THE CONTENT CRISIS OF PERSONALIZATION

Personalization isn't hard...
but...
Personalization at scale is.

Personalization for many segments is hard.
Personalization across channels is hard.
Personalization across countries and cultures is.

Once data issues have been solved to a certain extent - the content crisis is what prevents marketers from achieving personalization at scale.

The crisis comes when marketers need to create, manage and orchestrate personalized content in way too many places and for too many purposes.

MANIFESTO

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Just one piece of content - or...no... wait!

Ideally the marketer would need just one piece of content - one message
- for each 'call-to-action' (CTA) or 'call-to-experience' (CTX).
But then also a variant per customer segment with an argumentation and
a tone-of-voice that matches.
And multiple variants for each of those variants depending on the
communication channel in question (email, sms, notification, website,
advert)
And then in different languages
And how about the ambition of 1:1 communication?

Creating and updating this content
In too many systems
In too many folders
In too many emails
With too many suffices in the names like UPDATE_PROFILE_EN_SEG1
And then reporting on it...

The effect is compounding - and it doesn't scale.
The content crisis is real.

CX is suffering.
Marketing Effectiveness and Efficiency is suffering.

The kind of content you personalize...

It's not the product descriptions.
It's not the how-to-articles.
It's not the whitepapers.
It's not the Youtube videos.
It's not the 'about us'-section on your home page
What is it then?

Imagine all the Messages that you'd potentially have for a customer.
Something the customer should know, do, buy or just experience.

Imagine all those in one content object. Whether...

It's an offer
It's a nudge
It's a call-to-action or even call-to-experience
It's a trigger
It's an instruction
It's a short message
It's an important piece of information

As the old saying about personalization goes - once you've nailed the data/insights part - the right person at the right time - it's all about the content - **the right message** in the right channel.

What does the future hold for marketers? Is there an opportunity for creating, managing and orchestrating each message in one uniform way from one central user interface, to be used across segments, languages, channels and reports.
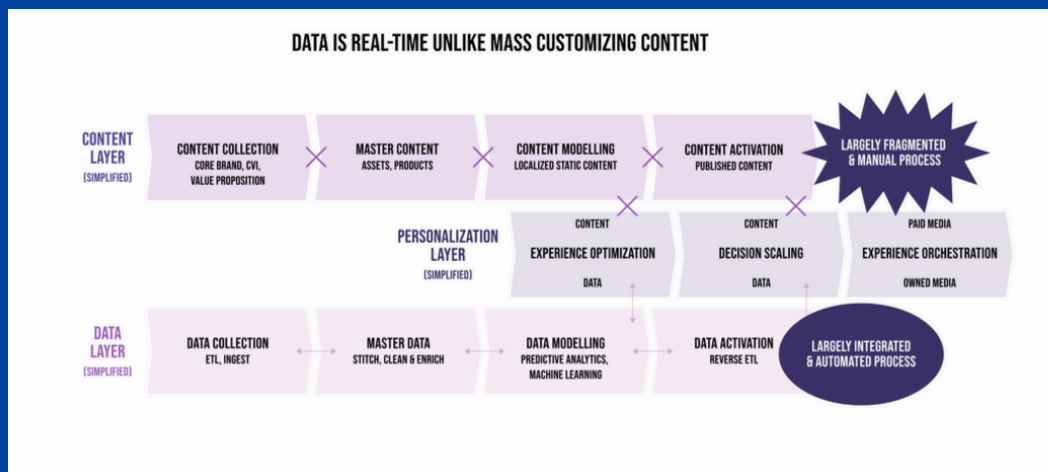
Which role will Generative AI play in this process?

The Content Layer

We believe that in much the same way as a Data Layer exists - so does a Content Layer. Or a Content Layer will emerge.

In much the same way as data is captured, cleansed, turned into Master Data and analyzed into insights that can finally be acted upon - content is collected or created, turned into Master Content. Then repurposed for localization and served to visitors on Inbound platform - or further repurposed into Messages that are used in personalized communication.

The Content Layer and the Data Layer merge, when insights are matched with each other in the Personalization Layer. Either into the best performing general experience (as with the use of CRO) or into a Personalized Experience for each relevant communication channel - inbound as well as outbound.

DATA IS REAL-TIME UNLIKE MASS CUSTOMIZING CONTENT

| CONTENT LAYER (SIMPLIFIED) | CONTENT COLLECTION CORE BRAND, CVI, VALUE PROPOSITION | MASTER CONTENT ASSETS, PRODUCTS | CONTENT MODELLING LOCALIZED STATIC CONTENT | CONTENT ACTIVATION PUBLISHED CONTENT | LARGELY FRAGMENTED & MANUAL PROCESS |

| PERSONALIZATION LAYER (SIMPLIFIED) | CONTENT EXPERIENCE OPTIMIZATION DATA | CONTENT DECISION SCALING DATA | PAID MEDIA EXPERIENCE ORCHESTRATION OWNED MEDIA |

| DATA LAYER (SIMPLIFIED) | DATA COLLECTION ETL, INGEST | MASTER DATA STITCH, CLEAN & ENRICH | DATA MODELLING PREDICTIVE ANALYTICS, MACHINE LEARNING | DATA ACTIVATION REVERSE ETL | LARGELY INTEGRATED & AUTOMATED PROCESS |

Created by Rasmus Houlind and Frans Riemersma, MartechTribe.com

# GenAI fuels the Content Layer and merges into the Personalization layer

Where Machine Learning (ML) is your friend in driving data through the Data Layer - GenAI plays a similar role in driving content along the Content Layer.

For Master Content - GenAI can help us:
- Ideate on Content Ideas
- Produce Master Content
- Enrich Master Content
- Localize Master Content

For Personalization Content - GenAI can help us:
- Create / Derive Messages from your Value Proposition and your Website
- Repurpose Execution Content for each Segment or even Individual
- Repurpose Execution Content for each Locale (localization)
- Repurpose Execution Content for for each Channel
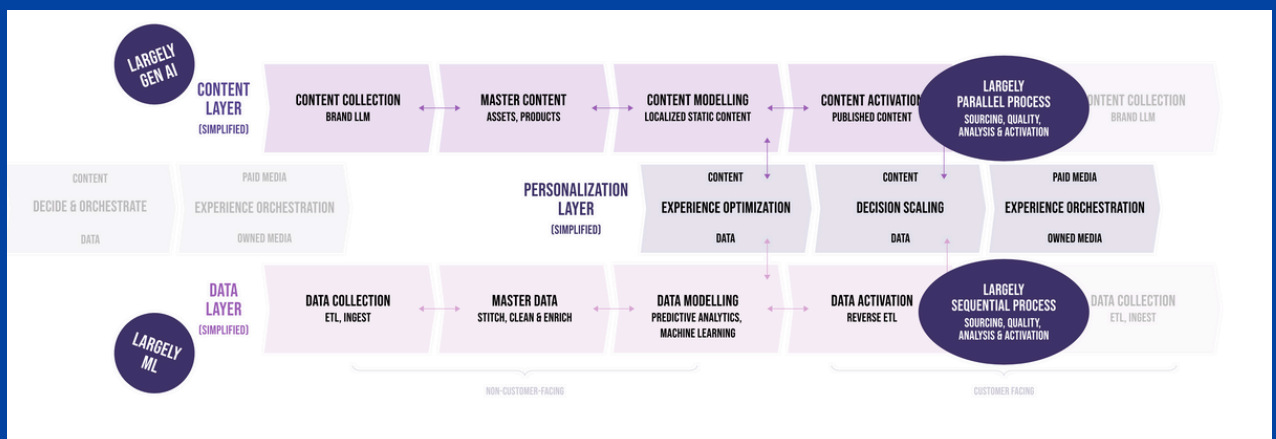
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Behind the Manifesto

OMNICHANNEL INSTITUTE

Rasmus Houlind is a leading voice in marketing and personalization, celebrated for his innovative approach to customer-centric strategies. He is the author of several acclaimed books, including 'Hello $Firstname', a definitive guide for marketers who want to master the art of personalization. His works stand out for their actionable insights, relatable storytelling, and frameworks that empower businesses to create meaningful customer experiences.

Apart from being the Chief Experience Officer at the Omnichannel Marketing Automation platform Agillic, Rasmus is the founder of the Omnichannel Institute, a global center dedicated to advancing omnichannel marketing practices. Through the institute, he has equipped businesses worldwide with the knowledge and tools to align digital and physical touchpoints, ensuring a seamless customer journey.

As the host of 'The Hello $Firstname Personalization Podcast', Rasmus engages with top industry leaders to unpack the latest trends, challenges, and successes in the world of marketing. Known for his conversational style and practical advice, the podcast has become a trusted resource for professionals seeking to innovate and grow.

With a career defined by thought leadership, impactful teaching, and engaging content, Rasmus has cemented his reputation as a key influencer, inspiring marketers everywhere to think creatively and deliver personalized experiences that build loyalty and drive results.

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