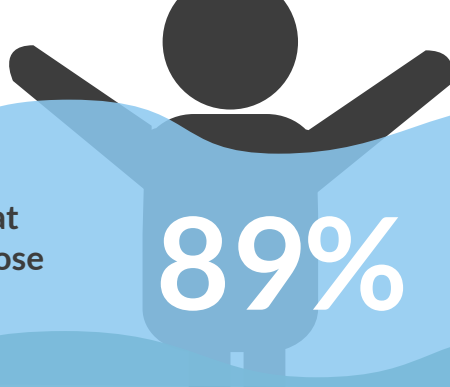


# The Payoffs of End-to-End Personalization

We're drowning in content, and frustration is on the rise.



In 2017, that percentage rose further.

89%

In 2016, 83% of B2B buyers said they are inundated by the amount of content directed at them.

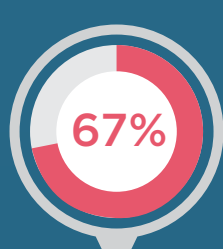
83%

## There is a solution and it's not more content.

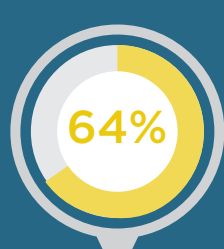
Instead of cranking up the content dial providing more generic content, B2B buyers are asking solution providers to deliver content that directly relates to their needs. They want to be served information based on 2 main attributes.

1

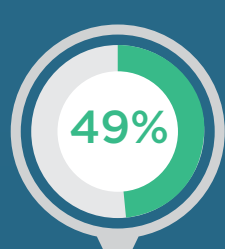
Who they are



organizational role



industry



vertical

2

Phase in the buyer's journey



## What every marketer needs is actionable data.

Marketers are tasked with persuading visitors to self-identify by submitting a form in exchange for an asset. However, now it is finally possible to serve targeted experiences to visitors even before they fill out a form.

Most B2B buyers (78%) spend the first three months of their buying journey conducting anonymous research.

Personalization tools can give actionable insights on anonymous visitors, such as:



## Enter End-to-End Personalization Strategies

Carve fewer arrows, hit more bullseyes.

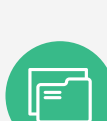
Armed with audience insights, our customers see big results with some of the following personalization strategies.

### Ad Targeting

cloudera



priority prospects



offsite intent data



increase closed/won deals



closed 30+ significant deals

ABM

blackbaud™



key customers



onsite behavior



increase conversion on customer training CTAs



278% higher conversion rate

### Cross-sell & Upsell

Rockwell Automation



past customers



marketing automation



grow market share for new product areas



360% increase in form submissions

## Preparing for personalization? Here's a handy checklist of key considerations:

- Build out your buyer personas
- Identify multiple customer segments and repurpose content for each.
- Assess your data coverage.
- Plan a phased implementation.
- Secure senior executive buy-in.

"Personas should force you to rethink your strategy," Revella told Demand Gen Report. "Ultimately the idea is to stop wasting time on creating content on topics no one cares about."

-Persona Institute

Read more in The Payoffs of End-to-End Personalization whitepaper:

<http://bit.ly/payoffs>

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