



WHY ARE YOU STILL CHASING PERSONALIZATION TEN YEARS LATER?

3radical





One-to-one personalization has been seen as the Everest of the marketing world for at least a decade now. Personalization, however, is no longer simply 'in vogue'; it's *expected* and should be built into every marketing funnel stage. Consumers expect personalized communication across every touchpoint. Yet, many marketers are *still* scrambling to meet their business's personalization goals. What's going on?

3radical's recent [Consumer Insight Report](#) found that 25% of individuals surveyed are willing to share data in exchange for more personalized shopping and communications. To top that, a new study by [Sitecore](#) found that 71% of Gen Z consumers are seeking highly customized experiences. Still, according to [Redpoint Global](#), only 21% of retailers have up-to-date personalization technology in place. So if we know there's a demand for more personalization, why aren't companies throwing the book at getting there?

In our experience, brands that are winning with personalization have the right tools and understand (or have) the data they need to get there. However, you might have great tools and insufficient data, or loads of high-quality, consented data, but none of the tools to activate it.

Here, we'll focus on the second, more common scenario, where the data quality is poor or incomplete - how do you get personalization right when part of the puzzle is missing?

MAKE IT SUPER EASY FOR CONSUMERS TO SHARE PREFERENCES

At 3radical, we're passionate about acquiring and applying high-quality, [Earned Data](#). What better way to collect that than by directing consumers to choose their preferences? If you're already doing this - congratulations! However, many forget that the UX needs to be thoughtful and considered otherwise; guess what? You've just found another touchpoint to frustrate your customer with - hurrah!

In this example - where Hearst requests their subscribers to select their email opt-ins - there could be a much easier and faster way of doing this; we'd suggest using more of a game mechanic built into the user flow.

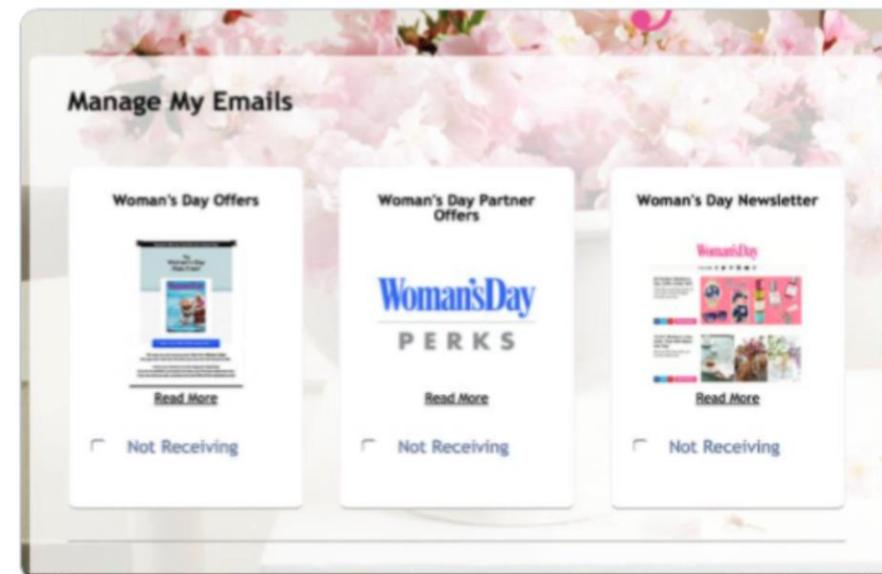
Another common personalization fail, is not using the data you have or asking for it again. Retail strategist and innovation consultant [Steve Dennis](#) comments that 'the first rule of 'personalization club' is not to ask a customer to provide information you already have (unless it's to verify identity). The second rule is to demonstrate that you know the customer and understand their relationship with your brand.'

HOW TO AVOID THIS BLOOPER:

Use a CDP or other aggregating software to keep one single profile of your customer. You can avoid duplicating customer information and sending more than one email or appearing as though they do not have an email address.



This is the most confusing email preference center ever. Do I check the box if I don't want to receive emails? But if I do check the box, it then says "Receiving"—did I just opt-in? @Hearst sometimes just saying "Unsubscribe" works best. #emailfail #dontmakemethink



4:45 PM · Jun 25, 2018

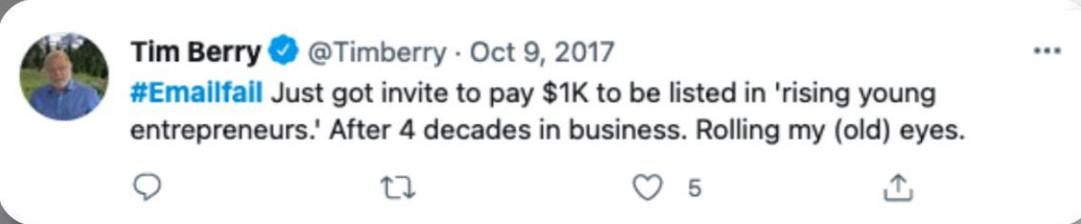
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STOOOOOOP SPAMMING CONSUMERS

Say it with us: frequency caps! If your inbox is anything like ours, we get inundated with daily, weekly, and monthly offers from companies we support (and some we don't). As we found out in our recent consumer report, consumers welcome offers, but they must be timely, relevant, and personal.



Personalized emails that are responsive to your customers' context, [preferences](#), and behaviors are more likely to get read and acted on. However, brands that aren't setting smart limits on even personalized communications run the risk of driving customers to delete, ignore, or opt-out.



Blanket emails that go out to a database will result in tweets like the one pictured above, where a seasoned entrepreneur was asked to join (and pay for) a "rising" entrepreneurs group.

If you've experienced (or, real talk, accidentally created!) any of these personalization fails, you're not alone.

HOW TO AVOID THIS BLOOPER:

Adding attitudinal and preferential data to your clickstream and transactional data builds an image of a person, not just an ID. 3radical can help you do this by using game science helping to capture motivations, intents, desires, needs, values, and preferences to reveal the complete understanding of an individual.



RETARGETING DONE THE RIGHT WAY

Using data to retarget your customers is a robust way to increase CTR by as much as 10x.

However, sometimes retargeting can go wrong, and when it does, the consequences can be detrimental to your business. For example, Gartner's research found that 48 percent of consumers would unsubscribe from future communications if they received personalized brand communication perceived to be irrelevant. At the same time, 14% said they would stop doing business with the brand altogether.

As you've already heard, Google this year announced plans to phase out third-party cookies, which has seen companies such as Criteo diversify beyond retargeting. This includes introducing a self-service platform that places ads across the brand's e-commerce sites. This relies on first-party data, which have rich data sets about customer purchasing history.

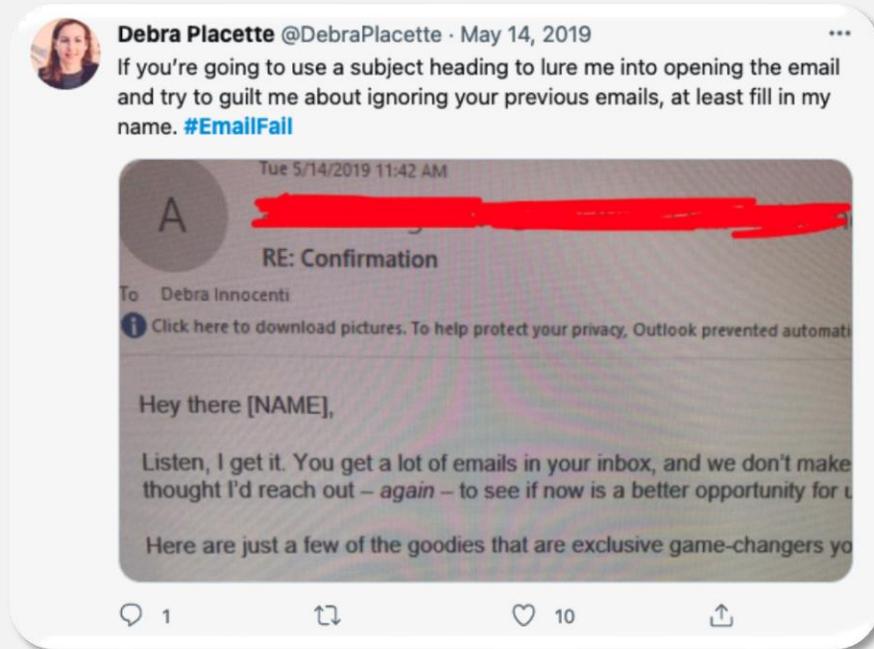


HOW TO AVOID THIS BLOOPER:

We forecast an upswing in list-based retargeting, which depends on uploaded email lists to platforms like Facebook, Instagram, and LinkedIn. This approach is favored because it applies consented data.

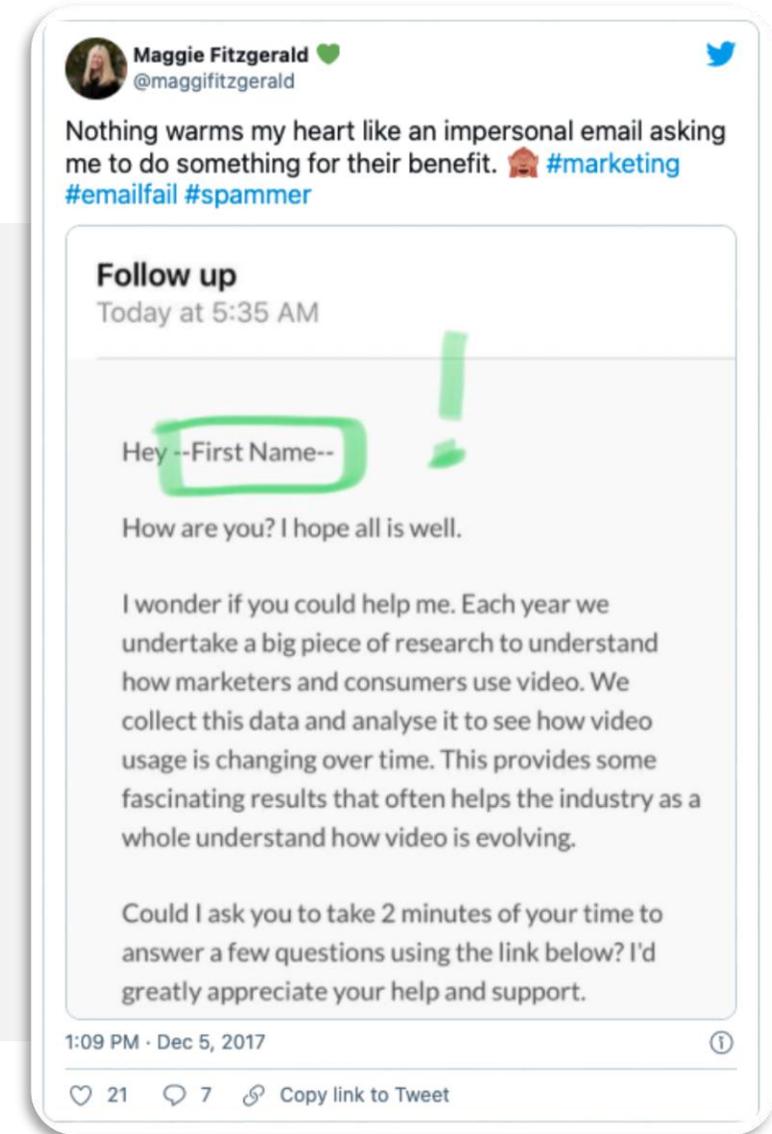
AVOID THE “HI [FIRST NAME]” FAIL

Name personalization is one of the most common marketing personalization fails. Most marketers start their personalization efforts with email, and addressing people by their first name is email personalization 101.



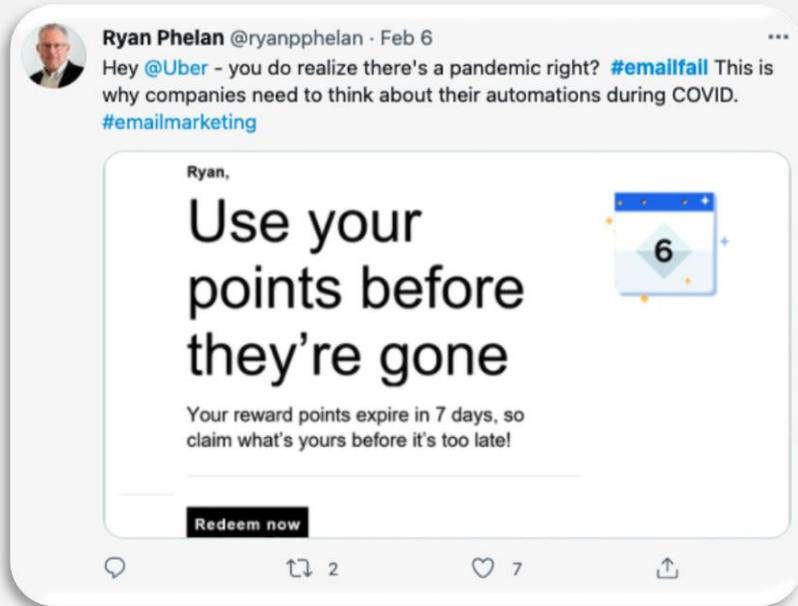
HOW TO AVOID THIS BLOOPER:

All you have to do is collect people’s first names when they sign up and automatically insert these into the emails they receive. ALWAYS ensure you include a standard fallback, such as ‘Hey There’ or ‘Howdy’, or ‘G’Day’, perhaps! A fallback will avoid an ugly “Hi [First Name]” scenario.

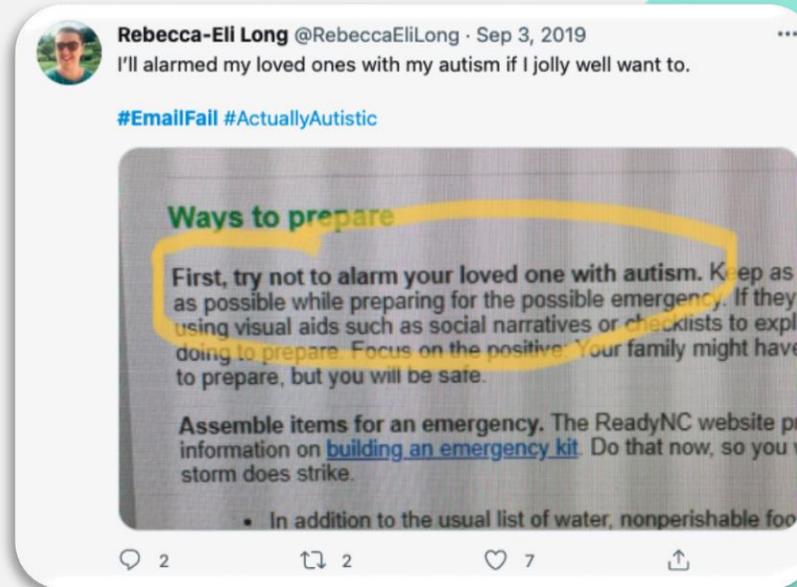


USE CONTEXTUAL DATA

Automation has been a lifesaver and essential for marketers trying to get more done with fewer resources. That said, automation can also be our worse enemy. Like this example, an Uber customer is reminded about his remaining points balance in the height of the lockdowns. This email would undoubtedly be part of an automation tree, schedule to go out either at specific intervals.



This Uber example is more internal and process-focused. However, in the event of any global or large-scale crisis or event, it is a sensible idea to review all automation to ensure that they do not contain irrelevant information.



In this example, the contextual miss directly affects an individual. The communication is not suitable for the receiver because the sender doesn't have access to the correct data that would show this person is experiencing autism themselves and are not a caregiver of an individual experiencing autism. This is such a subtle example but clearly shows how easily a brand can go down the wrong path and inadvertently hurt people. These interactions matter - they matter so much that people have voiced their experience on Twitter.

HOW TO AVOID THIS BLOOPER:

In our second example here, the data missing is that the person is experiencing autism. This is personal information that will undoubtedly be difficult but not impossible to collect. The secret here is to develop trust with the individual and ask them questions at the right time. If you don't have the correct data, do not send the email or ad.

Whatever your goals are around creating personalized online experiences, having accurate and actionable data is essential for a successful strategy. If you are missing first names from 90% of your database, for example, you have a problem. But you also have an opportunity to reach out to your customers. The core ingredient for great personalization is high-quality, consented data. Bear in mind, it can be a lot simpler to create a personalized experience with what you already have and build upon it slowly. Companies go wrong when they have gaps in their data and then rely on assumptions - which, as we know - are nobody's friend.

Understanding your audience as individuals is the first step in the climb to personalization perfection. Talk to us about how we can help you to fill in the missing data gaps and get you closer to personalization after all this time.



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The consumer experience is a human experience.

We believe a consumer is more than their clickstream data. A consumer is a human with needs, motivations, and values. We help organizations develop the capability to move beyond traditional data and get to the heart of what inspires and activates their audiences. With the continued onset of privacy regulations and proposed changes to third-party data usage and tracking, organizations need to establish a trust to capture data and permission to deploy it, providing consumers maximum control of their experience. Gamification techniques create a cycle of achievement and reward while capturing consented, Earned Data that uniquely comes directly from consumers.

We use game science and comprehensive strategic services to shape and support the consumer experience by creating a fair value exchange delivered directly to each recipient and optimized by data and real-time decisioning. Every progressive exchange results in consented, Earned Data provided by the consumer in a transparent, motivating, and mutually beneficial environment enticing consumers to want to share and engage more.

3radical is a consumer data acquisition and audience engagement solutions provider. We help organizations listen to their consumers and adapt experiences accordingly by giving them the ability to earn consented data directly from their audience. Critically, this fosters humanized interactions through choice-driven journeys provided by 3radical's gamification software.

3radical operates globally through offices in North America, the UK, and the Asia Pacific and serves major brands across various industries.