



**Plan, Build,
and Deliver
Personalized
Customer
Journeys
at Scale**





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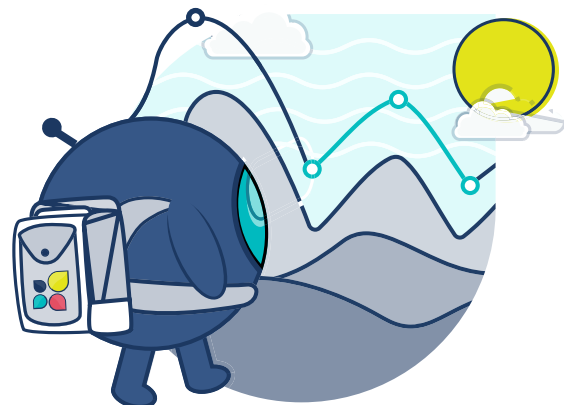
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1: The Path Toward Personalization

Since the dawn of modern civilization, mankind has been trying to create deeper connections — with nature, with our environment, and, most especially, with our fellow man.

All of us long to communicate and express ourselves in a meaningful way, and we likewise want to be understood and appreciated for our unique personalities and perspectives.

We subconsciously hope that our friends, family, colleagues, and the world at large will anticipate our needs and help us realize our wants and desires.

This is noticeably true in sales and marketing, where personalized communications have become the driving force behind nearly every successful digital strategy.



Marketing eutopia is striking the all-critical sweet spot that adds real value and makes customers feel recognized and appreciated, while not going so far as to appear 'Big Brother.' To do this, you need a deep understanding of your audience coming from a range of different data sets and the capability to extract meaning.

– Plexure



So what is personalization?

In simplest terms, personalization is the process through which digital marketers leverage profile and behavioral data to automate highly relevant, highly customizable experiences for prospects and customers across multiple digital channels.

Rather than providing one static digital journey for each customer, personalization delivers a tailored buying experience for every consumer — becoming more sophisticated, advanced, and customized with each progressive touchpoint.

The goal of personalization is to build and strengthen consumer relationships through more relevant experiences, which is proven to lead to more engagement, more sales, and more revenue.

When you're able to anticipate and deliver against your prospects' needs without them having to put in the effort, you're naturally going to have more success because the experience becomes highly intuitive and nearly frictionless.



Overcoming Personalization Obstacles

Sounds great, right? A real win-win for consumers and marketers alike! Well, not so fast. According to Rapt Media, a staggering 83% of marketers report that creating personalized content is their biggest challenge. This further suggests that personalization is far more than just a trend; it's central to scalable and sustainable digital marketing success.

Traditionally, digital personalization has required substantial resources, budget, and manual execution. Data collection was difficult at best, and analyzing the information to make it actionable was even more challenging. Even those marketers who were able to harness the data then had to manually create applicable marketing campaigns across numerous channels, which made it nearly impossible to integrate messaging and content.

As a result, only the most advanced and well-funded organizations were able to create and deliver personalized campaigns at scale. This meant that the gap between stagnant and successful organizations continued to expand, preventing small- and mid-market businesses from keeping pace with their larger competitors. And without the ability to grow according to their own needs, many of these companies were forced to accept their dwindling position in the marketplace.

Thankfully, effective and efficient personalization is no longer the sole property of massive corporations with inflated budgets. Now, with the rise of new and emerging sales and marketing software, even the smallest mom-and-pop shops have the ability to execute personalized marketing campaigns at scale.

Most importantly, they're able to do so successfully by making every customer feel like a VIP without giving off that creepy vibe we all recognize when personalization goes wrong.



Automation & Personalization: The Ultimate Combination

Marketing automation (and Act-On in particular) is all about giving marketers the tools they need to grow their business in the way that makes the most sense for them and their stakeholders.

By analyzing, anticipating, and embracing your customers' needs and then personalizing their journeys based on the data you've collected through marketing automation, you'll gain a serious edge over your competitors and make it easy and efficient to scale at your own pace.

As the world continues to pivot more and more toward digital, delivering personalized customer journeys is no longer a "nice-to-have." One-size-fits-all marketing isn't going to cut it anymore; businesses of all shapes and sizes need better marketing intelligence to conquer the new era of marketing engagement.

And personalization needs to be at the forefront of every strategy, every campaign, and every piece of content you put out into the world. That's why we created this all-in-one guide to mapping everything out, [executing your vision, and extending the lifecycle through personalized customer journeys](#).

We created this eBook to help marketers give their customers what they need when they need it, no matter what. And by leveraging a powerful growth marketing automation platform, you can provide highly personalized customer experiences with flexible scalability as your business (and your business needs) grows.

So let's explore how you can build and deliver personalized customer journeys at scale through a series of simple, straightforward steps. But before we get too personal, we need to talk about how to get the ball rolling.





1: Understand Your Business Position

Ask the Tough Questions

The first step in creating personalized customer journeys is to know your market, your place in your market, and your biggest growth opportunities. By understanding where you've been and where you are, you can begin carving out projections for where you should be in the future. And given the turbulent and chaotic economic environment we're currently living in, accurate forecasting is absolutely essential to sustainable and scalable growth.

So when you're trying to ascertain how you want to grow, you need to first take a look at where you are by answering the following questions.

What's our market?

This whole project starts with defining your market and your current place in it. Closely analyze your products and services, review your most loyal and highest value customers, and explore the differences and similarities between your organization and your competition. Finally, examine any emerging trends within your market and determine if you're well positioned to capitalize on them.

What is the problem we're trying to solve?

Whether you're trying to outpace your competitors, anticipate market trends, or court a new audience, you'll need to share your reasoning behind the proposed campaign and solicit honest feedback from key stakeholders.

Specifically, you'll need to explain how the campaign will solve an existing problem and/or advance the business goals you previously discussed.



Where are our growth opportunities?

If you don't understand where your business is heading and what it hopes to achieve, you can't understand how and why these [personalized customer experiences](#) fit into the larger plan.

Ask pointed questions about what's working and what isn't — as well as any upcoming launches, potential partnerships, or major changes in the fundamentals of the business.





One of the most important questions to ask is: 'Is our organization properly structured and ready to truly commit to implementing and supporting a content marketing strategy?'... if the answer is any form of no, then the odds of it succeeding are about the same as Han Solo making it through the asteroid field.

- Brent Swanson, Brandpoint



Who needs a seat at the table?

You will need to assign primary and secondary stakeholders in the project. You should definitely include your head of marketing and any colleagues who will be directly involved. Smaller organizations might consider inviting members of the executive staff or even the owner of the company. If this is a crossfunctional initiative, involve the various department heads that will play a role in creating these personalized customer journeys.

What are our budget/resource restrictions?

Your superiors will want to know exactly how much you plan to spend on each aspect of the campaign broken down by channel. You'll also want to calculate estimated employee resources. If you think you'll need help from an agency or freelancer(s), make sure to express that clearly, as that could present another can of worms.

What are the expected outcomes?

Your superiors will want to hear specifics about what you believe your work will achieve, so you'll need to present essential data. What is the current market need for these customized journeys? What is the potential for traffic and engagement?

Better yet, how will these potential interactions improve business value and increase sales and revenue? Perhaps most importantly, how do you plan on scaling as you experience more and more success?



The average company spent 12.6% of their overall budget on marketing in 2020.



What Are The Expected Outcomes?

Understanding your market and your customers is critical. Just as importantly, though, you need to understand why the market needs your particular products and services, as well as how you want your offerings to impact your target audience. From there, you can examine your funnel stages and customer lifecycle to identify opportunities for short- and long-term growth — whether through awareness, expansion, retention, etc.

Based on what you discover, you should be investing in different strategies and tactics through the lens of scalable personalization.

Poor web traffic and conversions?

Conduct an audit of your website and landing pages, and then put real effort into more targeted SEO.

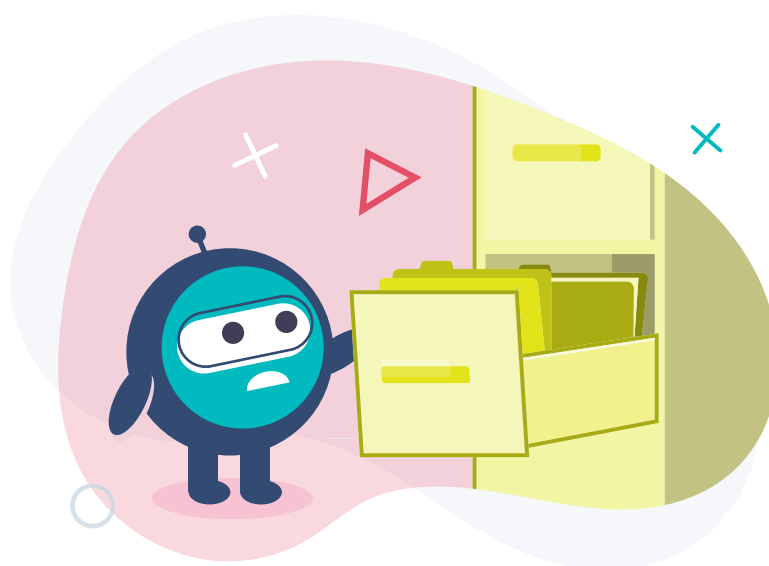
Great sales but trouble with churn?

Place resources into delivering [customized onboarding and training programs](#).

Awesome client retention rates?

Develop scalable advocacy programs to leverage enthusiastic customers and grow your business from within!

Regardless of your current problems or proposed solutions, you'll need to start the process of scalable personalization by understanding your target personas.





Develop or Update Your Marketing Personas

Connections are built on genuine understanding and authentic communication. The best way to drive this understanding and produce these communications is by studying your target consumers' pain points, demographics, firmographics, and behaviors. When you know what their challenges are, you'll know what solutions they need — and you'll be in a better position to provide resonant messaging that drives engagement and strengthens relationships.

So when you're trying to ascertain how you want to grow, you need to first take a look at where you are by answering the following questions.

Website Behaviors:

Use [Act-On to place a tracking beacon](#) on your website so that you can better understand what your specific customers are looking for.

Social Media Interactions:

[Tap into the social conversation](#) to learn what people are saying about your brand, goods, and services.

Email/SMS Engagement:

Track how users are engaging with your [automated outbound](#) communications to learn what inspires them to click, convert, and purchase.

Company Information (B2B):

If you're [selling a product or service to another company](#), you'll want to understand more about that organization's industry, revenue, and size.

Roles and Responsibilities (B2B):

You need to [understand who you're marketing to](#) at the most fundamental level — their role, their responsibilities, who they report to, and what sort of influence they have on potential purchases.



Once you've mined the data to mold your personas, there are three additional considerations as you work on building actionable buyer profiles:

1 Keep it simple:

With so much amazing data at your disposal, it can be really tempting to get bogged down in the details. Make sure you're focusing only on the information that is relevant and unique to your industry and offerings.

2 Keep it open:

Talk openly with your sales and product teams to get a sense of your consumers' biggest challenges and what they're actually looking for to solve those problems. Your friends in these departments know what they're talking about, so listen closely!

3 Keep it real:

Ask people you know and trust about what they like and don't like about your product — where you could improve and where you're already succeeding. Honest insights from reliable sources paint the most accurate customer pictures.

Looking for a solid framework to develop or update your personas?
[Check out this comprehensive workbook!](#)



Build something 100 people
love, not something
1 million people kind of like.

- Brent Swanson, Brandpoint





2: Lay The Groundwork

Ask the Tough Questions

When it comes to segmentation, it doesn't matter what type of company you run or how big your organization is. What matters is that you understand your audience and leverage that understanding into strategies that can scale over time. With segmentation, that means starting with a broad base and then narrowing your focus over time based on the behaviors you track.

In addition to better engagement levels across the board, segmenting your list allows you to have more relevant and more personal conversations with your customers and prospects based on their customer profile and digital behaviors. Segmenting your database empowers you to determine who to send oneoff emails, routine emails, or when to enter a prospect into an automated customer journey.



Don't find customers for your products; find products for your customers.

- Seth Godin, Author and Entrepreneur

To begin, you need to build your "Master List." A master list is exactly what it sounds like: a single list of every contact in your database. It's where you need to start in order to get a full understanding of what you're working with and how you're going to slice and dice your audience segments. (Maintaining accurate master lists with good data hygiene is extremely important, so to keep your lists clean and upto-date, [check out this Act-On eBook on the subject.](#))

From your master list, you can begin grouping your audience segments however you'd like based on how you want to structure your customer journeys.

If your master list is in good shape, you should be able to glean accurate firmographic, demographic, and behavioral information to guide these efforts.



At Act-On, we build our segments according to five distinct criteria.

1 Funnel Stage:

Based on your lead scoring models, you should be able to define where your prospects are in your marketing funnel. Funnel stage should inform the type of content and messaging that you use in your automated programs.

2 Customer Status:

Customers deserve just as much love and attention as your prospects (if not more)! By separating existing customers from new leads, you can deliver the most relevant programs based on their purchase history.

3 Persona:

Now that you've built awesome personas, you can create segments that reflect these ideal audience groups, what their primary challenges are, what solutions they're looking for, and how they behave on your web properties.



4 Industry:

Segmenting by industry is especially important for B2B marketers. Understanding which industry you're marketing to helps you speak the right language and deliver the most relevant content.

5 Challenge/Interest:

By tracking your prospects' history on your website, you can determine which products and services they're in the market for and segment them accordingly.

Done manually, effectively segmenting your marketing database can be extremely tedious — not to mention prone to error. And there's nothing worse than spending days or even weeks manually segmenting a list to still wind up sending the wrong content to the wrong audience.

Email service providers sometimes have basic segmentation functionality, but these platforms can't drill down to digital behaviors. Which, since the promise of personalization is built upon advanced automated segmentation, will prevent you from delivering the sort of tailored customer journeys you need to grow at scale.

Thankfully, modern marketing automation platforms like Act-On have the tools and features you need to [segment your database](#) into distinct target groupings and then execute highly customized and extremely relevant campaigns. Act-On even allows you to further personalize your customer journeys across multiple channels with conditional campaign logic and dynamic content that triggers based on specific user actions.

Map Your Content

You probably already completed much of this work when you built your content strategy. Now you need to determine which content is most appropriate for each channel and stage in the customer journey. Every customer touchpoint must provide value, so this is crucial work that requires a thoughtful audit of your existing materials and an excellent understanding of your ideal clients — which you should have now that you've created your buyer personas. (See how it's all starting to come together?)

Here's a general overview of the content types that will likely align with the stages of the customer journey.

Top-of-Funnel (TOFU): Blog, eBook, infographic, podcast, video

Middle-of-Funnel (MOFU): Blog, eBook, case study, webinar

Bottom-of-Funnel (BOFU): Case study, datasheet, webinar

Upsell/Cross-Sell: Case study, datasheet, webinar

Loyalty/Advocacy: Survey, newsletter, rewards program



If you don't have enough content to satisfy each aspect of each funnel stage of the customer journey, don't sweat it. When it comes to digital marketing, the journey is the destination. As you learn what works, what doesn't, and what's missing, you can begin developing that content for the next version of your customer journeys.

You'll also need to map your content to your website itself. Which areas of the site are ripe for gated assets? How can you sprinkle in social proof on your product pages? Should you consider collapsible content banners or exit-intent pop-ups to educate your audience and generate conversions for further nurturing?

Consider how you can put the most relevant content in front of the most relevant audience.



3: Drive Traffic And Conversions!

Your key stakeholders are on board. You've created accurate personas. You've constructed an awesome master list and segmented your unique audience groups to personalize content and messaging. The time has arrived to put your plan into action! When marketers think about scaling and growing our businesses, most of us immediately think of [demand generation](#) as a cornerstone element of that process. If you're going to personalize your customer journeys, you need to start by gathering actionable data by driving high-intent traffic to your digital properties and encouraging that traffic to convert. Remember, personalization is an all-encompassing practice that transcends funnel stages and marketing channels. And since this is an all-encompassing guide, knowing how to get these prospects in the door should never be left out.

Optimize Your Website for Search

Content marketers love to talk about SEO, but successfully optimizing your website for search is much easier said than done. Still, just because it's tricky doesn't mean it's not worthwhile. Even the smallest companies can perform simple site audits to determine their most important pages and top-performing blogs. From there, you can prioritize which URLs are the most valuable and/or have the best chance to rank well on search engines. Then determine a primary keyword for each page, research volume and difficulty levels for those terms on Moz or SEMrush, and update the copy on those critical pages while employing your target keywords.

You don't have to do this all at once to be successful. Stick to your priority list, and work through each page at your own pace. Be patient, and you should start [seeing great SEO results](#) (higher rankings and more traffic) within 4-6 weeks!



SEO isn't about content creation. It's about content promotion.

- Brian Dean, SEO Expert and Founder, Backlinkot

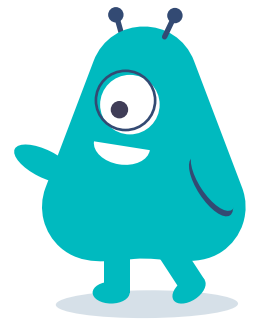


Create an Actionable Content Strategy

This could mean different things to different businesses in different industries, but the overall spirit will remain the same across the board: plan, develop, and distribute useful content assets across the most relevant channels for your target audiences.

The distribution portion of this initiative is especially important, as reusing and repurposing content is one of the easiest ways to scale your marketing programs without draining additional resources.





For most companies, an actionable content strategy should include an integrated approach to these tactics.

Blog:

Blogging is a great source of traffic that allows you to put your best foot forward as a thought leader and optimize your website for conversions. To scale properly, focus on quality over quantity. A handful of blogs that rank really well on search will drive far more traffic than a ton of blogs that don't. You can re-use this material across your marketing channels — social, email, newsletters, etc.

Case Studies:

[Case studies](#) reinforce your brand, your products, and your services. Content creators should be in constant communication with account managers and other sales professionals for help coordinating potential case studies with enthusiastic customers. And you can use all the great quotes from.

eBooks:

Whether you're a B2B or B2C company, you need at least a few eBooks to help support your offerings. A good eBook should serve as a lead magnet for your demand generation campaigns. These assets can also support outbound campaigns to existing leads and customers — providing useful content that helps these target audiences make smarter purchasing decisions.

Datasheets/Infographics:

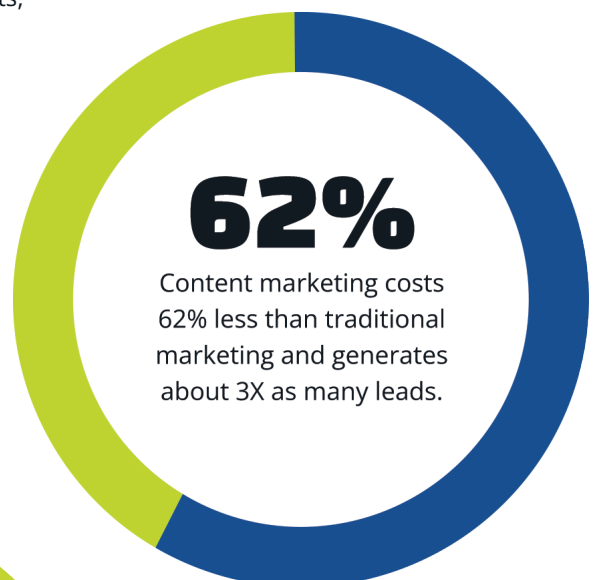
You're going to need some sort of middle-of-funnel content that easily explains the features, benefits, and business value of your products and services. Datasheets and infographics can live on your website or you can store them in your marketing automation platform to share with prospects and customers at different stages in the sales cycle.

Video:

Many companies choose not to build video strategy, because they think they don't have the resources. But as editing tools become more affordable and more user-friendly, any organization can create videos without breaking the bank. And since many people prefer short videos to long-form content, they can help you explain your brand, products, and value in a highly consumable way.

When crafting your marketing communications, make sure your messaging is clear, compelling, and consistent across every channel and medium.

You want your brand to have a distinct voice that is entirely unique and immediately recognizable, and you want to do so across the board.

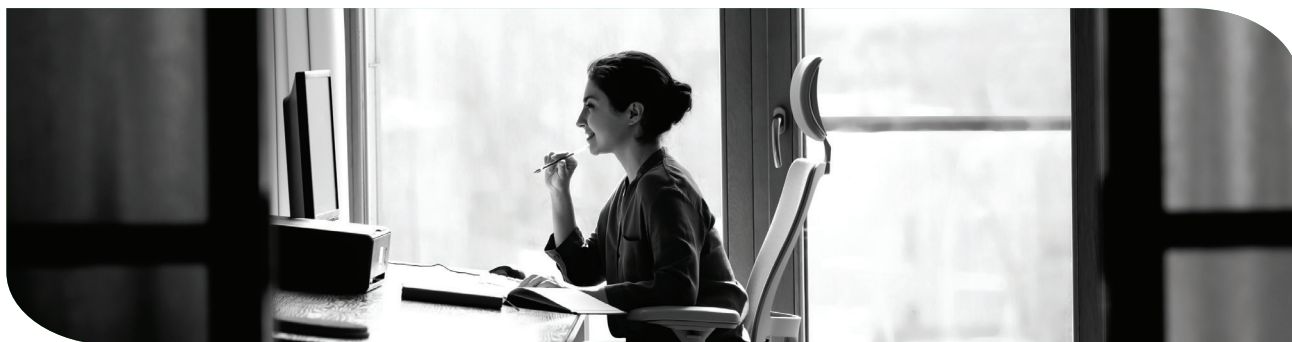


Build Engaging Landing Pages With Simple Forms

The best way to drive conversions is to [build engaging landing pages](#) with simple, dynamic web forms. Once these pages are built and optimized, you can sync them with your organic and paid marketing initiatives to create a powerful demand gen machine.

When creating your landing page, follow these best practices:

- Place critical information above the fold.
- Include concise and direct copy that matches the paid and organic keywords you're targeting.
- Add a visual element (image, video, or even an infographic).
- Write 1-2 short paragraph blocks that explain the value of whatever you're offering on the page (products, content, webinar, etc.).
- Place prominent, straightforward CTAs that state the desired action you want visitors to take ("Register Now!" for events or "Get Your Guide" for eBook downloads, never "Submit")



When building [dynamic web forms](#) to place on your landing pages, follow these best practices:

- Limit your form fields by asking for only the most critical information. In many cases, all you really need is an email.
- Place your fields in a single column to make the form easier to understand and complete.
- Begin with easy questions like name and email address, and then ask for more complex or sensitive information further down the form or through progressive profiling.
- Add an enthusiastic directional cue at the top of your form to make things simple and direct for your audience.
- Name your forms wisely so you know exactly which contacts made which purchases or downloaded which content.

By following these approaches to drive traffic and generate demand, you can collect invaluable information while also putting yourself in a great position to achieve what comes next: creating highly personalized and scalable outbound campaigns.



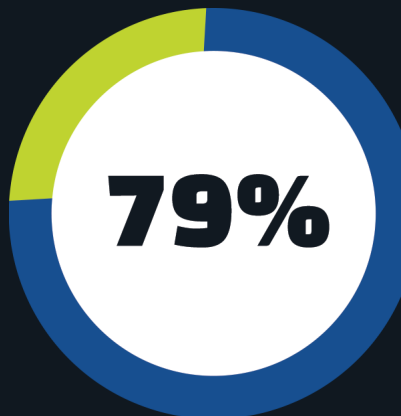
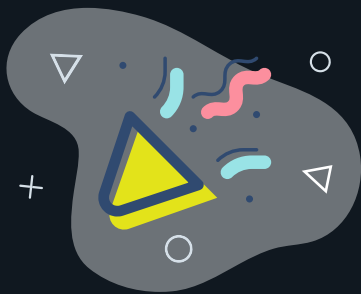
4: Remain Top Of Mind

Attracting and converting leads is great, but it's not enough — not by a long shot. In order to drive true growth at scale, you need to reach your customers where they're at online. Doing so is an equal mix of advertising and messaging, while still paying close attention to personalization techniques. And since you've developed accurate personas and supplemented those profiles with even more information captured through your inbound lead generation campaigns, you're in great shape to customize these programs to the max!

Paid Advertising Tactics

Regardless of budget constraints, most companies should consider implementing paid strategies. They're simple to create and one of the most easily scalable digital marketing strategies. Sure, you do have to invest in your success, but these campaigns can significantly increase your site authority, prevent competitors from capitalizing on your good name, and drive quality conversions.

With pay-per-click (PPC) advertising, you can occupy top positioning on search engines or place your ads on the websites of your choice. Paid search is based strictly on keyword queries, which gives you the freedom to determine which search terms you want to rank for. With display advertising, you can set your ideal placements and target demographics to ensure your ads are seen by the most relevant audiences. And as your paid strategies drive more traffic to your website and digital properties, you can launch remarketing campaigns that will keep your brand and offerings top of mind as your customers navigate the internet.



of marketers say PPC is hugely beneficial for their business.

To get started, visit the Google Ads or Bing Ads interface and follow the basic steps to create your account and campaign. These platforms will walk you through the fundamentals of paid digital advertising — key terms, keyword research, ad copy, and placement best practices, and which metrics to track to determine your progress.

They even have free online courses to help you improve as you become more comfortable within the platform.

Don't worry about reaching every customer; worry about reaching your customers. Start slow. Build your knowledge through experience. And you'll be generating serious ROI in no time!



Communications Workflows

Your communications workflows are entirely unique and rest at the core of your personalized customer journeys. They are the culmination of everything you've worked for up to this point and will help you stand out among your competition. These workflows are your best opportunity to connect with your audience on their favorite devices and channels — making them the pulsing heartbeat of your entire personalization strategy.

For smaller businesses that might be new to marketing automation and developing personalized customer journeys, you'll probably want to start simple and then scale gradually as you become more comfortable and experience more success. For instance, if someone comes to your website and downloads a piece of content, you can create a simple follow-up sequence with a series of three emails — each delivering a related piece of content to encourage a new or additional purchase.

As you become more comfortable with these workflows, you could consider adding conditional “if/then” logic to better orchestrate the customer journey based on user behaviors and engagement — of the lack thereof. Let's say you've installed a tracking beacon on your website, so you can determine when and where known contacts are on your site. Well, if one of these known contacts visits a particular product page, you can enter them into an automated sequence. Then, depending on whether or not they're clicking your emails or opening your CTAs, you can [create logic branches](#) that will automatically serve up alternative content and messaging for a more relevant and useful customer experience.

Creating the framework for these campaigns requires a little extra effort, but once you've automated these processes, you can focus on optimizing and improving based on performance — rather than having to reinvent the wheel with each new campaign.



Don't push people to where you want to be; meet them where they are.

- Brian Dean, SEO Expert and Founder, Backlinko

For the most advanced digital marketers (if you're not there yet, that's fine, you will be soon), you can add an additional layer of personalization with dynamic content. Simply put, depending on who you're communicating with and how they're engaging with your inbound and outbound content, you can speak to their exact needs with personalized subject lines, messaging, images and CTAs. Start small by testing personalized subject lines or introductory phrases and then gradually scale to unique CTAs and even entire emails or SMS messages.

Of course, producing all of this material takes planning, time, and effort. But marketers who track engagements and deliver content specifically designed for certain digital behaviors are far more successful. And why wouldn't they be? Their customers are thrilled with the simplicity and seamlessness of the buying experience and are thus more likely to make new and repeat purchases.

Without the right tools, though, achieving your goals is next to impossible. Regardless of how simple or complex your workflows, the proper marketing automation platform can help you build a framework for success, adjust your campaigns on the fly, and replicate your efforts with new campaigns in the future. And a solution like Act-On has everything you need to plan and deliver your personalization strategies at every stage along the customer lifecycle!



5: Test, Score, And Optimize

Congratulations! You should now be delivering some really engaging customer journeys that are encouraging more conversions, sales, and brand stickiness.

But just because these programs are now personalized and automated doesn't mean that it's time to throw in the towel. In fact, one of the most useful features of good automation is the ability to mine accurate data from your campaigns and then leverage this information for continuous improvement over time.



If you take a risk and it doesn't go as planned,
welcome to the club."

- Fran Hauser, Media Executive, Startup Investor,
Keynote Speaker and Best-Selling Author

A/B Testing

Not only should you be tracking engagement levels and revenue throughout the customer journey and across all of your digital channels, but [you should be actively A/B testing](#) your efforts to understand what really drives your customers. Don't use a single subject line; write two — and try phrasing one as a question and the other from a statistical perspective.

You can create similar experiments with your email templates, design elements, CTA messaging, or even by using different voices and tones in your copywriting. Whatever you're testing, though, make sure to keep all other variables constant to ensure the most accurate results.

Once you've collected enough data to determine a clear winner, you can begin again by testing a whole new variant. This allows your creativity to shine through while your customer journeys become more engaging and bear more fruit.



Lead Scoring

[Lead scoring](#) is the process of assigning numeric values to actions taken by your direct consumers — and crafting customer experiences that reflect your lead’s growing (or declining) score to help them continue to advance through the sales funnel. Online prospect behavior and digital interactions with your brand will help you score and understand their location in the sales funnel and alert you to when more drastic sales tactics are appropriate.

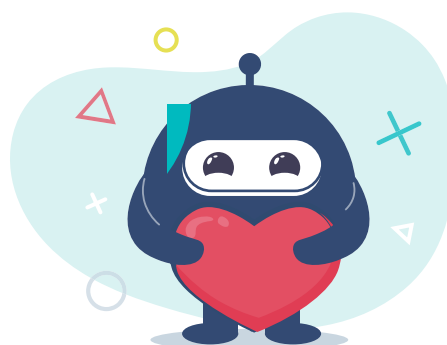
These behaviors commonly include things like:

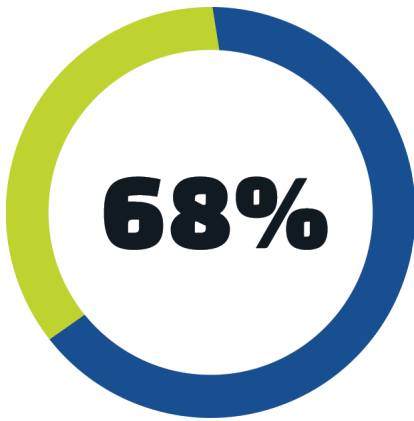
- **Email subscriptions**
- **Roles/ Responsibilities**
- **Email engagement Live chat**
- **Live chat discussions**
- **Lead magnet downloads**
- **Social media interactions**
- **Webpage visits**
- **Free trial requests**

If a prospect visits a website, interacts with a live chatbot, or submits a contact form, these actions should increase their overall lead score because the prospect is exhibiting increased buying intent. Once a lead reaches a threshold of your choosing, you can either [pass them to your sales team](#) for individual outreach or take more aggressive sales actions through your digital channels.

If you operate an e-commerce site, you can use behavioral and buyer data to serve up more specific product recommendations as they continue to interact with your brand and purchase your wares. And you can even offer individuals a promo code via email or chatbot to motivate them to return to their online shopping cart and check out. Conversely, if the lead unsubscribes from your email list or visits the “Careers” section of your website, they should be assigned negative points, as these actions imply they’re not interested in purchasing from your company. Or, if someone downloads a piece of content from your website and identifies as “Student” in your occupation drop-down menu, you should probably eliminate the contact, as they’re likely researching a class assignment and not actually interested in buying your product.

You should score each of these actions differently depending on how they indicate buyer intent for your industry. Work closely with your team members across departments to develop a system that works for your company, and continue to improve your efforts over time based on your results. You should also periodically survey your customers to find out what influenced them to take an interest in your product or make a purchase. You can use these answers to update your scoring model and then personalize your marketing accordingly.





of highly effective and efficient marketers pointed to lead scoring as a top revenue contributor.

As a marketer, you know your work is never done. But by incorporating A/B testing and lead scoring tactics, you'll continue to learn more about who you're marketing to and whether or not you're succeeding. The more you know, the more personalized your customer journeys will become.

And by personalizing these digital experiences, you'll delight your target audiences and turn one-off shoppers into lifelong clientele.

Contact Act-On Software to Personalize and Scale Your Customer Journeys

Developing personalized customer journeys at scale isn't easy. In fact, it's really difficult, especially at first when you're still getting to know, understand, and segment your ideal customers into their relevant buying groups. But as challenging as achieving effective personalization at scale can be, it's nearly impossible to pull off without a marketing automation platform.

Act-On is designed to empower marketers of all skill sets and experience levels (not to mention all budget constraints) to deliver highly personalized campaigns. With customizable features like website visitor tracking, landing page and form builders, and automated buying journeys, all marketers have the ability to plan and orchestrate exceptional customer journeys that align with their specific personas and use cases. This way, you can drive better, more consistent engagement while extending the customer lifecycle well beyond the initial sale. And by combining the strategies and tactics above with our best-in-class platform, you can outperform your competition and prove the value of your products and services to existing customers, new leads, and even among your internal stakeholders.

To learn how Act-On can serve as the missing link in your marketing team, helping you deliver the personalized customer journeys you need to grow at scale, please [schedule a demo](#) with one of our marketing automation experts or take an [interactive tour](#).

Check Out These Related Assets!

[Growth Marketing Automation: The Next Wave](#)

[How to Pivot Your Digital Marketing Strategy and Budget During the COVID-19 Pandemic \(and Beyond!\)](#)

[The Marketing Automation Quickstart Guide](#)





About Act-On Software

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle.

Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.



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