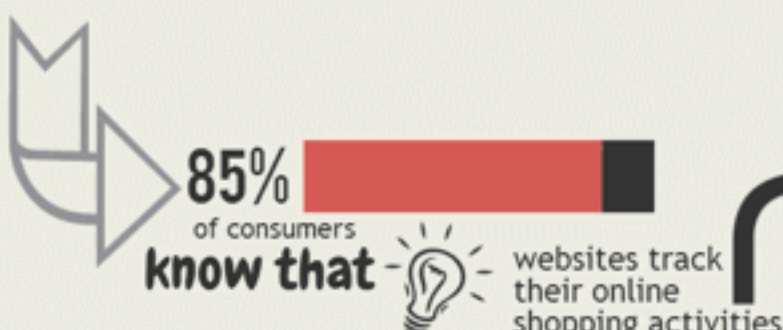


The Website Personalization Puzzle



WEBSITE Personalization

IS A TECHNOLOGY WHEREIN A WEBSITE'S CONTENT **MATCHES** the specific user's instructions or preferences.



and understand that companies do this to offer products or services that they'll most likely be interested in.



What DO marketers do with PERSONALIZED CONTENT?

AIM TO PLEASE AND DRAW IN CUSTOMERS.

WATCH WHERE SITE TRAFFIC IS COMING FROM.

ENCOURAGE CONSUMERS TO MAKE MULTIPLE PURCHASES.

PERSONALIZED CONTENT seeks to engage AND TURN LEADS INTO SALES.

REACH A TARGETED AUDIENCE

ATTRACT ATTENTION TO OTHER PRODUCTS AND SERVICES.

EMAIL ADVERTISING has customers RIGHT IN FRONT OF ADS, making people more likely TO BUY.

PERSONALIZE landing pages:

Welcome, John Doe!

CUSTOM MESSAGE for known visitors

SKIP FORM FILL-IN requirements

Name*
Address*
Phone #*

Customize **OFFERS** for **KNOWN** users

Download **FREE** eBook!

CHALLENGES for Personalized CONTENT

SOCIAL MEDIA has created an **UPSURGE** in the amount of **PERSONALIZED CONTENT** ONLINE but **FEW PEOPLE** ACTUALLY READ **PERSONALIZED CONTENT.**

- Only **7%** of mobile users **PREFER READING** personalized content on their phone.
- People **DON'T HAVE** time to read large amounts of **personalized content.**
- It takes **TOO LONG** to read.
- A small **%** **PERCENTAGE** of marketers have a **CMS** that speeds up personalization.
- PERSONALIZED CONTENT** tends to get **LOST** among the millions of pages online.

drupal
wordpress
joomla

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