ABM Personalization

Tailor your content for high-value B2B leads with Personyze.
THE ULTIMATE ABM TOOLKIT

Account-based marketing is all about tailoring your brand's digital experience for high-value clients, and Personyze gives you the tools to do that in just about every way imaginable.

MAXIMIZE ROI ON LEAD DATA

The key to ABM personalization is data about your high-value leads, and Personyze allows you to make the maximum use of the data you have, whether from your CRM, site behaviors, or third-party data vendors.

ACROSS THE FUNNEL

Don't settle for website optimization, because our platform works with email, apps, and even push notifications.
ABM Campaign Examples

**Note:** Personyze must first be activated on your site. Installing Personyze involves a 5-minute or less copy/paste of our tag to your tag manager, and requires no dev work. Read how to do it here.

**Dynamic Variables**
Insert user variables like company name into content.

**Industry-Based Homepage**
Make visual changes based on industry the visitor is in.

**Role-Based CTAs**
Change the wording of your calls to action based on role.

**Offers Based on Company Size**
Make special offers only to companies of a certain size.
Integrating your lead data

Most ABM use cases involve lead data, such as company name, size, or industry.

This data can be integrated to Personyze from any source, but usually comes from a CRM and/or third-party B2B data vendor.

Some CRMs and B2B vendors have turnkey integrations to Personyze that make it even easier.

Read more about data integration here
Personyze also gives you the option of inserting Personyze variables into any HTML content being added to your site.

Examples of Personyze variables you may want to insert include company name, first name, industry, or any other known variables you may have on the visitor from your CRM, third-party data vendor, or site forms tracked by Personyze.
Inserting variables into content

In an ABM context, you can insert key lead attributes such as industry or role in company, for a highly tailored feel for your content.

Make your leads feel like you know them, and your service or product is made just for their niche.
Insert user variables into existing page content in the WYSIWYG editor tool.

Build extraordinary **personalized digital experiences** for \${company}.

Personyze includes a recommendation and segmentation engine, and sophisticated widgets to craft and tailor personalized content for every touchpoint, from landing page to email drip.

- **Content and Product Recommendations**
  Recommendation engine with algorithm for different industries, and customized display widgets for site, emails and apps.

- **Behavioral Targeting**
  Deliver targeted content based on virtually any conceivable user behavior from long-term browsing habits to a single mouse-hover.

- **Account Based Marketing**
  Tailor the site experience to individual high-value client accounts based on criteria like their industry, role in company, stage in your funnel.

- **Email Personalization**
  Send automated, personalized, and targeted emails with dynamic content and AI based recommendations.
Industry-based homepage headers

One common use case in ABM is to tailor your homepage to the industry of your client, or even to their specific company, in some cases.

You can use the WYSIWYG editor or image replace tools to change the homepage hero image and text.

Read more about WYSIWYG here
Role-based CTAs

Having the right CTA is critical, and with ABM personalization you don’t need to limit yourself to a one-CTA-fits-all strategy.

Instead, you can prompt your leads to move forward through your funnel in exactly the way that makes the most sense for their role, or any other known characteristic.
Optional A/B Testing
There are 3 ways to QA:

1: Save in testing mode, it will be live on the site only for your IP address.

2. Testing link: once saved in testing mode, you'll also have a link to send to colleagues, it will be live for anyone with the link.

3. Simulator: Open in simulator mode, and Personyze will show you what's going on under the hood.
Review Performance
Once your campaign is live

Read more about Personyze analytics here
It's as simple as that!

If you'd like help with your ABM personalization, let your account manager know.

Or simply email: support@personyze.com

Thanks for viewing our presentation.