

3radical

How Do Brands Shrink the
Digital Shopping Aisle?

INTRODUCING

EXPERIENTIAL PERSONALIZATION





We are in the midst of a new age of digital marketing, one in which the consumer is continuing to take more control of their interactions and relationships they develop with brands. So, marketers need to be prepared to sharpen their pencils to make ad spend go further while recognizing the cookie is soon to be non-existent, data acquisition from external sources will be increasingly challenging and the need for personalization continues to increase as consumers expect experiences that are meaningful and personalized. It's a tall order with much change on the way. But, don't worry; we're not going to bang on about the demise of the cookie - we're all well aware of that.

What we do want to discuss, however, is a new capability that marketers can employ to deliver a personalized experience to their customers without PII data. The end of surveillance data capture doesn't mean the end of targeted personalization. It means recognizing intent, motivation and interest and aligning experiences accordingly.

“ Personalization, once limited mainly to targeted offers, now extends to the entire customer experience. This means that customers want personalization throughout their interactions with a retailer—with multiple, personalized touchpoints that enable them to allocate their time and money according to their preferences. ”

[Personalizing the customer experience: Driving differentiation in retail, McKinsey, April 2020](#)

As organizations look to reduce the reliance, or remove the dependencies, on cookies, they have to find audience engagement solutions providers that will allow collaborative advertising and personalized journeys that move beyond current digital ecosystem roadblocks. **Enter: Experiential Personalization.**

WHAT IS EXPERIENTIAL PERSONALIZATION?

Experiential Personalization solves for a data challenged, cookieless landscape, in a compliant-centric, regulatory monitored world. Ostensibly more critical, Experiential Personalization is the collaborative component that alleviates guesswork and becomes the link between personalization and digital experiences. Experiential Personalization uses factual, deterministic first-party data to qualify contextual sentiment, interest, motivation, and intent, thus permitting marketers to serve carefully suitable targeted ads which direct a consumer to a personalized experience based on their indicated contextual intent.

For example; let's say an individual is looking for a new laptop; we'll call her Alison. Alison already knows what she wants, and she's been researching on a range of sites. However, when she clicks on an Acme Electronics ad, she is shown a home page full of juicers and electric blankets. Alison, then forced to further search for the laptop she is after, is put off and makes her purchase with another store. Wouldn't it be better to present her with a home page tailored to her known needs (even if we don't know anything else about her other than she is interested in a laptop)?

This is the general premise of Experiential Personalization - it brings the desired product to the customer faster with fewer search requirements - thus shrinking the proverbial shopping aisle.

Experiential Personalization connects brands and the consumers they serve by simply aligning context, interest, motivation and intent with meaningful cookieless digital experiences in a compliant and consented fashion. The KPI marketers need to be watching with an eagle-eye is the click-to-purchase; by reducing clicks, you convert faster. When automatically adjusting the landing page and aligning with what the consumer seeks, you're able to present value a lot sooner in the path to purchase.



Top Benefits of Experiential Personalization:

1. It's a much softer way to introduce a product
2. It's cost-conscious - by tapping into the intent to buy, targeting is tighter
3. It's secure and private - all that is known is intent and motivation
4. It maximizes advertising spend with contextual relevancy
5. Converts consumers faster

“ Personalization at scale [...] often delivers a 1 to 2 percent lift in total sales for grocery companies and an even higher lift for other retailers, typically by driving up loyalty and share-of-wallet among already-loyal customers [...]. These programs can also reduce marketing and sales costs by around 10 to 20 percent. ”

[Personalizing the customer experience: Driving differentiation in retail, McKinsey, April 2020](#)

HOW TO ADD EXPERIENTIAL PERSONALIZATION TO YOUR TOOLBOX

“ As organizations look to thrive in an ever increasing, complex digital environment, marketers need to look for experiential personalization solution providers that amplify the value of contextual outcomes by providing attribution details well beyond click-through-rates (CTR) and return on ad spend (ROAS). ”

Umberto Torrielli, Chief Strategy Officer and Co-Founder of Silverbullet 4D.  Silverbullet

The key to Experiential Personalization is your network. Transition to performance-driven, consumer-friendly media and advertising partners that are able to identify in-the-moment marketing opportunities. These new era cookieless solutions will give brands the ability to target consumers the moment they are receptive. By the time the unidentified individual clicks onto your site, you have a solid indication of their motivations, allowing you to personalize the landing page to match those intents automatically.

To successfully benefit from this approach, alignment with media partners is not optional. It's a requirement. Work with your media partners to develop KPIs around the quality, not the quantity of data. Media partners must have the power to feed real-time data into your technology stack to be implemented immediately. Many media partners may not be on top of innovations such as Experiential Personalization; so, it is the marketer's responsibility to stay on top of this.

HOW DOES EXPERIENTIAL PERSONALIZATION DELIVER VALUE TO CONSUMERS?



One word: Control.

If our consumer from earlier, Alison, clicks on your adverts on a couponing site, an advertorial on 'the best new skin-sensitive cosmetics,' and a site tailored to solutions for women with dry skin, parameters are created as interest segments that travel with the unidentified consumer to the destination site of the advertiser. Then the content presented to Alison aligns with her interest in saving money, plus finding sensitive skincare products. So, when Alison comes to the destination site, the referring URL and interest segment parameters present Alison a tailored, personalized experience aligned with price-focused offers on skincare. Alison, in this scenario, is controlling the narrative; we're not offering her the next best item, nor

presenting a generic offer or a meaningless call to action. We're, in fact, showing her exactly what she wants.

The parameters we used to achieve this are tagged to an unidentifiable ID. We still don't have any personal data on Alison, nor do we need it. Furthermore, Alison is not trackable. The consumer is driving the experience, not the brand. By following and collecting contextual flags, we can reduce the aisle for Alison and take her more directly to what she needs based on her interest and intent.

Experiential Personalization serves the right content based on what consumers care about and not what a brand has on sale.

HOW DOES EXPERIENTIAL PERSONALIZATION INTEGRATE WITH EARNED DATA?

While we are all about Earned Data, our M.O. is to help brands deliver a truly consumer-centered experience, whatever that looks like. The great news is that utilizing anonymous intent and motivation data to facilitate Experiential Personalization increases positive brand experience from higher up in the funnel. A more positive engagement provides the foot in the door for you to further engage and earn data from your (otherwise anonymous) website visitors.

The integration of Earned Data and Experiential Personalization is the stuff of a marketer's dream. These approaches put the consumer front and

center of decision-making, giving them back power and control. While in turn, the consumer helps define better experiences for themselves - it's a self-serving cycle. With the combination of these approaches, you can ask for feedback from consumers before you ask for an order, getting to know them in more detail, on their terms.

Another data capture method this avoids is a generic "enter email for X% off." Collecting names and emails is not the solution to the loss of cookies; it's building personalization from the get-go. Brands must understand when a consumer is still in the research and discovery phase and communicate accordingly.

As the tides turn, marketers and media will need to come together to build new consumer-focused experiences across the web. The loss of surveillance style tracking heralds the birth of new, privacy-conscious choices for marketers and consumers. As a result, we predict that over the next 18 months, we will start to see much more Experiential Personalization and other innovations that meet and exceed customer expectations.

ABOUT 3radical

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.

We use game science and comprehensive strategic services to shape and support the customer 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 share and engage more. 3radical operates globally through North America, the U.K., and Asia Pac and services major brands across various industries.

Contact us to learn more, or book an informal chat about supporting your engagement strategy with targeted experiences to identified your best audience segments

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