyer-centric marketing programs. Current personalization efforts are plagued by incomplete channel responses and saturated contact lists. Customers are being presented with “more of the same” product offerings due to ineffective, reactionary personalization based on known explicit data. Further, traditional segments are not suitable for sophisticated product and channel mixes.

eClerx Digital helps clients maximize the results of their personalization activities by understanding all aspects of the customer experience. We help marketers approach personalization as a continuous effort to serve relevant content through all available channels and increase conversion rates with our **Personal Dimensions** solution.

### Personal Dimensions, a Series of Model-based Personas



#### OMNI-CHANNEL MARKETING-READY

Buyer-focused  
and suited for both  
inbound and outbound  
personalization efforts



#### LEAD TO MARKETING AUTOMATION

Simple persona  
scores enable easy  
tuning of automated  
personalization  
software tools



#### ENABLE MESSAGE ROTATION

Improve engagement  
level of a targeted  
customer by  
employing multiple  
personas at just the  
right time

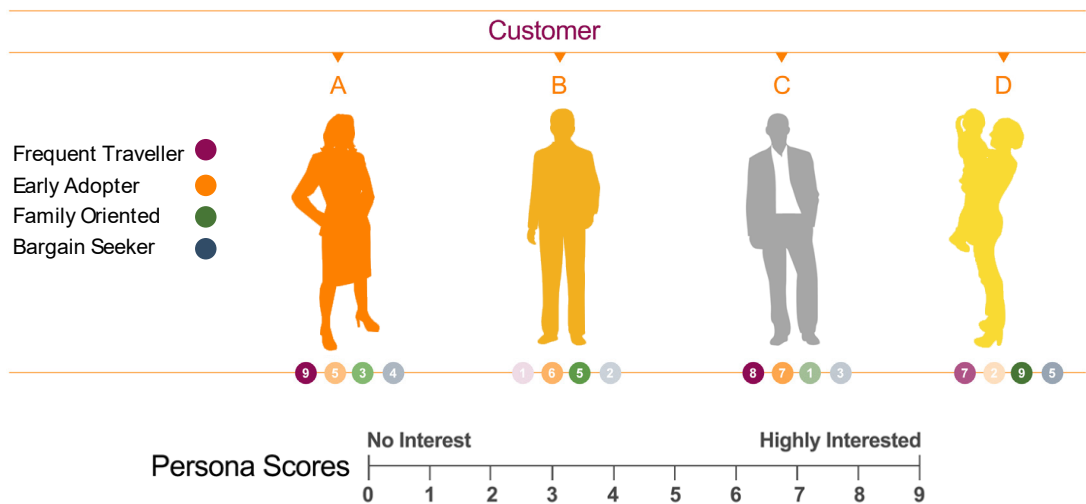


#### BE RELEVANT EVERY TIME

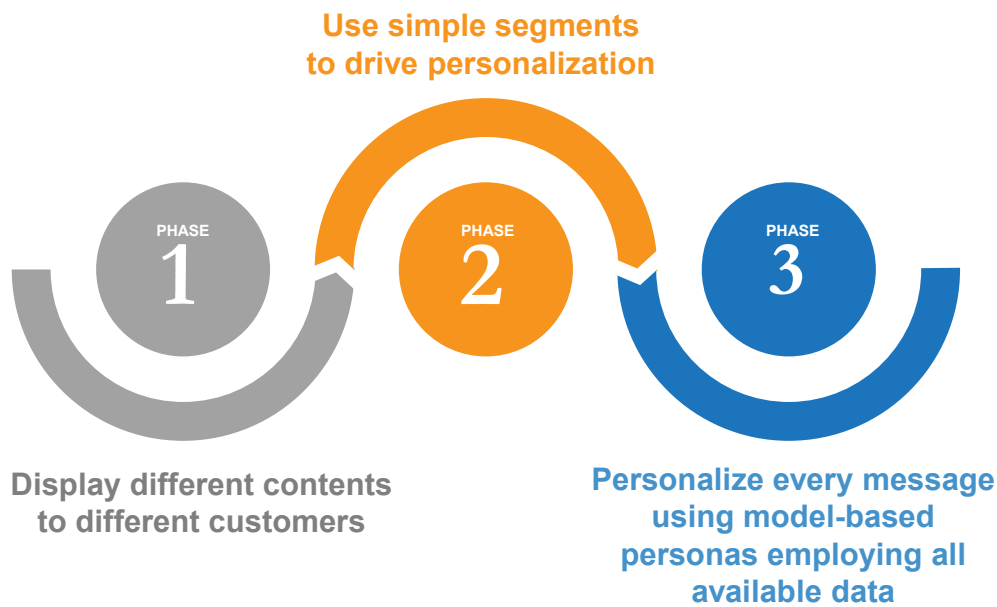
Multi-variable  
comparison of  
personas reveals  
dominant customer  
characteristics

No One is One Dimensional

It is not uncommon for marketers to lock a customer into one segment based on tidbits of information or rudimentary clustering techniques. eClerx Digital’s Personal Dimensions approach incorporates 100s of internal and external variables per persona. This model-based approach provides marketers with the ability to understand their customers at a deeper level, enabling more targeted messaging, leading to improved conversion rates.



A Phased Approach to Complete Personalization



ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world’s largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients’ digital businesses.

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