

# Marketer's Guide to Personalization for Anonymous Visitors

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95% of your visitors are anonymous — tap into existing data to give them relevant experiences.



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# 95% of web visitors are anonymous but they still expect personal experiences.

Today's customers expect highly relevant messaging and offers like customers have since the dawn of commerce.

In the age of purely offline brick and mortar businesses, marketers created relevant experiences by tailoring in-store messaging for different locations and relying on knowledgeable, attentive salespeople.

Today, company websites are the new digital storefront, where customers from all over the world with different needs and levels of awareness flock. These new customers expect the same or better service as the old days: 74 percent of consumers get frustrated when content, offers and ads are irrelevant to them.<sup>1</sup>

But marketers have largely failed to live up to this new challenge, and one in two customers feel online shopping is too impersonal.<sup>2</sup> When they do serve up more personalized experiences, 93 percent of marketers see a lift in conversion rates.<sup>3</sup>

While 94 percent of companies agree personalization is critical to current and future success<sup>4</sup>, the new digital landscape means marketers lack the information about customers to create that experience. In total, 4 in 10 B2B marketers targeting SMBs have only basic information about customers<sup>5</sup> and 96 percent of B2C marketers say building a comprehensive single view of customers is a challenge.<sup>6</sup> A majority of marketers (57 percent) have already changed data collection in an attempt to better understand customers.<sup>7</sup>

Even when companies have data about customers, connecting that data to a visitor in real time is a challenge. Overall, 95 percent of website visitors are anonymous<sup>8</sup>, meaning even if marketers have data about a customer in their CRM, they can't act on that data to create a personalized experience for an anonymous site visitor.



95% of web visitors are anonymous — even if marketers had data about these customers, they couldn't act on it.

In the best case scenario, marketers are relying on aggregate consumer data to create imprecise website experiences for a broad target audience. As a result, an average 3 percent of visitors convert on contact forms and an average 5 percent of e-commerce visitors purchase.

However, much like offline marketers build on geographic data to understand seasonal trends and local culture and deliver more relevant experiences, online marketers can rely on the wealth of data available for anonymous visits to deliver personalized experience.

**Personalization: Leveraging behavioral, demographic or firmographic data to create more relevant digital experiences and drive conversions.**

1 Janrain, July 2013

2 McCann Truth Central, 2014

3 eConsultancy, January 2015

4 eConsultancy & Monetate, April 2013

5 CMO Council & Penton Media, 2013

6 Forrester, May 2014

7 Digiday and Neustar, June 2014

8 Eloqua and Bizo

Without a customer completing a form or making a purchase, marketers already know:

- How a visitor got to the site
- If they've visited the site before, and how many times
- What device they're using
- Where they are
- If they've searched for something on the site and what it was
- What day or time they're accessing the site

Digital marketers actually know more about anonymous visitors than offline marketers ever did. By leveraging the data they already have, marketers can create more relevant experience, delight customers and ultimately drive more sales.

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## #1: Personalize Based on Traffic Source

Based on the amount of information you have about your average customers, how a visitor got to your site can tell you a lot about what they're looking for.

For visitors coming from organic or paid search, the specific term they searched for can tell you their intent—are they looking for a specific product, or basic knowledge about these types of products? Based on the answer, marketers can serve different banners or calls-to-action through the visit.

If visitors are coming from a referring URL, the type of site they started on can tell you their overall interest. For example, if a visitor came from a site serving a specific industry, you can highlight industry-specific use cases whenever a case study is shown on the site.

Most importantly, traffic sources can help you infer where in the buyers journey a particular visitor is. Looking at your own conversion path report (or Google's Customer Journey to Online Purchase report, for a generic reference), you can see how different channels drive visitors at different stages. With that in mind, you might serve more high-level content to visitors coming from social media and more conversion-oriented content for those coming from email.

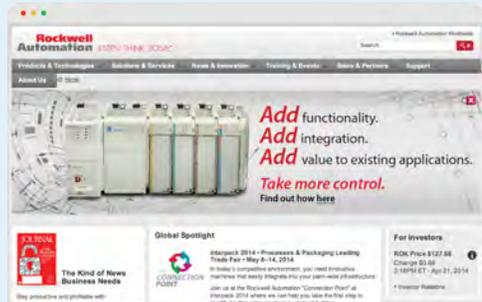
### Rockwell Automation makes display go further with personalization

Rockwell Automation is a global manufacturing company that serves 18 different verticals. Among other initiatives, they run display advertising to highlight specific products for key industries.

To make their ad spend go further, they personalize the homepage of their site with messaging matching the display advertising that drove traffic to the page:



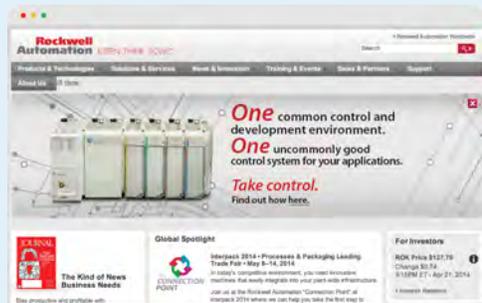
**Default:** On the default page, Rockwell Automation highlights their corporate social responsibility efforts to show their overall positive impact.



**Features:** Visitors who clicked through advertising about product features will see a homepage showcasing the added features of Rockwell products.



**Speed:** Visitors who click on ads about the speed of products will see messaging highlighting how quickly Rockwell products work.



**Integration:** Visitors who click on ads with messaging about integration will see a homepage that focuses on Rockwell products as a one-stop-shop.

After implementing personalization, Rockwell saw conversions on form submissions increase by 23 percent and bounce rates decrease by 28 percent.

## Visit Liberty personalizes site for different segments

Visit Liberty, a fictional destination marketing organization based on successful Bound customers, promoting the picturesque town of Liberty, North Carolina. This coastal small town appeals to foodies interested in fresh seafood, outdoor fans looking to hike and boat, and engaged couples wanting a destination wedding.

An organization like Visit Liberty could personalize their site based on traffic source to create a more relevant experience for users:



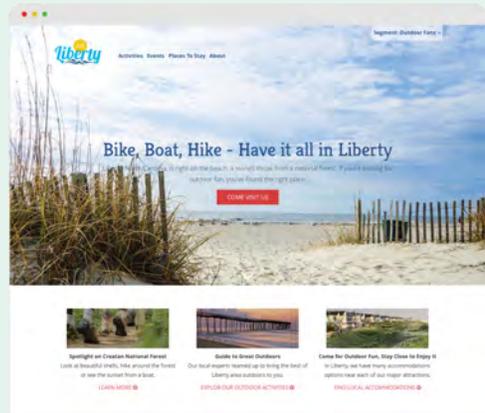
**Default:** On the default homepage, Visit Liberty would use a slider that moves between three key messages.



**Foodies:** Visitors from food magazines and blogs or search traffic with keywords related to seafood see a hero image highlighting the foodie scene.



**Engaged Couples:** Visitors from wedding websites & blogs, photography websites and Pinterest or search traffic with keywords related to weddings or destination venues are shown how well the



**Outdoor Fans:** Visitors from nature or outdoors blogs or search traffic with keywords related to boating, biking, camping, national forest see a hero image showcasing outdoor activities in

## #2: Personalize Based on Location

For companies selling globally or even regionally, location can play a huge role in the kinds of offers that are relevant and the best way to present these offers.

At the most obvious level, visitors from different countries may speak and understand different languages. Defaulting to a country's main language is a simple way to ensure visitors from that country feel the site is meant for them. Beyond this, marketers can also personalize the dialects or colloquialisms used throughout a site to appear more relevant to visitors.

For example, you could chose a headline using “y’all” when a visitor from the Southern US comes to the site, but omit it for northern visitors.

Different countries also use different currencies. Showing prices in the appropriate currency saves users from having to do the math themselves, reducing friction and increasing conversions.

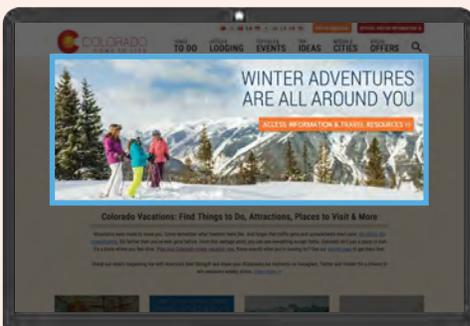
Depending on your particular industry, seasonality can also play a factor as regions experience different weather patterns and climates. Many apparel retailers highlight winter clothing from October through January, but you can take this a step further by varying what options are highlighted depending on the seasonality of a visitor’s region.

Finally, online marketers have long tapped into various holidays to offer discounts and increase sales, but these also vary by region. Tapping into a regional holiday can mean a boost during a typically low season, consider personalizing the site for visitor from a particular region around an under-utilized holiday.

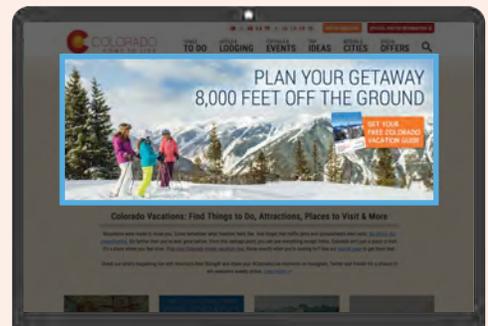
## Colorado Tourism Office highlights different benefits for visitors from out-of-state

Colorado Tourism promotes all that Colorado has to offer to prospective visitors. For out-of-state visitors, the state’s famous mountains and cold weather are unique, while in-state visitors are already immersed in Colorado’s climate.

Colorado Tourism serves different messages for visitors based on their location to make sure their value proposition is relevant:



**In-State Visitors:** Site visitors from Colorado see messaging that reflects their familiar experiences.



**Out-of-State Visitors:** Those coming to the site from outside of Colorado see messaging that acknowledges they’re planning to get away.

Since Colorado Tourism started using personalized messages for anonymous visitors, they’ve decreased their bounce rate 39 percent and increased pages per visit 104 percent.

# #3: Personalize Based on User Type

Whether a user is new or returning gives you an overall sense of how aware they are of your brand and products. New visitors are likely to have a lower level of awareness than returning visitors, so they might need more detailed explanations or more information before converting.

You can also get more sophisticated by analyzing the number of times visitors typically come to your site before converting. The number of visits gives you a sense of where visitors are in the buyers journey and you can then tailor content to that stage.

## Blackbaud maximizes ROI by showcasing only the most relevant products

Blackbaud, one of the most widely used fundraising and customer relationship management (CRM) systems for nonprofit organizations, serves more than 25,000 customers in more than 60 countries around the world. They wanted to connect visitors with the most relevant product from their wide array of offerings to maximize returns.

Blackbaud implemented personalization to connect visitors to the right product:



**Default:** Visitors unfamiliar with the company's offerings see general messaging highlighting a new product.



**Existing Customers:** Existing customers see targeted messaging around training opportunities, to help them be more successful with products they've already purchase.

For Blackbaud, visitors who saw personalized messages converted at a rate 278% higher than visitors served generic untargeted content.

## #4: Personalize Based on Previous On-Site Behavior

The richest data about what your customers are looking for comes from what they've previously read, searched for and engaged with on your own website.

Visitors who looked at specific product pages are likely to be interested in those specific products. Personalize the website experience by showcasing products visitors have previously considered or engaged with.

Other types of pages can tell you what segment a visitor falls in. If visitors are looking at the employment page, they're likely to be job seeker rather than potential customers. Similarly, if they're visiting financial reports, they may be investors. With that in mind, marketers can serve content relevant to the specific segment a user falls in.

Additionally, the kinds of topics or pages a visitor is engaging signals their level of awareness as well as where they are in the buyers journey. Visitors who are reading beginners guides or simple overviews may be less savvy than those consistently looking at technical breakdown of specific features. Create a relevant buying experience by tailoring the value proposition to the topics or awareness level a visitor has shown.

Finally, visitors turn to search to find information about a feature that's important to them (such as live chat customer support), a specific product they've heard about or a product category they're interested in. Marketers can leverage these types of searches to gain insight about what value propositions are appropriate or what products to highlight.

The level of specificity in a search can also be an important clue to how close to purchase a buyer is. Visitors who search for specific products are likely closer to purchase than those looking for broad topics. In this case, personalize the web experience by showcasing either relevant products or relevant content offerings, depending on the visitors stage in a buyers journey.

### Abila serves different content for visitors with different interests

Abila serves strategic leaders and managers in dynamic nonprofit organizations, associations and government agencies with comprehensive membership management SaaS and software solutions.

Abila created a customer-centric experience by highlighting relevant content:



**Business Partners:** For visitors whose previous on-site behavior suggests they would make good business partners, Abila highlights content about the benefits of partnering.



**Implementation Partners:** For visitors whose previous on-site behavior suggests they implement Abila products, Abila highlights training materials to help them be successful in their roles.



**Product Partners:** Visitors who previously looked at implementation and product details see support front-and-center.



**Prospects:** Based on referring domains and keywords, Abila identifies prospects and features a prominent value proposition along with a content call-to-action to drive.



**Customers:** Visitors who previously logged in will see that option highlighted.

## Alfheim Lodges highlights relevant benefits based on previous on-site searches

Alfheim Lodges, a fictional company based on successful Bound customers, is a boutique luxury hotel brand focused on cold climates including Colorado, Canada, Vermont, Switzerland and France. The brand appeals to individuals looking for cold-weather adventures, companies looking for an interesting corporate retreat or high-end visitors interested in luxury.

To create a personal experience, a company like Alfheim Lodges can serve appropriate content based on a visitor's previous behavior:



**Outdoor Adventurers:** Visitors who visited the site more than once and searched for ski amenities or looked at adventure packages will see these offerings highlighted on the homepage.



**Executives:** Visitors who searched for group deals or viewed pages about meeting space, special events or group packages will see messaging about group deals.



**Luxury fans:** Visitors who have clicked through a social post related to luxury to get to the site previously, regardless of the source of this specific visit, will see content encouraging social engagement

# Bound Connects Personalization

Bound is an audience profiling, segmentation, and personalization solution. The platform delivers powerful insights by combining data on known and anonymous audience, leveraging over 30 data partners including LinkedIn and Bombora. Combined, the platform and personalization experts empower marketers to build advanced segments and deliver personalized experiences that increase ROI on digital channels, convert leads, upsell, and close deals. Get started with an Audience Insights Report today.

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