



How to create personalized moments that captivate and convert

BEST PRACTICE GUIDE



Introduction

To stand out in today's noisy, highly competitive landscape, marketers must go above and beyond to captivate and convert customers.

Moments-based marketing – which focuses on creating meaningful interactions with customers in real time – is essential for optimizing the customer experience. Implementing a moments-based marketing strategy improves your overall customer engagement and drives higher conversion rates. At the heart of this strategy lies dynamic personalization and adaptive messaging.



What is dynamic personalization?

Dynamic personalization refers to digital content that is tailored to the individual. This can be based on a variety of factors including demographics, browsing behavior, and personal preferences. It is a targeted approach that improves relevancy, ultimately creating more memorable experiences for every customer.

What is adaptive messaging?

Adaptive messaging is another customer-centric marketing approach that focuses on delivering highly relevant, personalized content on the best channel, at the optimal time for the user. It requires real-time data and customer insights to create tailor-made messages that directly address customers' needs in the moment.



Mastering moments-based marketing

Together, dynamic personalization and adaptive messaging enable you to build stronger, longer-lasting relationships with your customers. By capitalizing on real-time opportunities and delivering highly relevant experiences you will not only effectively engage your audience, you will inspire more action than you ever thought possible.



**Crafting personalized
content tailored to
customers**

Understanding your customers

Before you can create personalized marketing moments, you need to understand your customers' needs. The best way to do this is to build a comprehensive profile of your customers.

These profiles – or customer personas – help you understand the diverse perspectives, needs, and desires of your audience. You can start building them from your very first interaction with a customer. Collecting zero-party data like name, city, and job title can be done at the point of subscription to your email newsletters or account registration. First-party data should be collected as customers interact with your brand. Web browsing behavior and unique email clicks will give you richer insight into what they're interested in and what inspires action.

These insights are invaluable when crafting personalized messages.





Smarter segmentation with eRFM, SCV, and predictive analytics

Tools like eRFM create key customer segments for you to target based on their engagement levels and the recency and frequency of their interaction with your brand. Similarly, single customer view (SCV) can help you identify your ideal customer profile and create lookalike segments. Predictive analytics can also be used to group customers based on their churn probability rate, or most likely next purchase date.

Using smart, AI-powered segmentation tactics like these is a cornerstone in delivering relevant and dynamic personalization. They enable you to create seamless experiences that resonate on every channel.

Dynamic content across email, web, and more

Dynamic content is content that changes based on the behavior, preferences, interests, or segments of your customer. It can be added to emails and webpages to create unique experiences, totally customized to the user.

One of the most common forms of dynamic content is product recommendations. These AI-powered block display catalog items based on customers' shopping and browsing behavior to uplift emails and product pages to make them feel extra special to the viewer.

Dynamic content is generated in real time, which means the experience adapts and updates every time a customer returns to your site or email. Things like the weather, date, and time can all be pulled in to engage and convert customers.

Adaptive messaging for powerful customer engagement

The importance of agility in marketing

Being agile is a vital part of marketing. Customer behavior changes so frequently marketers must always be ready to adapt to new channels and messages that will engage their audience. And it's not just you, your marketing tech needs to be adaptive too.

A cross-channel automation platform allows you to create seamless customer journeys. This is vital for delivering dynamic, personalized experiences across all your channels. It's these consistent and engaging experiences that drive conversions and long-term loyalty among your customers.





Leveraging data insights

The key to powerful engagement is your ability to identify the right moments to interact with your customers. The best way to do this is to map out your customer journey and apply insights leveraged from your marketing platform. These insights should include user behavior, preferences, and real-time interactions.

You need to have a list of actions associated with each essential moment or touchpoint in your customer journey. This will help you identify the actions and triggers you need to automate to guarantee timely and highly relevant messages are landing at the right time.

Cross-channel automation

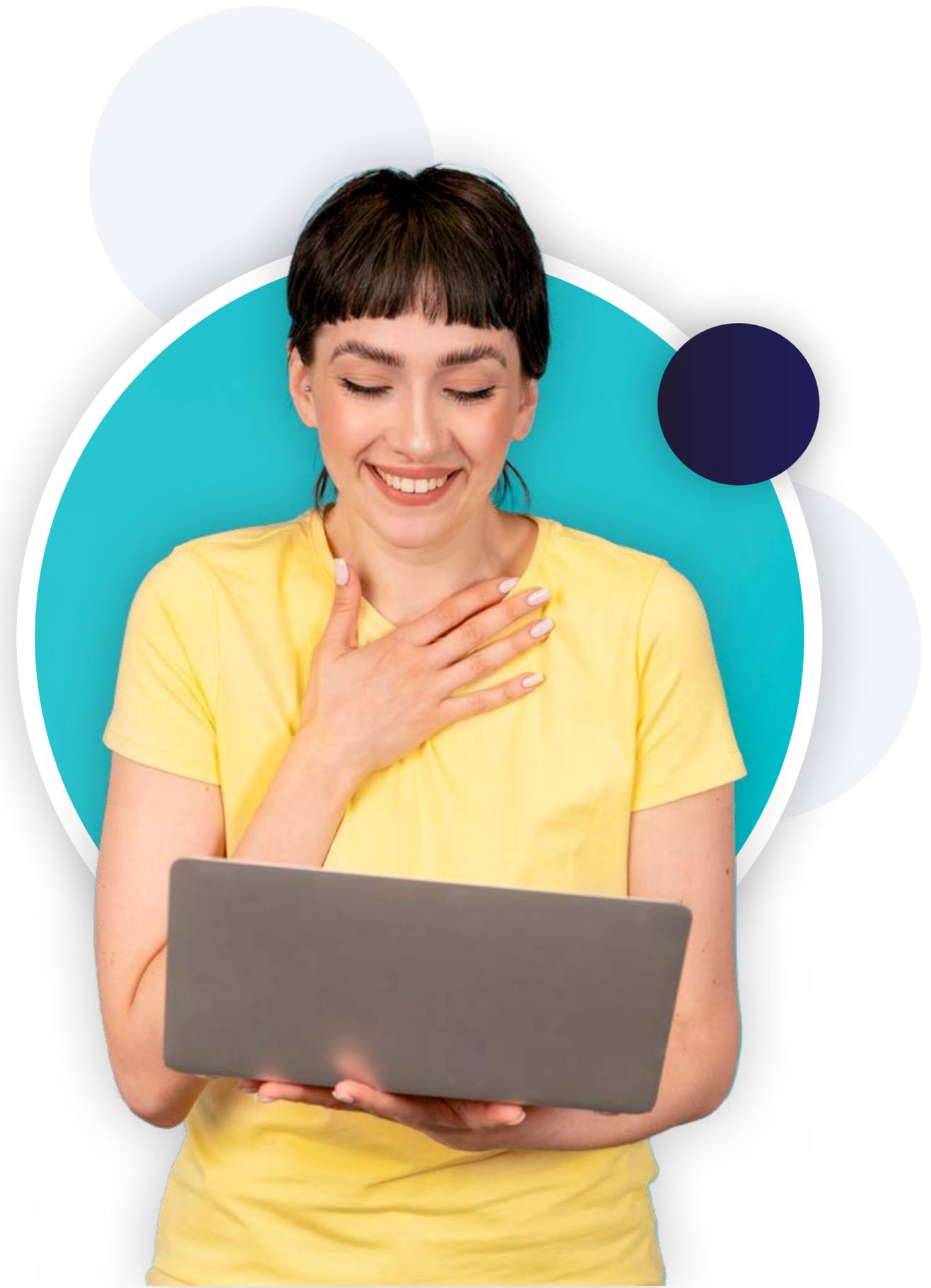
The channels customers use change frequently throughout their journey. An initial website visit will progress into a follow on your social channels which might inspire an app download or a subscription to your SMS marketing. That's why the importance of cross-channel marketing cannot be underestimated. The customer journey isn't one dimensional so your marketing shouldn't be either.

When building out the automations that will deliver your moment-based marketing messages, you need to pay close attention to the channels your customers are using. Some customers might react better to an automated message on a non-traditional channel like SMS. This helps cut through the noise and land your messages directed in the customers hand. On the other hand, those who have chosen email as their preferred channel may only and always respond to email messages. Testing is essential.

Personalized messaging

Moment-based marketing is personalized in its nature. Triggered marketing only reaches customers after they have taken an action. But don't forget the ways you can take your message further. Being as useful as possible is key to captivating and converting customers.

Layering dynamic personalization into your abandoned cart emails, exit intent web popovers, and back-in-stock push notifications will give your marketing the ultimate uplift you need to smash your marketing goals.





Embracing the future of moments-based marketing with dynamic personalization and adaptive messaging

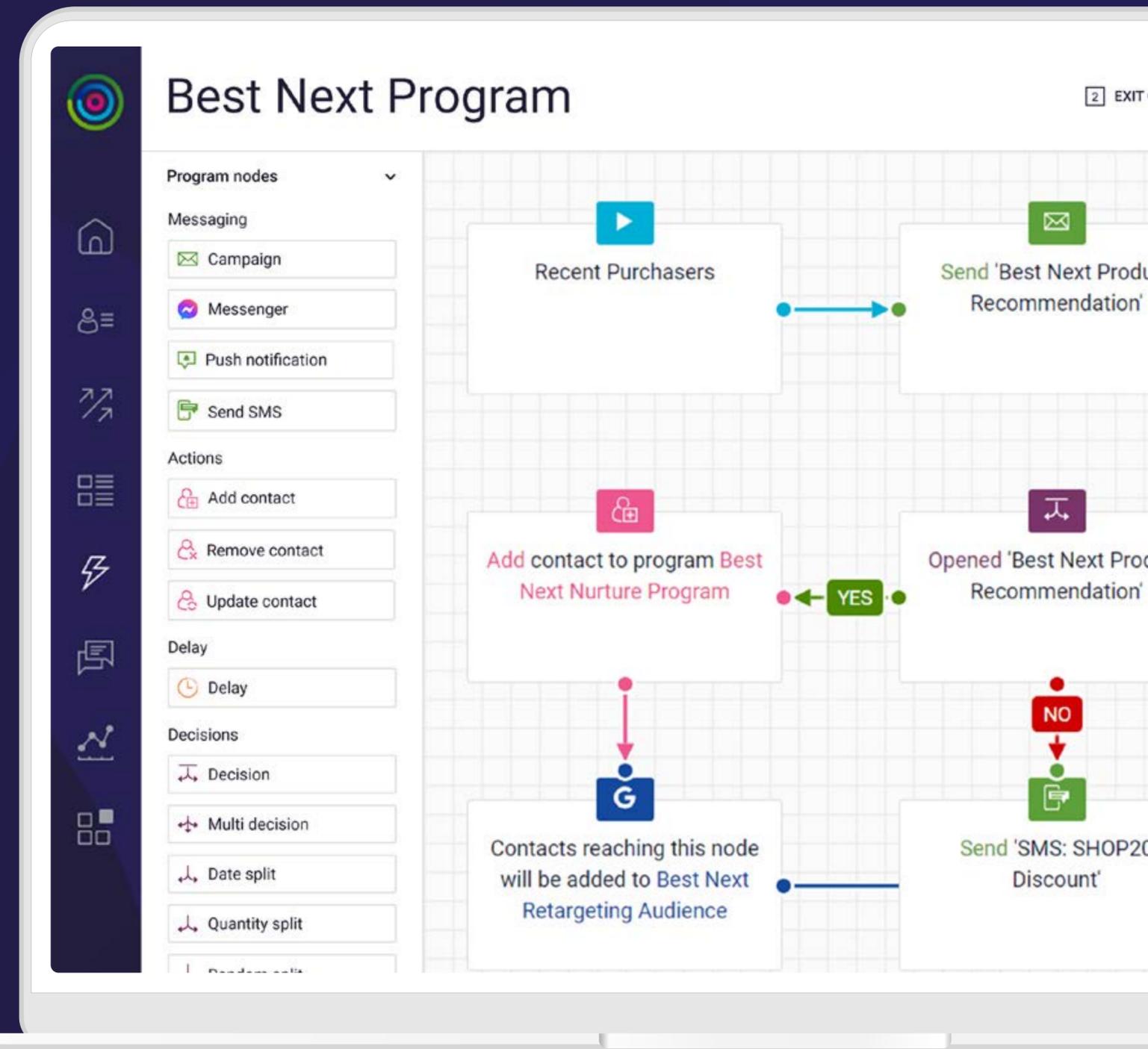
Dynamic personalization and adaptive messaging are at the core of successful moments-based marketing. Together they create a seamless, consistent, and impactful customer journey across multiple touchpoints. In turn, these highly targeted, relevant, and personalized experiences engage customers on an individual level, ensuring you stand out in a crowded market.

The key to success is not only creating relevant content but also delivering it through the right channels and at the most opportune moments. Doing so will help you unlock new opportunities for customer engagement and growth. Ultimately, this will help you build strong, lasting relationships with your customers, drive higher conversions, and hit all your marketing goals.

Transform your marketing strategy

Unlock the true potential of moment-based marketing by watching our Dotdigital demo. Discover unparalleled marketing success and elevate your customer engagement today.

Watch a quick demo





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