

Personalization Jumpstart

Personalization has been a buzzword for years. Many talk about it, but few are doing it well. Brooks Bell's experts are ready to jumpstart your personalization program and take your digital experience to new heights.

We get it. Your site has already been optimized for an average user—or maybe even segments of users. Wins were easy to come by early in your experimentation efforts, but it's likely that progress has stagnated as you attempt to improve upon an already optimized baseline.

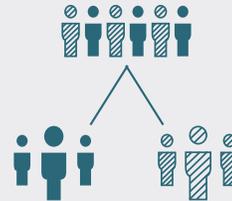
There is a solution.

The way to reset your baseline is to create an experience for each user, not an average user. The path forward is personalization.

Brooks Bell's cross-functional team of experts can help you build or scale a thorough personalization program. Using our comprehensive, five-step process, we develop an in-depth understanding of your business needs and personalization objectives. After analyzing your available data, tools, technology and challenges, we provide both the strategic framework and the execution that can propel your personalization program to success—whether that's customized user experiences, recommendation modules, smart search, navigational changes or beyond.

Segmentation vs. Personalization

Segmentation and personalization are often used interchangeably, but they are dramatically different.

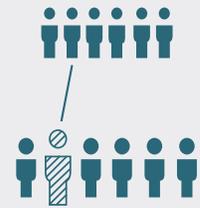


Segmentation

Speaks to "the many." It puts like-minded customers and prospects into groups.

Personalization

Speaks to an individual. It optimizes the customer's individual experience based on his or her personal behavioral preferences, needs, likes and dislikes.



To learn more about Personalization Jumpstart or any other Brooks Bell services, contact Scott Plumb today!



Scott Plumb

Director of Client Development

Phone: 561.573.5592
splumb@brooksbell.com

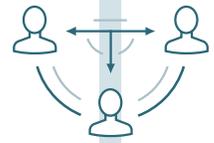
How We Do It

Our five-step process can be implemented in its entirety or a la carte, depending upon the specific needs of your business.

1

Align

Brooks Bell's knowledgeable consultants evaluate the objectives of your users in the context of your company's success metrics, organizational structure and existing technologies. Then, we benchmark your program against your peers' programs, developing a customized growth plan to achieve your business goals, and providing ongoing advisement to your team or helping you execute as needed.



2

Discover

Your ability to meet the needs of each user is only as good as the data you have. Our analyst team reviews your data resources and identifies gaps in how you collect, store, merge and surface information. We build analytical solutions by developing in-house statistical models or by utilizing the tools you have, boosting their out-of-the-box functionality. Once we identify users and their needs, our user research and strategy team profiles their attributes to gain a true understanding of the people behind your data.



3

Build

Personalized experiences built from statistical models are only beneficial if they target the optimal user while simultaneously avoiding unintended users. Brooks Bell's analysts either build and test second-stage targeting rules to reach each user identified during Discovery, or rely on highly sophisticated machine learning tools to help deliver the right experience at the right time to the right user.



4

Validate

Our ability to validate strategies— whether they are experiences, algorithms or a combination of both—is second to none. Our company is rooted in experimentation, and we bring in our full-service, end-to-end optimization team to ideate, build, launch, analyze and recommend an experience that makes good on the promise of personalization.



5

Launch

Finally, we evaluate how your personalization experience scales - and ensure that the number of possible experiences doesn't spiral out of control. We measure the impact of each test to confirm that as an experience changes, so does the desired outcome from that user interaction. By doing so, we identify the most simplistic and manageable set of experiences that optimizes your return on investment and delivers impact.

