



# Web Personalization

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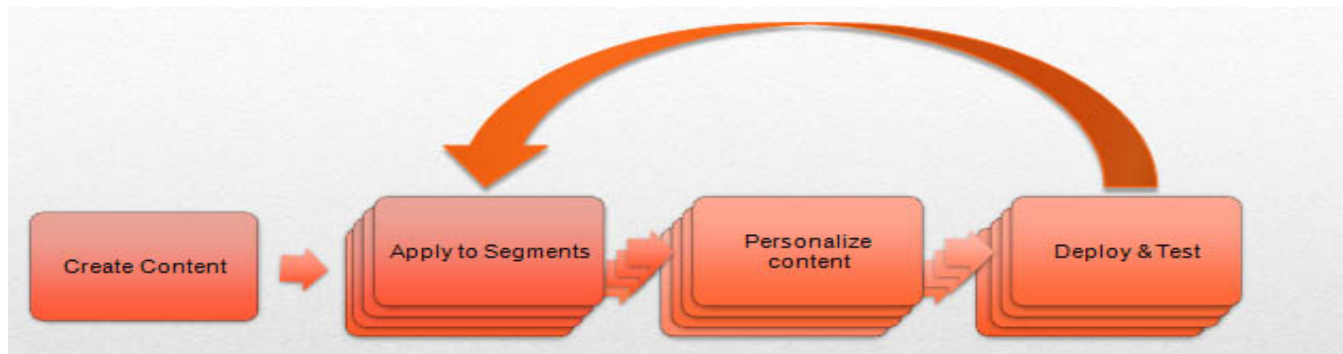
# What is Web Personalization

- Tailoring the presentation of a website's content to match a specific user's instructions or preferences. This custom tailoring is accomplished either by the user choosing from a menu of available alternatives or by tracking his or her behavior (such as which pages are accessed and how often)



# Behavioral Targeting and Personalization

Behavioral Targeting is used to target visitors based upon their online behavior, such as category and product navigation, search keywords, and data entries in forms. This information is often ignored on websites today, yet can be highly predictive to drive offers and other content to website visitors.



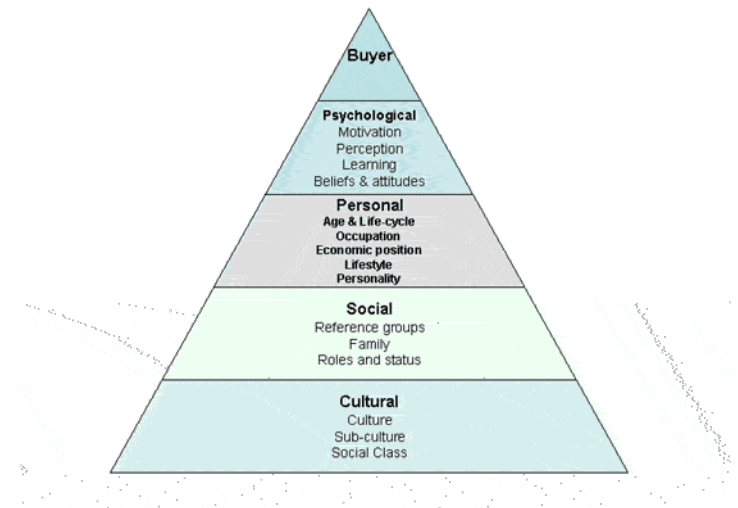
# Adding other customer information

- Adding other customer information about the visitor, such as products owned, propensity, or customer segment, can enable an even more personalized experience.



# With Behavioral Targeting

- With Behavioral Targeting, an online visitor profile is created that includes the visitor's current and past behavior. This profile may be used for segment targeting using rules or automated predictive campaigns.



# A visitor profile

- A visitor profile would include online behavior such as:
- Visitor Activity – e.g. recency or frequency to the website, current or past conversion actions
- Entry Criteria – e.g. ad campaign, search provider, search keywords, date and time
- Session Behavior – e.g. last navigation clicks, page views, form input, site search keywords
- Environmental Criteria – e.g. IP address, geo location, mobile device, browser type, OS
- Customer History – e.g. customer propensity or next best product, customer value, products held, customer segment

# Predictive Behavioral Targeting

- The next stage of sophistication is using predictive campaigns to predict the right content to present to each individual visitor (as opposed to a persona or segment) that will yield the highest conversion rate. Predictive campaigns rely on a mathematical model that **learns over time and dynamically adjusts** to optimize results.



# Tools:

## Web analytics as solution

- BT Buckets
- Personyze
- WebTrends
- Omniture
- Coremetrics





# Product Recommendation Engines

- Recommendation engines are best known for using the wisdom of the crowd to determine which products to recommend to a visitor. Item affinity, an approach made popular by Amazon, identifies items to present to a visitor based upon models such as, “visitors who viewed this bought that” or “visitors who bought this also bought that.” These recommendation engine models can be applied to websites to increase engagement and result in higher conversion rates, cart sizes, and order sizes.



# Independent personalization engines

- Magiq dynamic personalization software
- Convert Marketing Optimization Platform
- Ecommerce recommendation engine
- WP Greet Box Many WordPress blogging users use this personalization plug-in to deliver a welcome message to first time users depending on their referrers.



# Personalization of customer service

- eStara from atg eStara Click to Call and Click to Chat engage visitors proactively and selectively offer them the opportunity to contact a live agent from any page on any Web site, whether powered by the ATG platform or not.



# E-Commerce Personalization Software as Service (SaaS)

- The final category we review here is specifically for E-Commerce merchandising giving automated product placements using aggregated behavioral data (those that viewed this, also viewed that) and personal recommendations (you previously bought this and might like that).

A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly triangular shape, with "Thank You" being the largest and most prominent. Other languages include Spanish, French, Italian, Arabic, Hindi, and others. The words are in various orientations and sizes, creating a dense and colorful visual.

Thank You  
Merci  
Gracias  
Arigato  
Dankscheen  
Echaristo  
Yaqhanyelay  
suksama  
Mehrbani  
Mashukuri  
Tashakkur  
bolzin  
Maako  
gozalmashita  
atq  
Shukuria  
Paldies  
Tingki  
Komapsumrida  
Shukria  
Biyangrazie  
Juspaxar