



SIMPLIFYING WEBSITE PERSONALIZATION: A GUIDE FOR DEVELOPERS & MARKETERS

A personalization tool optimized for Drupal can better serve developers and marketers.



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INTRODUCTION

If you're a developer, you may often feel that the goals of your marketing colleagues seem to conflict with initiatives you are responsible for.

However, delivering personalization and a high quality customer experience (CX) for all your online visitors remains critical. To do this, you must forge an effective working relationship with the marketing team.

The fact is, CX has become a significant competitive battlefield. So, to cede ground here by not addressing it will almost certainly put the business at a disadvantage.

Personalization is key to delivering a compelling CX through your website and apps. And to succeed with personalization, web developers and marketers should be on the same page about how to proceed.

Certainly, developers and marketers both face pressure to deliver for their organization even as they encounter a range of challenges. But if the people in each role invest a bit more time to understand the challenges facing their counterparts, they can achieve greater successes.



DEVELOPER CHALLENGES WITH PERSONALIZATION

Web developers face a host of issues each day, and some of their duties are inherently reactive in nature. Daily responsibilities may include fielding multiple user requests, managing complex processes, or ensuring a high level of security. Too often, there's little time to be proactive.

In addition, many of the back-end tools that developers use don't integrate with each other or allow much customization. These barriers cause a drain on both financial resources and personnel, creating higher level problems for the business.

When it comes to personalization, there are yet even more challenges to factor in. First of all, the technology needs to be easy to implement and support. The last thing a web

development team needs or wants is to implement a technology that is too technical for a marketing manager to easily use. That will just create more work for everyone in the long run – both on the developer side and the marketing side.

Ensuring effective collaboration can be a challenge with many personalization tools. When someone runs a campaign they weren't supposed to – or personalizes a section of the website that someone was already personalizing – that can throw a wrench into the process.





If not implemented carefully, some visitors may experience the dreaded “flash of content” when the original content shows for a split second before the personalized version is displayed. And, of course, it’s important to make sure such glitches won’t negatively impact the overall load time on a given page or the site as a whole, compounding the problem.

API integration is important as well. It’s essential to have a reliable, secure process for obtaining the data the business is collecting, either by having it automatically transmitted on a regular basis or by simply going in and accessing it when needed.

However, sometimes the tools involved are so powerful and complex that it’s easy to get overloaded with options. That makes it harder to determine which is best for your needs.

MARKETER CHALLENGES WITH PERSONALIZATION



Businesses rely on marketers to implement the strategies and campaigns that keep an organization competitive and financial resources flowing – but marketers often need the help of talented developers to achieve their goals. Consider some of the challenges marketers face.

First of all, marketers must provide a more compelling and rewarding CX. As mentioned earlier, a key way to provide that captivating experience is through personalization that prospects, customers, and visitors find helpful and useful.

However, that's not always easy to do. Audience data is frequently spread across disparate systems, making it difficult for marketers to get a holistic understanding of buyer behavior and interests. Content also exists across disconnected systems and departments, preventing marketers from accessing and using the most effective content to deliver truly personalized customer experiences.

Marketing software may offer a solution around data, content, or context – but not all three. And even marketers armed with appropriate strategy and technologies still have to work under the constraints of IT resources, which can pose a barrier to business success.

THE RIGHT TOOLS FOR PERSONALIZATION

Again, for a web developer, being asked to implement a bevy of new marketing initiatives on top of their already heavy workload puts them in a difficult position. Contrary to what some stakeholders may expect, a developer can't simply snap their fingers to make personalization happen. Often, the tools a developer has on hand to implement an initiative like this are somewhat restricting or might not allow as much customization as is needed.

BENEFITS FOR DEVELOPERS



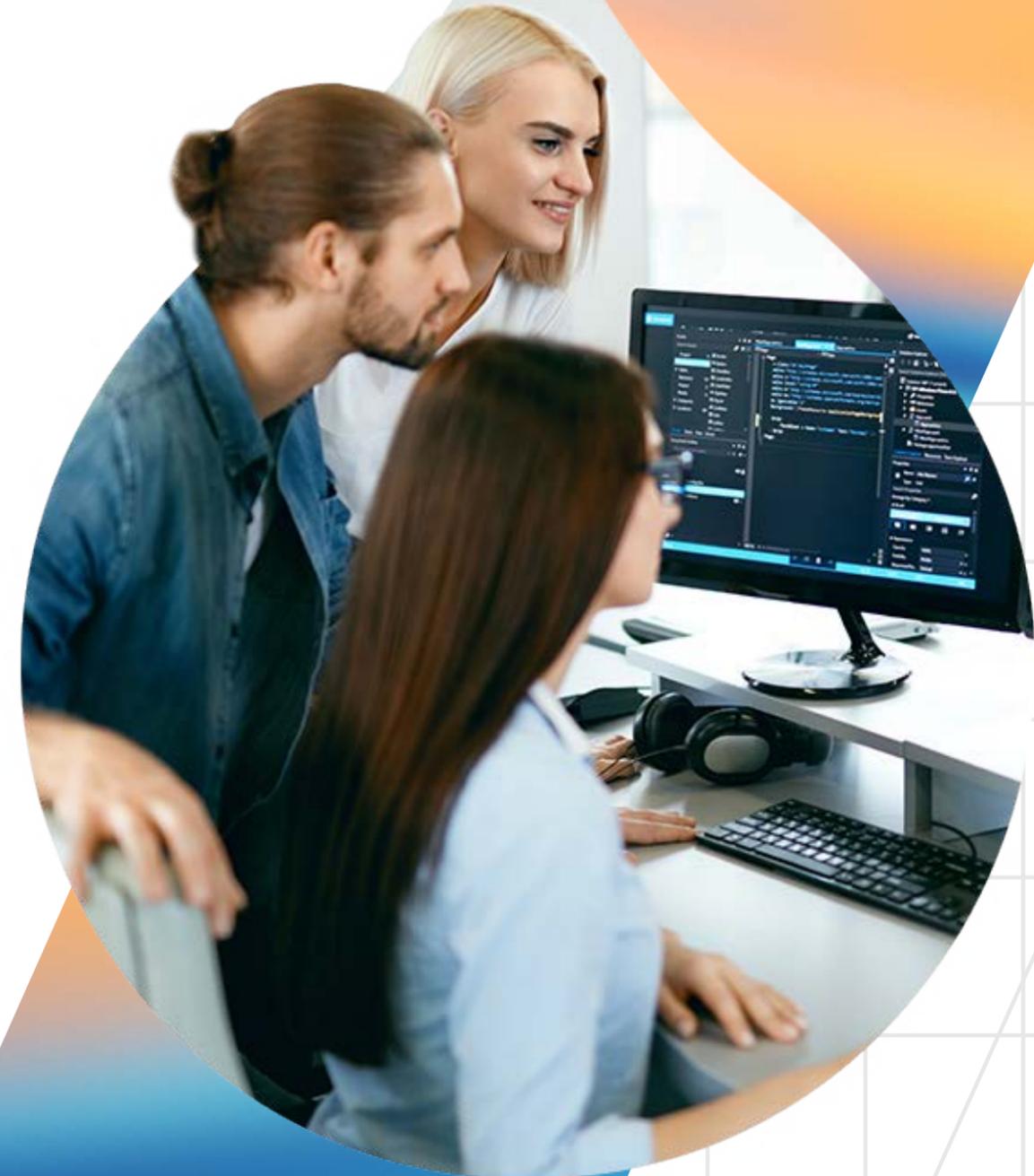
This is where Acquia Personalization can play a part. Acquia Personalization is personalization software that empowers marketers to deliver the compelling digital experiences that today's customers and prospects demand. And if you're already using Drupal to build and maintain your website, we have good news for you! Chances are you already believe in the power of open source and you know that fundamental within Drupal is an amazing taxonomy function for classifying website content. Acquia Personalization is able to leverage that taxonomy like no other personalization solution could.

This makes it far easier to categorize and segment content, saving metadata that makes it easier for classification and personalization purposes. Every time Personalization records a customer viewing a piece of content, it stores that information with the content – and, in doing so,

it is attributing that metadata on that content to that customer's profile.

For example, if a customer is browsing a site for cars and she keeps viewing midsize sedans, Personalization could note that she has viewed 10 cars with the taxonomy type of midsize sedan and then decide to show her more midsize sedans. In this way, Personalization is capitalizing on the metadata classification capability that is built into Drupal so that she will see even more of what she wants.

What's more, this capability is inherently flexible and customizable, so the marketing team can design and tweak it as needed to suit personalization objectives. For example, they can add custom HTML/CSS, log custom event analytics, or control who can do what within the system.



Acquia Personalization also helps you make sure that your company is following best practices when it comes to personalization. Pages should load faster – without the dreaded “flash of general content.” And, once you’ve gained a direct connection to the data via API integration, you can share it with your analytics team or your data scientists. From there, they can discover all kinds of insights that your marketing team might not be able to uncover on their own, unlocking further opportunities to create a compelling and truly exceptional CX.

Personalization is a powerful tool for personalizing your Drupal website, but its benefits don’t end there. Once you’ve created a small or simple personalization to start with, the easy-to-use solution can highlight ways in which you can achieve even more sophisticated and advanced personalization goals. As you steadily become better at personalization, you’ll achieve an even more impressive ROI along the way.



BENEFITS FOR MARKETERS



Acquia Personalization collects a wide range of customer data across multiple channels, generating a single view of the customer and allowing marketers to gain far deeper insight into their unique tastes and behaviors than ever before. Equipped with this insight, marketers can then easily and quickly define customer segments, making sure that they are served precisely the content they prefer – no matter where, when, or how they engage with your company. This way, come decision time, your company will be at the top of their list for consideration.

EXPAND AND MAGNIFY AWARENESS

To be fair, your marketing team has done other work to attract the right prospects to your site. Though Personalization may not be directly involved in helping you attract these folks, critical groundwork has already been laid here before they arrive.

Your website's taxonomy has a powerful influence on your CX. Properly classifying

content can help customers quickly discover the content they seek and avail themselves of self-service features. And, as it so happens, Drupal's native taxonomy offers marketers a powerful way to classify the content on your site – automatically setting the stage for powerful personalization.

Since Acquia Personalization is built for Drupal, it can collect far richer data and make it much easier for the marketing team to create content that's essentially personalization-ready. Whether offering website visitors personalized content recommendations or gaining sophisticated real-time insight into audience preferences, the marketing team can accomplish its goals far more quickly and efficiently thanks to Personalization's integration with Drupal.

Even better, Personalization doesn't require users to wrangle with code. This means marketers don't need great technical skills to apply personalization. It's as simple as point, click, and personalize.



COLLECT AND ACTIVATE CUSTOMER DATA TO CONTINUALLY ENHANCE THE CUSTOMER EXPERIENCE

So, let's assume a prospect has visited your website. Here's where some important aspects of Acquia Personalization come into play. Personalization collects data about your visitors – not just what device they're on and where they are, but activity data and behavioral information as well.

As Personalization collects this data, it assembles and stores a dynamic, unified profile for a single, comprehensive view of each visitor's historical and real-time activity across channels. Marketers can then create segments based on numerous criteria to better understand visitors and more effectively target them.

Meanwhile, these prospects are comparing your product or service to other solutions in the market. Since Personalization is helping to automatically present the information your visitor sees as valuable, your chances of maintaining engagement improve.

Personalization helps move them through the engagement funnel rather than burdening them with the task of finding content or answers on their own. You can also schedule personalizations, setting them to go live across different time zones so that your global audience is engaged at any hour of the day or night. With mixed campaigns, you can even personalize key pages on your site for different personas.

Within Acquia Personalization, three types of campaigns can be used to personalize the customer experiences you deliver:

- /// **Simple campaigns** can facilitate dynamic personalized experiences based on criteria set by the marketing team.
- /// **Targeted campaigns** can personalize your site's content for specific visitor segments, which can also be set by the marketing team.
- /// **A/B testing** allows your marketing team to test different variations of your webpages against one another to determine the best experience for your visitors.

All three campaign types can be mixed to help your marketing team better understand your site visitors.



Analytics and insights can highlight even more effective and tailored personalization strategies. Most marketers should be able to get the reporting they need directly from the tool without the expertise of a data scientist, but those who have the option to call on those services are in an especially advantageous position to unlock the insights they require.

Three additional features also help you create personalized experiences for site visitors:

- ✓ **Multisite deployments** enable your marketing team to collect data, publish compelling content, and then optimize it for all your digital properties within a single interface.
- ✓ **Multilingual personalization** allows marketers to build content once and automatically personalize that content in the right language, no matter where visitors are in the world.
- ✓ **Anonymous targeting** allows marketers to personalize content by browser conditions, location, or by third-party variables.

These Acquia Personalization features help marketers to personalize visitor experiences on a variety of levels.

SIMPLIFY THE CUSTOMER'S DECISION

Personalization continues to have an impact on your prospective customer, even at decision time. At this point, they are ready to select the best choice from their options and make a purchase.

Very likely, the brands that have provided them with the most useful information and most compelling experience will be at the top of this list. That's where you want to be, and the functions that Personalization carries out have helped put you there.

Personalization has made this possible by providing your teams with a centralized view of all content across the organization.

This way, your marketers can streamline content selection, publishing, and syndication to deliver the most relevant content experience to visitors across web, mobile, commerce, and other touchpoints. And your business, now empowered to provide the personalized experiences that customers expect, can also maximize the return from your content investments.



BOOST CUSTOMER RETENTION

Once your customer decides to make a purchase, your goal is to retain them. Here, too, Personalization can help you achieve the results you seek through sophisticated, context-aware personalization on the website, which is the centerpiece of the digital experience for many organizations. With Personalization's open APIs, your marketers can integrate relevant, personalized experiences across the web, email, mobile, social, IoT, and other channels.

You also gain more power and flexibility over the way your content is presented, optimizing its performance as desired. Along the way, you'll get to know your customers better – and, as you do, you'll be better equipped to recommend interesting content to them. While all of these advantages will of course help you create an exceptional CX that cultivates long-term customer loyalty, they will also help you decrease your bounce rate and improve your overall website metrics.

PROMOTE LOYALTY AND ADVOCACY

When your customer is truly satisfied with the CX you've given them, you can bet they will be back. They may also tell their friends all about the exceptional experience you provided them. Loyal customers can serve as powerful advocates for your brand, helping you broaden your reach with your desired audience.

Personalization can also help you encourage precisely this kind of loyalty and advocacy. Personalization's powerful analytics engine comes complete with a series of pre-built and custom reports and dashboards. These help marketers gain insights to better understand their audiences and achieve their personalization objectives. With the benefit of these insights, marketers can continually improve the CX they offer and strengthen their competitive position even further.



HOW TO BRING DEVELOPERS AND MARKETERS TOGETHER

Acquia Personalization helps your business navigate the process of personalization, acting like a guide between developers and marketers. This allows marketers to be creative and optimize experiences while aligning everything to all the approved content that your web and development teams create. The taxonomy is already there for you, waiting within Drupal, and the tools are made to work with each other.

Personalization gives developers and marketers a real reason to collaboratively brainstorm ideas and work together to create a compelling digital experience for customers. The prospect of upgrading the CX capabilities on your website is no longer a far-off dream. Now it's a practical reality that's much easier to achieve than you might have previously thought.

A NEW WORLD OF POSSIBILITIES

With the right tools and a powerful partnership with marketing in place, developers can now expand their horizons and take on even more ambitious projects. Rather than worrying about resource constraints or potential internal conflicts, they can simply ask, "What's the next goal we want to accomplish?"



SUMMARY AND TAKEAWAYS

Drupal users have many third-party options for creating personalized digital experiences, but Acquia Personalization is the only personalization tool that is optimized for Drupal. With Personalization, you can leverage the power of Drupal to create truly targeted, contextual experiences. Workflows can be streamlined and optimized, accelerating your time to value.

Acquia Personalization doesn't require users to wrangle with complicated code, either. This means marketers don't need advanced technical skills to apply personalization. It's as simple as point, click, and personalize.

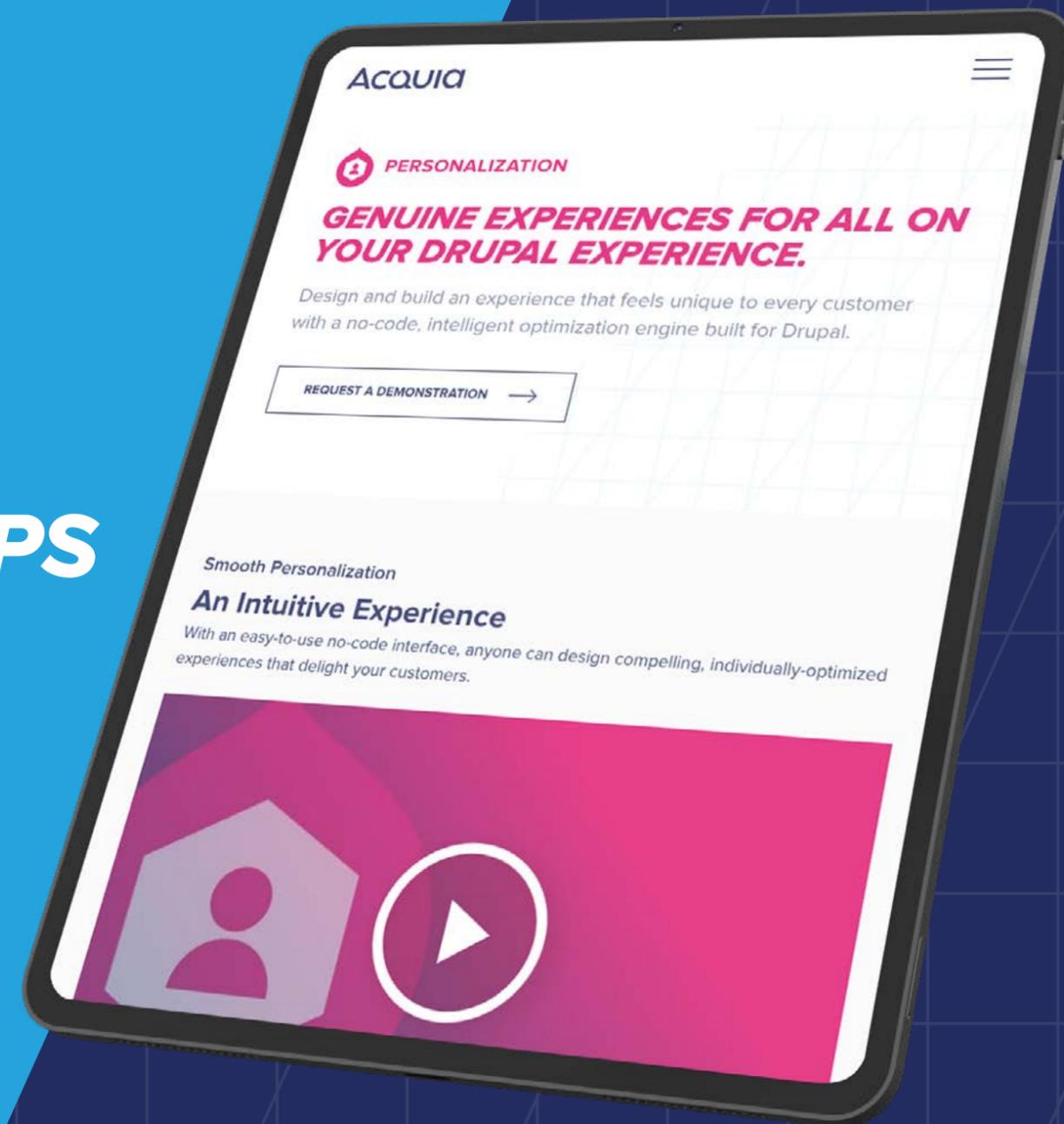
With a gentle learning curve and built-in access to analytics, marketing professionals can instead apply their expertise to what matters most – innovating the customer experience.

Ultimately, unlike many optimization and personalization solutions, Personalization enables developers and marketers to work well with one another. And the things they accomplish together should better position your business to earn increased loyalty, revenue, and growth.



**SEE HOW ACQUIA
PERSONALIZATION CAN
HELP YOU DRIVE MORE
PERSONALIZED RELATIONSHIPS
WITH YOUR CUSTOMERS.**

REQUEST A DEMO



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ABOUT ACQUIA

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

