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Kick-start Personalization:
5 Practical Exercises for Marketers

In our marketing workshop we walk through a new approach to personalization that blends people, processes, technology, and a very sharp customer focus. The best part? Modern solution vendors like Contentstack, Uniform, and EPAM are helping enterprise teams launch personalization in less than one business quarter.

Below is a summary of the key lessons of modern content personalization:

Start small and adapt

Speed-driven marketing teams are adopting a personalization strategy that focuses on:

- **One metric that matters** - small changes that bring immediate impact.
- **Incremental experimentation** - cycles of quick results that build momentum.
- **Continuous iteration** - freedom to adapt your strategy as you learn along the way.

Five simple exercises that will help you know where to focus your personalization efforts:

Intent mapping

Break down personalization into manageable steps:

1. **List visitor intents** - Intents are the reasons a visitor might come to your site, such as looking for a product, educating themself, attending an event, or exploring a potential partnership.

2. **Prioritize intents** - JRank these intents according to how many visitors match them and what the business value is of optimizing for these visitors.

3. **Identify signals** - Signals are signs that a visitor has a specific intent, such as content consumed, email clicked on, traffic source, real time behavior, and customer profile.

4. **Outline journey stages** - The 3 to 4 journey stages a customer will go through to achieve a particular intent, such as awareness, research, engagement, conversion. This will be the foundation for future content creation.

5. **Align with business objectives** - Match each journey stage with a target outcome attached to business benefits. For example, downloading a whitepaper could be a research stage outcome, which ultimately supports the business objective of shorter sales cycles.

Ready to take it to leadership? Here's how to frame your personalization strategy for an executive audience:

Speed mapping

Create a one-page personalization plan for your organization:

1. **Vision / Strategy -** the ultimate experience you want to create

2. **Immediate Priority -** tactical early steps needed to reach your big vision

3. **Define Success -** quantitative and qualitative outcomes

4. **Challenges -** your most pressing pain points and barriers

5. **Personal Vision -** how you want teams and tools to operate

6. **Current Ecosystem -** what technologies need to be incorporated

7. **Potential Roadmap -** launch the minimum viable product quickly and evolve

How we help

uniform

How Uniform works to support personalization

Uniform uses intents and signals from visitor behavior (or cookies, query strings, events, etc) to create a real-time intent profile and show content to match. No segments, no personas, no if-else rules. Content has "intent tags" connected to it in the CMS and based on the intent score created by intent signals, content gets personalized for the visitor's intent on the site. So, instead of placing people in pre-determined buckets like "developer" or "marketer", the system can dynamically change which content is shown based on the user's behavior on that particular day - it might be a "marketing developer", for example.

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How Contentstack works to support personalization

Contentstack API-first headless CMS allows for information to flow freely between different MACH technologies and expose interfaces ("experience extensions") within these that make working with content and personalization easy for both marketers and developers. It lets experts be experts in the platforms that they create within, without locking them into a particular way of working. Content from Contentstack easily extends into any channel or touchpoint. This gives flexibility and speed to business teams while providing powerful developer tooling.

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How EPAM works to support personalization

EPAM helps businesses implement composable architecture alongside their previous tech stack investments. As consumer touchpoints have become more ubiquitous and the speed of innovation has increased, a MACH-based architecture enables businesses to implement the technologies they need, quickly. From strategy to design and development to support, EPAM's multidisciplinary teams work with enterprises to deliver personalized, seamlessly integrated experiences powered by MACH technologies, while aligning our clients' leadership and empowering teams to elevate their omnichannel strategy.

Watch our marketing workshop to start mapping out your path to personalization.