

# From Data Collection to Hyper-Personalization



To achieve the optimal customer experience, companies need to embrace a **personalization maturity journey** with different stages which combine

- data
- segmentation
- optimization
- insight generation



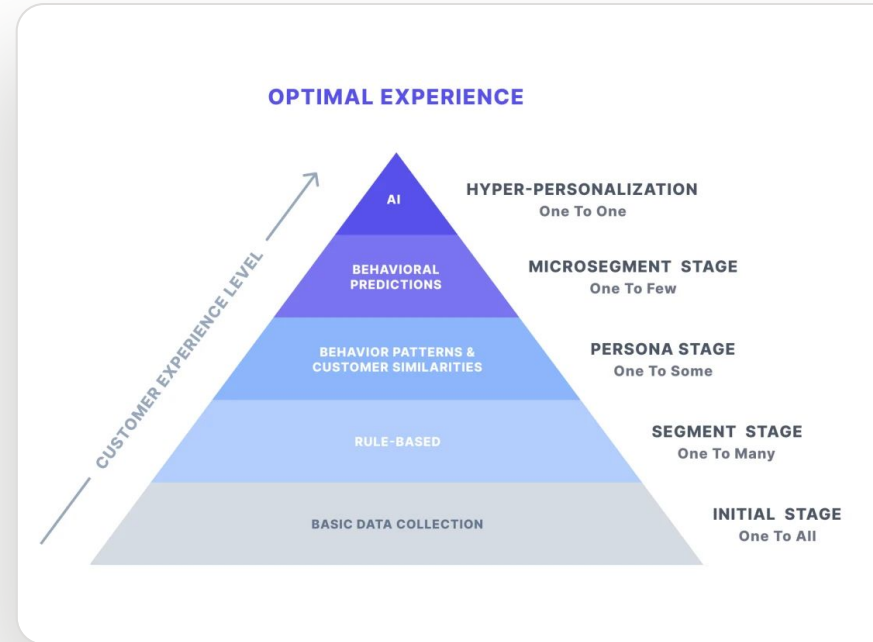
# Initial Stage

One-to-All

In this stage, a single message is distributed to everybody, and there is no leverage over the user engagement.

Customer experience can seem dynamic at this level since content and offers change regularly, but it's still one-size-fits-all with every customer getting the same experience.

**This stage should be used for basic data collection like traffic sources or event collection.**



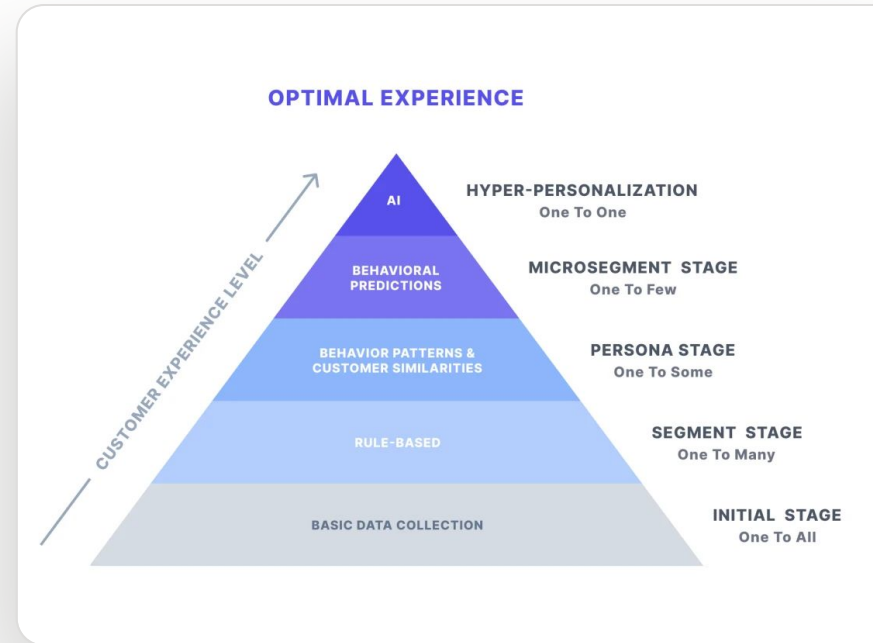
# Segment Stage

One-to-Many

Brands that are new to personalization can often start by using automation to implement their first process for tailoring the customer experience.

Elements are introduced to allow more personalized communication, for example, business verticals.

**Segments are defined by rules like visitor events, location, channels, and campaigns.**

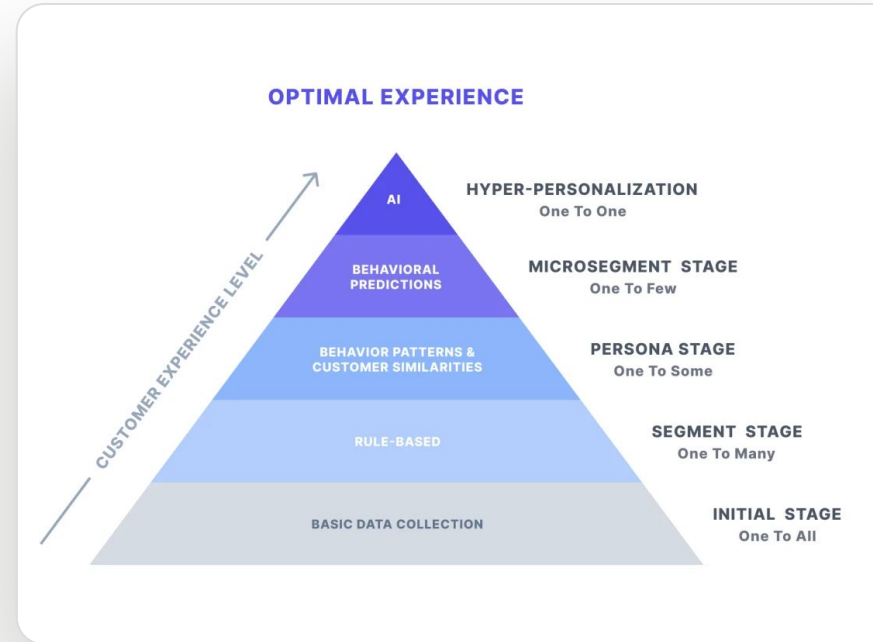


# Persona Stage

One-to-Some

Audience members are personalized based on defined segments and buyer personas characterized by more touchpoints leveraging a variety of data such as

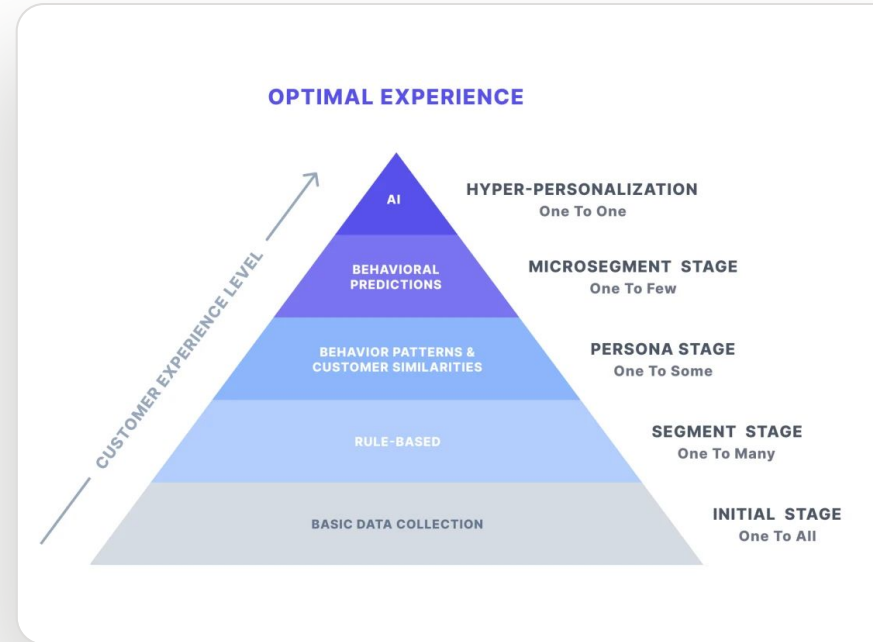
- defined behavior patterns
- customer similarities
- buyer intent



# Microsegment Stage

One-to-Few

Micro-segmentation is a more advanced form of segmentation that groups **small numbers of customers into extremely precise segments** based on defined factors, including behavioral predictions.



# Hyper-Personalization

One-to-One

Audience members experience individual journeys defined by their intent, prior interactions, and data-driven customer knowledge.

In this stage, unique customer experience is driven by leveraging big data, AI-driven algorithms, and predictive models for direct targeting and hyper-contextualization.

