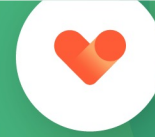




The Power of Website Personalization to Drive Sales

Presented by Lance Willett





Lance Willett

Sr. Director, Product Management, HubSpot

Agenda

Why personalized experiences matter to grow your business

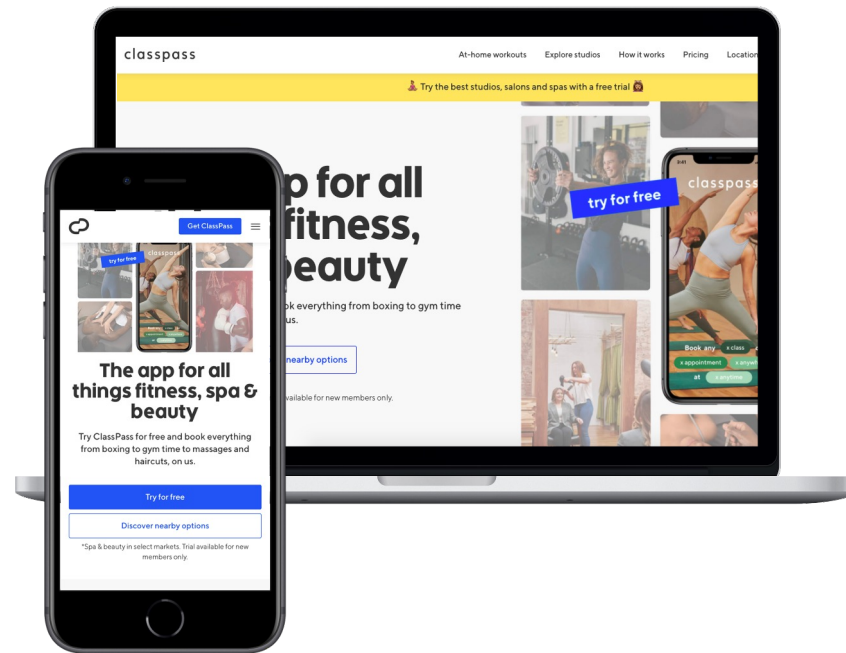
How to provide relevant content at any stage of the customer journey

Examples of personalized content

Ease-of-use personalization with CMS Hub

Why personalized experiences matter

We expect our digital experiences to be
seamless and personalized



Digital Personalization

Marketing's Holy Grail

50%

reduced
acquisition cost

5-10%

revenue
increase

10-30%

efficiency increase
in marketing spend

Source: [McKinsey Digital](#)

Improving digital experiences is top of mind for companies

What are the key actions your firm is taking to achieve your objective of improving the experience of your customers?

- Improve online customer experiences
- Improve the value of our customer engagements
- Transform our culture to be more customer-centric
- Add or improve CX measurement
- Add or improve mobile CX

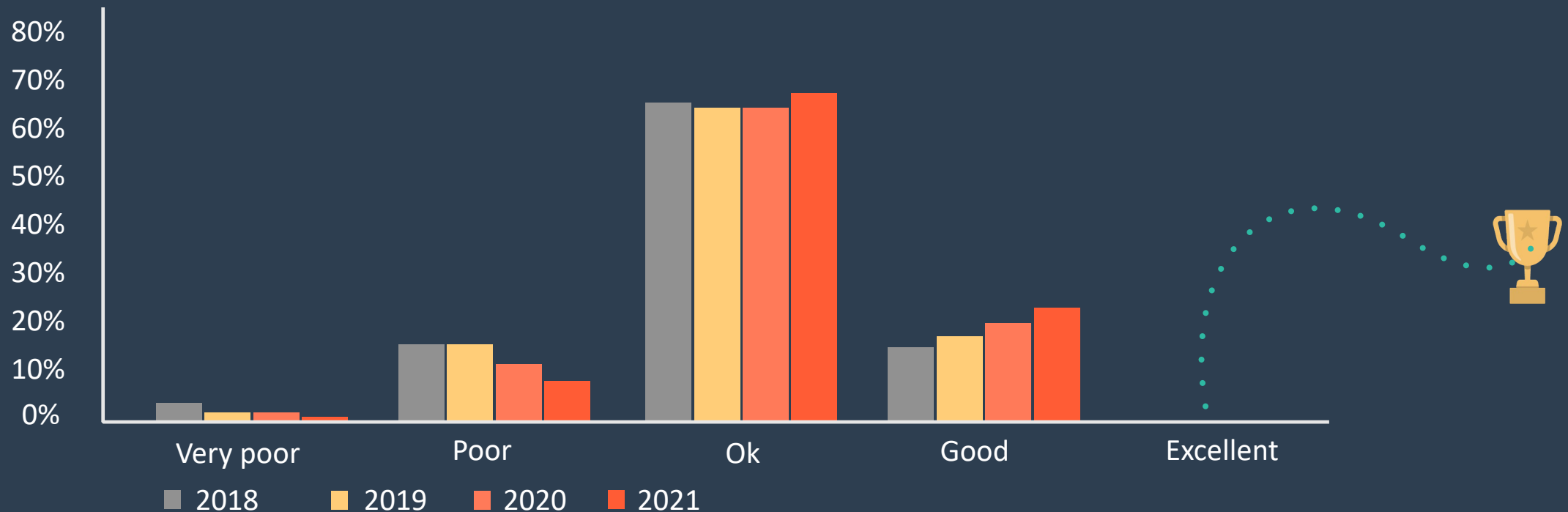
Base: 2,052 purchase influencers who indicate that improving the experience of their customers is a priority for their organization. Top 5 responses shown.

Source: Forrester Analytics Global Business TECHNOGRAPHICS® Priorities And Journey Survey, 2023

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But companies have work to do

The US Customer Experience Index



Source: Forrester, The US Customer Experience Index, 2018-2021

Why?



Anonymous

Marketing

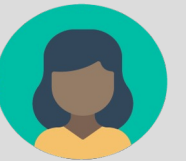
Prospect

Sales

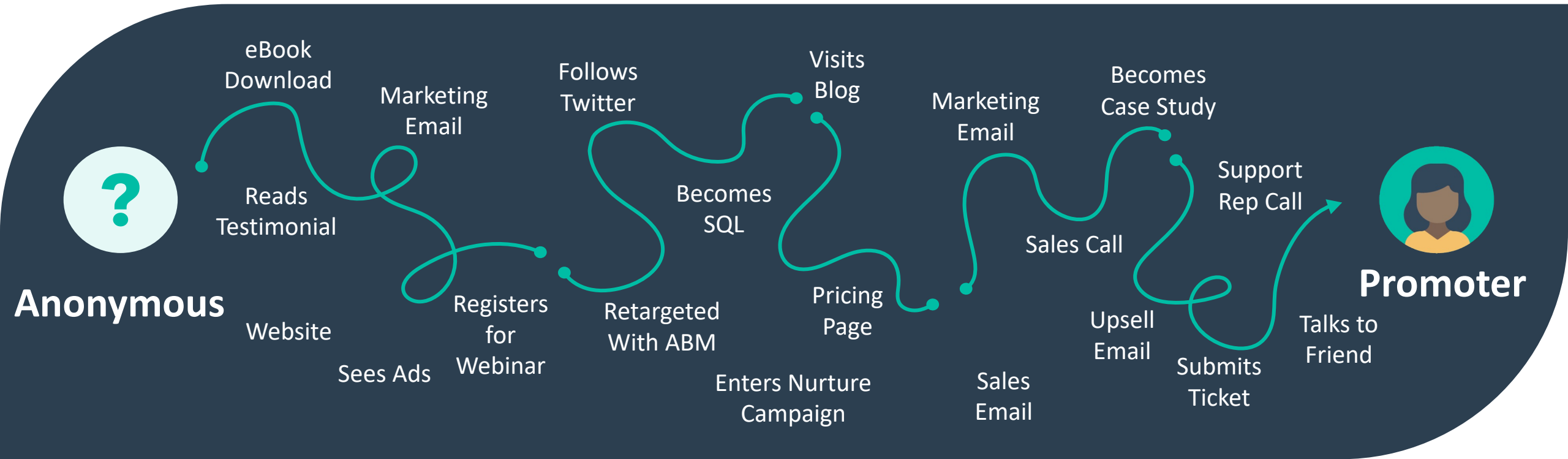
Customer

Service

Promoter



Marketing



Deliver relevant content

Personalization
levels as
touchpoints.





Single touchpoint in the customer's journey:

One email campaign



Many touchpoints:

Entire end-to-end customer journey, but within a single channel

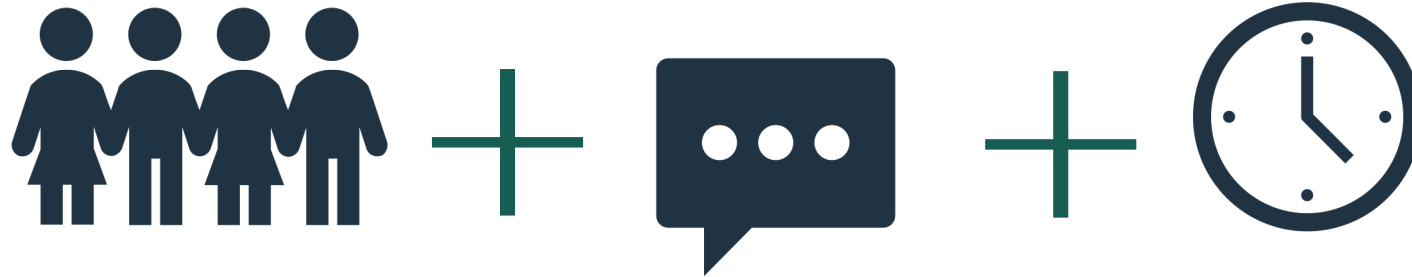


Omni-channel:

Personalizing an entire multi-channel journey

Craft unique experiences to:

Reach the *right person* with the *right message* at the *right time*



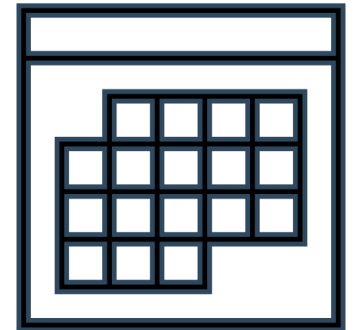
Who:

A specific audience or single customer we want to reach. This is where it all starts.



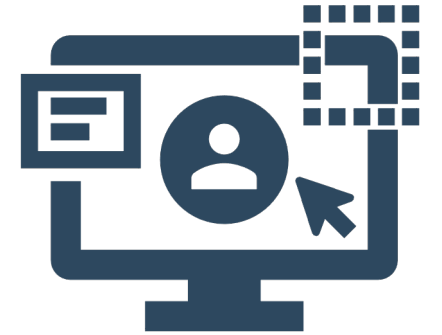
Example:

A segment of anonymous visitors to our website who've come to the same page twice in the past 2 weeks.



What:

A unique message, set of messages, or end-to-end experience.



Example:

A discount code for a webinar that I want to offer to visitors.



Where:

A specific touchpoint or channel.



Example:

A webinar landing page.



When:

A specific time.



Example:

After they've taken a minute to read through the details of the webinar.



Personalization as
levels of
sophistication.



one-to-**one**

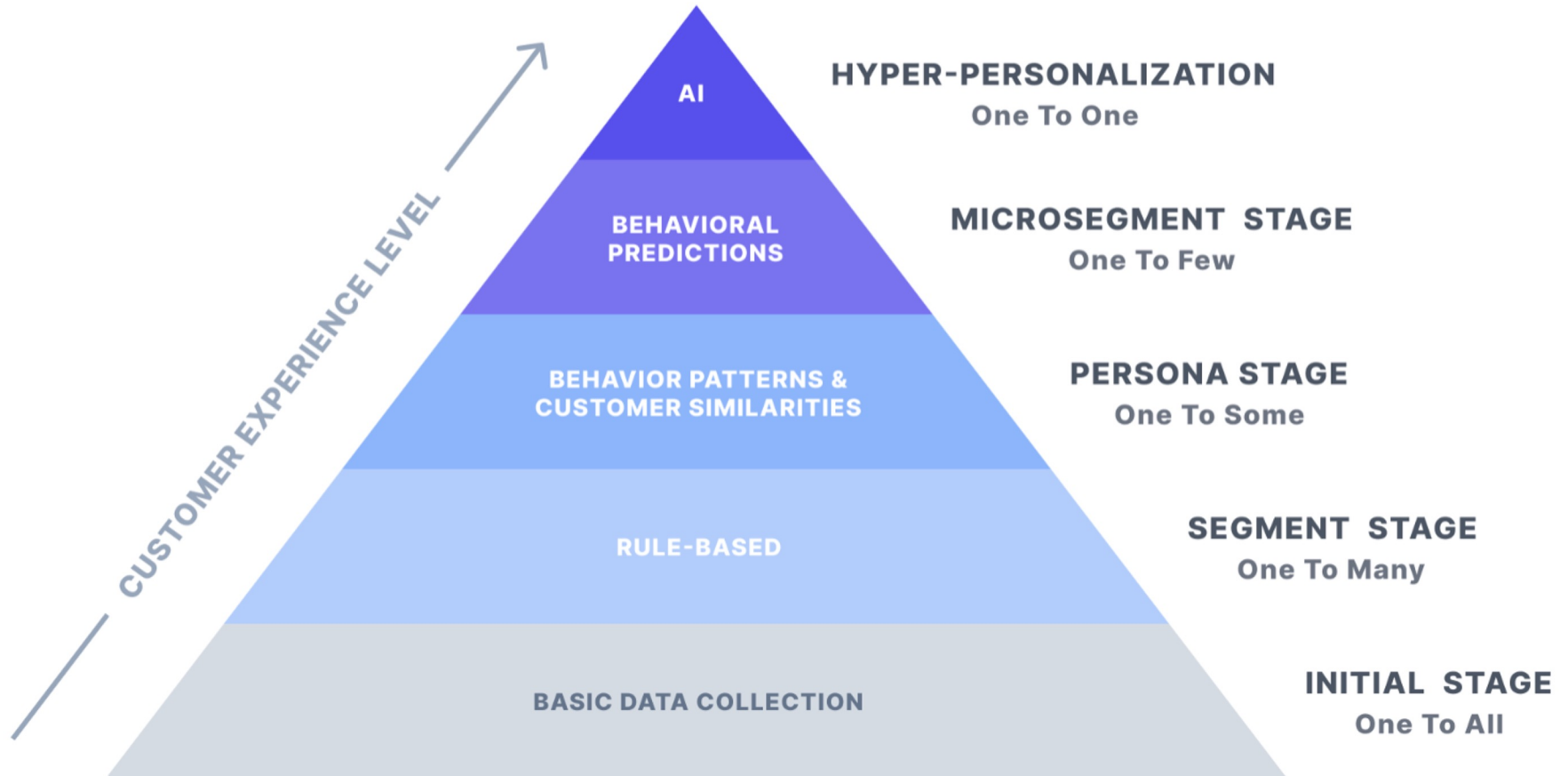
one-to-**few**

one-to-**some**

one-to-**many**

one-to-**all**

OPTIMAL EXPERIENCE



Build a seamless
customer journey

from **anonymous visitor** to
active promoter.

1. Map out the **ideal customer journey** and know your buyers' goals.
2. Create content that **matches each buyer persona.**
3. Use forms and chatbots to **collect information** about your visitors.

Track visitor data
and actions
as **context.**




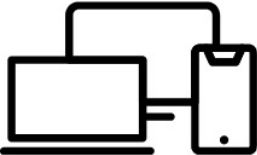




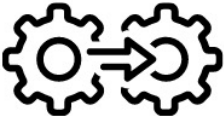




Saving all their details **to the CRM...**

Tracks visitor activity on your website
to help you **build context**

Expands your **marketing + sales strategy**

From simple to sophisticated...

Crawl	 Geolocation	 Marketing Campaigns	 Visit Frequency	 Device / System
Walk	 Browsing Behavior	 Pages Viewed	 Known Information	 Completed Events
Run	 CRM Integration	 Cross-Channel Behavior	 Combination of Above	

Personalization examples

Example 1:

Location-based results

The Joint Commission

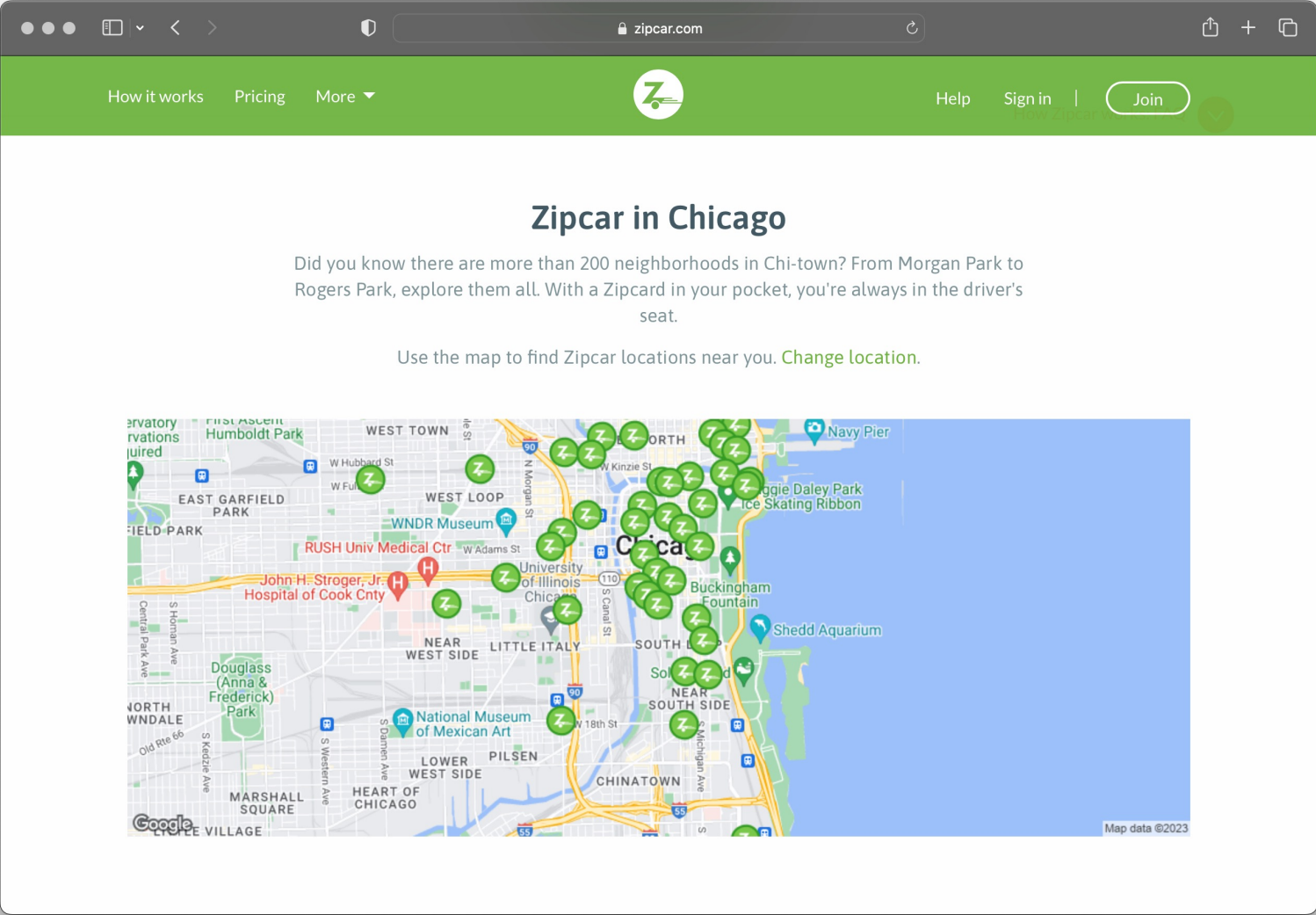
The screenshot shows a web browser window with the URL [jointcommission.org](https://www.jointcommission.org). The page features a yellow header with the text "Coronavirus Resources". In the top right corner, there are links for "Careers / E-Alerts / Contact Us". The main navigation bar includes "Who We Are", "What We Offer", "Our Priorities", "Standards", "Measurement", and "Resources". The page content includes the Joint Commission logo, a search bar, and a "Login" button. The main heading reads "We All Deserve Excellent Health Care", followed by the text: "We support health care institutions and professionals in providing meaningful improvement in eliminating inequities in health care and the delivery of care." A yellow button labeled "Health Care Equity" is visible at the bottom left. On the right side, there is a photograph of a man and a young child sitting on the grass, looking at a smartphone together. In the bottom right corner of the image, there are two small circular icons: one with a person silhouette and another with a globe.

The Joint Commission

The screenshot shows the Joint Commission International website. At the top, there is a yellow banner with the text "Coronavirus Resources". Below this, a navigation bar includes a "Translate" button, a list of links: "JCI-Accredited Organizations", "Become a JCI Insider", "JCI Direct Connect", and "Contact Us", and a "Cart" icon. The main header features the Joint Commission International logo, a search bar with the text "Search this site", a "Login" button, and a "Our Websites" dropdown menu. A dark blue navigation bar contains the following menu items: "Who We Are", "What We Offer", "Standards", and "Resources". The main content area has a large heading "Chart a Course to Safer Care" and a paragraph: "Joint Commission International (JCI) envisions a future of zero harm and highly reliable care delivery. We are committed to making it a reality by collaborating with health care organizations to transform the way they work by continuously improving and implementing best practices." To the right of the text is a photograph of a smiling female healthcare professional in a white lab coat. In the bottom right corner of the page, there are two circular icons: one with a person silhouette and another with a gear and a person silhouette.

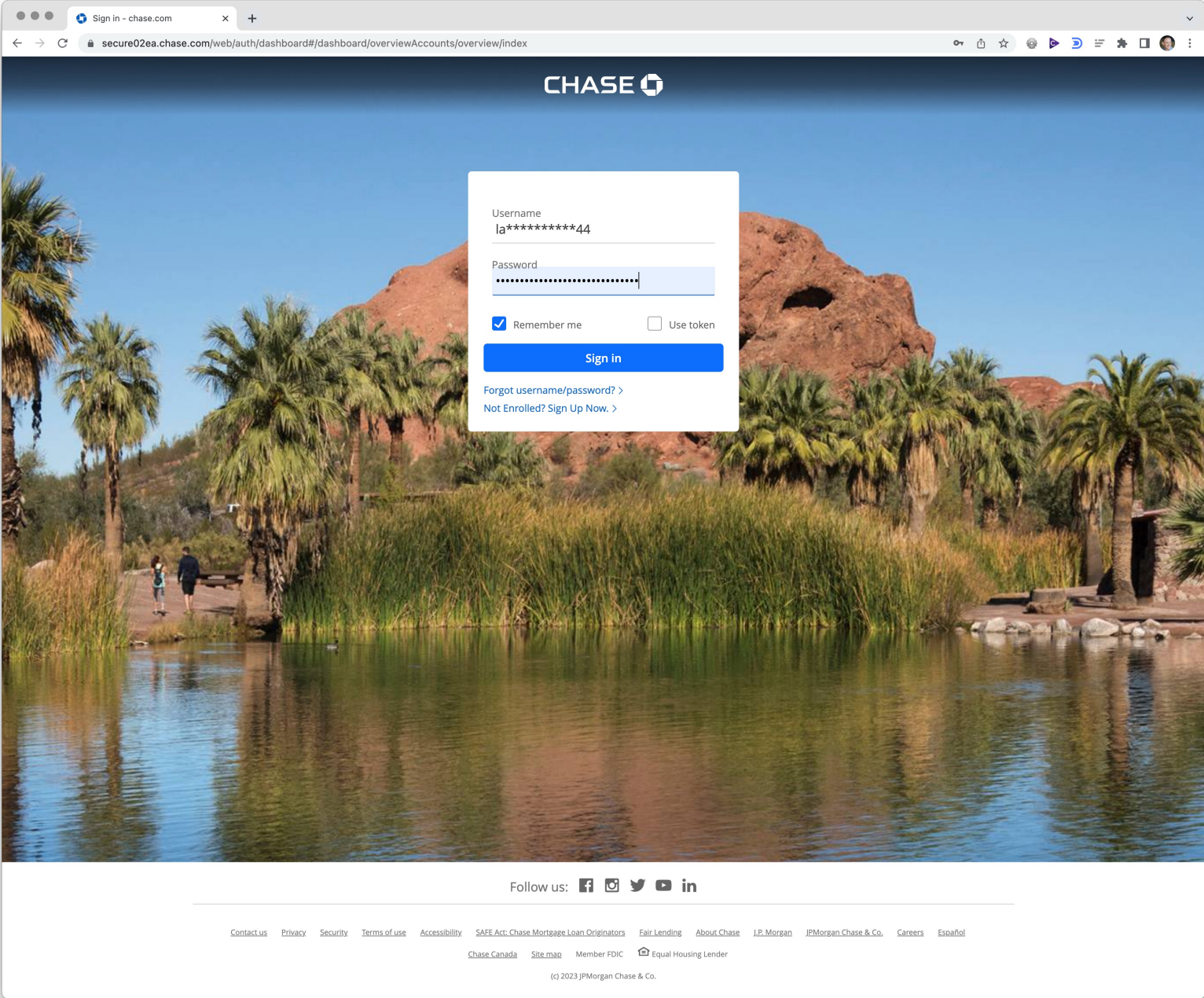
ZipCar

Local map with neighborhoods and landmarks.



Chase Bank

Local landmarks on login page.



Example 2:

Recommended content

Zillow

Recommended search results.

20:53 Fri May 5

Updates

Homes For You in Phoenix, AZ

Back patio	Ample parking	Beautiful tile flo...	Custom bar	\$40,000 (Mar 21)	Brea
\$430,000 4 bds, 2 ba, 1,652 sqft 2739 W Sunland Ave, Phoenix, AZ	\$449,900 4 bds, 2 ba, 2,484 sqft 2126 W Carson Rd, Phoenix, AZ	\$425,900 4 bds, 2 ba, 1,748 sqft 3031 W Acoma Dr, Phoenix, AZ	\$419,900 4 bds, 2 ba, 1,771 sqft 11014 N 39th Dr, Phoenix, AZ	\$430,000 4 bds, 3 ba, 2,091 sqft 8240 W Albeniz Pl, Phoenix, AZ	\$449,900 4 bds, 2 ba, 1,748 sqft 4736 W...

Find out what you can afford with us at Zillow Home Loans.

[Get pre-qualified](#)
An equal housing lender. NMLS #10287

Selling Soon Homes in Phoenix, AZ

10 days on Zillow	Electrical wiring	Craft room	Ample natural li...	Bonus casita	Larg
\$530,000 3 bds, 3 ba, 1,748 sqft 18436 N 44th Pl, Phoenix, AZ	\$599,995 3 bds, 3 ba, 1,678 sqft 1412 E McKinley St, Phoenix, AZ	\$400,000 3 bds, 3 ba, 1,750 sqft 4640 W Havasupai Dr, Glendale, AZ	\$550,000 3 bds, 2 ba, 1,040 sqft 6332 N 13th Pl, Phoenix, AZ	\$556,000 3 bds, 3 ba, 1,388 sqft 1030 E Indianola Ave, Phoenix, AZ	\$349,900 3 bds, 3 ba, 1,748 sqft Overlan... Westco...

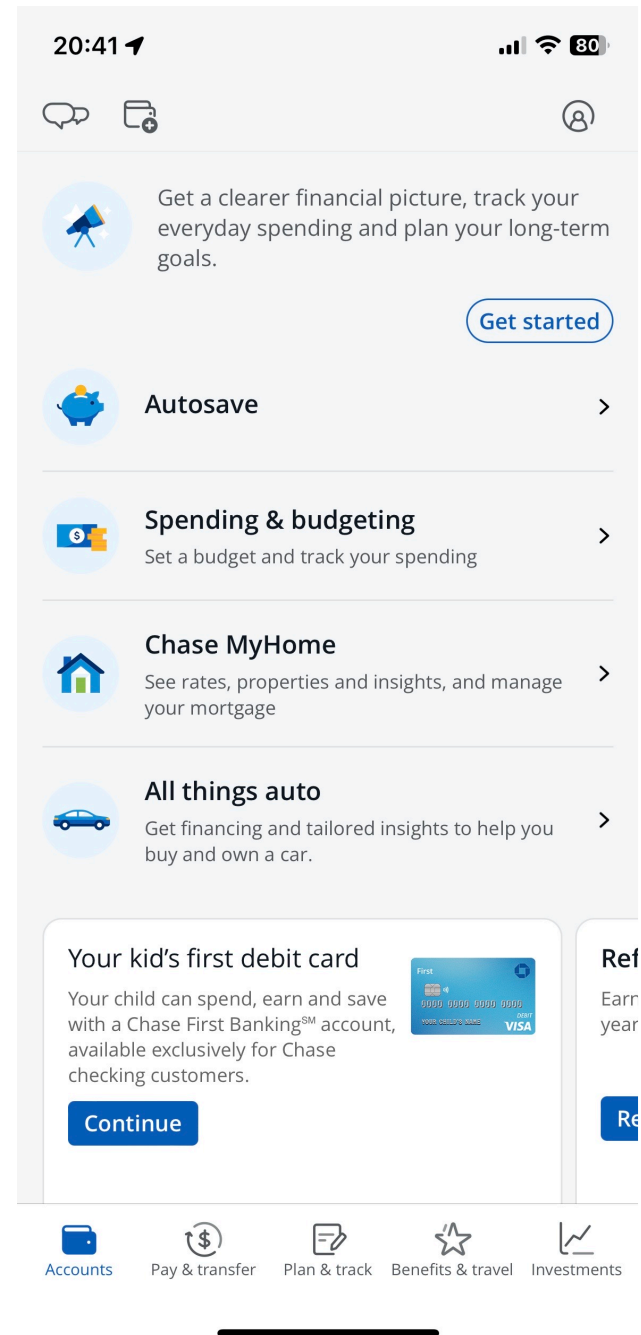
Search Updates (14) Saved Homes Your Home More

Example 3:

Buyer personas

Chase Bank

Show specific content based on user context.



Example 4:

Repeat visitors

drybar

Visit a promo page
without taking any action?

We will send you a
cheeky reminder email.

Were You Checking Us Out? 👁️

[View in browser](#)


drybar®

♥️ FREE SHIPPING ON ALL ORDERS ♥️

♥️ *We Saw You Spy* ♥️

DON'T BE SHY!

It's time to get everything you've been eyeing!







Drybar - \$155.00

The Double Shot Oval Blow-Dryer Brush

SHOP NOW

..... YOU MIGHT ALSO LIKE:

drybar

A second email comes in, this time with a more personalized subject line.

Still Thinking Of The Double Shot Oval Blow-Dryer Brush? Don't Worry, We Saved It For You 🧡

[View in browser](#)

drybar®

🧡 FREE SHIPPING ON ALL ORDERS 🧡

🧡 *We Saw You Click* 🧡
A TOP PICK!

Have a lil' something you heart?
Time to take another look!



Drybar - \$155.00

The Double Shot Oval Blow-Dryer Brush

SHOP NOW

..... YOU MIGHT ALSO LIKE:



Ease-of-use personalization with HubSpot CMS

Personalization
enhances a good
website experience.



Personalization gone wrong...

Bad Data & Poor Personalization

59%

of brands

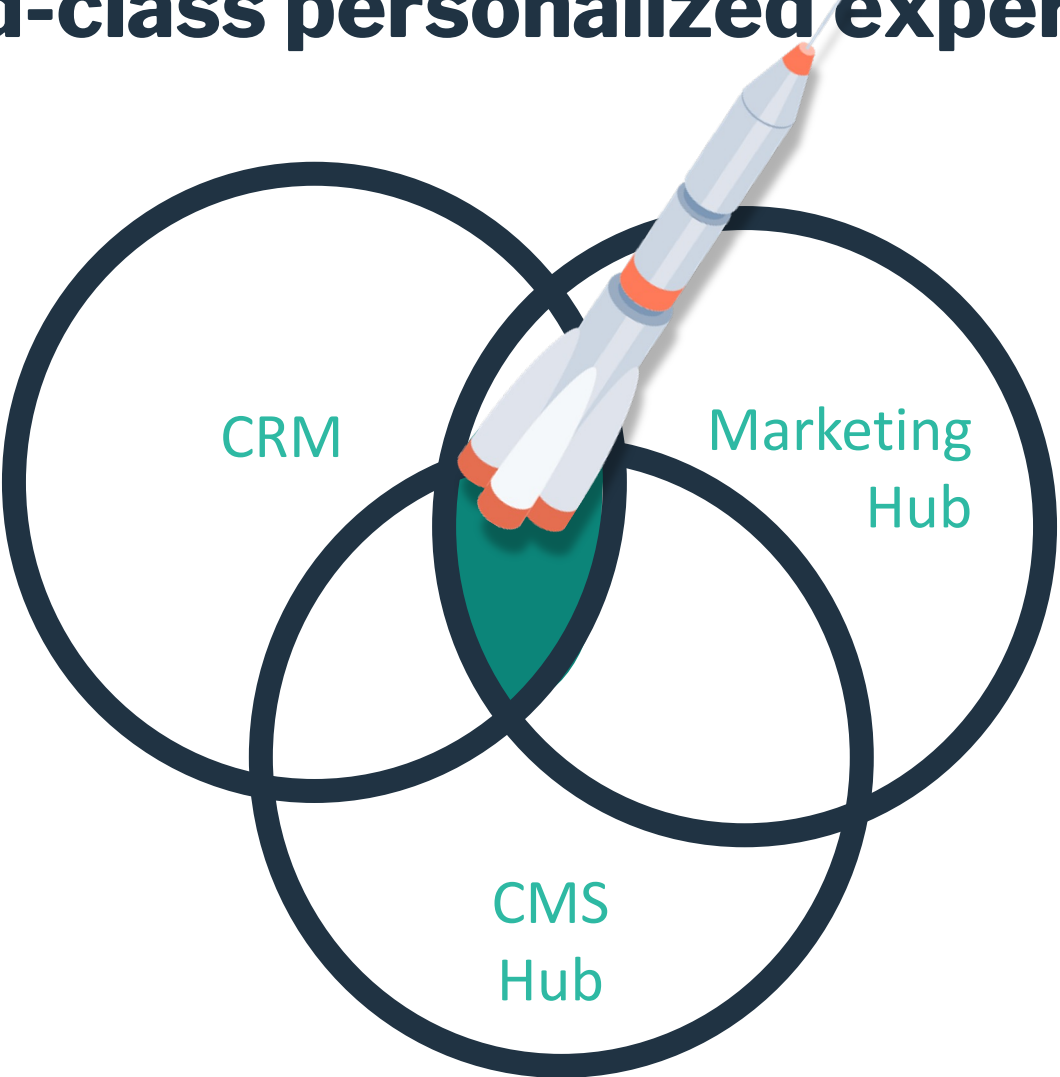
Use out-of-
date
information

57%

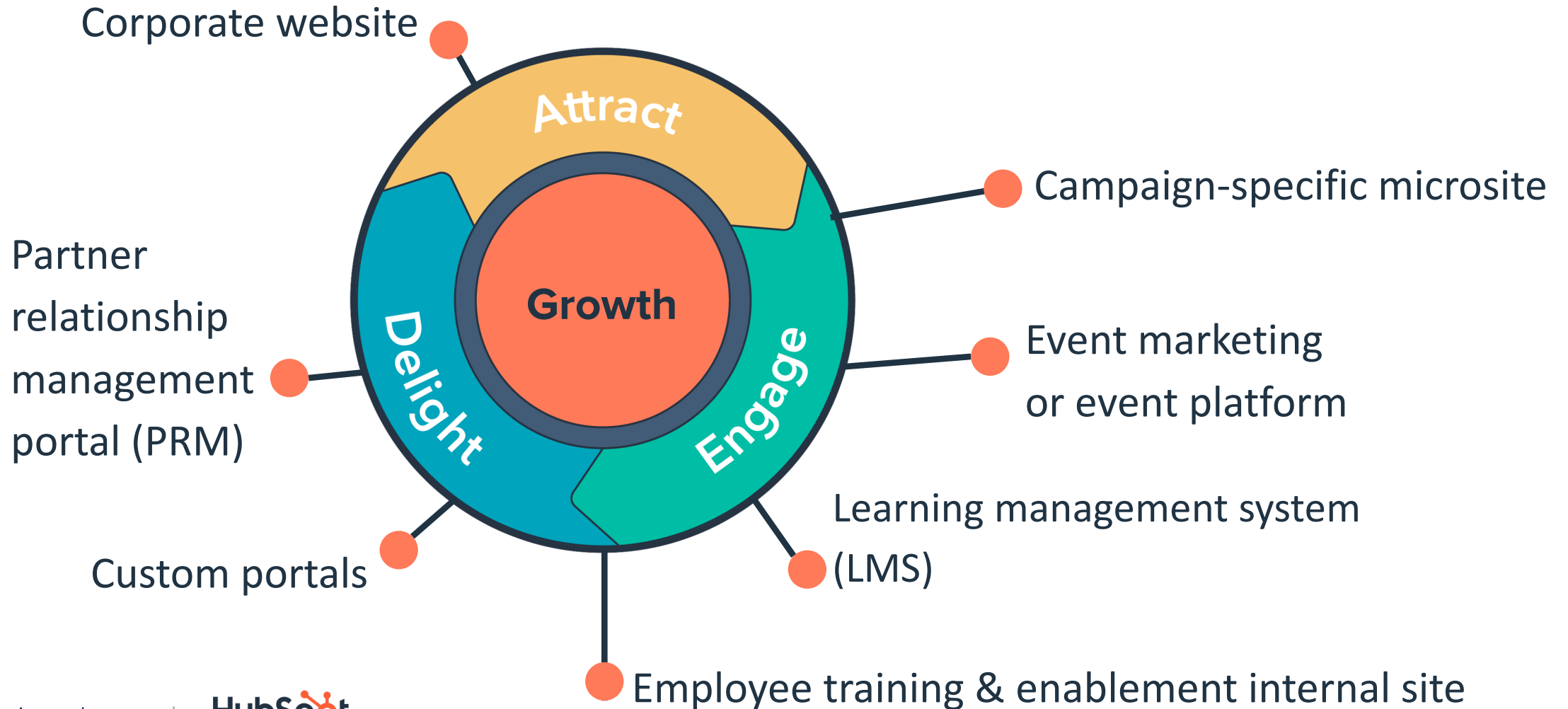
of brands

Get customers
personal
details wrong

Craft world-class personalized experiences

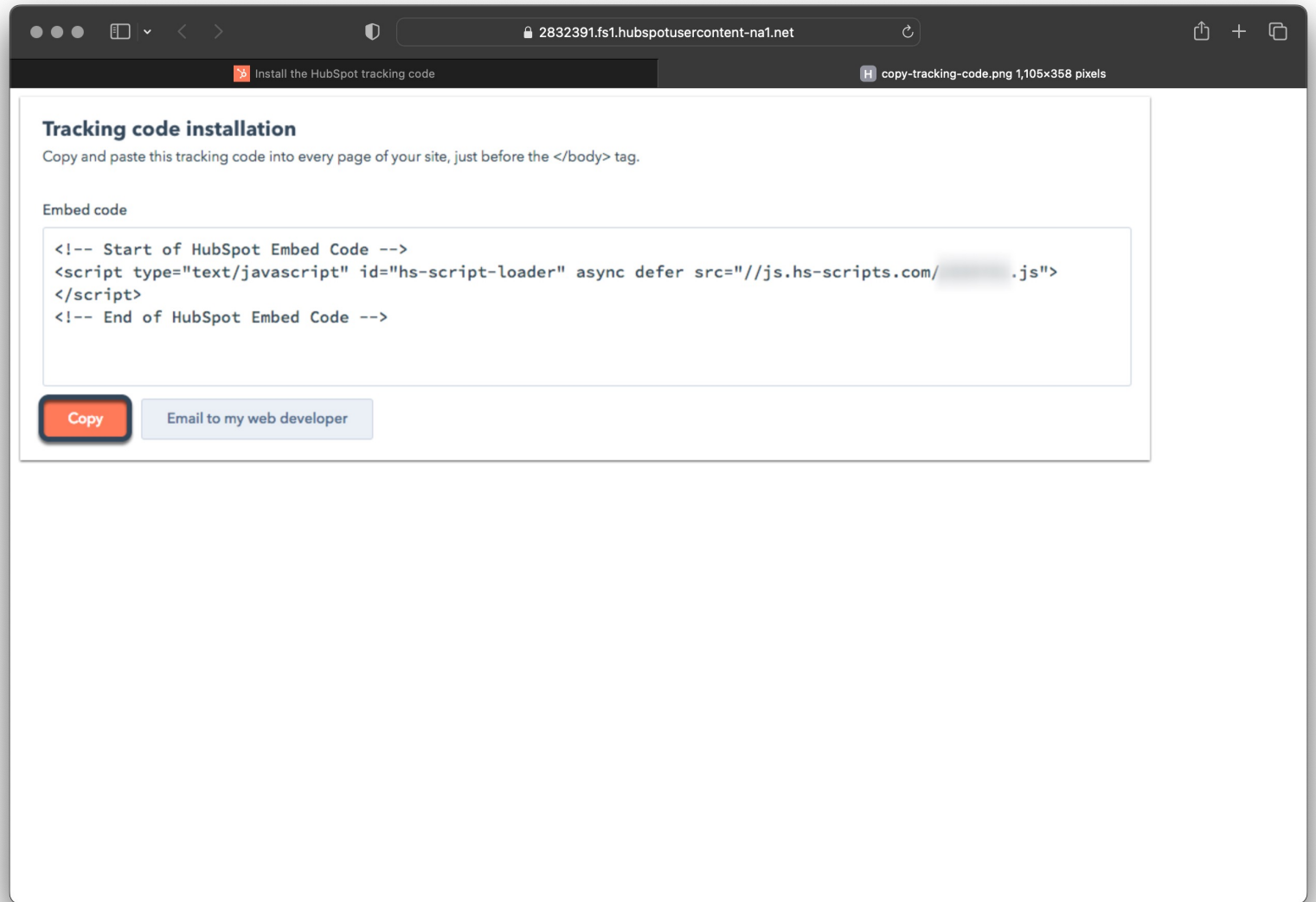


CMS Hub powers many types of digital experiences.



Tools

Tracking code for any CMS



2832391.fs1.hubspotusercontent-na1.net

Install the HubSpot tracking code

copy-tracking-code.png 1,105x358 pixels

Tracking code installation

Copy and paste this tracking code into every page of your site, just before the </body> tag.

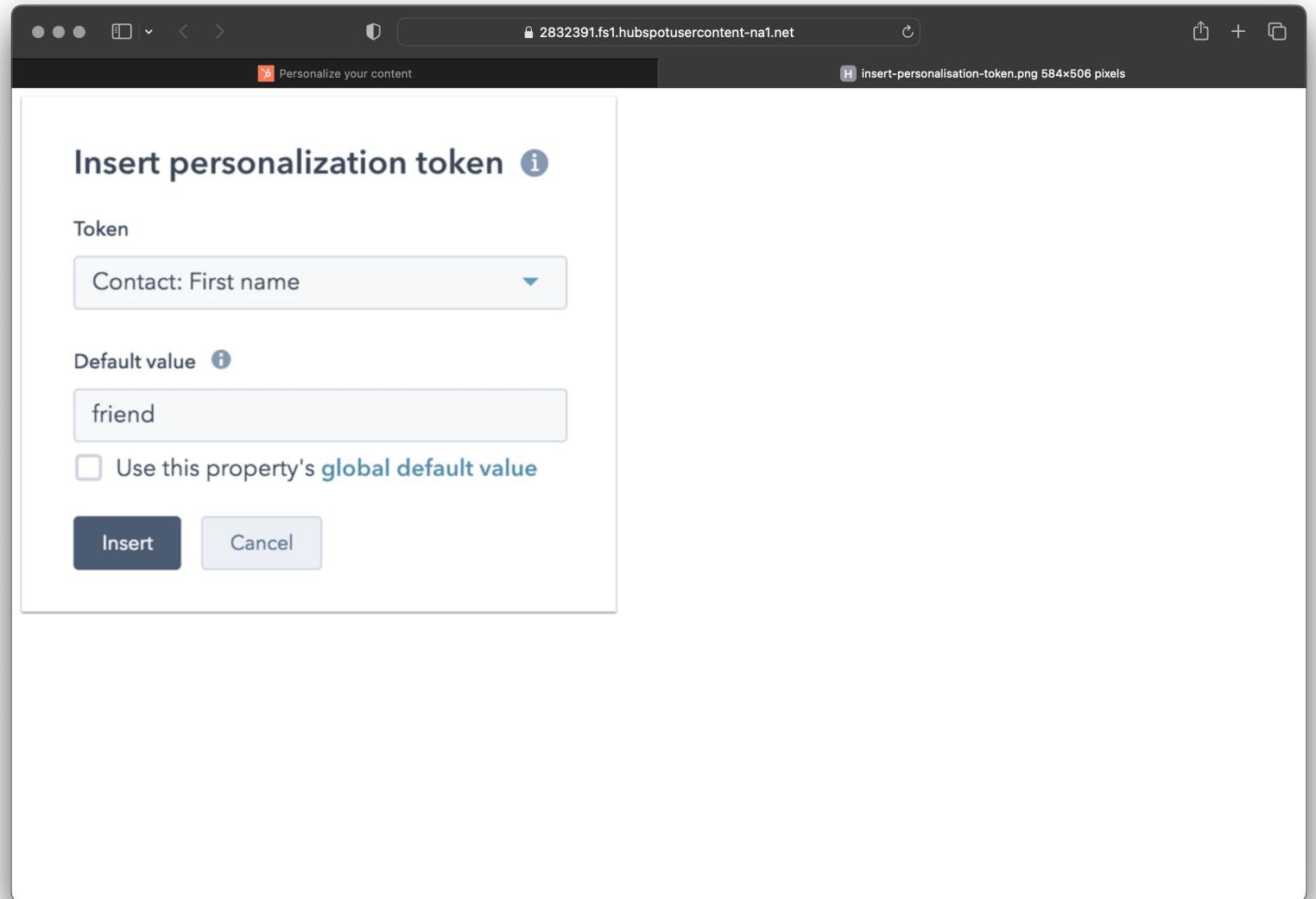
Embed code

```
<!-- Start of HubSpot Embed Code -->  
<script type="text/javascript" id="hs-script-loader" async defer src="//js.hs-scripts.com/ .js">  
</script>  
<!-- End of HubSpot Embed Code -->
```

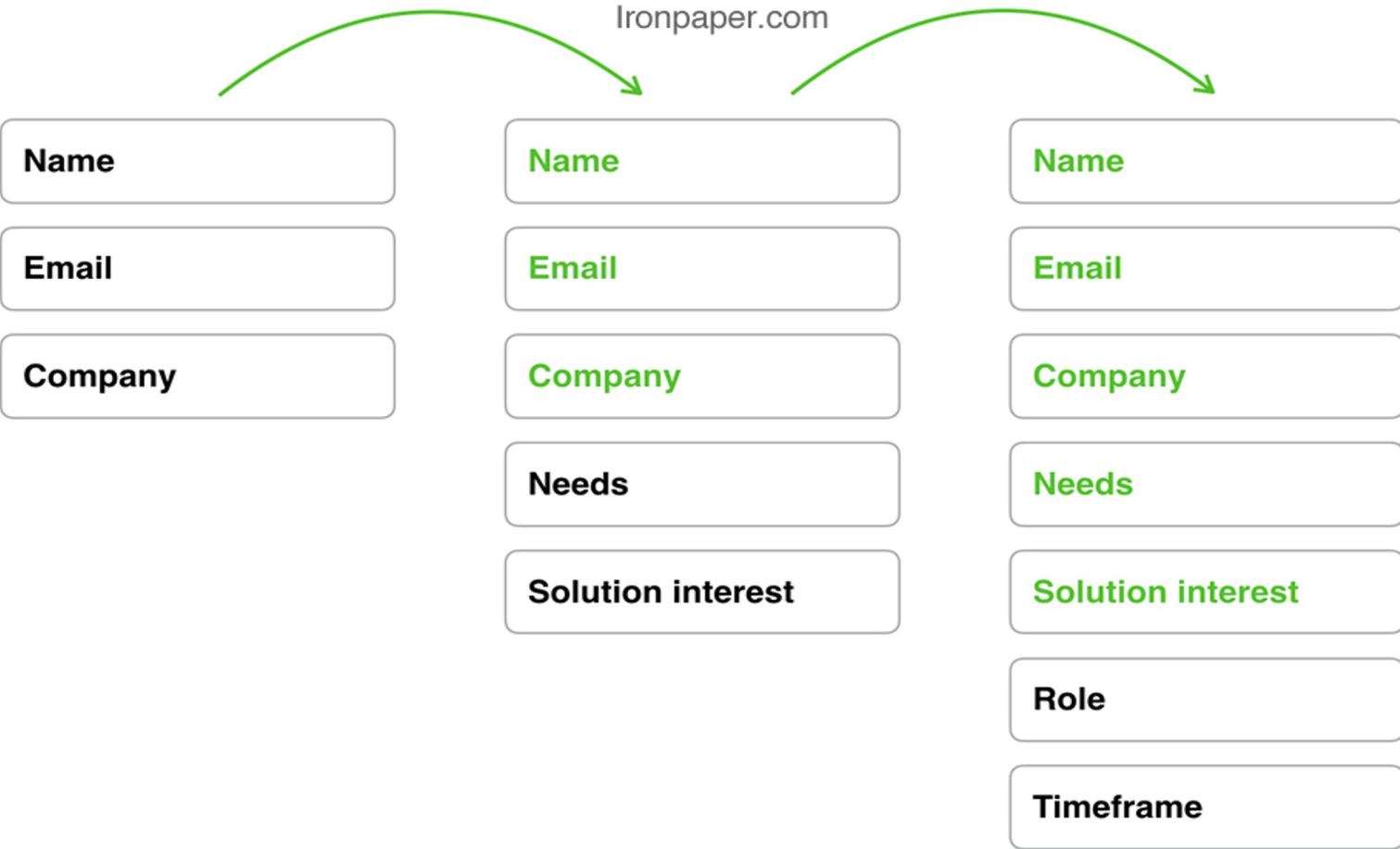
Copy Email to my web developer

Tools

Personalization tokens with smart rules for emails, landing pages, forms & CTAs



Example: Progressive forms



Smart Content

Personalize the customer experience based on CRM data, paid or organic source, device type, and more.

Manage smart rules ✕

Manage content for specific visitors specified by the rules below. If a visitor matches multiple rules, they will see the content in the rule that comes first.

Show different content based on ⓘ

Contact list membership

Rules

⋮ Partner Leadership ✕ ▼ 🗑️

[+ Add](#)

Tools

- Memberships (CMS Hub)
- Programmable email content (Marketing Hub)

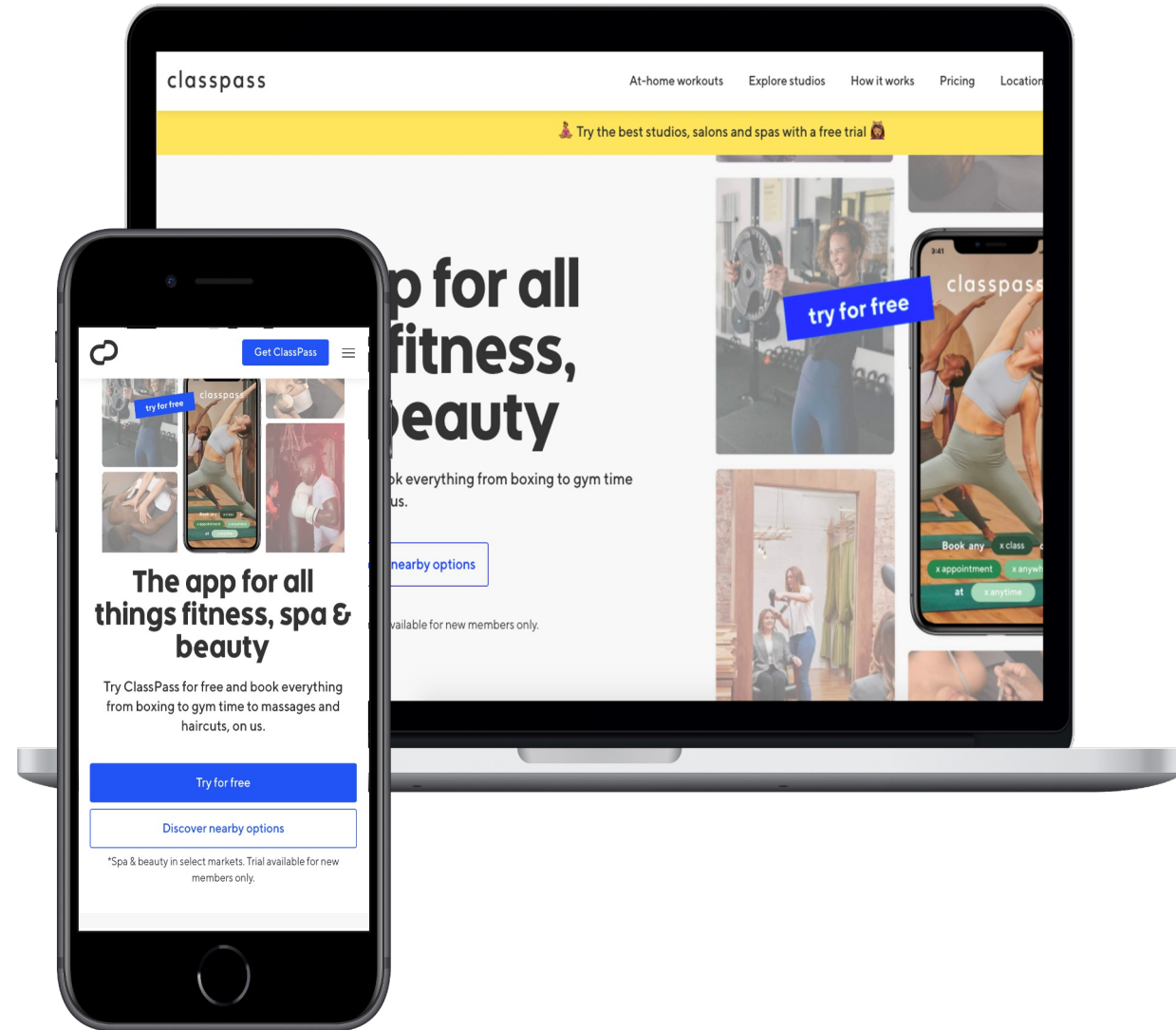
Personalization drives business results

Why?

71% of consumers expect highly personalized experiences.

83% of consumers willing to share
personal data to enable personalization.

The bar is high.



B2B needs personalization.



Digital Personalization

Marketing's Holy Grail

50%

reduced
acquisition cost

5-10%

revenue
increase

10-30%

efficiency increase
in marketing spend

Source: [McKinsey Digital](#)

How?

Seamless customer experiences



Personalized &
easy-to-use experiences



At any stage of the
customer journey



All connected via a
unified data layer

If content is King,
then context is
Queen.



Summary

Context comes from knowing your customers

Knowing customers' goals drives smart marketing + sales strategy

Use personalized content + good UX to turn leads into customers

Deliver the *right message* to the *right person* at the *right time*



Thank you!

Lance Willett