Content Personalisation at Scale

objective

Maggie Petrova
20th September

Microsoft Partner
Microsoft
Gold Application Development
Gold Data Analytics
Gold Application Integration

objective

Data Is The New Oil

Customer data

Content data

Web behavioural data

Email data

objective

The Importance Of Content

7

is the average number of assets viewed or downloaded before making a purchasing decision

70%

of marketers say they will create more content in 2018 vs 2017

60-70%

of the content produced by marketing departments today sits unused

- IDG 2017 Customer Engagement Research
- 2017 Benchmarks, Budgets and Trend – North America 2017, Content Marketing Institute
- 2014 SiriusDecisions

objective

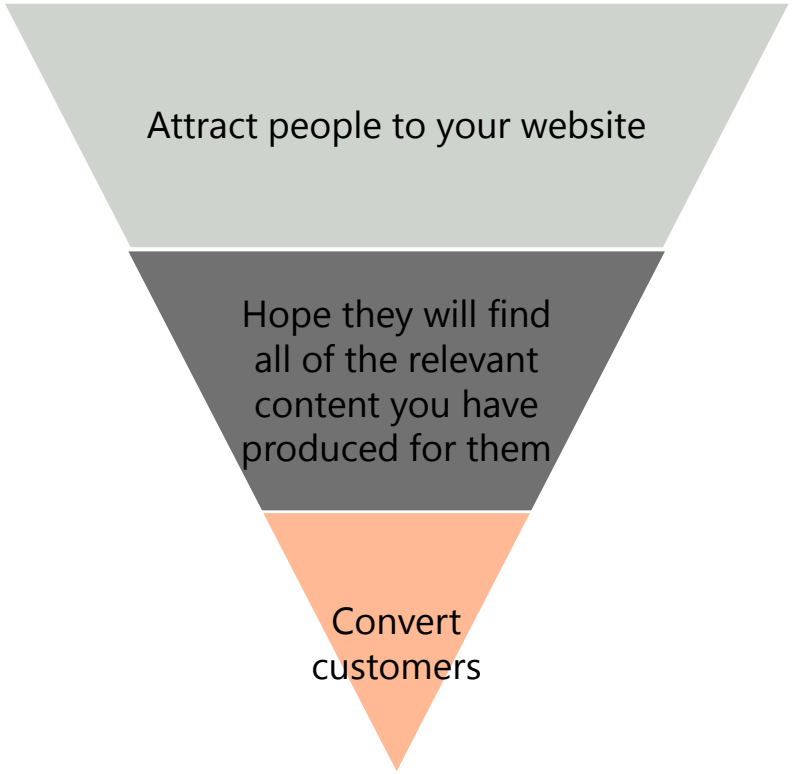
The Message

CONTENT MARKETING IS NOT ABOUT CREATING CONTENT – IT IS ABOUT PROMOTING CONTENT!

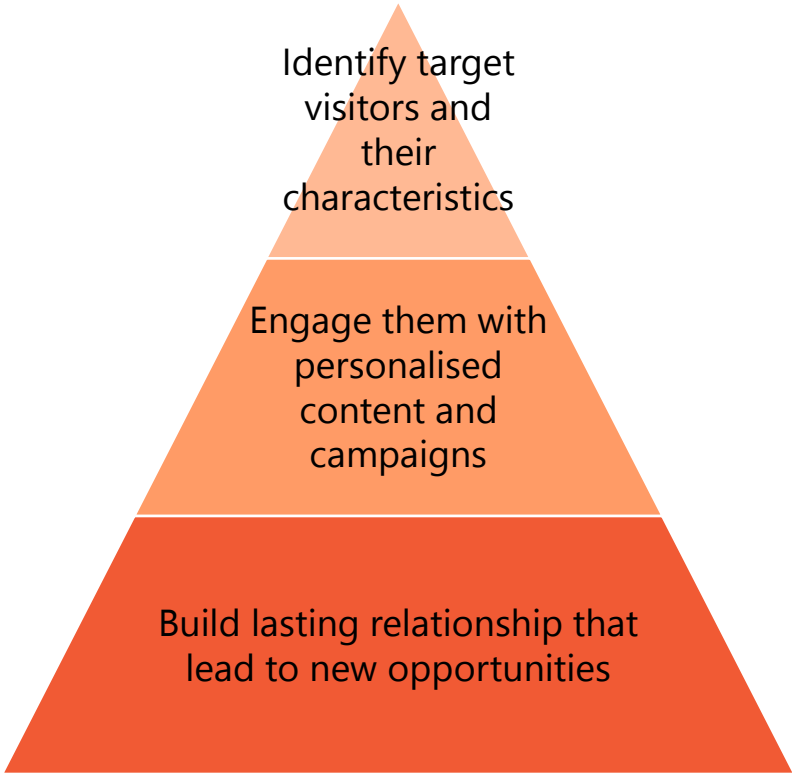
objective

Content Personalisation

Traditional approach

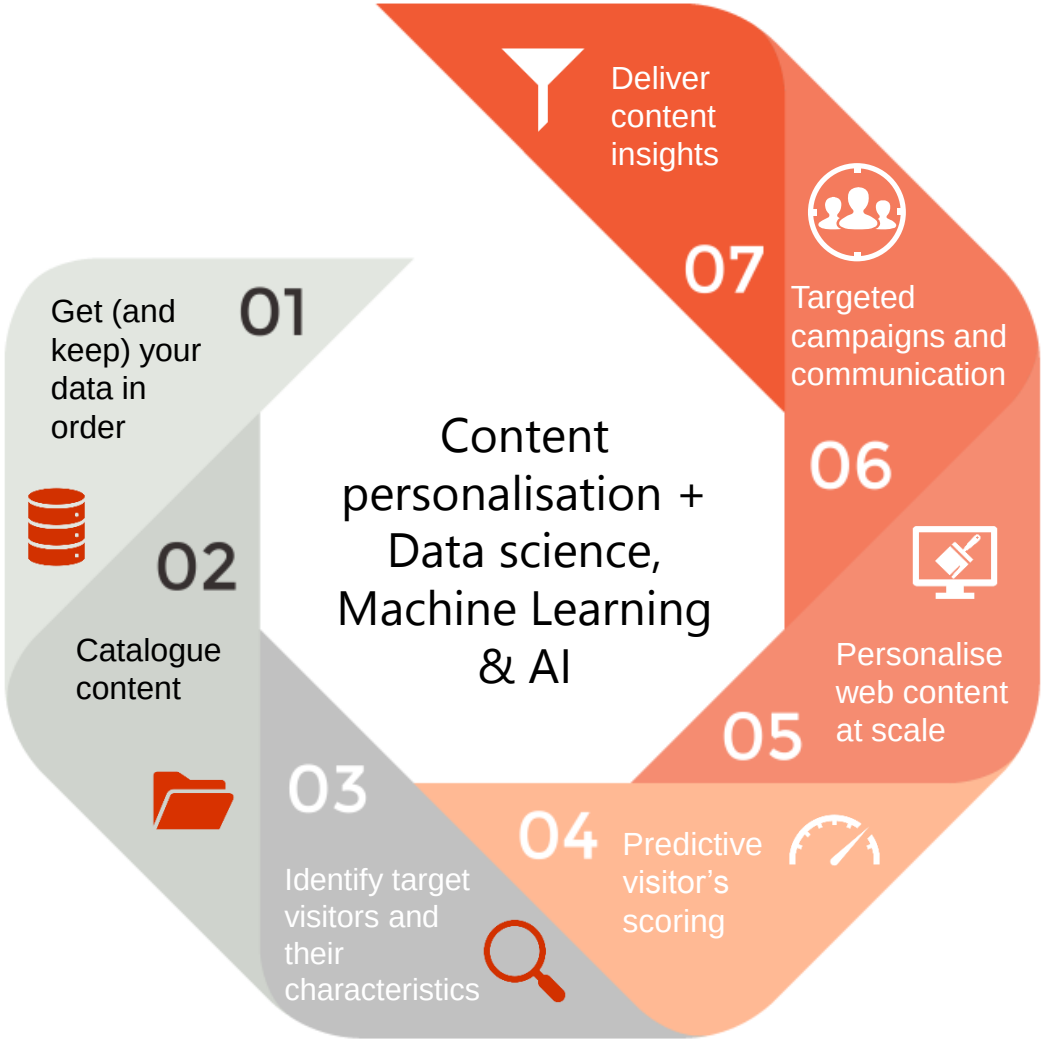


Content personalisation approach



objective

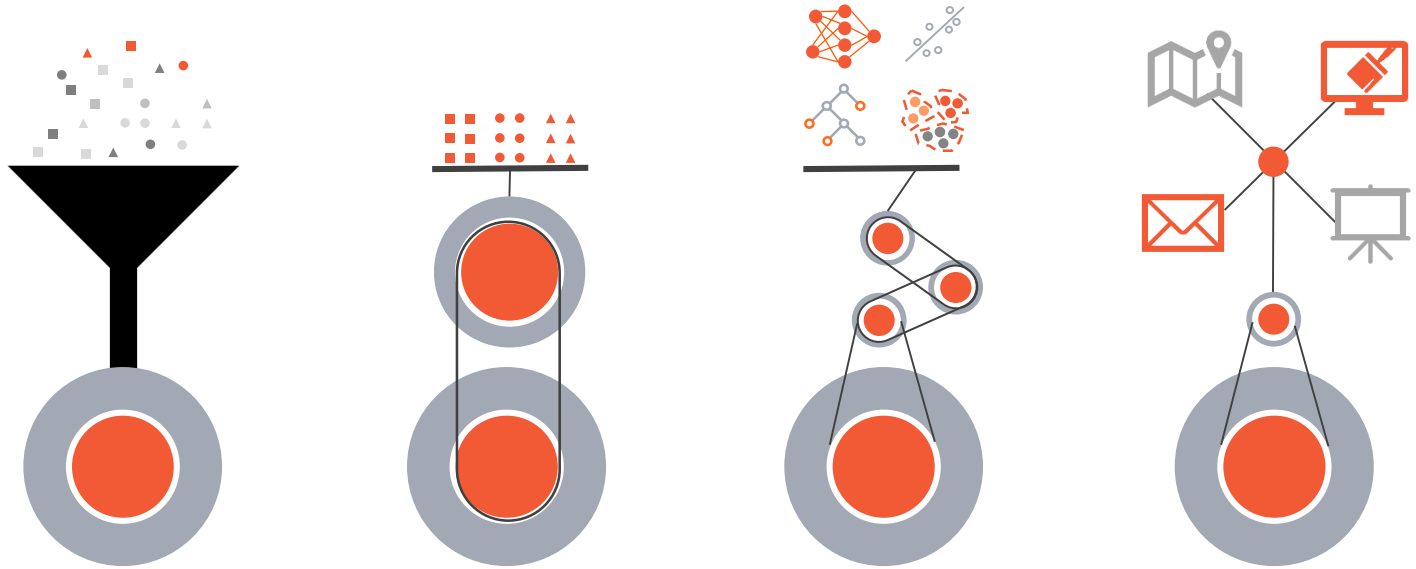
Content Personalisation + Data Analytics



objective

Get (And Keep) Your Data In Order

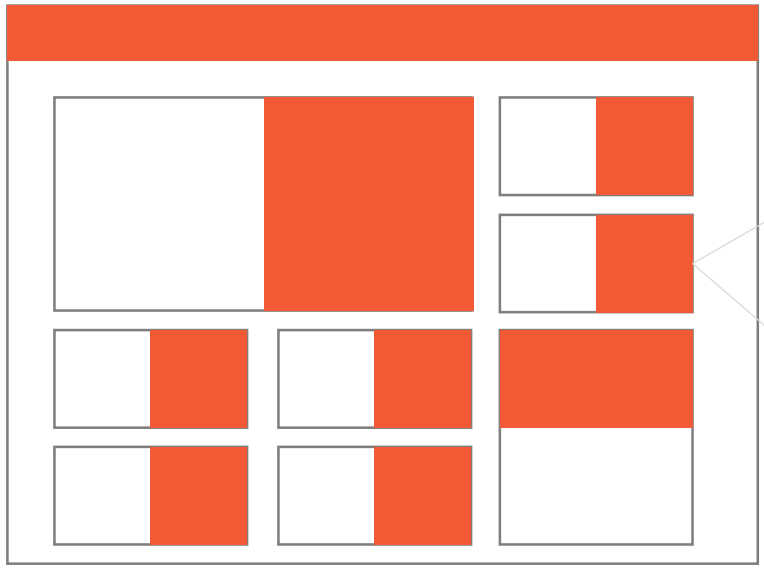
- Data infrastructure
- Data sources
- Data tidying

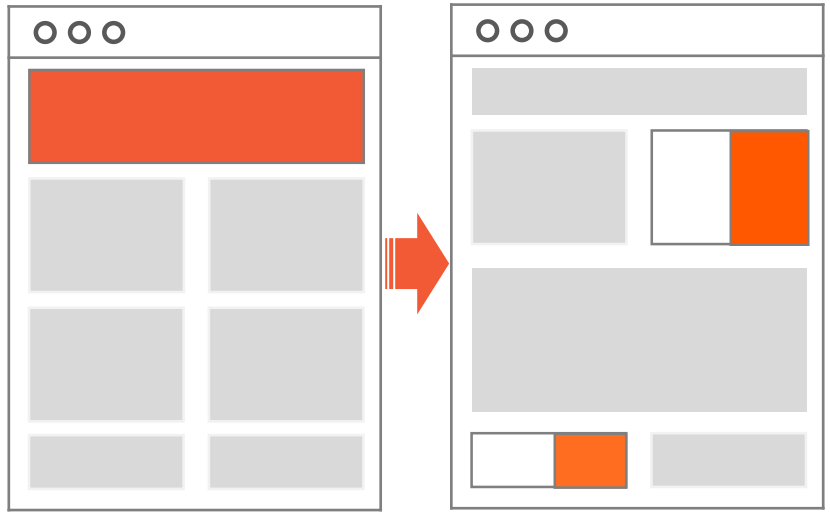


Based on graphics by Lucas Tang

objective

Catalogue Content





Aggregate content

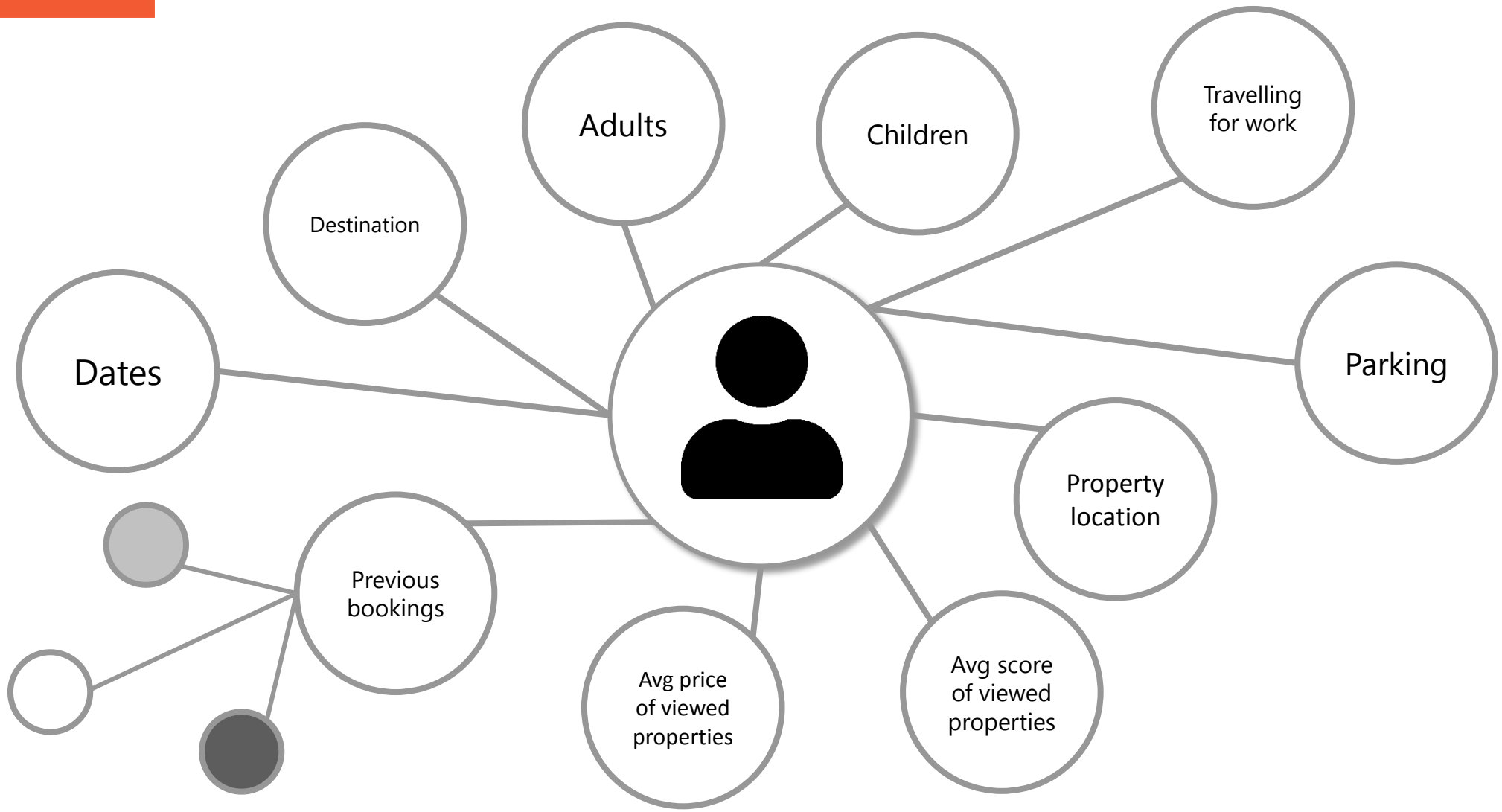
Tag assets

Personalise website journeys

DRIVE ENGAGEMENT THROUGH PERSONALISATION

objective

Identify Target Visitors And Their Characteristics



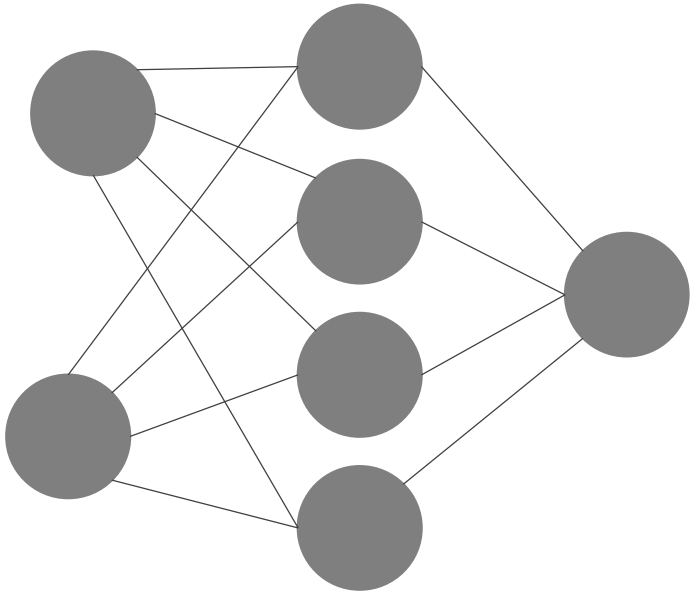
objective

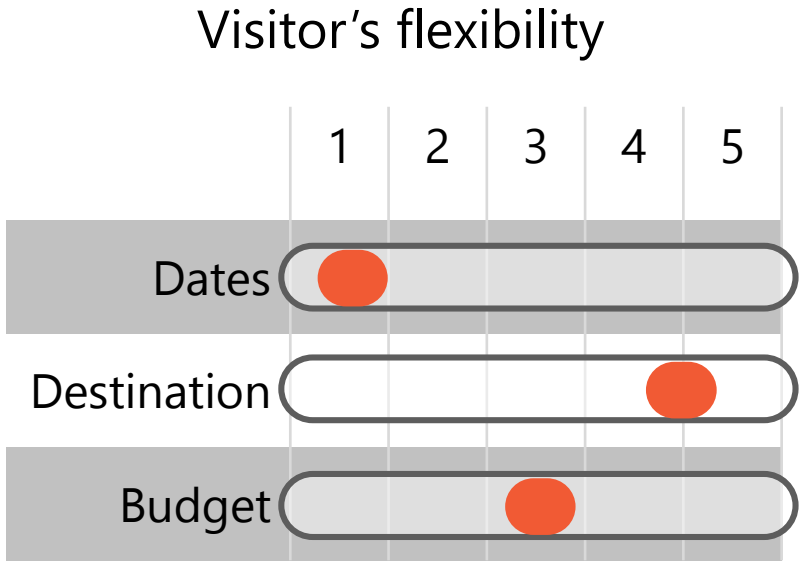
Predictive Visitor's Scoring

- Capturing intent and level of visitor's flexibility

Behaviour data

Visitor's characteristics

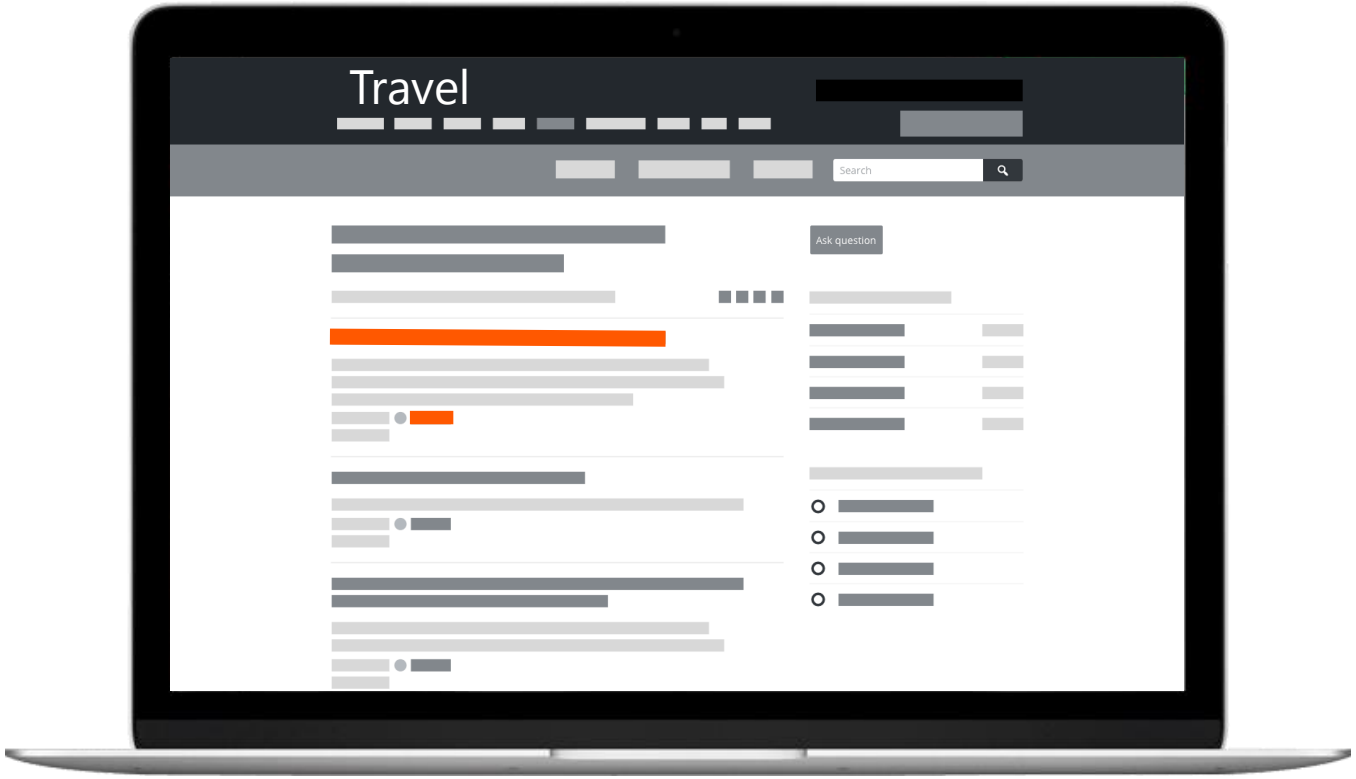




objective

Personalise Web Content At Scale

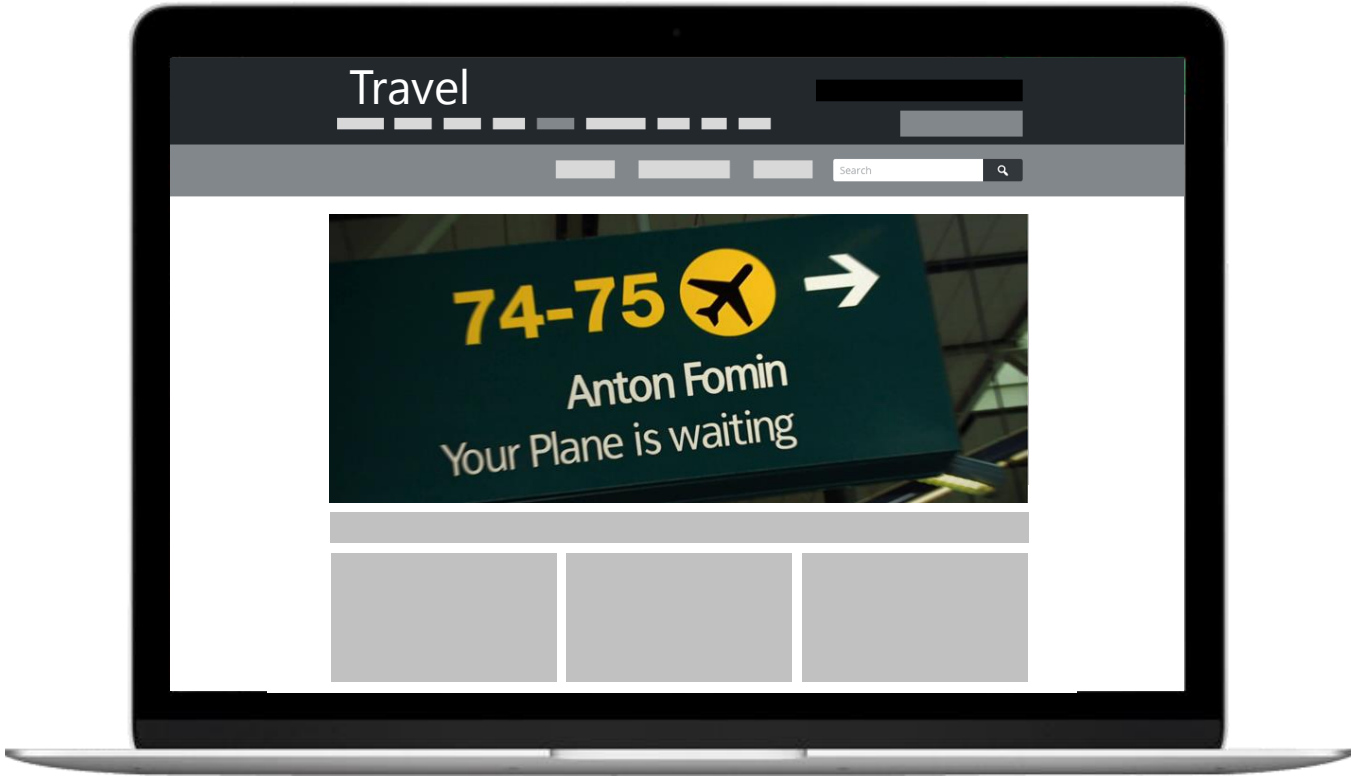
- Personalised search results



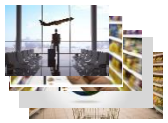
objective

Personalise Web Content At Scale

- Personalised images, videos



Targeted Campaigns And Communication

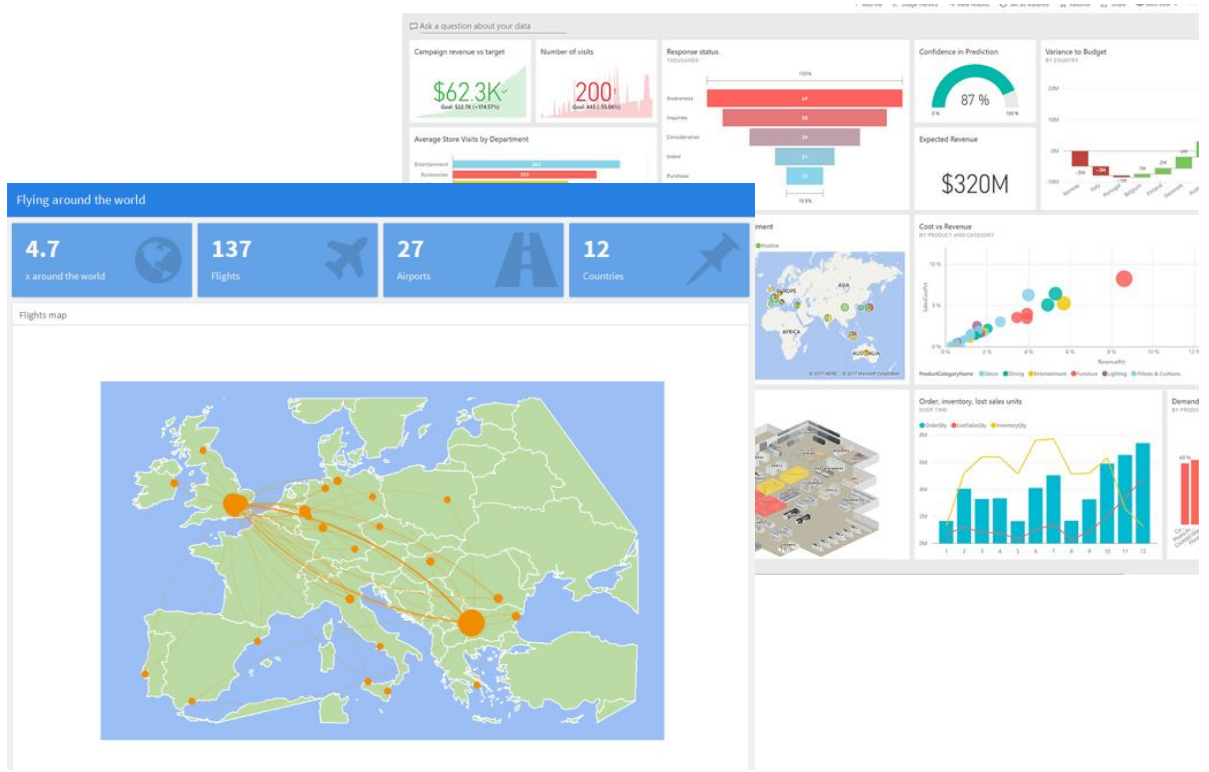
	Header images	Mini-box images	Mini-box text
Leisure			
Business			

Flexible dates	Fixed dates	
		Leisure
		Business

objective

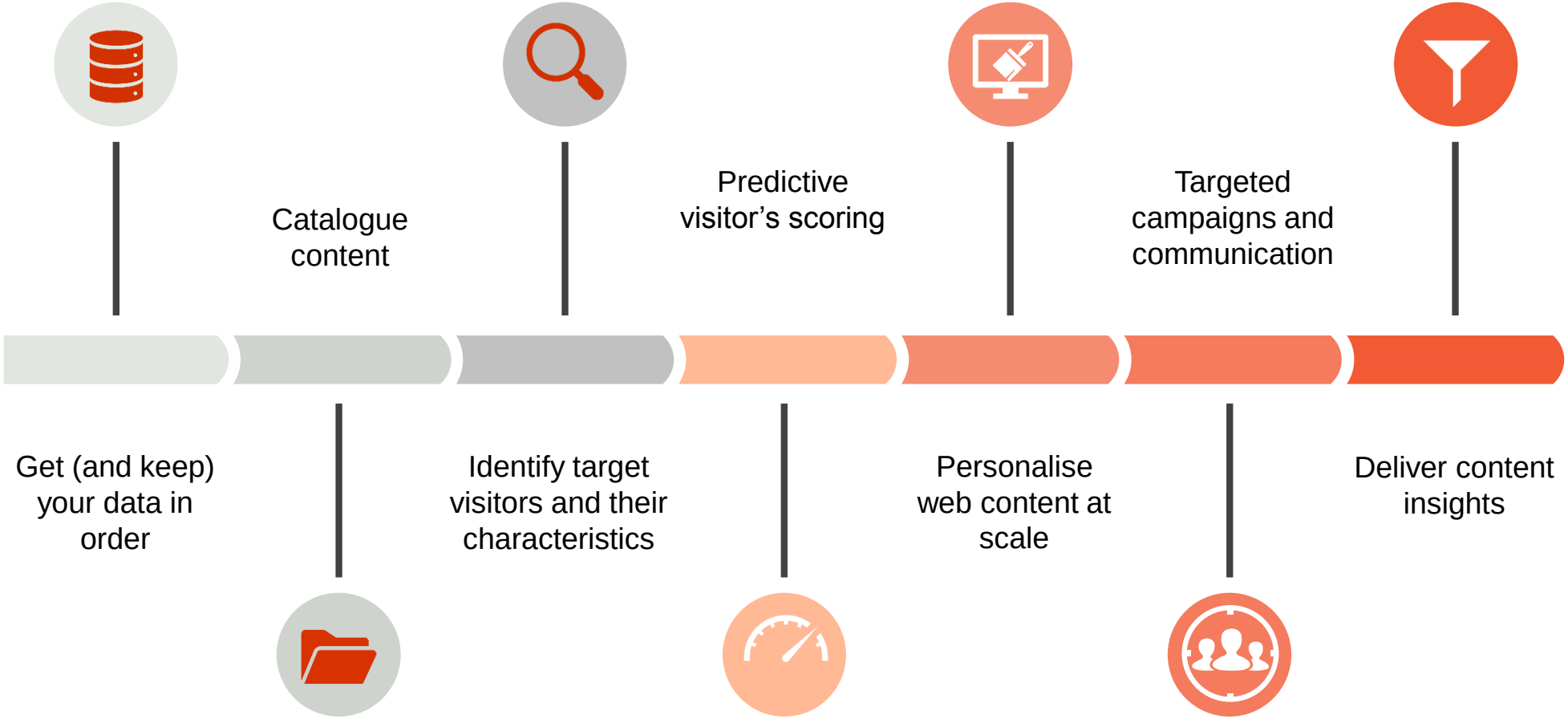
Deliver Content Insights

- Real-time content usage dashboards



objective

Content Personalisation Roadmap



Get Buy-In For Content Personalisation

Pilot > Prove > Scale up

- Partner with other teams on implementing a content personalisation program
- Roll up the content personalisation activities under other planned activities

objective

Personalisation At Scale

Content data

Customers data

Web behavioural data

Emails data

Analytics Engine