



ARTICLE

4 Ways Intent-Driven Personalization Can Optimize Your Cross-Channel Digital Marketing Efforts

Get the most out of your budget by directing spend at the consumers you're more likely to get a return on.

In the world of digital marketing, the ever-increasing number of consumer devices and competing messages is making it harder than ever to connect with your target audience. With consumer attention spans at an all-time low, how can you ensure that your campaigns, bids, and budgets are reaching the right people for maximum ROI?

Personalization can help you stand out from the crowd and connect with consumers across devices and channels. But getting the best results requires a combination of deep data analysis and

automation, delivering the ability to accurately predict customer intent and learn on the go—adjusting experiences in real time, down to the millisecond. Intent-driven personalization uses powerful algorithms to analyze billions of clicks and learn which combinations of personas and creative perform best for various marketing goals, and then apply this learning across campaigns, channels, and platforms, continually optimizing for your specific goals.

Delivering dynamic, creative content to a targeted audience creates better engagement, guiding consumers down the path to conversion. Here are four ways intent-driven personalization can help you reach your goals faster.



Intent Purchase, explore, offer seeking, share



Location City, DMA, Zip, Lat/Long



Persona Age, gender, income, interest, purchase behavior, etc.



Time of day Morning, afternoon, evening, night



Schedule Weedays, weekends, months, etc.



Weather Rainy, sunny, cloudy, hot, cold, dry, wet, windy, snowy, etc.



Device Desktop, smartphones (iPhones, Android, etc.), tablets, and smart TV



Segment Based on buying behaviors, interest, or any other custom segments

1. Optimize for Audiences, Segments, and Personas that Convert

Analyzing rich data helps you understand and accurately predict customer intent. When you understand who consumers are and what they want, you can identify and target the people who are more likely to purchase or purchase again. By analyzing billions of consumer clicks to identify patterns of behavior and using those patterns to create unique personas based on actual customer behavior rather than third-party data, which may not be meaningful, you can forge better target connections.

Predicting customer intent, including future needs, enables you to identify consumers who fit the bill for your product or campaign, making them more likely to purchase or purchase again. This means you can get the most out of your budget by directing spend at the consumers you're more likely to get a return on.

2. Optimize for Highest-Return Media

Once you've identified your audience, you need to engage them by meeting them where they are with content they'll respond to. Every consumer is different, and so is every customer journey. Analyzing customer behavior across multiple channels, platforms, and devices allows you to connect with your audience on the right channel, at the right time. Don't waste time and money on ads or channels your target audience is not likely to respond to.

To make meaningful connections, you need a powerful platform that can understand your audience and adjust on the go—applying what you learn from one channel to the next in real time, at scale. By understanding where people are in the customer journey, you can make the best use of multiple touchpoints and guide consumers down the path towards conversion.

3. Optimize for the Right Creative Combination

Purchasing is a very personal process, and the key to really connecting is in the details. Different people respond to different creative content, from typeface and language to color and images. If you can deliver dynamic content that really resonates, you can drive better engagement and better results.

Using the power of cognitive science, personalization makes it easy to design and deliver highly customized creative. The algorithm should continually adjust content based on consumer behavior and points of interaction. This dynamic combination of delivering the right content, on the right channel, to the right people, at the right time drives the highest engagement and ROI.



Who? Businessperson
Age: 45-50
Reason: Looking to switch
Income: 170k
Location: San Francisco
Interest: Comfort
Device: Mobile
Channel: In-app



Who? Professional
Age: 38
Reason: Upgrade
Income: 80k
Location: Charlotte
Interest: Deals
Device: Mobile
Channel: Website



Who? Graduate
Age: 18-24
Reason: Purchase a phone
Income: 30k
Location: Seattle
Interest: Browsing music
Device: Videos
Channel: Desktop website

Figure 2. Dynamic creative optimization makes it easy to deliver the right combination of creative, message, and offer for each unique persona.

4. Optimize to Meet Your Marketing and Business Goals, Faster

Another key advantage of personalization is the ability to optimize campaigns based on your marketing and business goals. A powerful platform that's able to ingest and analyze hundreds of thousands of online and offline events per second can also learn and adapt in real time, at scale. Optimize to specific marketing goals, such as minimum cost-per-acquisition (CPA) or maximum

return on ad spend (ROAS) for defined impression and budget goals.

And by tracking online and offline conversions (through the contact center and store), you can optimize for the business outcomes that matter most. With an automated platform that does all the work, you can respond to market and behavior changes down to the millisecond, keeping your campaign on track to help you reach your goals faster.


Target C-Stores	Top Shopper Personas	Shopper Personas Data
Retailer 1 	Shopper Persona 1  Shopper Persona 2  Shopper Persona 3 	Shopper Characteristics Location Age Gender Device Owned Browser Used Engagement Context Engagement Time Engagement Day Interest Ethnicity Creative Preferences Interest - Messages, Offers, Images, Engagement Intent - CTAs, Actions
Retailer 2 	Shopper Persona 1  Shopper Persona 2  Shopper Persona 3  Shopper Persona 4 	
Retailer 3 	Shopper Persona 1  Shopper Persona 2  Shopper Persona 3 	

Figure 3. Sales Conversion by Shopper Persona Data. Combine deep data analysis with automation for continual optimization across campaigns, channels, and platforms to meet your goals faster.



The Power of Personalization

Personalization is a great tool for understanding and predicting customer intent, identifying your target audience, and delivering dynamic, individual content in creative ways that improve engagement and increase results. When you're able to understand and adjust to customer behavior in real time, you can guide your prospects down the path to conversion and reach your business or financial goals faster.

While 68% of marketing firms cite personalization as a top priority, 53% lack the technology to personalize.¹ Manual strategies just can't compete. Intent-driven personalization uses the power of artificial intelligence and machine learning to help you optimize targeting, bidding, and budgets—in real time, and at scale. Deliver one-on-one personalized content by targeting the right people, at the right time, with the right content, and turn connections into conversions.

Contact [\[24\]7.ai](#) to learn more about [\[24\]7 Target](#), an AI-powered personalization.

1. Marketingprofs.com, How marketers can use technology to excel at personalization infographic, 2017

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

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