

How to operationalize personalization at scale

Relevant recommendations online. Warm greetings with bespoke discounts in-store. Beautiful digital content created just for you. There are many opportunities for personalization in an omnichannel world. And with automation, there are many opportunities for personalization at scale in an omnichannel world.

That means giving each of your customers a unique, useful, and joyful experience of your brand, on whichever platform you meet. Getting it right improves customer engagement, acquisition, and retention, against a wider challenge of declining loyalty.

Of course, every marketer wants personalization. Everyone's trying. But it's extremely hard, resulting in varying levels of maturity.

At its most basic, using first names in emails could be considered personalization. But the really advanced stuff comes from knitting together data generated at different

touchpoints to understand customer intent. Using previous online and offline interactions to construct a persona and then using that to tailor a unique journey. For example, it may not be summer, but data analysis shows your customer is planning a trip somewhere hot. That means you can stop showing the winter wardrobe homepage and push holiday accessories instead.



The infrastructure that powers this level of personalization is incredibly complex. And for scale it must be automated. It can't be done manually. To build a capable architecture, you need a lot of energy, time, and resources with specific, specialist skills.

Your data needs to be unlocked, combined, and analyzed for genuine insight. And then you need to use your platforms, web developers, and content creators to create action and experiences from that insight.

Designing and implementing strategies for more effective marketing is how Theorem can help. Whether personalization, omnichannel, or automation, our expertise is in delivering breakthrough efficiency for our clients. Working together, we can orchestrate, procure, integrate, and simplify your MarTech stack — before helping you operationalize the ability to offer personalization at scale with robust, repeatable workflows.

We start with diagnosis to understand your opportunities for personalization, and how these meet your vision and business goals. Next, we create the strategy to achieve it, before implementing the tactics to make it a reality (or handing over the baton if you'd rather execute in-house).

Personalization is increasing in your industry. Technology makes it possible, and organizations are working with partners like Theorem to bring it to their customers. Staying competitive in 2023 requires it. To make it effective, scalable, and successful, it must be automated and operationalized. Theorem has the advantage here as we not only identify the opportunities available to you, but we design the strategies, tactics, and experience to make them a reality.

Driving profitability with personalization

Our client was a fast-growing direct-to-consumer jewelry retailer. It had poor engagement rates on its welcome emails and was leaving an underwhelming first impression on customers.

Based on a customer's previous interactions with the brand, the Theorem team helped tailor the email content to each customer's interests and personal style. This personalization program boosted engagement, decreased email unsubscribes, and automated insights to inform other marketing activities.

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Read the [Find Your Breakthrough workbook](#) to start analyzing your processes and identifying breakthrough opportunities.



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