

# ABM Personalization

Tailor your content for high-value  
B2B leads with Personyze.





# Why use Personyze for account-based marketing?

## 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](#)

e your current user database, upload a user database for this campaign, and/or select a list  
public URL, if you have CRM data which needs to be updated often. If you are uploading a li  
ername, CRM ID number, or email, and that the key is available somewhere on the site for Pe  
div. Until Personyze finds the key ID while they are browsing, it won't be able to tie the visitor


---

> **2 Upload Source** > **3 Choose Columns Correspondance**

Choose one of the options below:

Load data file from URL  
  
Supported formats are: CSV, XLS, XLSX, RSS, Atom and basic XML formats.

Next

Upload data file  
 Upload

Never	Never
Never	Never

# Personyze Variables

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.

Version 40 (testing+production) ▾

Insert Personyze variable ×

Select variableContent variationCalculated value

Select user variable:

User ID	review_date	review_form	subscription
form_name_op	rating_survey	market_name_2	login state
Role	<u>Company</u>	First name	account open
market	Form URL	Last vendor search	Form submitted
CRM ID	First name	Last name	Email
Phone	Birthday	Industry	

Select session variable:

Page view ID	First page view ID in session	Search word	Search word of first page vi...
Session counter	User country	User city	User IP
URL of current page	Referrer of current page		

What to show when such data was not collected


Default value:

OK












## > 1 What to present > 2 Choose placement




























































Decrease Indent



 **Properties of: Gift: Text** Return


Text ▾



Source    

**B** *I* U     


                                                          


 Insert image  Insert Personyze variable

 Insert Close Action button



Font ▾ Size ▾  


Hey! Do you want to know about our experience working with **INDUSTRY** clients?  
Get our white paper now.



 Split to alternatives

more

Preview as on:  Phone  Tablet



**Hey! Do you want to know about our experience working with clients?  
Get our white paper now.**


We are GDPR compliant and will not spam you. By clicking the above button, you agree to our [Privacy Policy](#).


# 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.




Features FAQAboutPricingLoginFREE TRIALDEMO

Image


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.

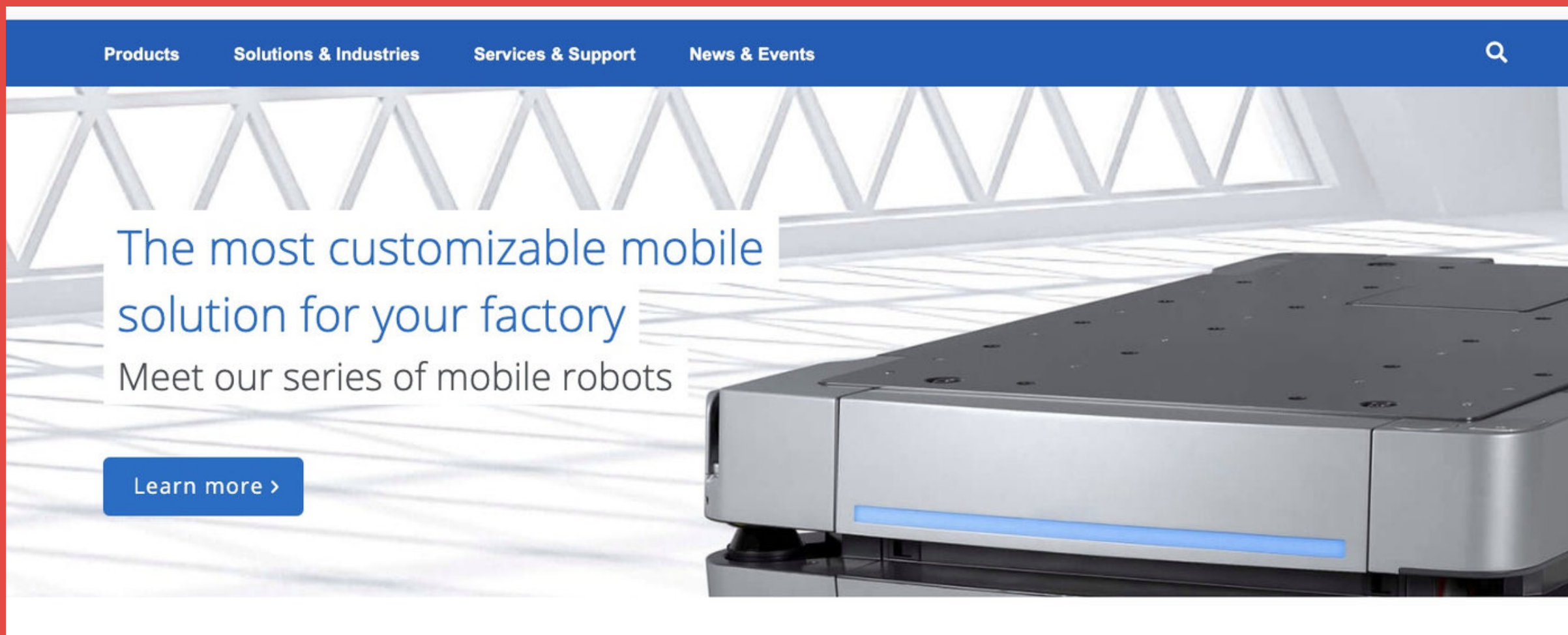


### Email Personalization

Send automated, personalized, and targeted emails with dynamic content and AI based recommendations.

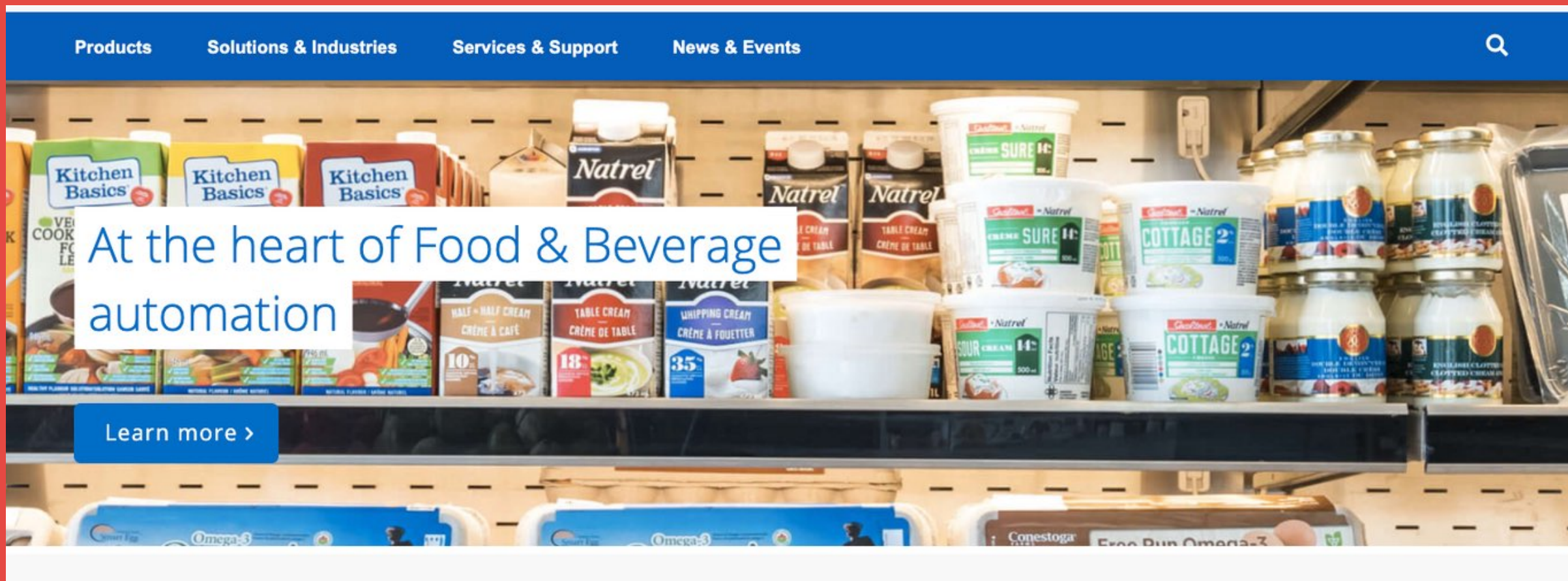






## Industry-based homepage headers

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](#)



# Protect Your Organization Against Cybersecurity Risks

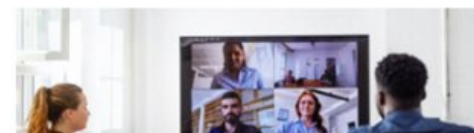
Stay ahead of ransomware attacks and other threats

→ **SECURE YOUR COMPANY NOW**



Insights

**Increase Your Supply**



Insights

**New Ways to Collaborate**

# Protect Your Organization Against Cybersecurity Risks

Stay ahead of ransomware attacks and other threats

→ **FIND VULNERABILITIES IN YOUR STACK**



Insights

**Increase Your Supply**



Insights

**New Ways to Collaborate**

## 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

Rotate users

Visits

Random

Control Users

Control Visits

4%

52%

22%

22%

Turn off rotation and testing

Add group of actions

Always shown


Content in this box is shown to all visitors who match this campaign audience. Drag content from here to test groups.

n/a (n/a) n/a n/a (n/a)

DRAG CONTENT HERE

to whole audience (100%)

Add Action



Bebeğinin gelişimini ay ay takip et!

Hemen Ayırın Seç

Edit Detach Preview

AY-AY-BEBEK-GELISIMI-M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Feb 17, 20

0 (n/a) 0 0 (n/a)

Clicks Impressions Goals

More Statistics


Rotation group A - 4% of the time

23 (0.00%) 30425 0 (0.00%) 1.50%

DRAG CONTENT HERE

to rotate/test

Add Action



amazon.com.tr

Bebeğinizi mutlu edecek ürünlerdeki indirimleri keşfedin

Alışverişe başla

Edit Detach Preview

Amazon\_bebek\_17mart\_m3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 17, 21

23 (0.07%) 30425

Clicks Impressions

0 (0.00%) 1.50%

Goals Visitors

More Statistics


Rotation group B - 52% of the time

226 (n/a) 224582 0 (n/a) 10.27%

DRAG CONTENT HERE

to rotate/test

Add Action



Türkiye'nin numaralı yenidoğan bebek bezi markasından

Prima

Edit Detach Preview

Prima\_17Mart\_Bebek\_M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 17, 21

226 (0.10%) 224582

Clicks Impressions

0 (0.00%) 10.27%

Goals Visitors

More Statistics


Rotation group C - 22% of the time

277 (n/a) 257096 0 (n/a) 12.77%

DRAG CONTENT HERE

to rotate/test

Add Action



PHILIPS AVENT

Emzirme Serüveninizin Her Adımında Yanınızda!

Hemen keşfet

Edit Detach Preview

Philips\_Avent\_26Mart\_M3

Type: Banner/Popup/HTML Manager

Created: by umut.coskun@dugun.com on Mar 26, 21

277 (0.10%) 257096

Clicks Impressions

0 (0.00%) 12.77%


Goals Visitors

More Statistics

## Review and QA Campaign

Before publishing your campaign, you can QA by saving in testing mode so that only your IP address will see it live on the site.

### Campaign Summary

 **Your campaign is targeting**  
New visitors and Include: United States and

 **Presenting**  
1 actions

### Campaign preview options



#### Open site in preview mode using simulator

The Simulator allows you to replace any given parameter within the platform and simulate as if rules and conditions were met, therefore, triggering the execution of Actions. For example, you could simulate visits from different countries or at a different time, and see how the tested page would look under these circumstances.

URL of a page on your site:



www.yoursite.com

Open

☒ Auto  ☐ Proxy mode  ☐ Seamless mode 

## QA

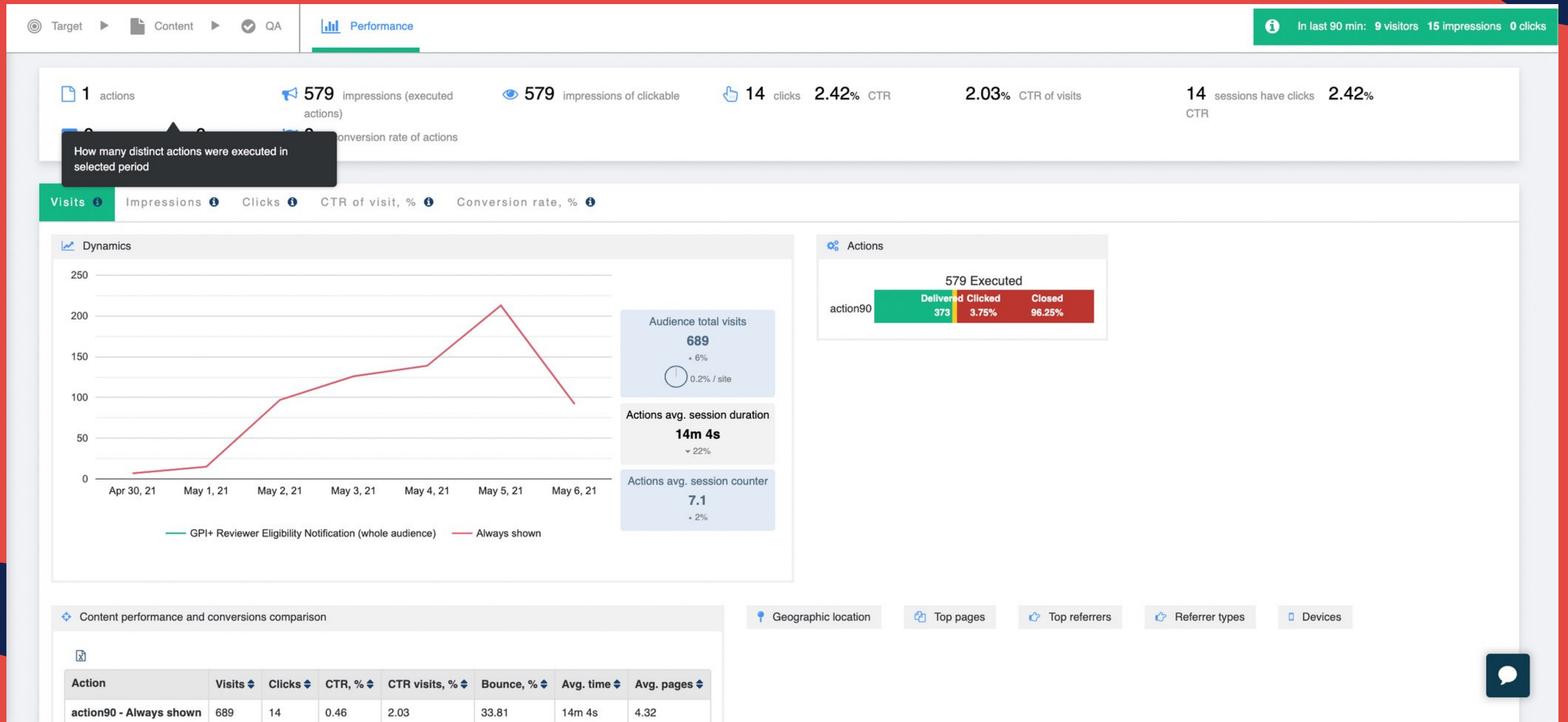
There are 3 ways to QA:

- 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](#)



**PERSONYZE**

**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](mailto:SUPPORT@PERSONYZE.COM)**

**THANKS FOR VIEWING  
OUR PRESENTATION**