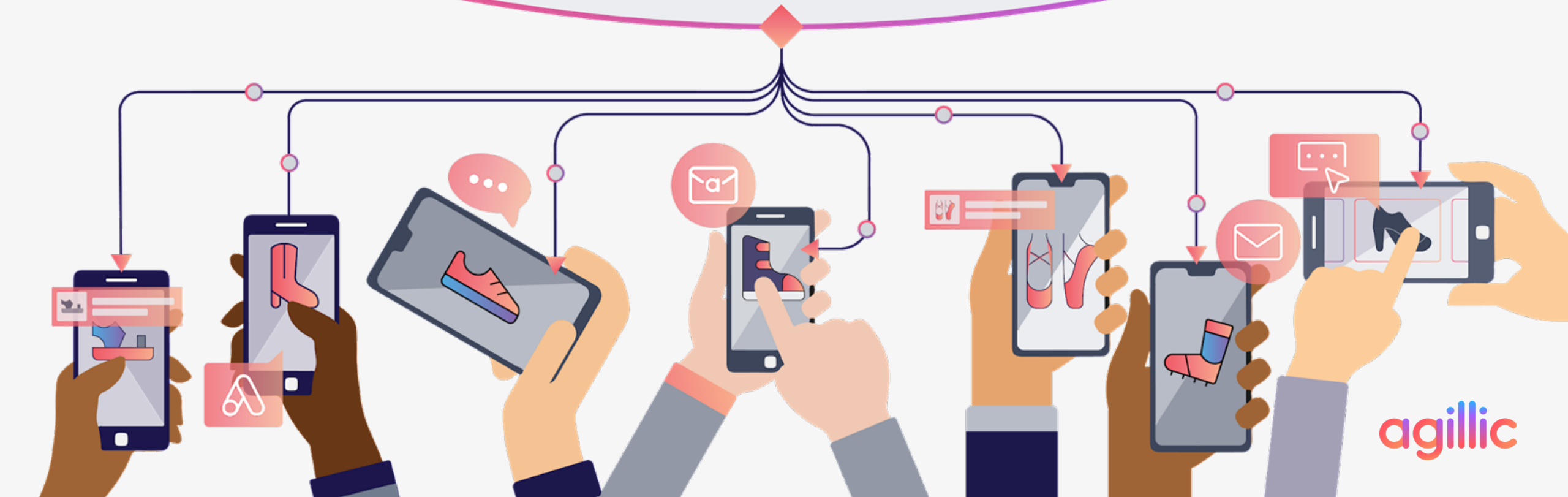
‘Personagmentation’ – WTF?

Marketing Automation Day, April 6 2022
Stockholm



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Who is speaking?

Rasmus Houlind

Chief Experience Officer at agillic

Digital agency background

Author of the books
”Hvis det handler om mig, så køber jeg!” (2015)
”Make it all about me” (2019)

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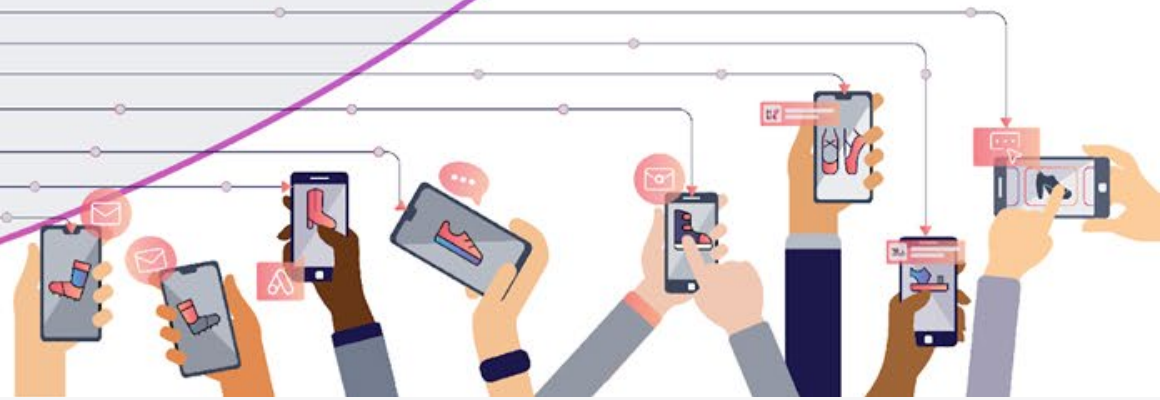
Personalised
communication to millions



Personagmentation

‘What is personalization anyway?’

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Agenda

- The distinction between segmentation and personalization
- What this means for your Customer Experience and the results you create
- How you work most efficiently and what it means to your tech stack

Did you ever have to tie a bow tie?

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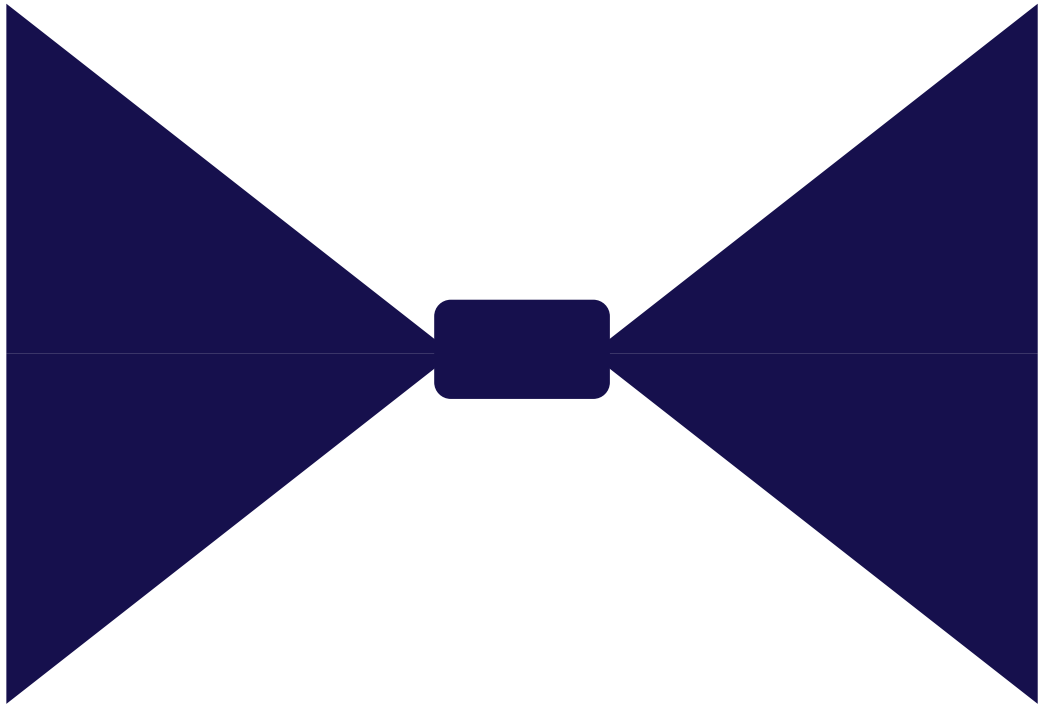

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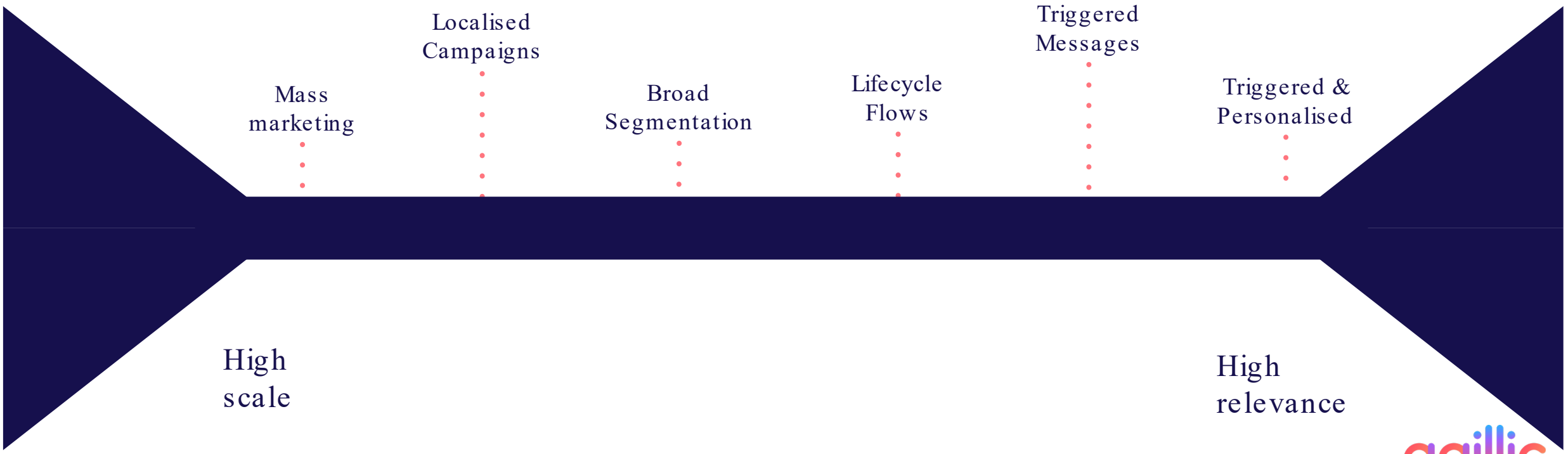
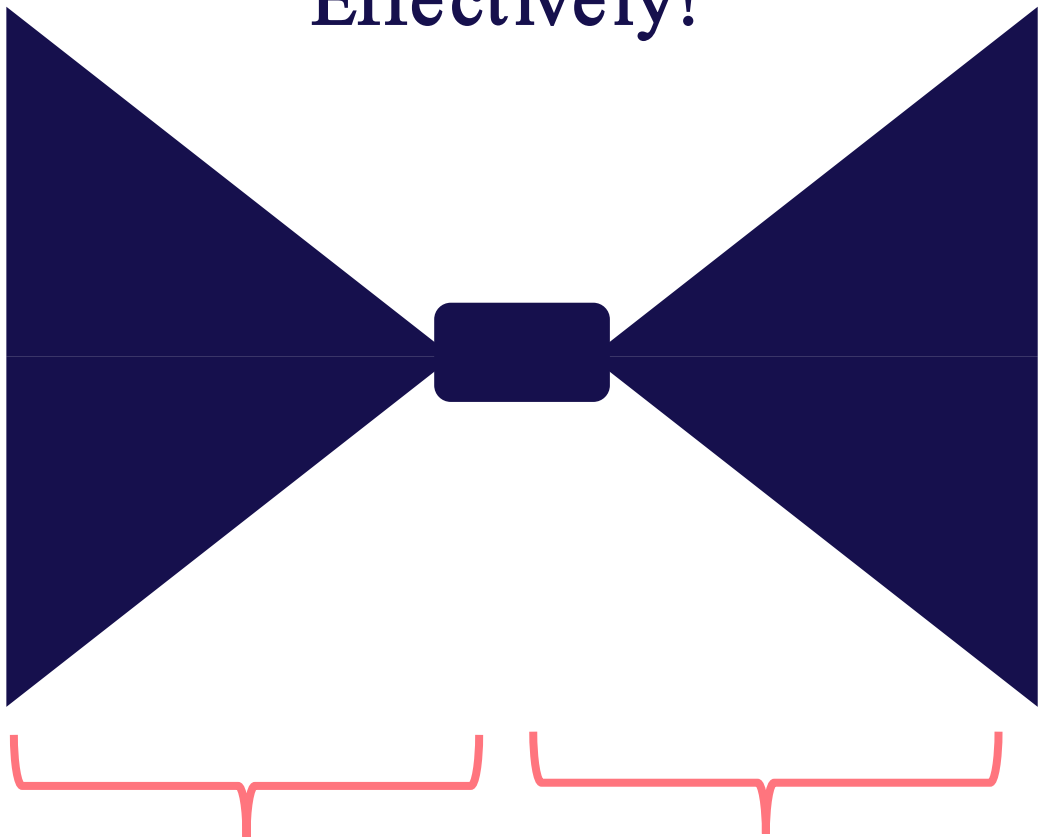
Being RELEVANT is just as hard!

- How do you balance scale with relevance?



RELEVANCE requires mixing Personalization and Segmentation

Effectively!



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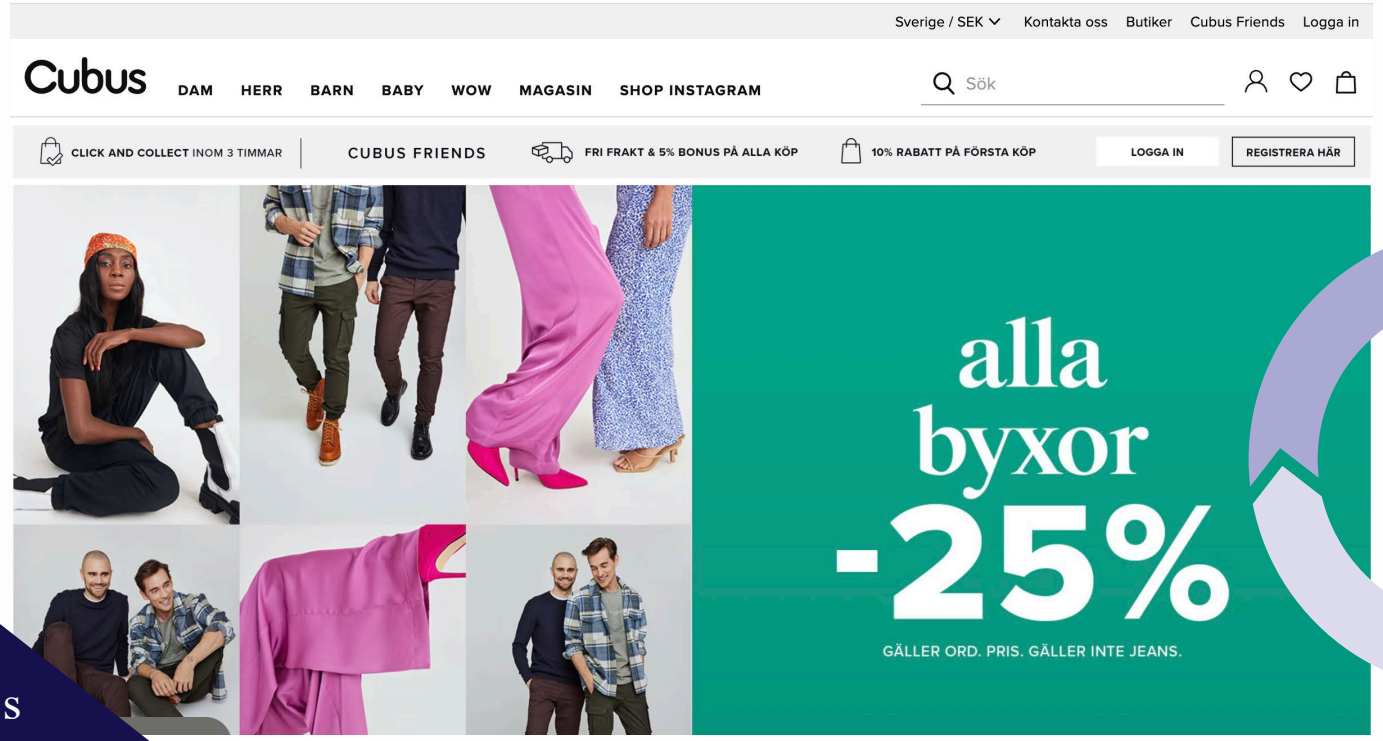
Segmentation is something you do to your customers!

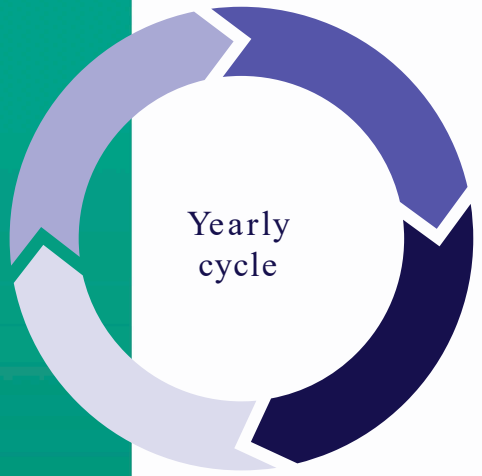
Personas

Moments of truth

Segmentation can be rather static



Personas



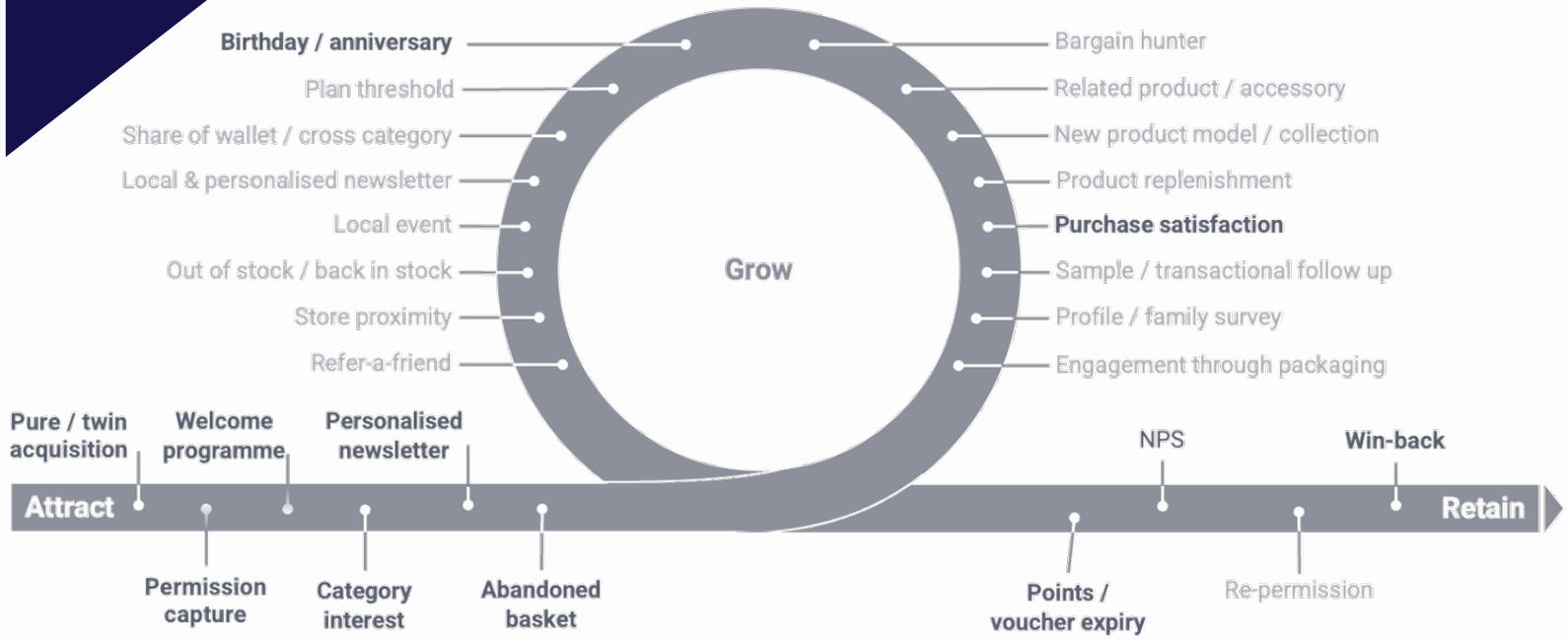
Who is buying women's clothes? Who also bought children's clothes?

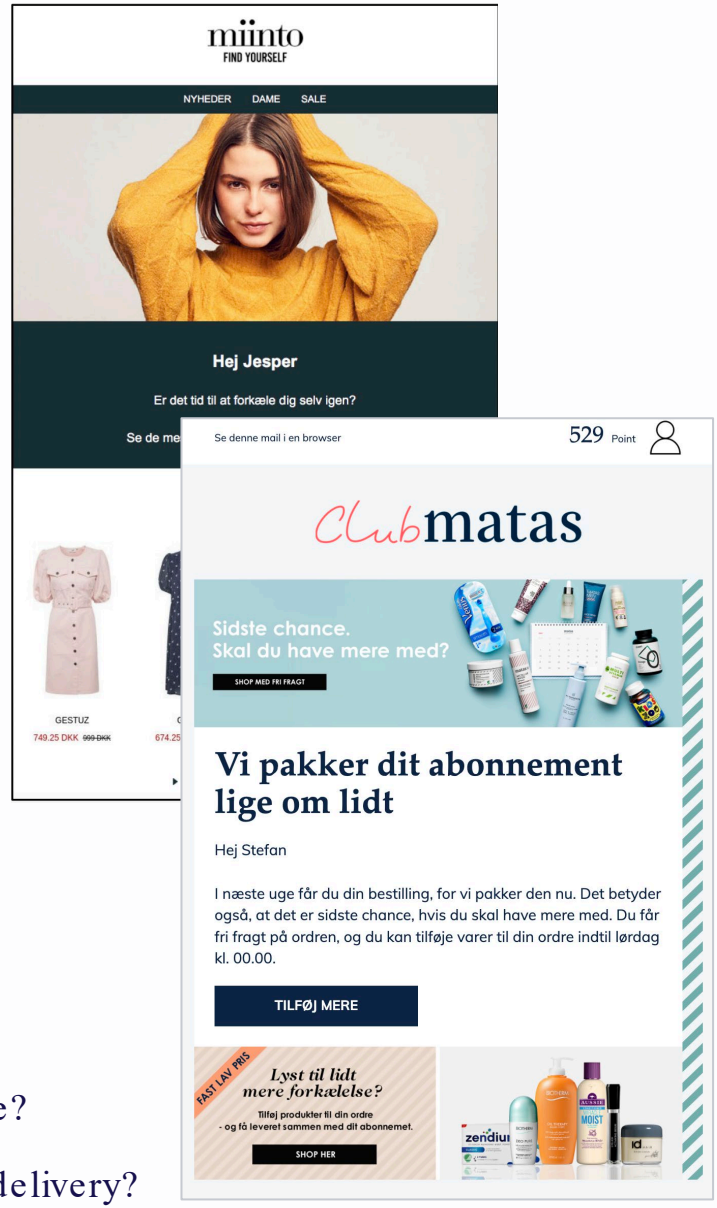
Who is spending a lot with us? Who is not?

Who is only buying online vs instore?

Or segmentation can be really dynamic!

Moments of truth





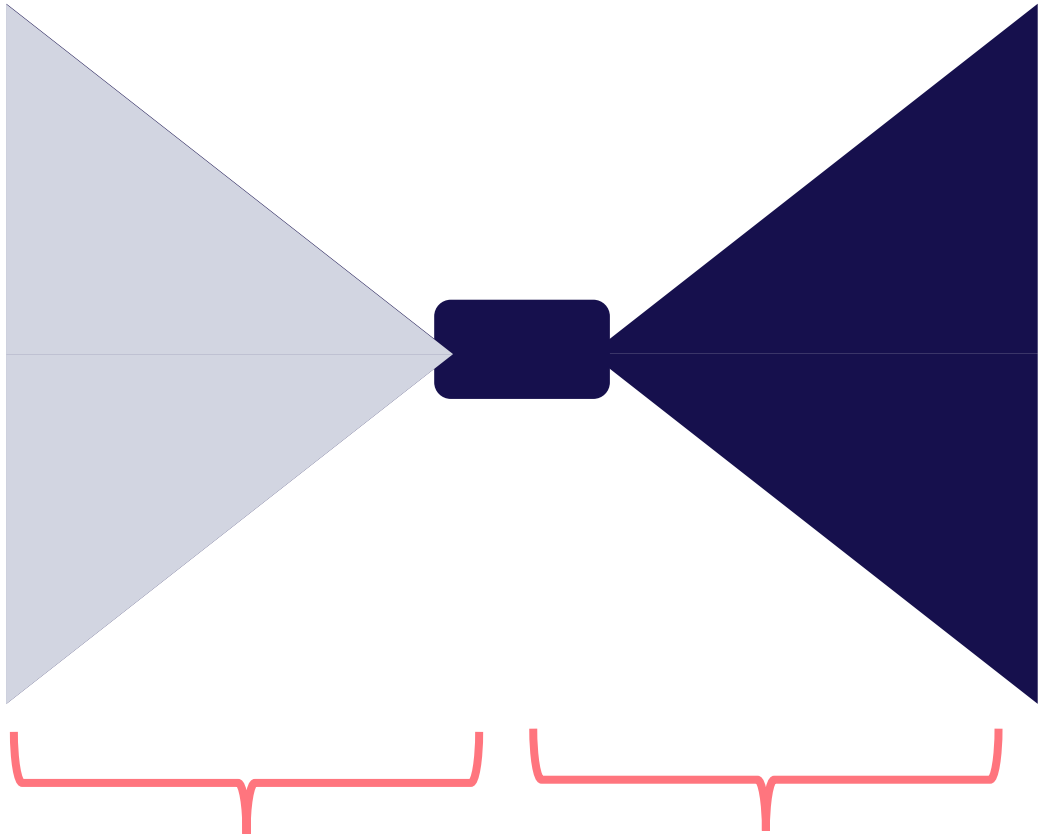
Who just signed up for newsletters?

Who just abandoned the shopping cart?

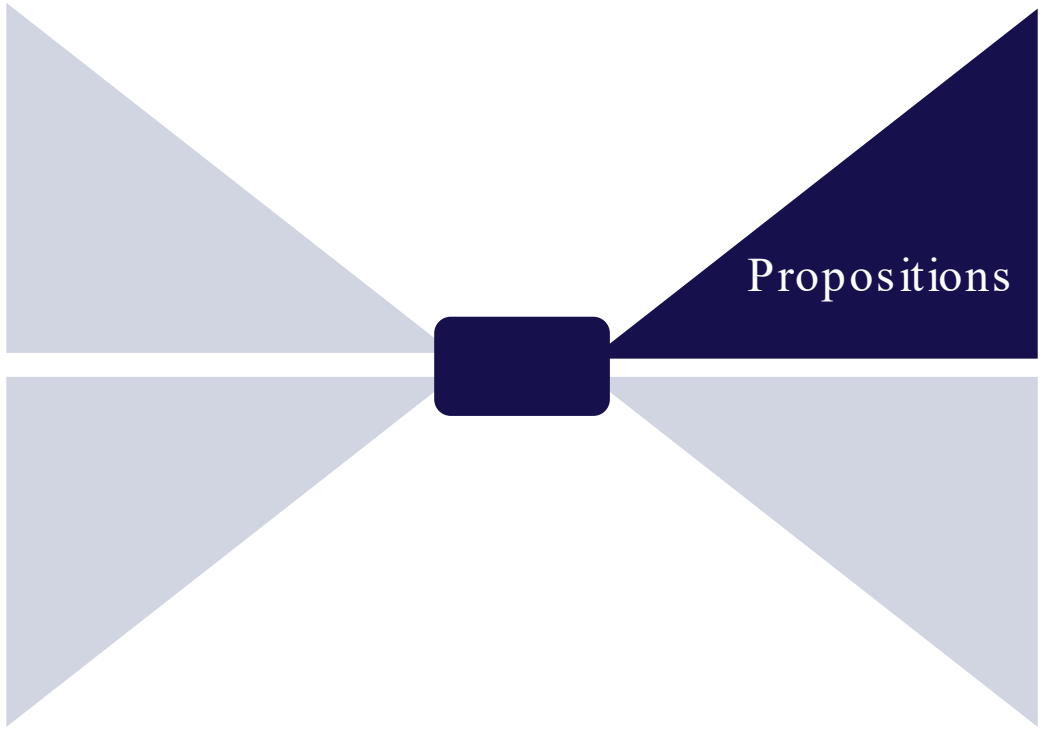
Who has a voucher that is about to expire?

For whom are we packing their monthly delivery?

Personalization is something you do with your content!



Your propositions need to match the segments



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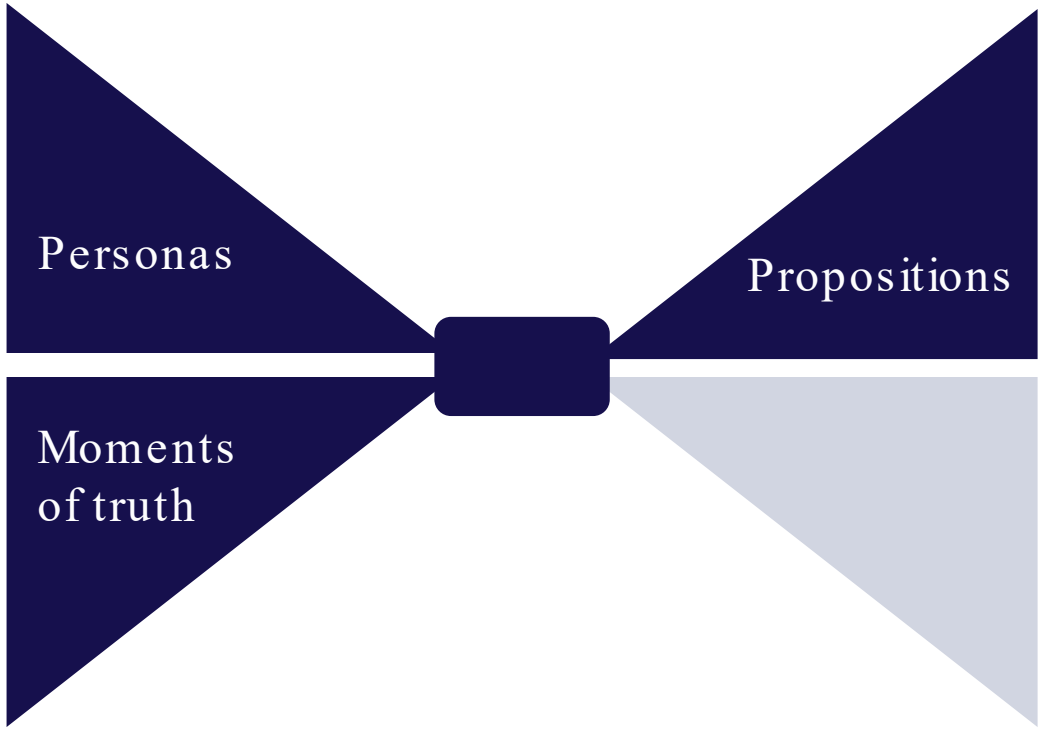
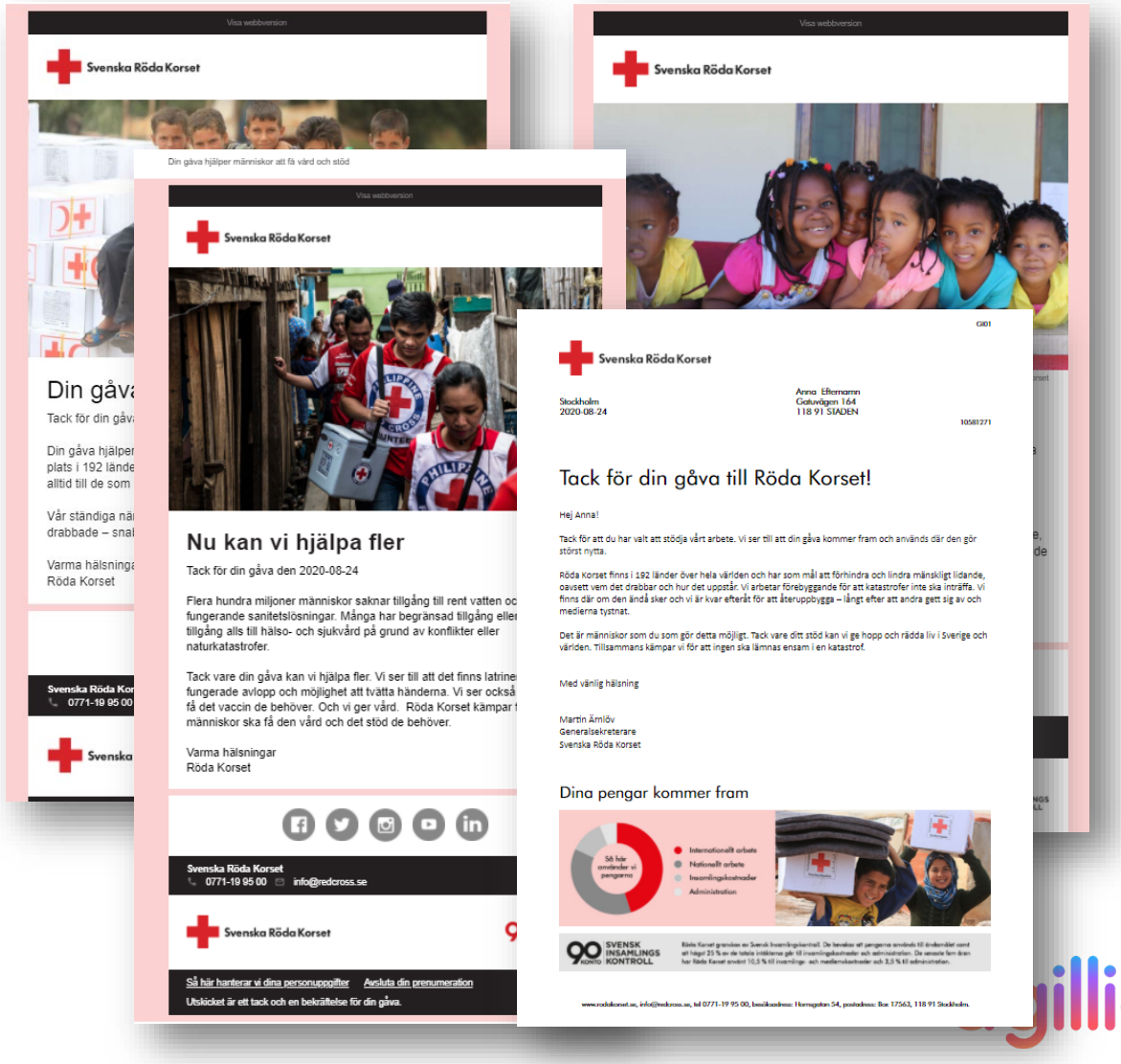


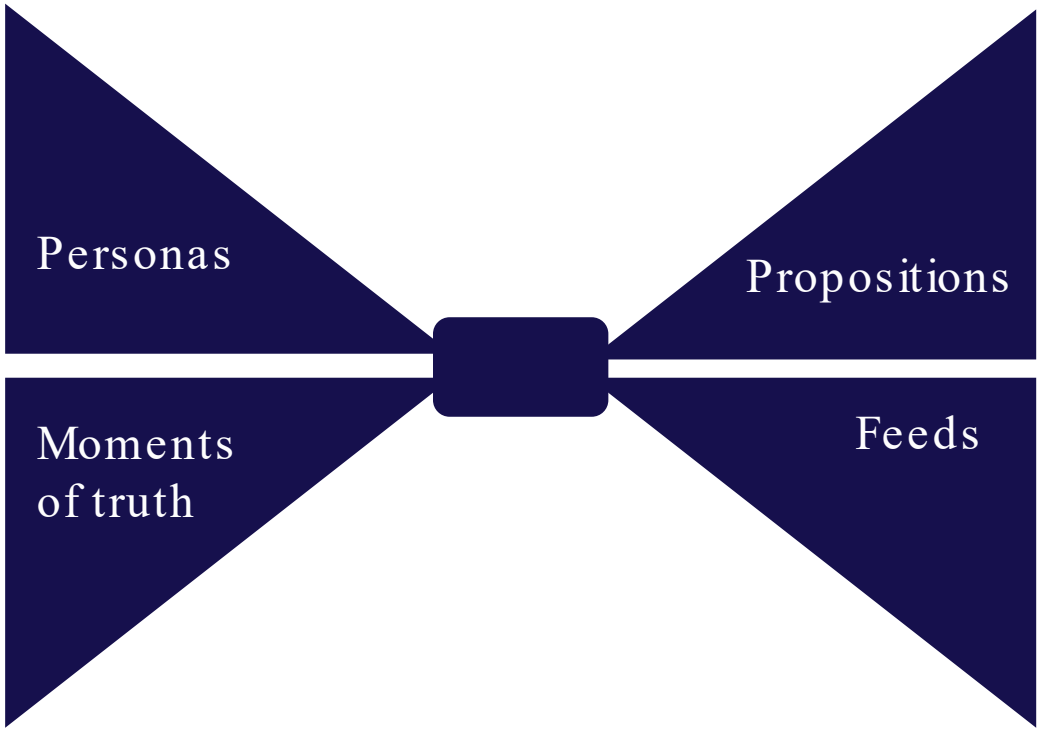


Depending on the good cause – the **Thank You** will vary

There are many ways of saying the same thing…

And you'll meet your customers in various channels

Your propositions shouldn't stand alone however...



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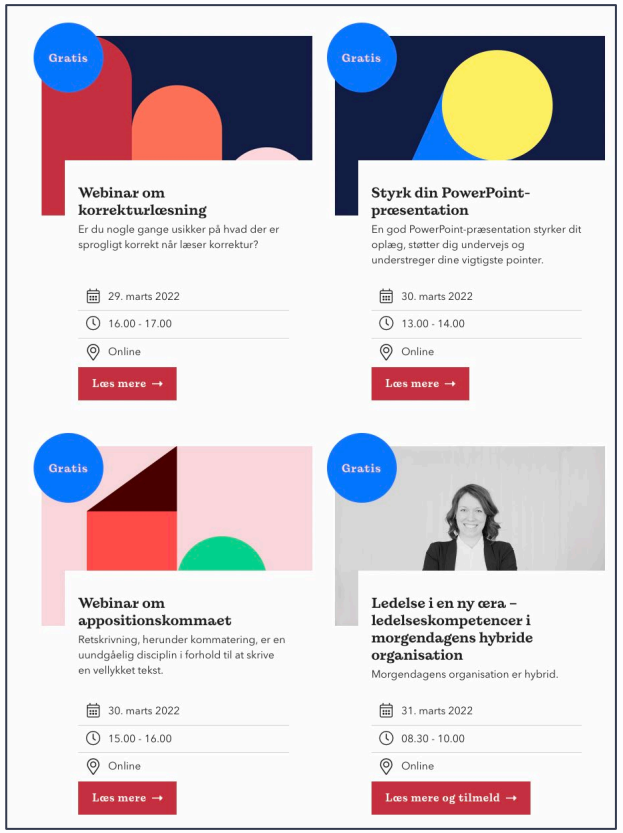
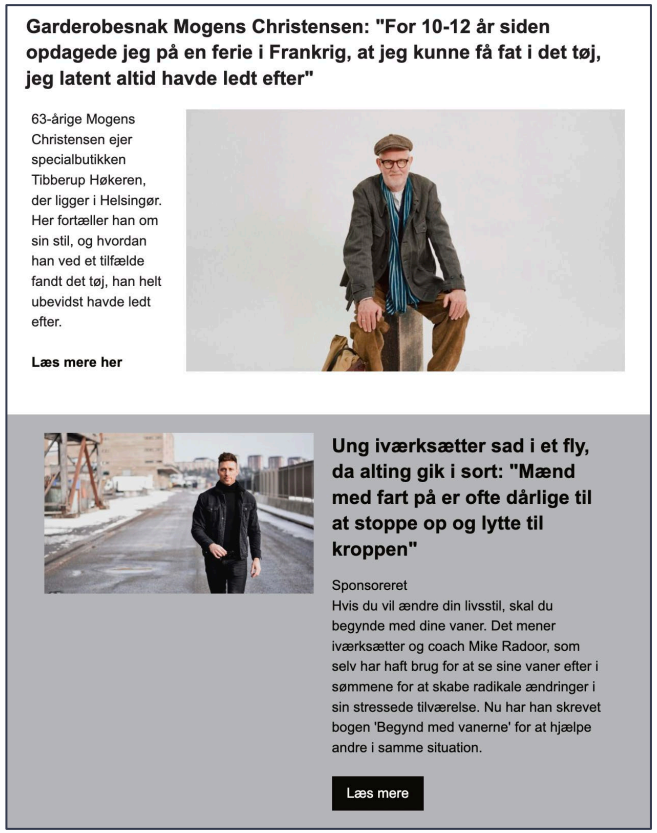
Remember to always provide inspiration…

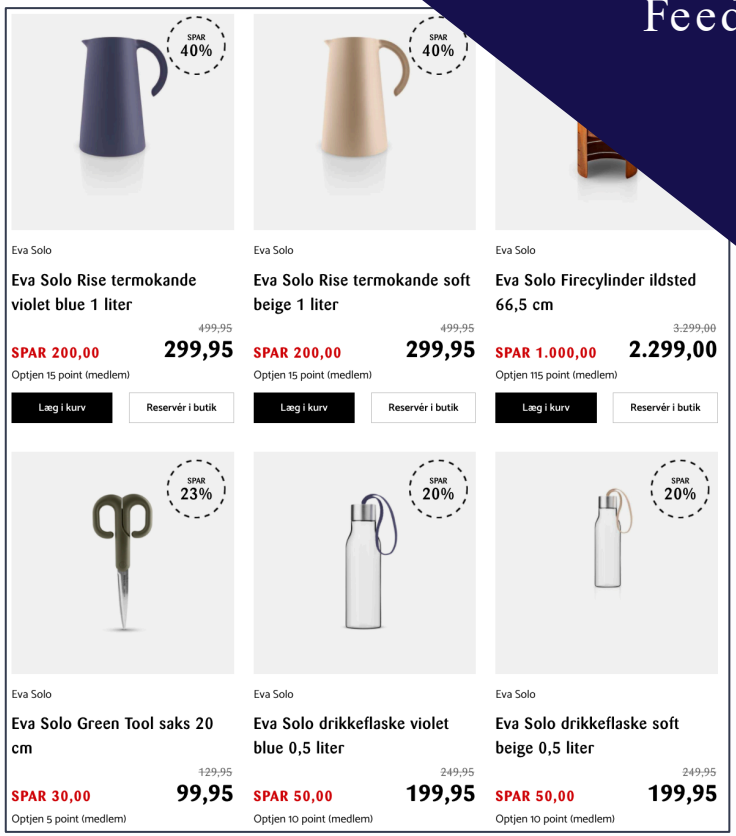
Feeds



Events
Dansk Magisterforening

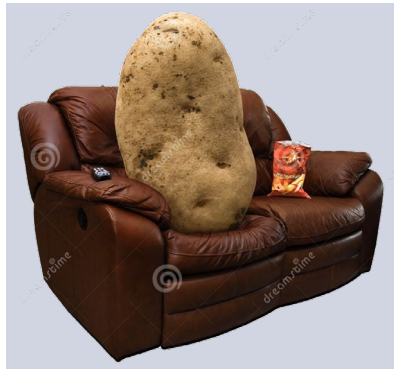


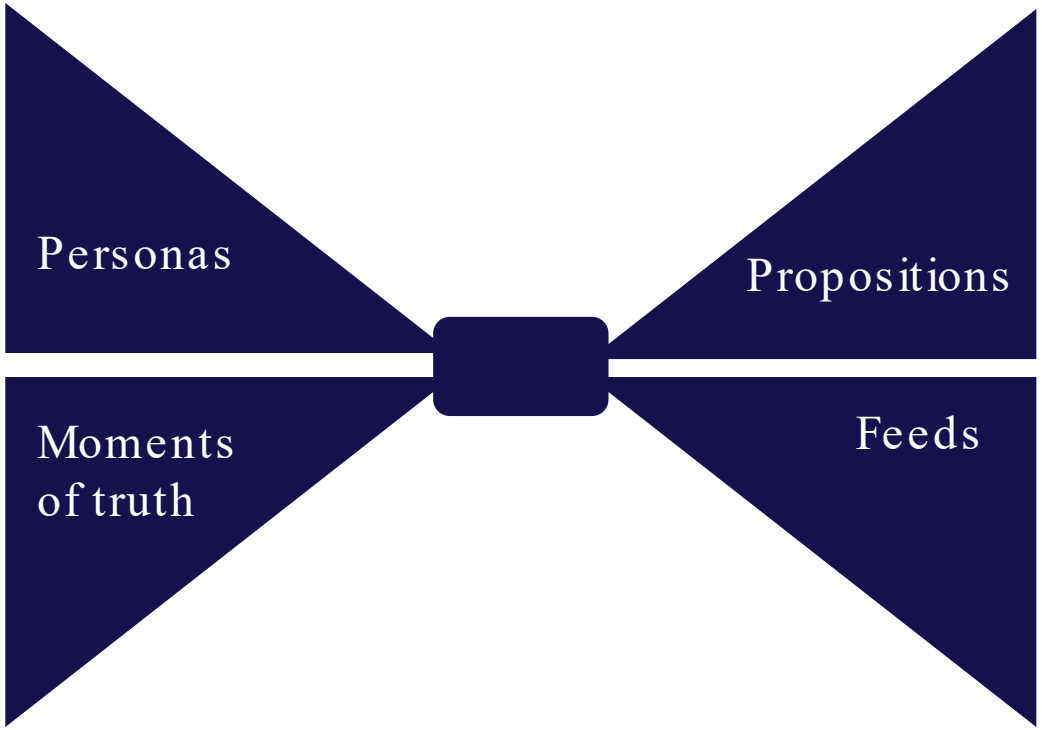
Articles
Egmont Storyhouse



Products
Kop & Kande

Putting it all together





FITNESS WORLD

fresh FITNESS

PUREGYM

VIVA GYM

#CYBER FITNESS

WHAT COULD POSSIBLY GO WRONG?

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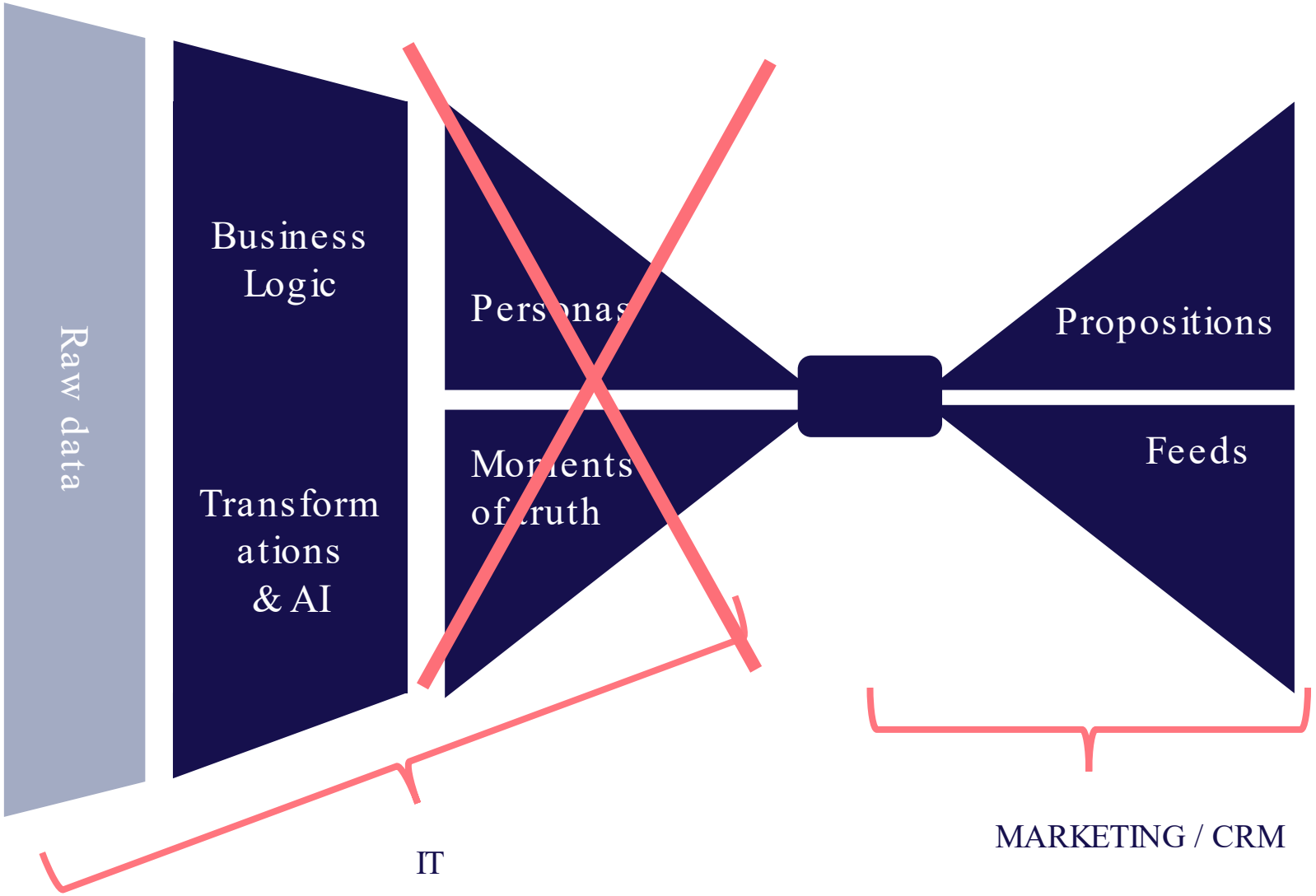
IT insists on doing all the segmentation



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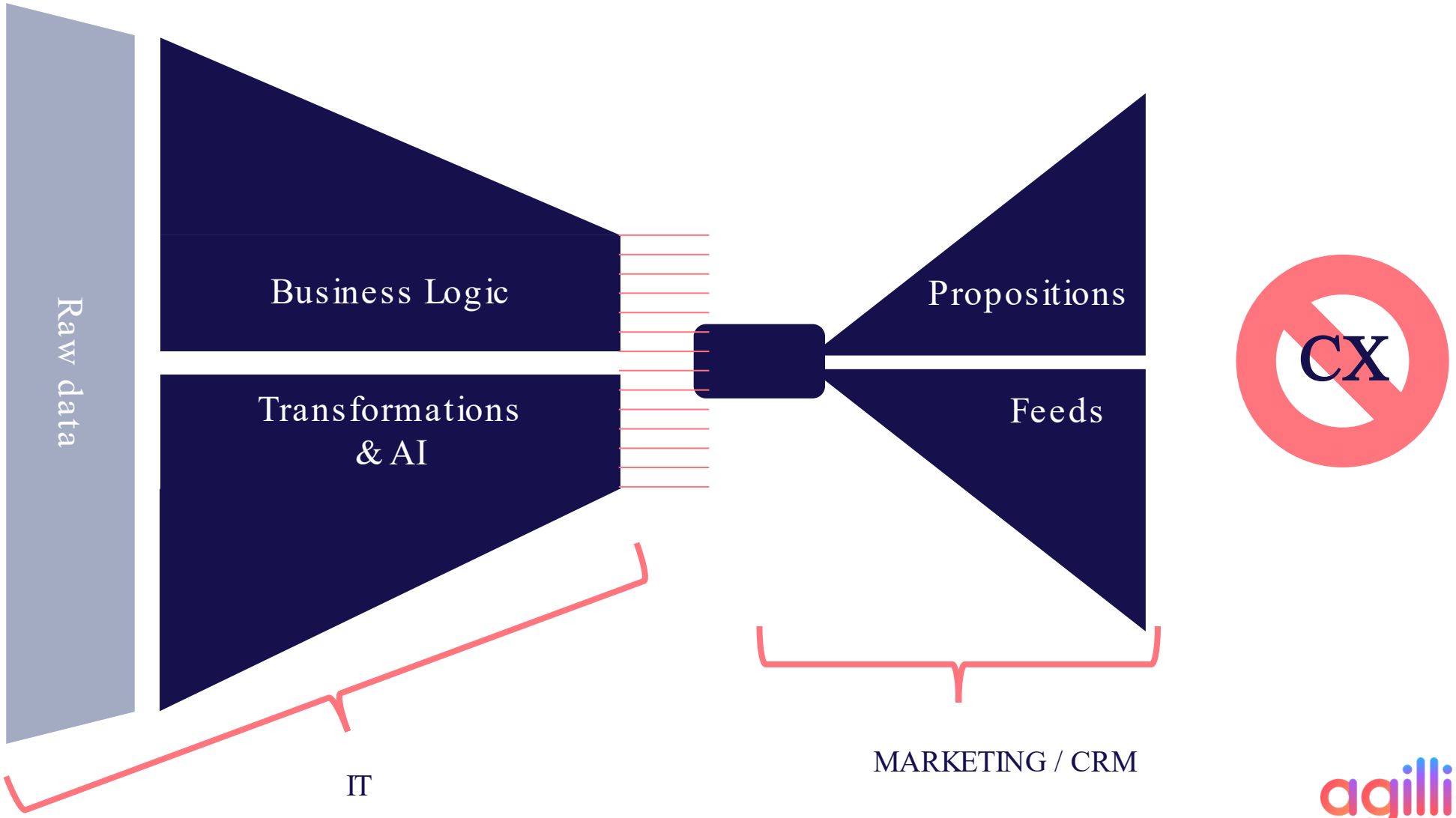

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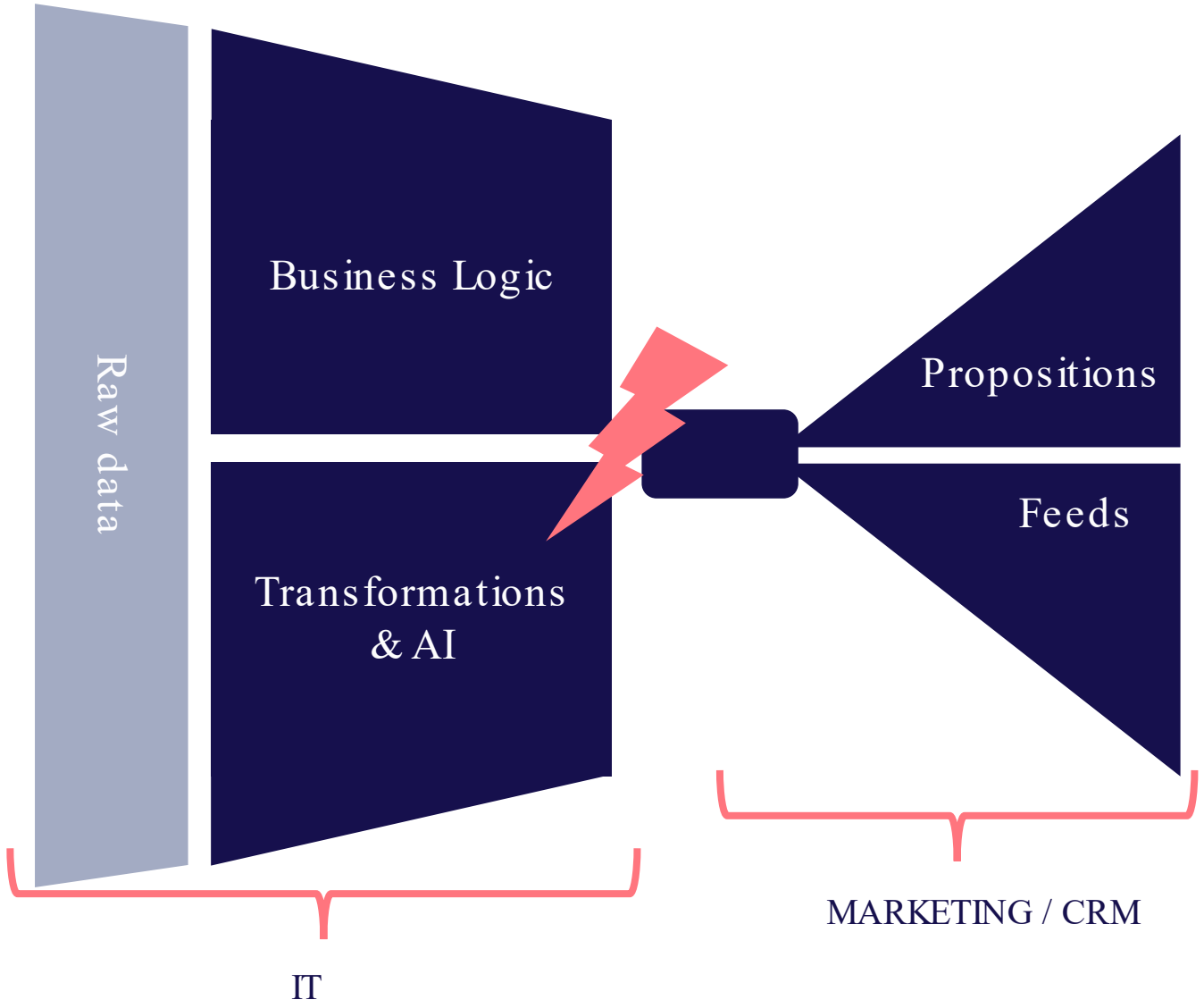
IT delivers way too granular data



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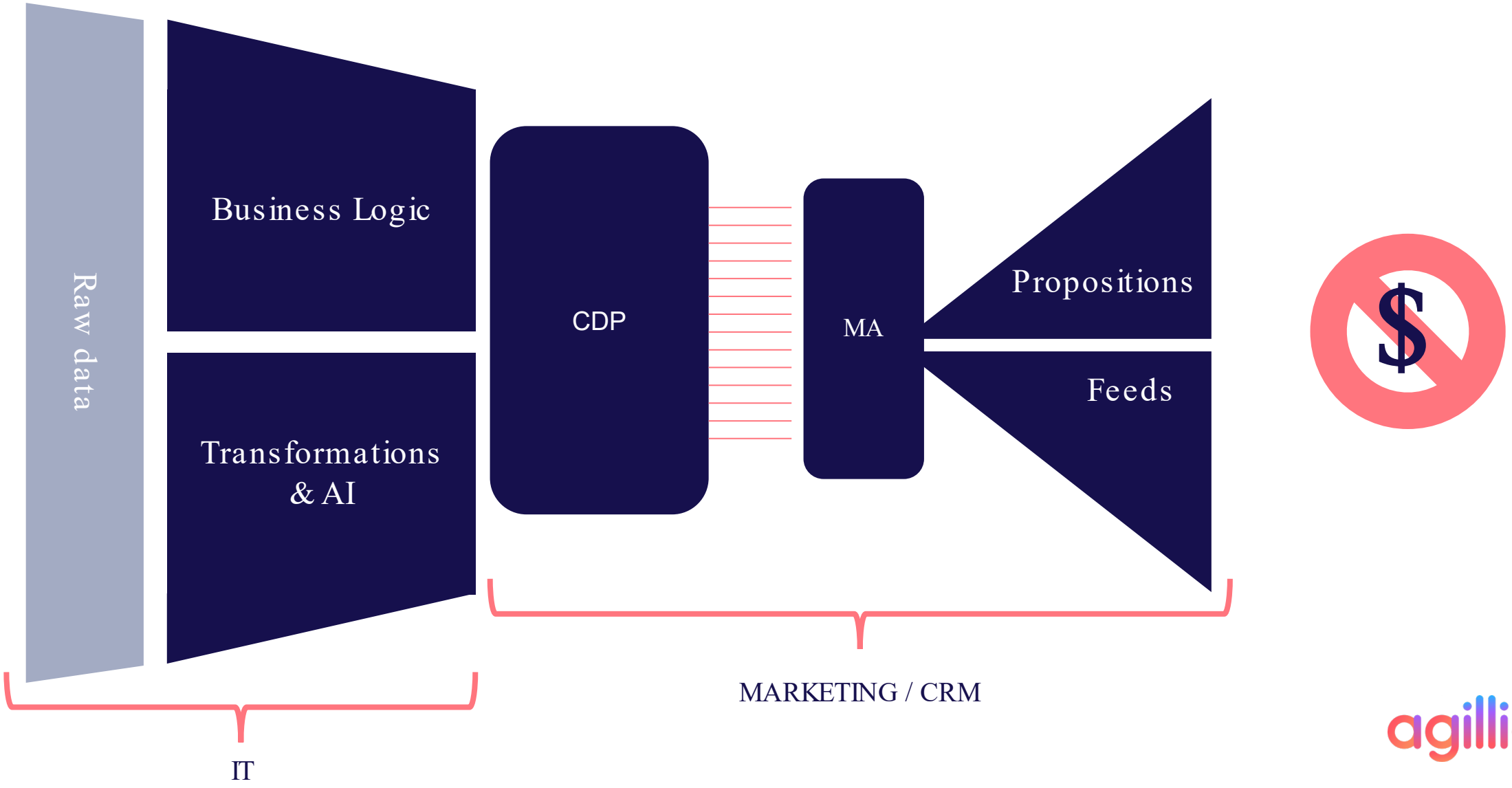
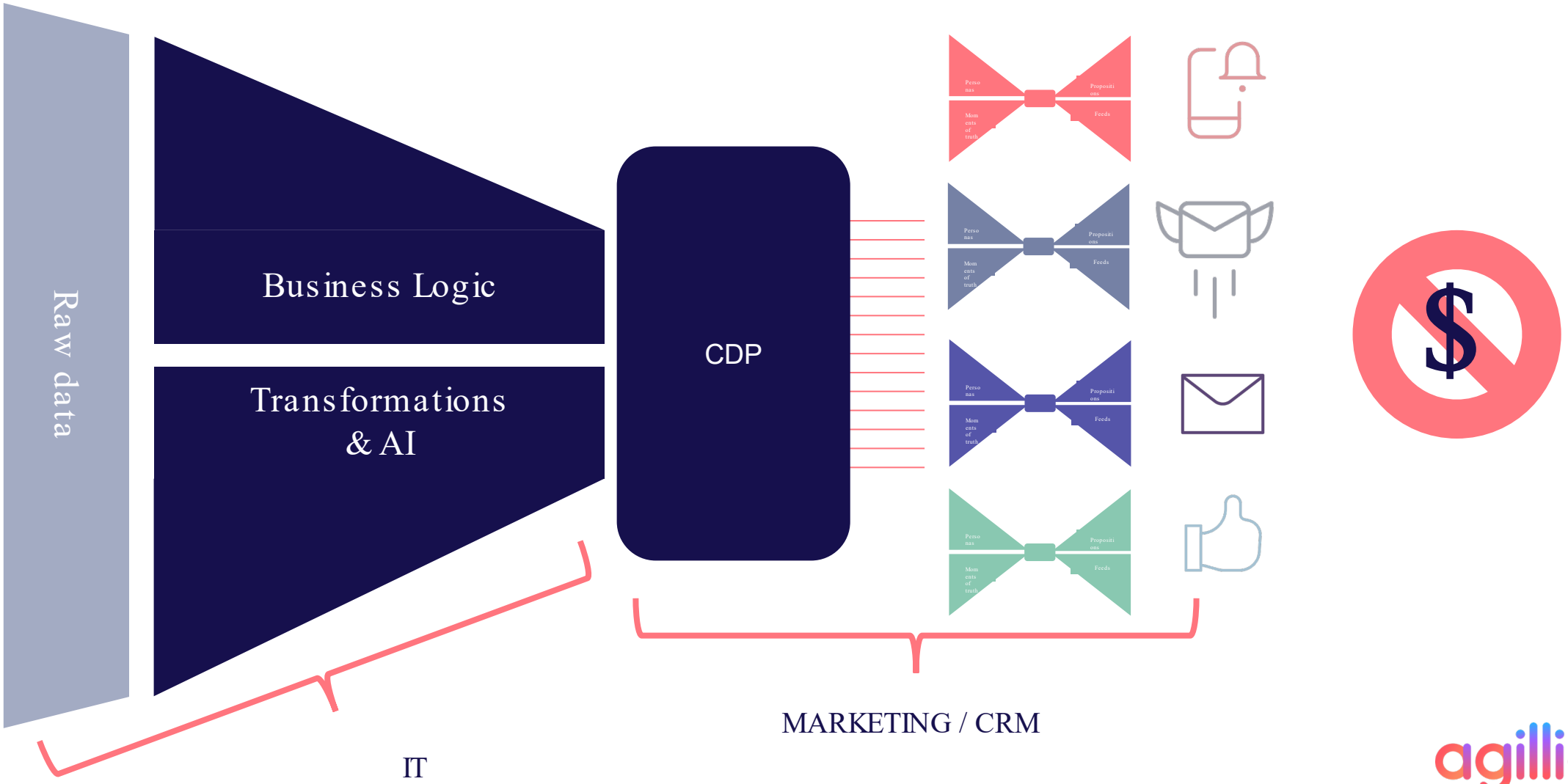
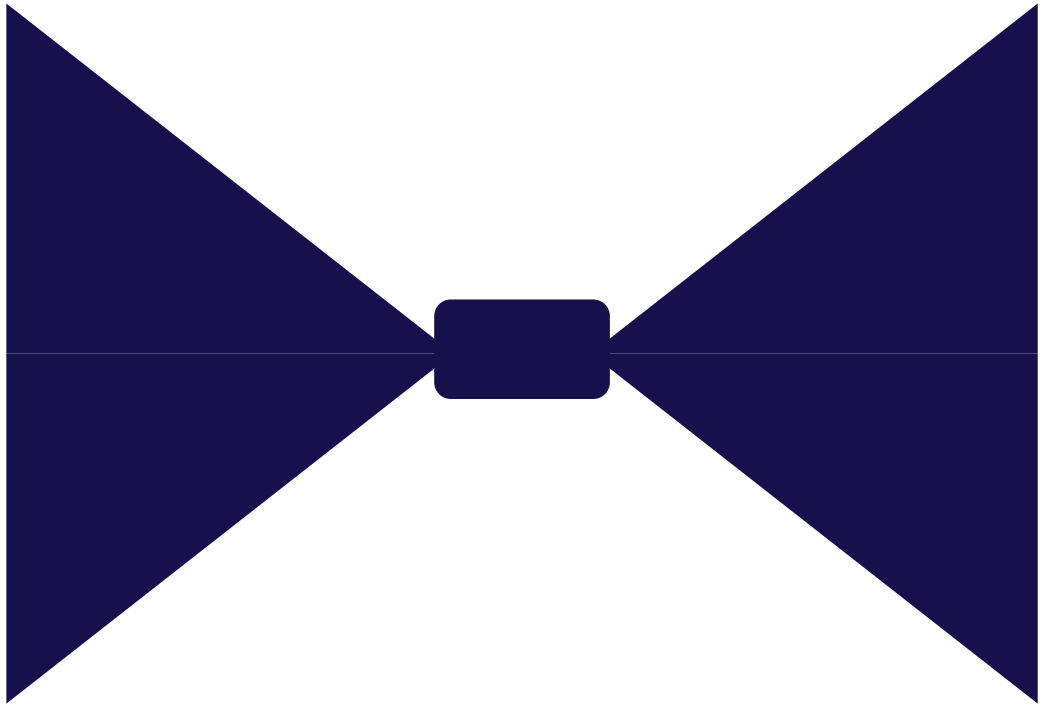


Marketing has multiple execution platforms



Ever tried a ‘clip on bow’ tie?



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Ever tried a ‘clip on bow’ tie?

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Not quite as cool as this though…?

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If you want to tie up the real deal – reach out!

Hint: it's not all about technology

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