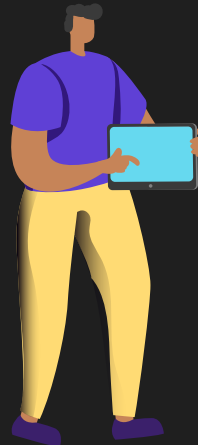




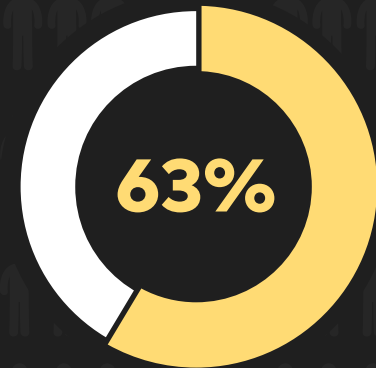
Navigating the Road to Personalization



Personalization requires more than the right technology stack

Creating a personalized experience for customers can drive tremendous value for digital marketing, but many organizations struggle to execute data-driven personalization initiatives. Why?

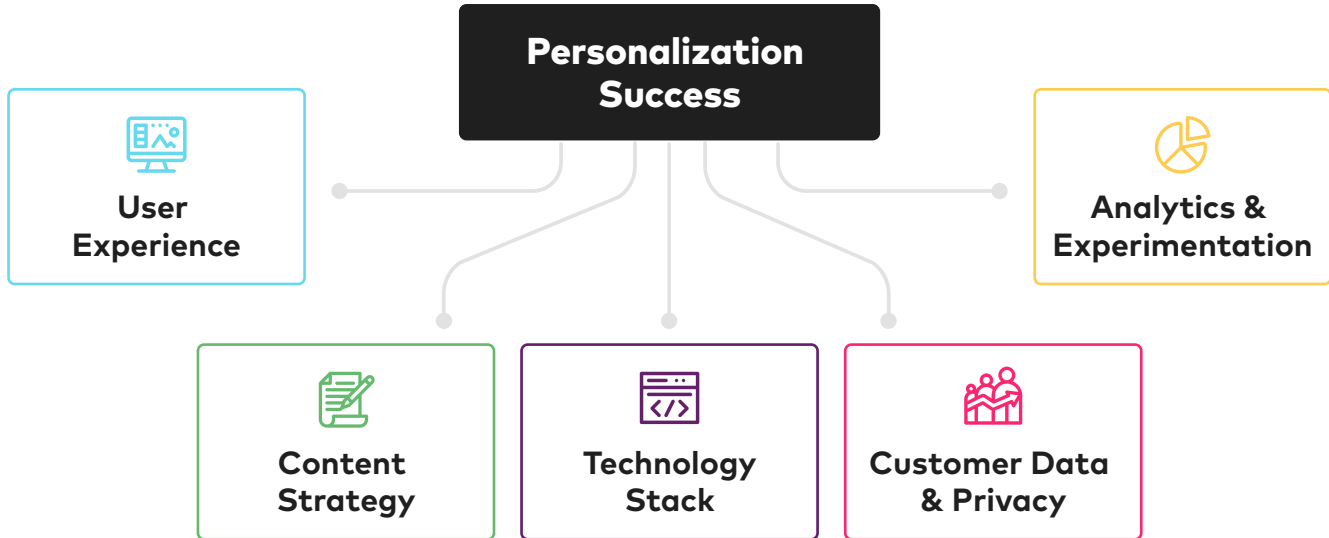
Many digital marketers treat personalization as a technology initiative, when in reality what personalization engine you use is only one part of the road to success.



63% of marketers say that data-driven personalization is the most difficult online tactic to execute

Source: [Emarketer.com](https://www.emarketer.com)

Personalization requires successful collaboration across different business areas

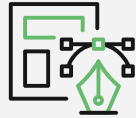


A Team of Digital Experience Navigators

FFW can help guide you to personalization success. We combine expertise across a variety of disciplines to partner with organizations on driving value from your personalization technology and initiatives.



**Digital
Strategy**



**Experience
Design**



**Data &
Insights**



**Platform
Development**



**Support &
Training**

Personalization 20/20: Bringing Clarity to the Road Ahead



1. Build Understanding

What is your business case for personalization?

Clearly articulating how a personalization strategy will support your digital marketing objectives will help you gain internal alignment.



2. Create a Roadmap

How will you plan for personalization success?

Achieve personalization readiness through planning around five business areas:

- User Experience
- Content Strategy
- Customer Data
- Tech Stack
- Experimentation



3. Gain Velocity

What will your first personalization campaigns be?

Think big but start small. Use learnings from an initial personalization pilot to inform your initial campaigns.



4. Drive Engagement

How will you deliver the right content to the right user at the right time?

Target simple changes to messaging and photography based on the user's browsing history and other available customer data.



5. Ongoing Optimization

How do you build a practice of continuous experimentation and personalization?

Establish an evidence-based process for optimizing the user experience through iterative, targeted experimentation.



About Us

FFW is a digital agency focused on creating digital experience platforms that ensure our clients' success, always moving forward at the speed of digital innovation.

Since 2000, the world's largest brands have relied on us to build accessible, creative, and user-friendly digital solutions that deliver results. We are more than 375+ people across 10 countries, with a track record of over 2,000 digital solutions delivered.

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