

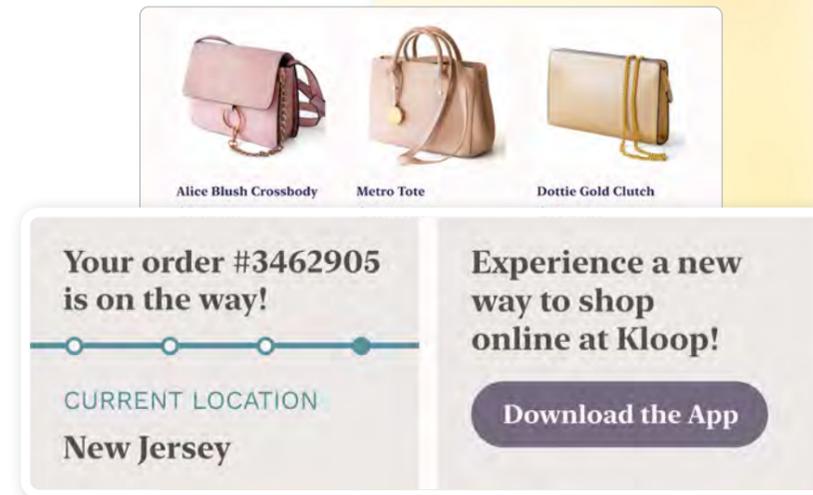
Relationship Marketer's Guide to *Real-Time Personalization*



Introduction

It's no secret at this point that dynamic content and real time personalization is an integral part of curating personalized experiences for your customers.

But when was the last time you evaluated your own dynamic content strategy? Thanks to a rapidly evolving marketing technology sphere, the technical capabilities of dynamic content today have risen far beyond what was the norm just several years ago. Combining this advanced tech with a centralized messaging platform, like [Marigold Engage](#) or [Engage+](#), is a winning recipe for truly connecting with your audience and creating habitual customers.



If your dynamic content isn't modernized, and your competitor's is, **you are risking customer acquisition and retention.**

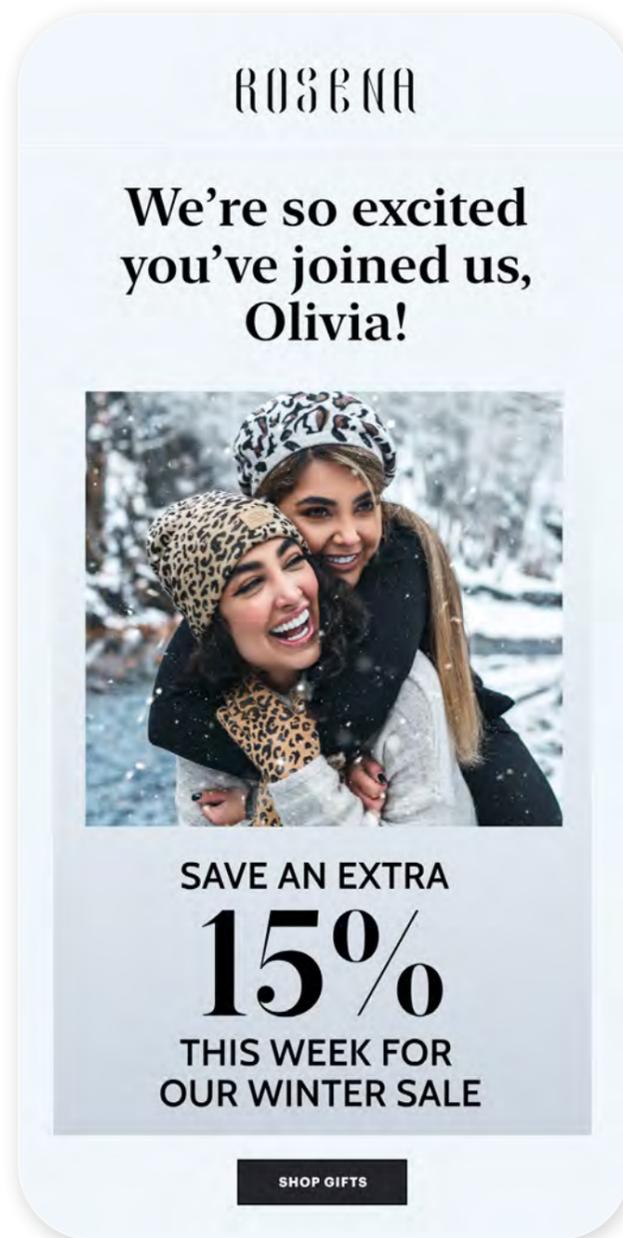
Just consider the following:

Which of these emails do you think your customers would be more inclined to purchase from?

And which more closely mirrors how your current marketing promotions look?

While the dynamic email example may look cumbersome to personalize at scale, the truth is that today's dynamic content technology enables you to create multiple content segments within the same template. Meaning, you can send one email to a list of 1,000,000 people with dozens of iterations all tailored to individual preferences, location, weather patterns, and other live variables – resulting in dramatic time and resource savings and emails that look like someone designed them specifically for each customer. It's personalization at its finest, delivered in the scalable way that email marketers have grown to know, love and depend on.

If you want to maximize efficiencies and allow your team to spend more time on strategy and innovation, modernizing your dynamic content is the way to do it.



Why Dynamic Content and Real-Time Personalization Works

It's your goal to ensure you continue to attract and resonate with your customers and consumers – and ultimately yield a significant percentage of sales from your campaigns.

Quite simply, dynamic content makes this easier. With the right tech, dynamic content fulfills the innate consumer desire for personalization and taps into the human psyche to inspire action. It also allows you to do more with less with your messaging efforts. You're already sending thousands, if not millions, of emails any given week. With dynamic content, you have unlimited potential for the ways you can increase personalization, scarcity and conversions.



PERSONALIZED MESSAGING

Perhaps the most easily distinguishable benefit of integrating dynamic content is the personalization it enables you to provide.

Personalization has become a tactical strategy – insert a few fields like the consumer's name and location, and you think that you've checked the personalization box, but make no mistake, that's not true personalization. Dynamic content is among the greatest vehicles for delivering true personalization because it is configured to harness the enormous amount of data you have and spin it up into an email campaign that is enticing, targeted and offers the consumer something they didn't realize they even needed. You need to know your customers and cater to them on an individual level – high-quality dynamic content delivers this by accounting for customer data, behavior and characteristics in real time, providing a truly unique experience for each recipient. All with the same amount of effort as a standard email campaign.



FOMO

Fear of missing out is a psychological trigger dynamic content expertly employs.

Leveraging technical features like live countdown timers and time-sensitive offer codes can ignite a sense of urgency in your audience, prompting them to take action at the prospect of a fleeting opportunity. The more scarcity and urgency you can create among your customers, the more conversions and sales you'll see from each and every campaign. People don't like to miss out on a deal. Why not double down and use this to your advantage?



LOYALTY ENABLEMENT

Advancing loyalty efforts is among the top priorities at a time when we, as marketers, are feeling the pressure from boards and shareholders to increase customer retention.

The advanced technical capabilities of dynamic content make it a key asset in the interwebbing of loyalty programs and consumer psychology, namely the Goal Gradient Effect.

The Goal Gradient Effect is a psychological phenomenon positing that people become more motivated as they get closer to completing a task or reaching an objective. Consider a loyalty program that reveals to customers their progress, whether that be points accumulation or customer tier status. As they approach a reward threshold or new customer tier, their inclination to make additional purchases increases, in pursuit of that new benefit or milestone. Dynamic content's role is to clearly illustrate customer loyalty progression and consequently drive action, achievable with technical capabilities like API-integrated loyalty point charts and progress bars, real-time loyalty tier updates, and personalized offers and rewards based upon previous engagements with your brand.

Leveraging Your Messaging For LITTLE L LOYALTY

If you lack a Big L Loyalty program, you can lean into **Little L Loyalty** by doing more with messaging. Consider the following:

- **Facilitate customer journeys** with triggers built in to send emails and promotions once someone has hit a threshold you define. For example, after their third purchase in 60 days, you offer a discount code with an expiration date.
- **Encourage customers to tag you** in their outfits or food pictures on social media for a chance to be featured on your page.
- **Create a workflow trigger** that acknowledges a customer once they write a review, and reward them with a discount code or other incentive.

These might require some more integration and workflow building, but they will transform your engagement and revenue without having to invest in Big L Loyalty until you're ready to do so.



Dynamic Content Capabilities

Retroactive editing

If you send your customers a promotional email with information you later discover to be inaccurate or outdated, how do you rectify the mistake? For many, the solution is to follow up with an update alerting customers of new information. This can be frustrating and confusing for customers, and a drain on your own team's time, resources and morale.

Fortunately, you can utilize dynamic content for a workaround – which is what we like to call *integrated web scraping*. It works by facilitating a link between your email content and a given webpage. As you edit the content on your page (whether it be newly featured products, availability or service rates), your email will auto-populate the changes, ensuring that recipients receive the most up-to-date email at the moment they open it. Gone are the days where you're waking up late at night worrying about typos, incorrect content and all the other things that could go wrong. Refreshing, right?

Watch:
Today's Top Stories

Events Nearby:

Last chance!
Immersive Van Gogh Exhibit New York
Pier 36 - Brooklyn, NY
[ADD TO CALENDAR](#)

Oct 4 Lights on Festival
Barclays Center - Brooklyn, NY
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Oct 5 American Utopia
St. James Theatre - New York, NY
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Oct 5 Jim Gaffigan
Radio City Music Hall - New York, NY
[ADD TO CALENDAR](#)

Integrated Content

Continuing the trend of ensuring timely, relevant messaging, content integrations have changed the game of what it means to deliver personalization.

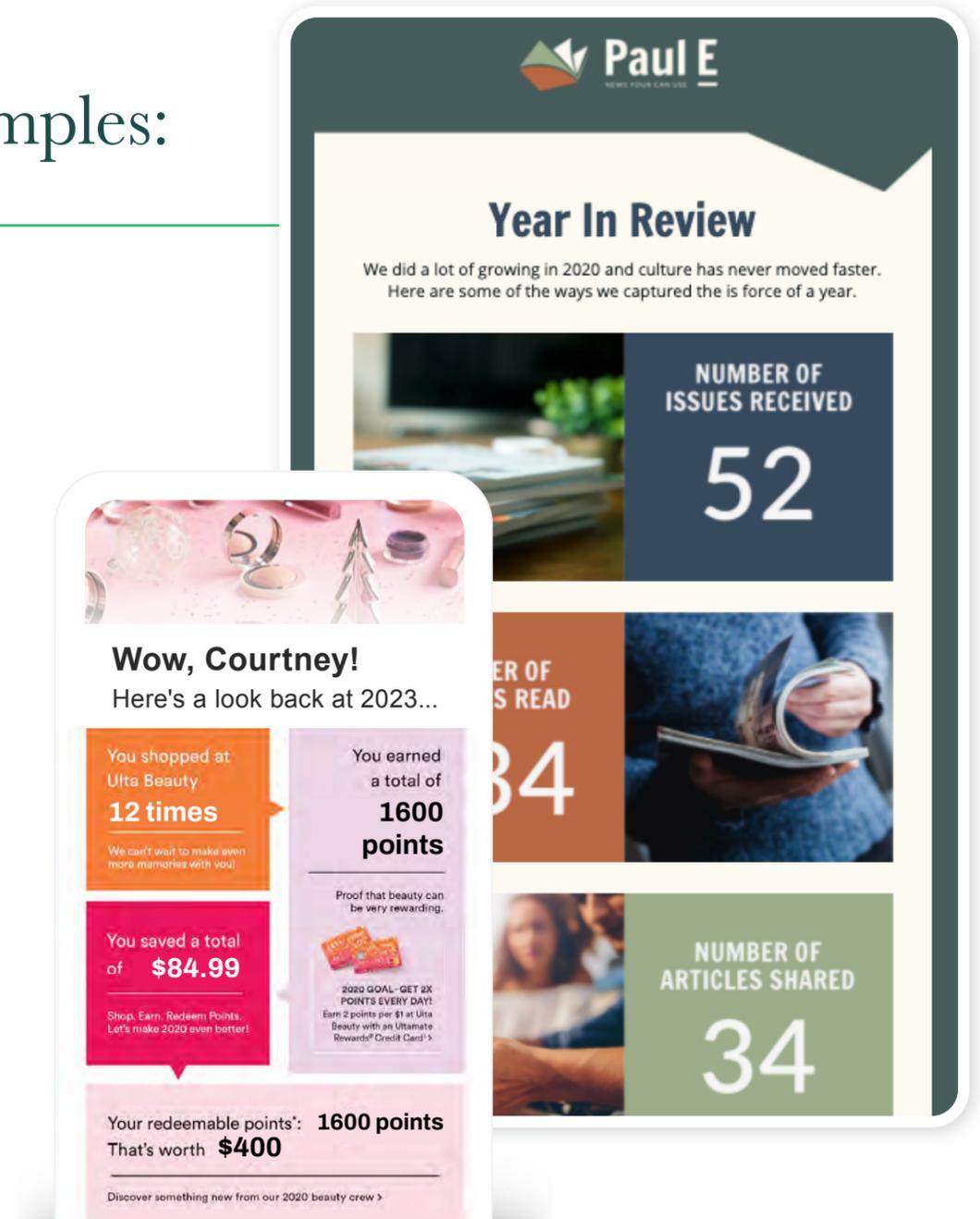
They are often the heart of what we think of when “dynamic content” is discussed – hyper-relevant content blocks, continuously updated with new data, accompanied by copy and animations unique to an individual recipient.

Consider the following examples:

▶ ANIMATED CHARTS

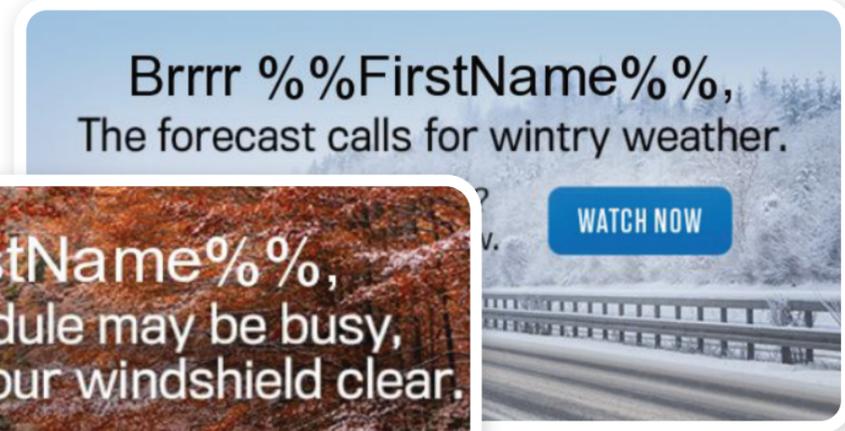
An ideal complement to loyalty program messaging, animated charts populated with real-time data can illustrate to customers their current loyalty points, savings-to-date, and distance from new loyalty tiers.

They can provide the extra push for customers who are close to reaching new rewards (remember the Goal Gradient Effect!) while reassuring customers that you acknowledge and value their loyalty.



WEATHER AND FORECASTS

Weather conditions may not seem like the sexiest content block in the world, but don't underestimate its effect on the subconscious. For travel and hospitality marketing, including localized weather conditions can be the boost prospects need to escape their freezing (or sweltering) climate. For retailers, including local forecasts in your messaging (especially when seasons are changing) is perfect for nudging customers to explore new seasonal collections. Restaurants know weather can have a big impact on if people want to go out to eat or order in, and also impact what food they might be in the mood for. The opportunities are endless to leverage climate trends to reach audiences with offers that directly align with what is happening when they walk out of their front door and decide to shop, eat, travel, work out, or whatever else their hearts desire.

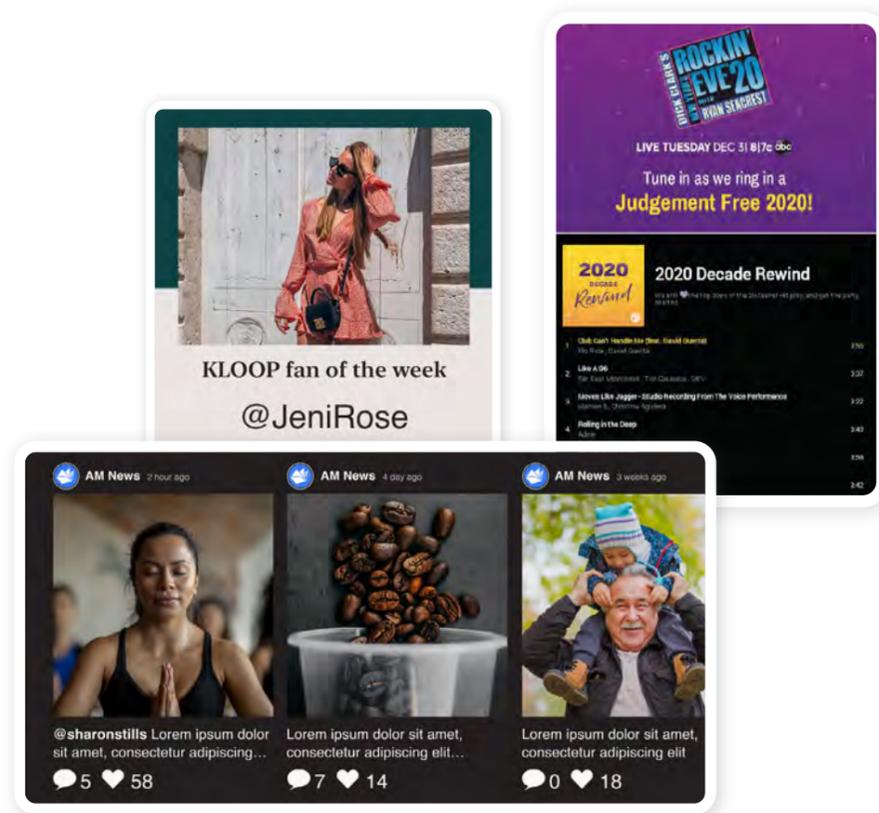


Oh the weather
outside is frightful

28°F
TODAY IN SOMERVILLE, MA

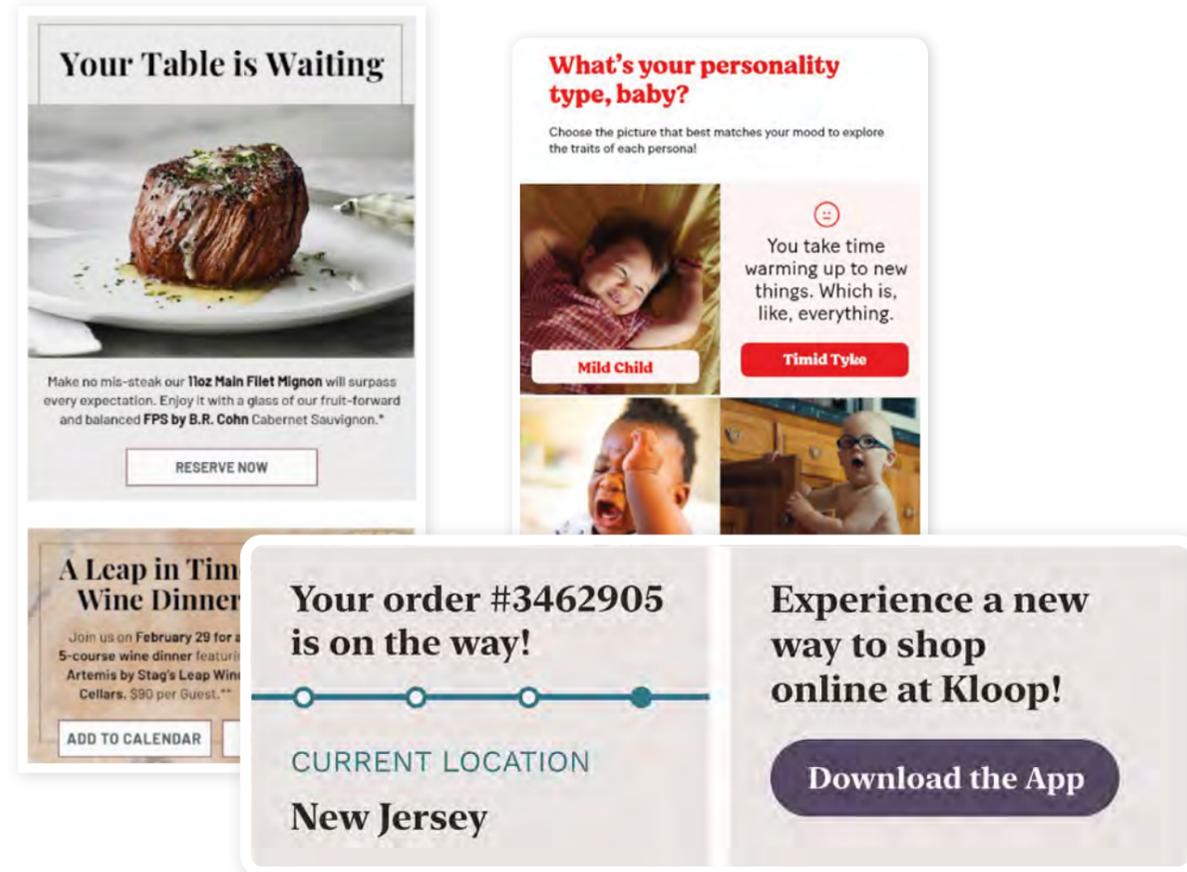
Shop boots
from* \$19.99

SHOP NOW



→ SOCIAL FEEDS

Rather than promoting still-shots or individual posts from your social media pages, integrate your live social feeds, curated based upon the topic of your message, directly into your email content. No matter the time customers open the email, they'll see your latest relevant posts – a win for timeliness. And if you're featuring customers or influencers in your social media posts – they'll have their time to shine since everything is always up-to-date.



→ OTHER APIS

The possibilities are incredibly vast for API integrations. [Marigold LiveContent by Liveclicker](#), for example, has a dedicated “LiveFeed” feature that enables you to call any internal or third-party API to populate email content – you can even pull from your own in-house RSS, XML and JSON data feeds. For uber tech-savvy marketers and operations team members, these features can harness data and leverage it in email campaigns like never before. For marketers interested in integrations but don't know where to start, Marigold has a [strategic services and customer success team](#) that can make your vision a reality.

Optimized Offers & Promotions

We know that people are motivated by financial incentives. But in an era where consumers are inundated with discount codes and percent-off sales, the challenge lies in assembling and marketing offers in a way that elicits consumer attention. Too many offers that never expire can have the opposite effect – the customer always thinks they can get a discount and might put the purchase on the back burner.

Dynamic content can help with the injection of personalization and urgency into otherwise monotonous offers and promotions.



Triggered discounts when a customer interacts with a particular product or service will increase relevance.



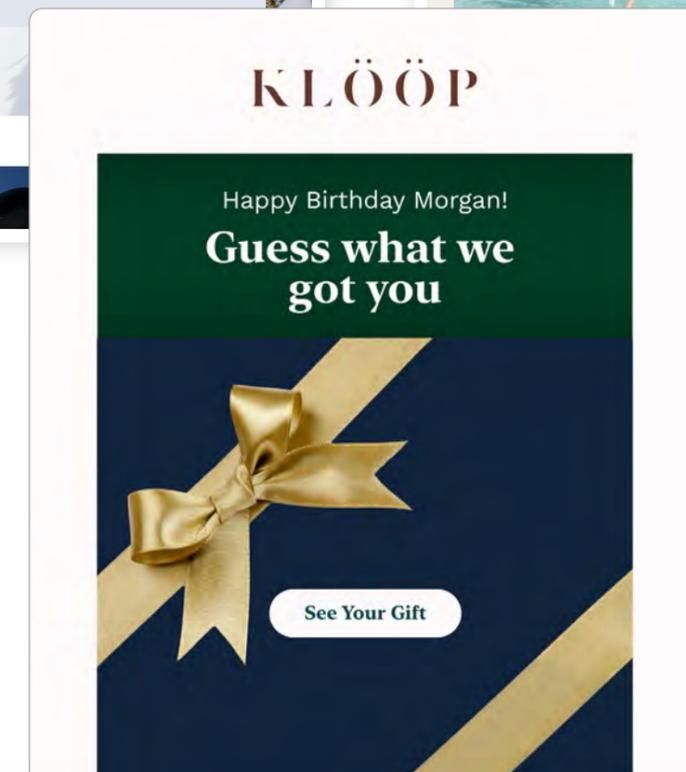
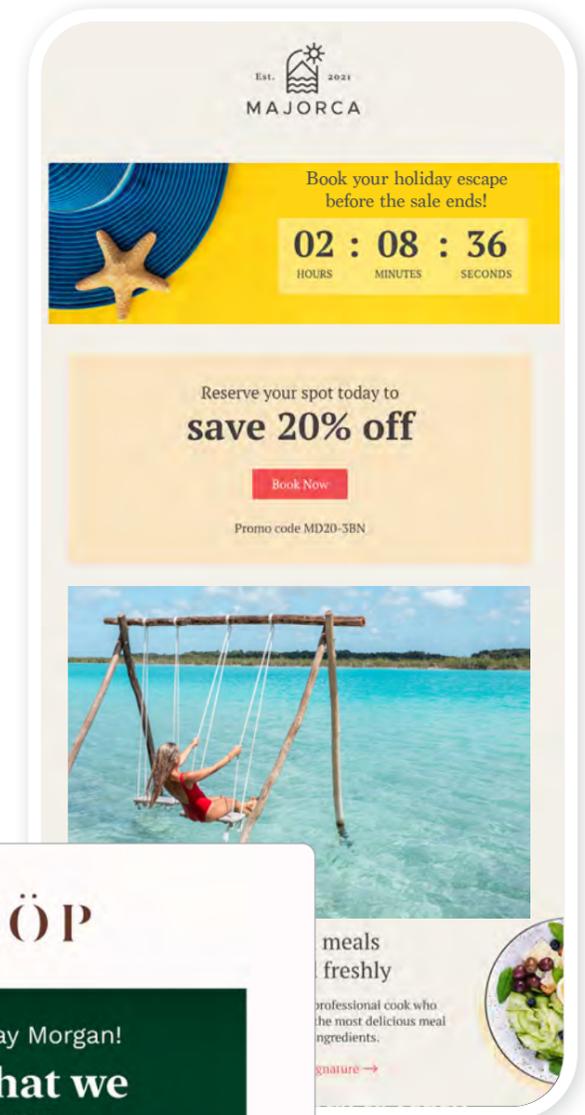
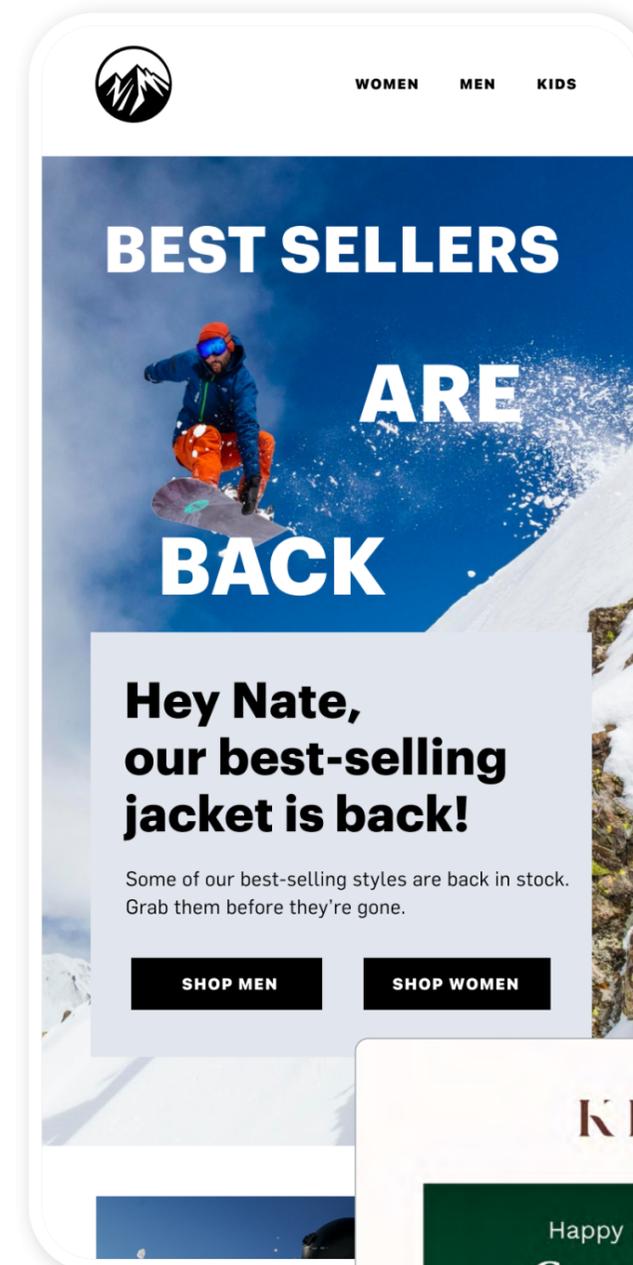
Live countdown timers accompanying an offer will heighten the recipient's sense of urgency.



Interactive elements like click-to-reveal and scratch-off offers will increase engagement and help to gamify experiences.



Inventory alerts when supplies are running low for a product or service customers have shown interest in will inspire action.



Wrap Up

Effectively leveraging dynamic content translates into improved messaging for your audience, and more time to focus on strategic initiatives for your marketing team.

Ready to optimize your messaging and scale your marketing efforts? Interested in adding a real-time data solution to your portfolio?

Find out more about how our solutions can help you at [MeetMarigold.com](https://www.meetmarigold.com)



Where *relationships* take root.

Marigold's approach to relationship marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

