

7 Pillars of Omnichannel Personalization: Powering Customer Engagement



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Introduction: Why Omnichannel Personalization?

The simple truth of marketing is that your customers deserve and demand tailored, seamless interactions across channels — or else they're happy to take their business elsewhere.

With the proliferation of technology throughout every aspect of our lives (mobile phones, AI, the Internet of Things, social platforms, etc.), consumers are increasingly in control of how, where, and when they engage with brands.

If you can't personalize your content to your customers and deliver it consistently and effectively, you won't earn their loyalty.

Omnichannel personalization is fundamental to driving customer growth and revenue, which is why we've evolved this guide, to shed light on why

omnichannel is the only way to keep up with your consumers and drive revenue for your business. Today's top marketers are building their strategies around personalized omnichannel campaigns.

In fact, 46% of decision-makers in the US, Germany, and the UK saw increased customer lifetime value due to the depth of omnichannel customer engagement.*

To build a truly powerful strategy that not only satisfies and delights customers but actually drives tangible business results, you'll need to incorporate the seven pillars of omnichannel personalization.

*The Omnichannel Difference 2024, a commissioned study conducted by Forrester Consulting on behalf of SAP Emarsys, November 2023



Pillar #1:

Integrate Data at Scale



Pillar #1: Integrate Data at Scale

If your goal is to deliver meaningful 1:1 experiences to your customers at the right time, while meeting them where they're at, your data cannot be siloed. Your data needs to be freely accessible across every touchpoint in order for you to truly understand your customers.

Maximize Your Customer Engagement Data

Before you can begin personalizing content across channels, you need a game plan based on a thorough understanding of your customer journey.

Undoubtedly you already have some amount of customer data. Start with what you have and use that to lay out a customer journey map. With that map, you can uncover gaps in your data, a sort of "wish list" of data that, if you had it, you could use to create more targeted and more relevant experiences.

As you make your plan for data capture, think about these questions:

- What do you know about your customers?
- What don't you know about your customers that would be helpful to know?
- What use cases do you need to solve for in the next year?
- Will your data strategy build trust and satisfaction?
- Are you offering value that customers want in exchange for their data (i.e. are you offering a value exchange)?

Consider different points in the customer's journey where it's appropriate to ask for data. A few examples of this include when customers are registering a new user, signing up for your mailing list, or following a purchase, etc.

Be sure to be up front with customers about how you plan to use the data... and then deliver on that promise of value.

"I think fundamentally, when I think about how we use data, it's been core to who we've been right from the start. So understanding what patterns and pieces a customer is looking for, it just reinforces our opportunity to be able to satisfy that need and present them in a relevant way what they're looking for so we can be helpful and we can be there when they need us"

Linh Calhoun, CMO, Replacements, Ltd.

58%

of respondents' firms understand what it means to be customer obsessed. Only 15% of respondents' companies fall into a customer-obsessed segment*

* The Omnichannel Difference, a commissioned study conducted by Forrester Consulting on behalf of SAP Emarsys, August 2022

Build Trust

Trust is critical when it comes to data capture. Customers give you permission to use their personal information to interact with them — and they can take that permission away.

The high-quality data you need for high-quality personalization comes with responsibilities, both to your customers and to the law. Data privacy and regulations like GDPR, the California Consumer Privacy Act, and Apple's "opt-in for IDFA" all have a direct impact on your ability to gather data and identify customers.

Collecting permission-based data is key to building consent-based profiles. Additionally, by making it a priority to collect permission-based data, you help your business in the long run, because you'll be able to react easily and rapidly to ever-changing data regulations.



Connect Data Seamlessly for a Unified Customer Profile

You should have a clear understanding of what data is coming in and where it is being used. A customer data platform (CDP) is a solution that aggregates customer data in a centralized location, and using a CDP together with a customer engagement platform (CEP) will empower you to deliver 1:1 omnichannel experiences.

If you're just starting out with omnichannel personalization, start by determining your existing data capabilities. Are you able to ingest, analyze, and execute data? These three data capabilities are crucial for omnichannel personalization.

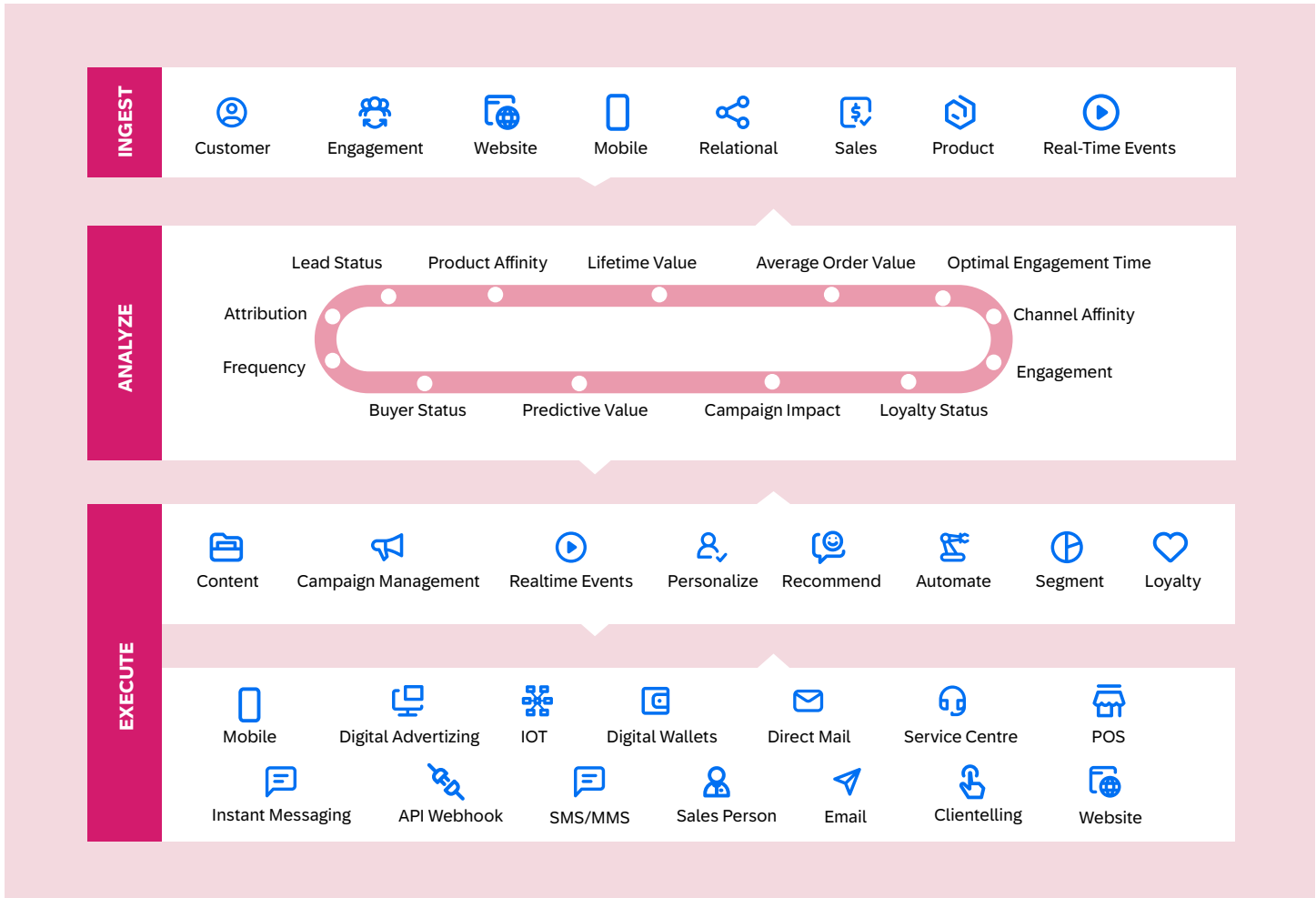
By bringing insights-rich data together with all your other data sets (weather analytics, loyalty programs, referral marketing etc.), you can begin to form a single view of your customer to create a unified

customer profile. This profile takes into account details such as your customer's email responses, purchase history, product affinity, etc., giving you a better idea of how to engage your customers.

When you truly understand your customer in this way, you can begin delivering on your end of the deal: offer a superior experience uniquely tailored to the customer, one that your competitors can't provide.

“We had a lot of data in our backend from the customer history, what kind of pets they had, what kind of conversations they had with CS. Our relational data in SAP Emarsys was really the way we brought [the data] all together, made it all specific to a single customer.”

Negar Mokhtarnia, Former Director of Product, Pet Circle





Create Data Extensibility

The possible strategies for efficiently capturing, integrating, and applying data could stretch on toward infinity. That being said, the best place to focus on creating data extensibility is executing an open data strategy, in which your data architecture enables the free flow of data beyond just your martech stack. This strategy makes data even more impactful across your business.

An open data strategy allows you to:

- Build data-driven engagement solutions to fit any use case, integration, or deployment with open, scalable tools and extensible partner ecosystems.
- Ingest data easily from any source, in real time or at rest, with web tracking, data connectors, APIs, and relational data models.
- Activate contextual and operational data to personalize and automate marketing and transactional engagements.
- Use AI to automatically create unique customer models, like models for lifetime value, propensity to buy, churn risk, etc.
- Onboard data and channels quickly with an agile platform backed by scalable, cloud infrastructure to support high-volume sending.
- Handle complex business requirements from multi-region, language, and business unit support to data security and hub-and-spoke team models.

The true value of an open data strategy is that it enables you to maximize your data and extend the value of your martech stack, while at the same time powering 1:1 tailored experiences across channels.

Pillar #2:

Connect Commerce Experiences



Pillar #2: Connect Commerce Experiences

Commerce is happening everywhere, all the time. The customer journey is no longer linear... if it ever truly was. Customers commonly bounce from channel to channel, offline and online, as they explore their options before they make a purchase. Connecting commerce channels across the complete spectrum (web, SMS, email, social, ads, etc.) enables you to create exceptional, engaging experiences as you guide customers on their path to purchase.

Bridge the Gap between Commerce Online and In-Store

Commerce and marketing should work hand in hand, making it as easy as possible for a customer to make a purchase decision. Your commerce data can tell you important information like customer product preferences and purchase history. It can even signal about when they are most likely to convert.

However, to maximize the impact of each customer event (a cart was abandoned, a browser was abandoned, a form was filled in, etc.), marketers must bridge the gap between commerce and in-store experiences. This will

help to simplify steps in the buying journey and accelerate conversion. A connected customer experience that will increase AOV should include:

- Tracking in-store events such as scanning a mobile wallet pass, signing into an account, or via geofencing through a mobile app
- Personalized engagements based on real-time event triggers both online and in-store
- An online presence that fulfills the desires of an in-store experience
- Ingesting event data in a way that helps you predict profitable growth

“We invested in SAP CX because we needed a solution that supports our omnichannel business with a value chain that continually enhances the customer experience across various commerce channels.”

Gustavo Gutiérrez, Chief Technology Officer, Innovasport S.A. de C.V.



What Connected Experiences Look Like

To guide customers all the way from awareness to purchase (and beyond, to true loyalty), you need one thing: engagement. Marketing is all about engagement. How do you get customers to your site or store? And when they arrive, how do you keep them engaged and drive conversions?

Here are just a few ways you can start imagining a more connected commerce experience:

- **Make product discovery easy by offering self-assessments or quizzes.**
- **Display stock levels, shipping availability, and carbon footprint to educate customers along the way.**
- **Ensure available vouchers are pre-populated and available at checkout to help seal the deal.**
- **Enable in-store pickup for online purchases.**
- **Arm your in-store associates with clienteling tools to better understand your customer's needs.**

“We have begun to implement our 24 signature customer experiences to more effectively combine digital and in-store interactions, beginning with our China launch. Customers can now register their details through WeChat by scanning a QR code (via a 3rd party provider), creating a customer profile that flows through our omnichannel systems into our customer database. This begins the omnichannel relationship between customers and Aesop consultants and enables ongoing connections between customer and consultant after the customer has left the store”

Robbie Tutt, General Manager, Digital & Technology, Aesop

Reach Your On-The-Go Customers

To help increase the likelihood for your customer to make a purchase, you need to be ready to make the transaction through their mobile wallet. More than half (51%) of consumers say they no longer need to carry a physical wallet because they're using a mobile wallet.*

Mobile wallet helps you meet consumers where they are and how they prefer to engage. Enabling commerce transactions through your customer's mobile wallet means you gain data: you suddenly have the ability to identify customers when they make in-store purchases, attend in-store events or show up for in-store appointments. This data is extremely valuable for building a complete

view of the customer, and it enables you to further tailor their experiences.

When you connect to existing mobile wallets apps (such as Apple or Google Wallet), you gain the ability to add passes to customers' wallets. Examples of passes include loyalty cards, coupons, store cards, offers, and event tickets. And you can achieve all of this without requiring the customer to download a new app.

*SAP Emarsys



Pillar #3:

Prioritize Customer Loyalty



Pillar #3: Prioritize Customer Loyalty

Almost all marketers are keenly aware that loyalty is on shaky ground these days. The percentage of global consumers who said they were “loyal” to certain retailers dropped from 76% (2022) to 66% (2023).*

Winning and keeping a customer’s loyalty requires strategies dedicated to building long-lasting relationships. That deeper bond, in turn, will drive not only revenue but also more optimized marketing campaigns.

Understanding Customer Loyalty

When a customer makes multiple purchases from your brand, you’re able to collect more data and use it to create more personalized omnichannel campaigns. These tailored campaigns in turn increase that customer’s loyalty, establishing a virtuous cycle.

Loyalty is about meeting consumers where they are across every interaction. Customer

engagement, product discovery, product availability, clienteling, customer service, voucher management, sustainable practices, return policies — all of these and more can impact customer loyalty. For the purposes of this guide, when talking about loyalty, we mean true loyalty, defined as “unwavering, unshakeable loyalty built on trust, love, and devotion to a brand.”

*SAP Emarsys Customer Loyalty Index 2023

66%

of consumers remain loyal and frequently purchase from a brand due to personalized, frequent, and relevant communications*

*Customer Loyalty Index 2023

Loyalty Strategies

What's a marketer supposed to do to drive loyalty? Some might think that to get started, it's necessary to have a loyalty program and point system in place, but that isn't the case.

Even without a loyalty program, as long as you have integrated data and an effective customer engagement system in place, you're ready start implementing loyalty strategies:

- **Segmentation:** Map out your customer journey and use automated segmentation to identify loyal customers (based on purchase frequency or average order value, for example). Then present these different segments with highly targeted and personalized marketing content.
- **Recommendations:** Make product recommendations based on past purchases. Show customers the products they're most likely to be interested in, giving them a curated view.
- **Exclusive Events or Offers:** Make your repeat customers feel special! Give them early or exclusive access to special events and incentives.
- **Win-Back Campaigns:** Using customer data powered by AI, it's possible to predict when loyal customers are most likely to defect and then strategically re-engage them.

Of course, many marketers do use loyalty programs and rewards, and here are a few

strategies for optimizing engagement with program members:

- **Invitation:** By proactively initiating customers to join the program across multiple channels, you offer opportunities to engage on their channel of choice.
- **Reward Expiration:** With automated reminders, encourage customers to make a purchase using soon-to-expire vouchers.
- **Loyalty Upgrades:** Using event based triggers, you can increase engagement by letting a consumer know when they are close to their next loyalty tier.content.

“Loyalty programs create and deliver a committed mutual value, this exchange deepens customer relationships and increases engagement. It is also essential to capturing zero- and first-party data, compliantly. A willing customer will always share more when they trust that the brand will be a good steward of their data and use it to personalize their experience. Loyalty creates and maintains that exchange across channels and touchpoints to ensure a personalized experience at every touch point.”

Erin Raese, Global SVP, GTM & Strategy, Annex Cloud

“For us, the customer experience is everything. SAP Commerce Cloud helps us deliver an inspirational online experience in keeping with what our customers expect when they're served in one of our physical stores.”

Zoe Donovan, Digital and Marketing Director,
LK Bennett Fashion Limited

Leverage the Power of Referrals

The impact of loyalty goes beyond just repeat purchases — the customer referral is a powerful tool in a marketer's arsenal. Among your loyal customers there are likely to be key individuals who are brand advocates, the people who are most likely to recommend your brand to their family, friends, and colleagues.

By identifying your brand advocates and engaging them with tailored campaigns that support and reward their referral activity, you can drive sustainable growth.

Be aware that your best referral advocates are not always your highest spenders! It's important to properly identify your true brand advocates, and software like Mention Me is specially designed to help with that.

“By using Mention Me tactics within our automation campaigns and email marketing in SAP Emarsys, we’re increasing both acquisition and retention. It’s such an effective way of delivering personalized messages that resonate and drive action.”

Michelle Hurney, Head of Marketing, BrandAlley UK Limited

“In marketing programs, brand advocacy is about much more than acquiring high-value customers through referral. With the right approach enabled by the right technology, it can become a powerful driver for organic, sustainable growth fueled by your customers.”

Kat Wray, Director of Strategic Partnerships, Mention Me



Pillar #4:

Consider Context, Relevancy, and Real Time



Pillar #4: Consider Context, Relevancy, and Real Time

In today's world of digital-first commerce, marketing is all about bringing your brand to the customers. To drive growth and revenue, you need to connect with customers at the most opportune time, delivering the right message when and where it will have the greatest impact. Don't wait for customers to come to you; instead, meet them where they are with just the right message, so you never miss an opportunity to connect.

Make Your Message Relevant

Imagine you receive an email from your favorite athletic apparel company. Inside is a personalized offer for the perfect pair of sneakers — your exact size, preferred fit, and completely in sync with your style. In fact, they're so perfect... that you already bought those shoes when you were visiting that website a month ago.

What a let down, right?

With omnichannel personalization, your objective is to deliver the right message to the right customer at the right time, while seamlessly applying a 360-degree view of all your channels and touchpoints. One of the biggest difference-makers for taking your brand's personalization

from basic to potent comes down to relevance plus timing. Personalized communications that happen in real time, on their channel of choice, and are relevant to the customer (based on their behavior, preferences, or otherwise) make a greater impact.

71%

of UK consumers are more loyal to retailers that offer them personalized discounts, incentives, and rewards*

*Customer Loyalty Index 2022

Get Engaged in Real Time

When customers are engaging with your brand, regardless of channel, seek out ways to engage them in that moment. For example, if you have an app, you can provide users with personalized communications via in-app messages or push notifications that correlate with actions they take while using your app.

Live reactions might include:

- Specific offers, such as a free trial period
- Requests for feedback or product reviews
- Tips for getting more value from the app

The same goes for customers browsing or taking actions on your website. In-the-moment, 1:1 communications should be contextual, based on what that specific user is doing, and relevant, based on that user's individual data. This is what creates that personal feeling, one that will captivate your customer, leading to a more satisfying experience.

"I think it's imperative that when you get [data] and consumers are willing to take that time to engage with you, to actually interact with you, to share information about themselves, you've got to act on it. When you [...] show them that you care and that you're listening thoughtfully, and you're using their data truly to just enhance their experience and make it better, that's what starts to build trust. And trust is really foundational to loyalty. [...] Offer genuine value, show them you care, show them you're listening, be thoughtful and be actionable."

Taylor Donnell, VP, Content & Partner Marketing, Jebbit

"SAP Emarsys helps us meet our customers where they are with what they want. We can increase loyalty and retention by delivering personalized, real-time engagements at scale."

Gregoire Baret, Vice President, Digital Product and Experience, ALDO Group Inc.

More Channels Means More Flexibility, More Personalized Content

We're in a golden age for shoppers. Customers like the convenience of shopping and engaging with a brand on their own terms — they want to find goods, information, and services when, where, and how they prefer. In fact, they've grown accustomed to it. They don't just value choices and flexibility, they demand them.

“But is adding more channels really worth the effort?” you might ask. Yes it is! Customers get the choice and flexibility they expect, and you get additional data and a new revenue driver.

Think of adding a channel like adding a new revenue stream!

The multichannel data you receive from your customer allows you to provide more relevant recommendations, accurate product information, and personalized content that reflects their individual channel, purchase, and product preferences. Once you embrace omnichannel marketing and have your channels and systems connected, so you can create more seamless experiences across channels and drive growth for your business.



Pillar #5:

Personalize Experiences across Channels



Pillar #5: Personalize Experiences across Channels

An all-too-common mistake is to personalize for the channel, rather than for the customer. Customers often move across channels seamlessly. And although you may view each channel as having its own special place in your integrated marketing strategy, to the customer, it isn't that way at all. To them, it's all your brand, no matter which channel they choose. This makes it vital to provide a cohesive brand experience for customers along every touchpoint.

Use Channels in Harmony for a Consistent Customer Experience

Every channel will yield unique insights about a customer, and a customer's behavior might change depending on which channel they're using. However, instead of viewing channel-specific insights as their own story, they should be viewed in context with every other channel and as part of a bigger picture.

As you're building out your omnichannel personalization strategy, ensure that all of your channels can work in concert to form a unified, consistent experience for the customer.

To gauge where you currently stand in terms of harmonious channel experiences, start by asking yourself these questions:

- Do I have the tools to try new channels without having to add a headcount?
- Are my tools and strategies tailored for my industry?
- Am I able to create repeatable, scalable, automated customer journeys?
- Can those journeys include all the channels on which my customers engage?

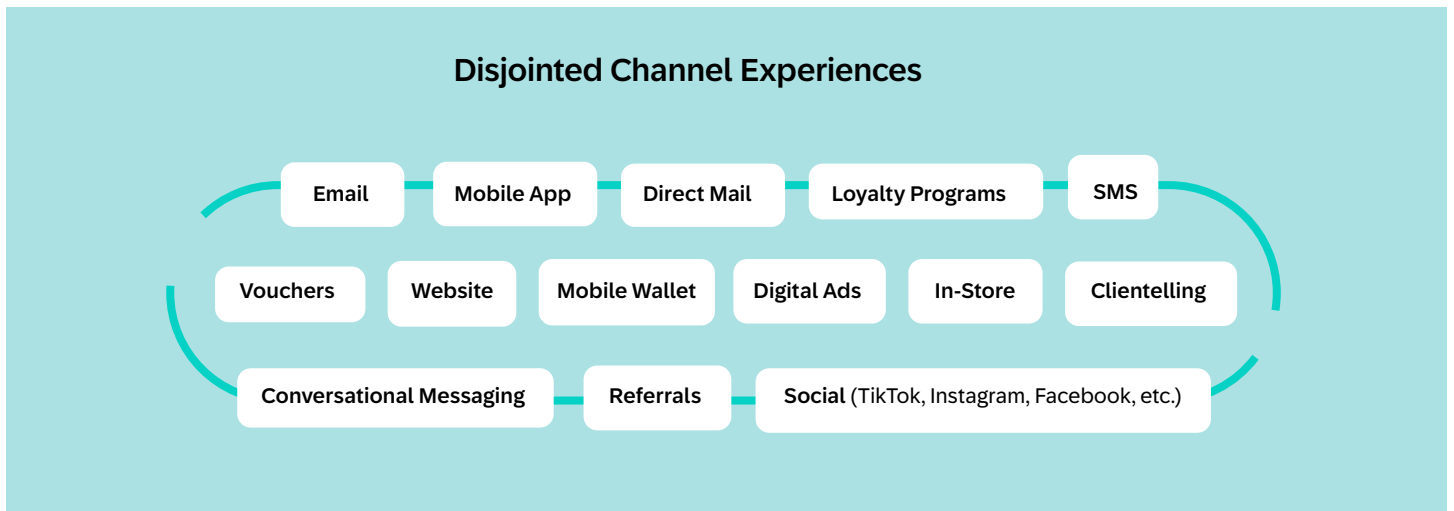
- Am I able to add new channels rapidly to adapt to the changing behaviors of my customers?
- Do I have visibility to understand the customer lifecycle at every stage and across every channel?

“Truly impressed by the personalized marketing campaigns and customer engagement achieved through SAP Emarsys. The advanced segmentation capabilities and real-time insights have revolutionized Wella's approach, resulting in customer satisfaction. The user-friendly interface and dynamic email templates have empowered our team to create compelling, on-brand content effortlessly. We still have a lot of work to do, but so far, SAP Emarsys has truly elevated our marketing efforts, enabling us to connect with our customers on a deeper level, leading to tangible business growth and enhanced brand loyalty.”

Mayara Rabelo, Product Owner, Wella Company

“We're trying to make sure that every communication we send to our customer is personalized to them. So within every email we send, we have personalized product recommendations.”

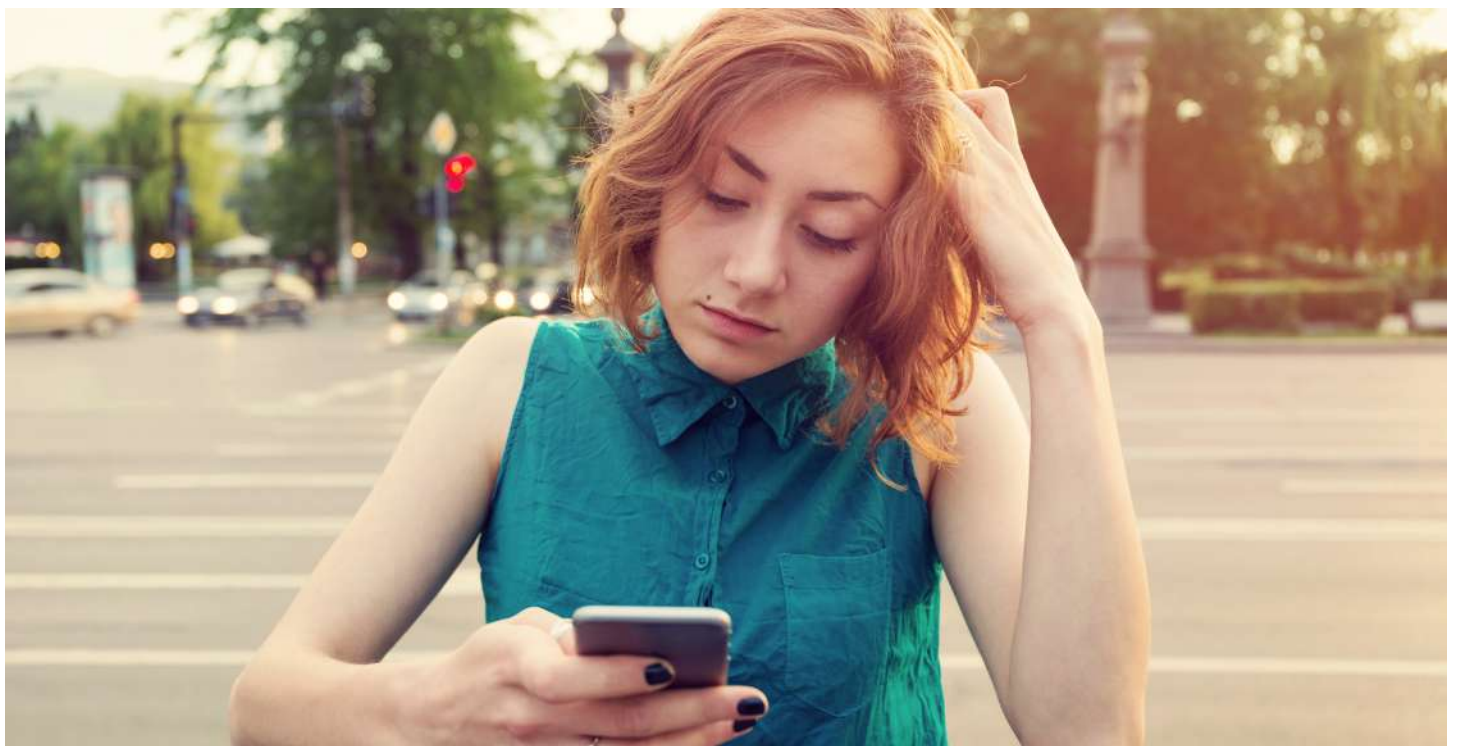
David Witts, Senior Manager CRM, PUMA



Disjointed Experiences vs. a Personalized Omnichannel Journey

In disjointed channel experiences, channels are not working in harmony. Messages may be identical across channels, in which case the marketing is not taking advantage of the unique characteristics of the different channels. Or, messages may conflict from one channel to another. Worse still, one channel may fail to recognize the customer based on their interactions on another channel.

On a personalized omnichannel journey, the customer journey from channel to channel is seamless. Customers are recognized across channels, see consistent messages and offers, and can easily redeem loyalty points on their channel of choice. They are able to transact in the moment, on the channel that is the most convenient for them.



1 Social campaign shows new seasonal items on Instagram

2 Customer views Instagram catalogue, adds item to cart, and opts-in for marketing

3 Customer abandons their cart

4 Customer receives welcome email and abandoned cart reminder with free delivery offer

5 Customer completes purchase and selects how to receive order updates (via email, WhatsApp, or text)

6 Customer receives a follow-up email requesting feedback

7 Customer visits website to make a return, and they receive personalized product recommendations

8 Customer purchases another color and a matching belt and decides to make the return in-store

9 After making a third purchase, the customer is notified in real-time that they've earned a new loyalty status

“So what actually is conversational messaging? [It’s] shifting away from one-way messaging to two-way. It’s about driving personalized campaigns, and it’s about being targeted [...]. And fundamentally it’s on the customers’ preferred channel of choice. So communicating with your customers in a conversational manner on the channels that they want to use and they’re going to use most often. And then it’s also about applying new technology, adopting those two-way channels, natural language understanding, leveraging AI, and having those conversations at scale.”

Sunny Dhami, Director of Product Marketing, Sinch

Pillar #6:

Scale 1:1 Personalization with AI



Pillar #6: Scale 1:1 Personalization with AI

Scalable marketing, more often than not, is by its very nature depersonalized. What makes it scalable is that it isn't special to any one person. But your customers don't care that you're trying to market to hundreds, thousands, or millions of other customers. They still expect you to understand them and treat them to personalized experiences. So how do you scale your marketing while still delivering relevant 1:1 content to every customer?

Enter AI.

How AI Applies Data for Personalization at Scale

Artificial intelligence and machine learning allow you to collect large amounts of rich customer data and create highly personalized 1:1 marketing that you can automate and scale. AI uses self-learning algorithms and predictive analytics to inform and project events in the future, more accurately predicting customer behavior. It's an essential tool that helps determine which content will be most relevant and personal for a specific customer, as well as when and where it should be delivered, to have the most impact.

The tech can also help enrich customer profiles with predicted scores that tell you when a customer is most likely to convert, churn, or

simply remain inactive. Having AI send automated 1:1 communications at these pivotal times in a customer's journey can be the difference between a one-and-done shopper or a loyal, lifelong customer. And again, with AI, you don't have to do this all one at a time by hand (or more accurately, mouse or trackpad). Instead, you can do this at scale, whether you have 100, 1,000, or 100,000 customers in your brand's database — and if your brand engages with global audiences, AI will help you scale across multiple regions and in different languages.

77%

of shoppers prefer brands that offer personalized recommendations, which is a common use case for AI in retail*

*SAP Emarsys Customer Engagement

Use AI-driven Segmentation

Your customers are moving targets. One day they prefer Twitter, the next it's WhatsApp. One day they're a moderate spender, the next they're a high spender. It would be hard enough to track one customer manually to move them among your audience segments. To do so at scale, you need AI.

AI can help you to automatically move customers among segments, in real time. That way you can target customers with the right engaging offers based on their most current status and expected behaviors. Give recommendations about relevant products across email, web, mobile, and all channels to increase engagement.

Plus, AI can help you by predicting and identifying segments of customers that are highly likely to churn — and act on those predictions. Presenting highly personalized content to a customer across touchpoints just in time before you lose them can make the difference between a loyal customer and one that's lost.

This is what being timely and contextual is all about, and AI makes it possible on a grand — and even global — scale.



Pillar #7:

Measure Your Results and Predict What's Next



Pillar #7: Measure Your Results and Predict What's Next

When it comes to personalization, your ability to measure the results is just as important as your ability to execute. Personalization for the sake of personalization isn't the goal. You need to know what aspects of your personalization strategy are (or are not) working, so that you can continue to optimize and adjust, thus ensuring your efforts are generating results — because of course, your C-suite will also have their eyes on that figure.

Data Visibility: Measure, Optimize, Repeat

Tailored marketing campaigns generate a lot of data. But you have to be able to make sense of those numbers.

What you need is a way of tying your campaigns and programs to marketing-generated sales. Attributing purchases to specific programs allows you to identify the highest-performing endeavors as well as the campaigns that aren't working. This level of analytics can also indicate where opportunities with a campaign might lie — is it the creative content? Is it timing or execution? Which variables can be adjusted for better results?

Having strategic dashboards built directly into your customer engagement platform enables you to see the sales generated by personalized email, push, and SMS campaigns — down to the individual campaign level — as a percentage of your total revenue. This leads to better allocation of your resources over time and proves to the C-suite how your 1:1 marketing efforts impact the bottom line.

Be sure you have visibility into...

- **Customer Lifecycle:** Get a close look into the entire customer journey and check your funnel for clogs. Can you tell how many customers have defected? How many are likely to

defect? What is your win-back rate? Can you measure the difference between segments, such as loyal customers vs. non-loyal customers?

- **Channels:** For any omnichannel strategy to succeed, the business must understand channel impact. Can you easily track KPIs for each channel in a centralized location? Can you view them side-by-side?
- **Revenue:** Of course, it all comes down to dollars and cents. Do you know how much revenue you're generating? What impact do you have on purchase frequency, average order value, retention, win-back purchases, and other metrics?

“We have really limited resources. We're doing a whole lot with a very small team. [...] And so lifetime value really gives us an idea of where to focus, where should prioritization be, what should we be building, what are the needs, and really also, what are our shortcomings? Where are we falling short? If you can measure that with a number, you can then compare it to other things or [areas of] impact and figure out where [you] need to focus.”

Greg Holmes, Covetrus Marketing Operations Manager, Covetrus

70%

of marketers say there is opportunity to save time on measurement and reporting by using automation and AI*

*Retail Roadblocks

Stay One Step Ahead with AI and Predictive Analytics

We live in an era of rapid technological innovation, and AI has changed how marketers view analytics. Analytics are no longer just about reporting what has already happened — now it's about predicting what's going to happen next, both at scale and all the way down to the level of the individual customer.

Every piece of data you collect should be brought into a single, unified view. This is how you create a true 360-degree view of your customers, understanding them inside and out. With AI and predictive analytics, you can get a good idea of:

- What individual customers will buy next
- When they'll buy it
- What channels they'll use
- How much they'll spend

From the first pillar to this last one, this is where you bring it all together. AI can take this information and apply it to create truly optimized — and truly personalized — 1:1 omnichannel experiences. These are the kinds of experiences that increase customer satisfaction, boost loyalty, and drive revenue for your business.





Conclusion

Customers are more sophisticated than ever. They expect personalized messaging across channels, and for that, you need scalable, adaptable technology that helps you understand them and tailor their experiences.

To grow your business, you must distinguish your brand from competitors and cement it in your customers' minds as the brand that truly understands them. The degree of personalization your brand offers must be truly impactful 1:1 marketing that delights and satisfies customers.

As you fine-tune your strategy to power up your omnichannel personalization (and seek out the technology solution that will get you there), remember the seven pillars:

- **Integrate Data at Scale**
- **Connect Commerce Experiences**
- **Prioritize Customer Loyalty**
- **Consider Context, Relevancy, and Real Time**
- **Personalize Experiences across Channels**
- **Scale 1:1 Personalization with AI**
- **Measure Your Results and Predict What's Next**

Take the Next Step to Fuel Marketing Growth

Build the pillars of your omnichannel personalization strategy on a foundation that will continually drive your business forward.

See what truly impactful 1:1 marketing looks like with an omnichannel customer engagement platform.

[Request a 1:1 demo with an expert now](#)

