THE CX GRAND PRIX
RACE 04

The personalization game.

It's very early morning on Tuesday December 1st, 2020. One of the most nerve-wracking stories in Formula 1 history is about to unfold. At 2am, George Russell gets a call from Toto Wolff, principal of the Mercedes Formula 1 team while he's in the bathroom. "Lewis has Covid and can't make the Bahrain Grand Prix," Wolff says. "I want you to come drive for me."

In a daze, Russell agrees. It involves him switching teams from Williams. It takes another 64 phone calls of frantic negotiation to settle the deal, which is announced on Wednesday.

Then the hard work starts...

Russell has to learn to drive an entirely different car—Hamilton's car—in just two days. He has to get to know the engineers. Become familiar with a whole new steering system.

And he also has to work out how he's going to fit in the cockpit.

Russell is a lot taller than Hamilton. It takes the team an entire 24 hours to fit him into the car. Even then, his head is in the wrong position and he has to squeeze his feet into boots a size too small for him so he can fit them inside the footwell....

But, despite the awkward fit, Russell achieves ninth place in the Bahrain Grand Prix. And he's driven for Mercedes ever since.

This story proves something very important. F1 drivers can't just jump into a car and drive off. The cockpit needs to be personalized to them.

> **"The ergonomics of the driver's office are critical to their performance."**
>
> **- Gary Anderson** Former facing car designer and motorsport commentator.

And it's not just about making sure their carbon fiber chair is molded to fit. They also need to follow strict regulations and get a plethora of other details just right, such as:

- The helmet must sit 70mm below an imaginary line from the rear roll hoop to the top of the front rollover structure at the front of the cockpit
- The hands and steering wheel must sit 50mm below the roll hoop line
- The driver's feet must be behind the front axle line
- The driver wants to be able to see the front wheels from the seated position
- The engineers want the driver to sit as low as possible, to improve aerodynamics
- Telectronic boxes, extinguisher bottle, drinks system, and gas bottles for the engine's valve system must be distributed around the cockpit
- Seat belt anchor points must be designed around the driver's height, torso, and regulation neck collar
- Pedals must be tailored for the optimal position of the driver's foot

And all this is only the start...

As drivers test and race the car, they'll want changes to the initial seat fit, with small but significant tweaks to padding, positions, steering wheel layout, and more. Some drivers may even want to make different seat molds during a racing season.

All to get that perfect but elusive fit that wins races.

Watch here >

The power of personalization.

Personalization is a buzzword for winning marketers too. Just as an F1 team must tailor the car's cockpit to its driver to give them the best chance of success, you know the more relevant, timely, and personalized you can make your marketing messaging, the more likely customers are to engage and do business with you.

Russell couldn't win a race driving Hamilton's car—so how can you expect to fully engage your customers with a one-size-fits-all marketing campaign?

Why personalization matters.

Rapidly evolving technology and lifestyles mean most customers now expect personalization as standard. Think of Netflix or Amazon recommending specific movies or products based on your viewing or browsing history.

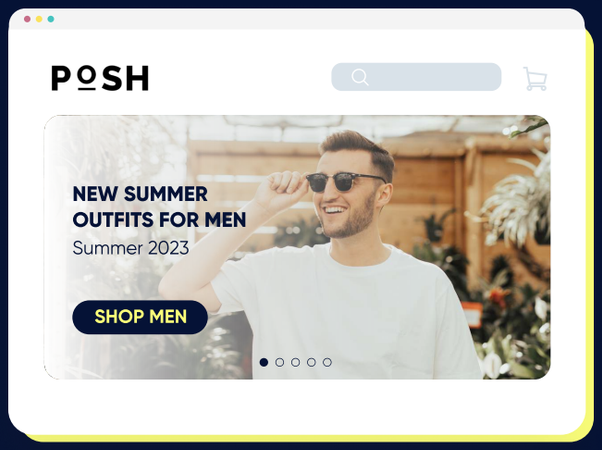
- 71% of consumers expect personalization, while 76% say they get frustrated when they don't get it
- 70% of millennials are frustrated with brands sending irrelevant emails
- 91% of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them

In an age of instant gratification, personalization is no longer a nice-to-have, it's a no brainer. And your customers will reward you for getting it right:

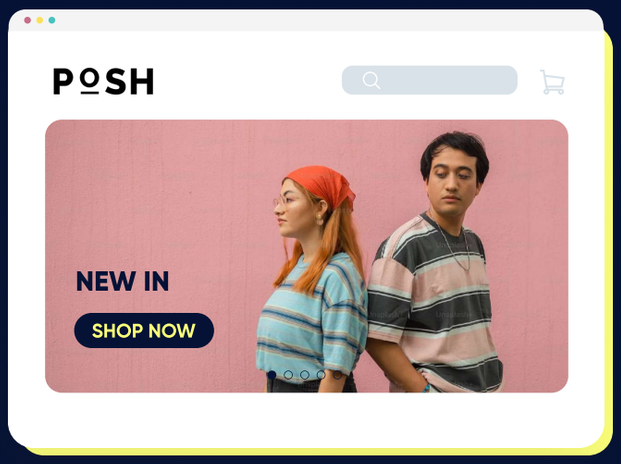
- 76% of consumers are more likely to buy from brands that personalize
- 78% of consumers are more likely to make repeat purchases—increasing their lifetime value (CLTV)
- 78% of consumers are more likely to recommend you to their family and friends

Now, let's get...personal(ized)

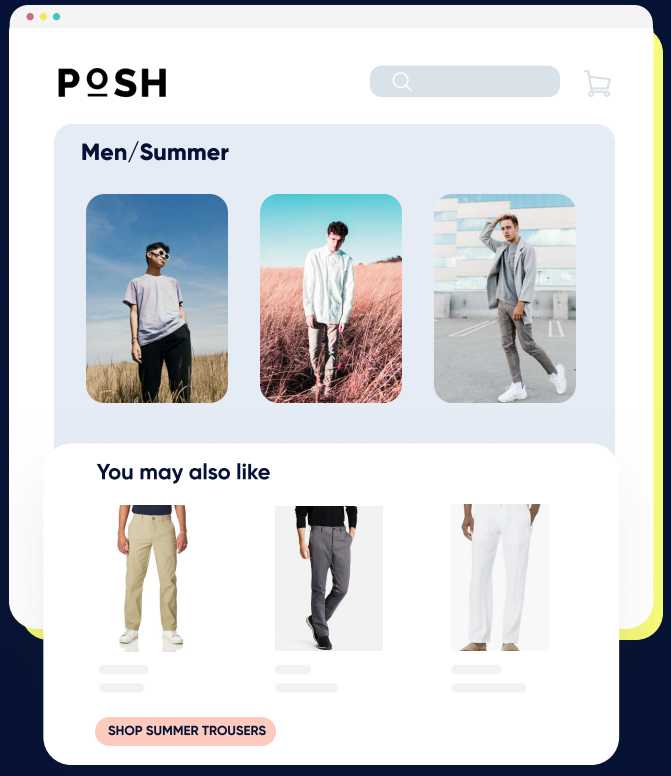
Let's take a look at a practical example of personalization in action by comparing two online clothing brands. Bill is searching for some new summer trousers for his vacation in August. He browsed before, but was too busy to make a decision. Now he's looking again. Let's see how these two different clothing brands would handle his visit:



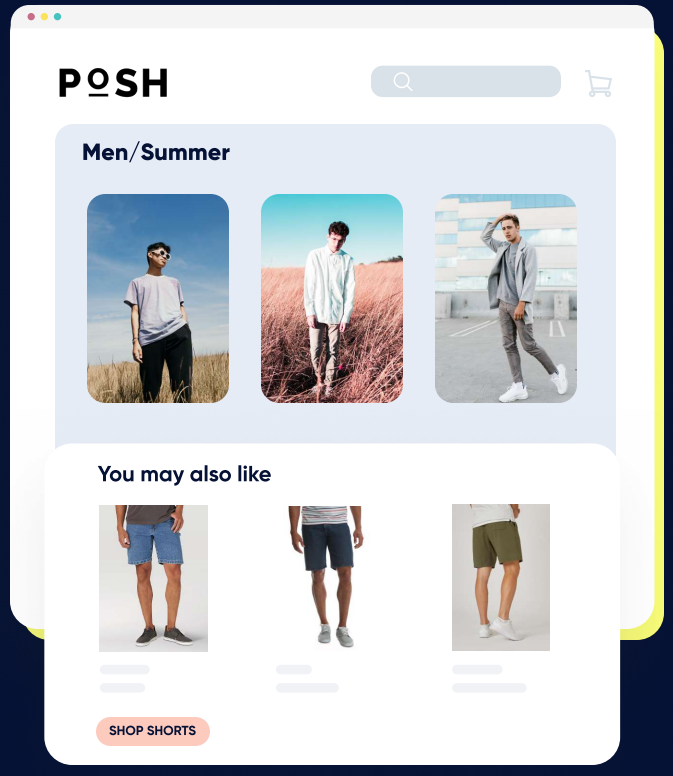
Bill Googles "men's summer trousers" and clicks on a link that takes him to a homepage personalized with men-only offers based on his previous browsing history.



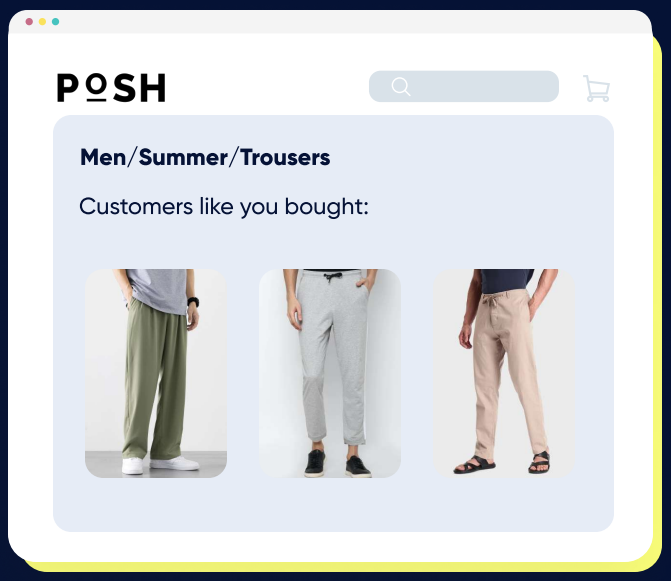
Bill Googles "men's summer trousers" and clicks on a link that takes him to a homepage offering generic men and women's clothing.



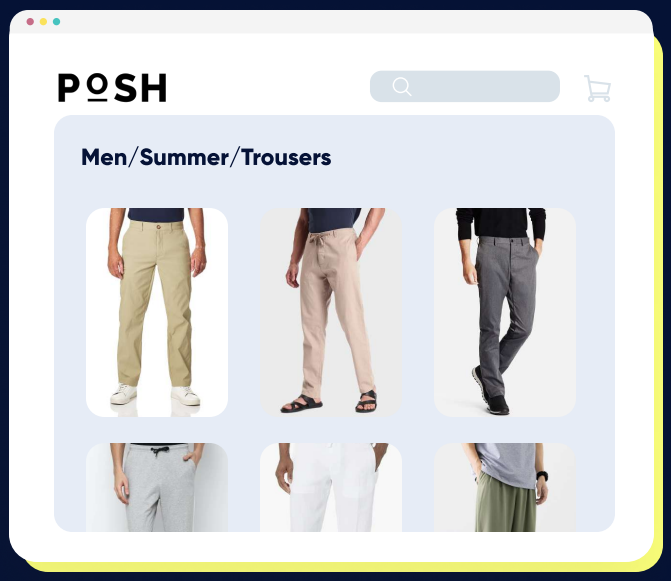
He clicks on Summer and is shown recommendations for light cotton and linen summer trousers based on the Recently Viewed Items from his last visit to the site.



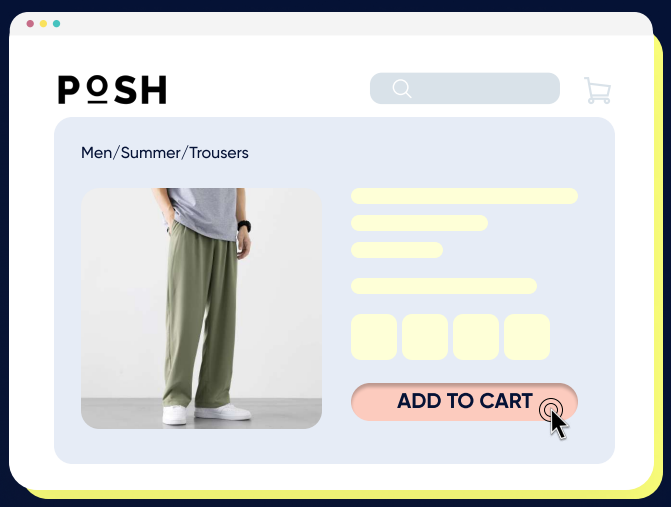
He clicks through to the Men's section, clicks on Summer, and is shown a list of shorts. He doesn't like shorts.

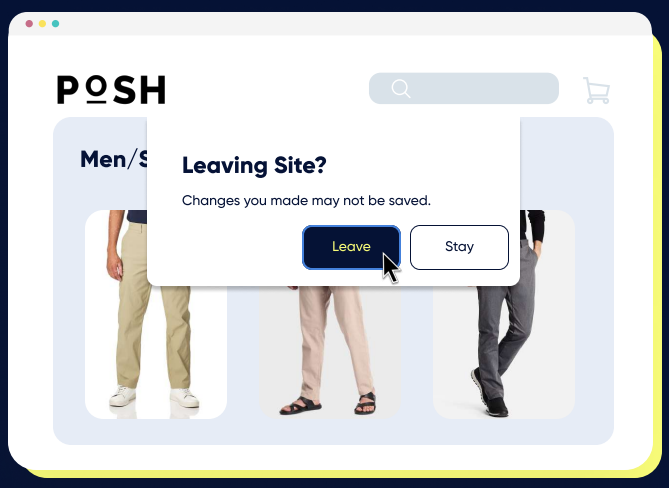


The recommended trousers are in various colors and styles based on a machine learning algorithm that suggests items based on what other customers with a similar browsing history have bought.



He clicks the Trousers category and is sent to a generic page with no relevant product recommendations.





Bill sees a pair of trousers he was considering on his last visit and he buys them. He then adds a second pair that was recommended to him based on what other customers had bought.

Browsing takes him too long and he gives up, leaving the site without making a purchase.

This is the sheer power of personalization. One brand not only got Bill to make a purchase, but doubled the value of his cart by offering relevant offers based on his browsing history. The other brand lost out on a sale altogether—all because they hadn't managed to leverage personalization.

Mind the personalization gap.

It seems crazy—or downright lazy—that there are still marketers out there not leveraging the power of personalization to its full potential. But the "personalization gap" is real. And for some brands, it's only getting wider.

A whopping 63% of digital marketing leaders were still struggling with personalization as recently as 2021.

> "A comprehensive personalization strategy and roadmap can be deciding factors in the results marketers achieve from their personalization efforts, yet most marketing organizations lack an effective personalization strategy—let alone one that is explicitly linked to desired business and customer goals."
>
> - Source: Gartner

To build personalized experiences, you need to understand your customers so you can cater to them. This means you need the right customer data.

Today it's crucial for marketers to collect, consolidate, and analyze data across all their touchpoints in a centralized location to make data-driven decisions.

That means you need a Customer Data Platform (CDP) with the power to unify that customer data and make it accessible from one place, while also being able to handle personalization at scale.

You need a CDP like Insider...

The benefits of personalization

By not investing in the right personalization software, too many brands miss out on a huge opportunity to differentiate their brand, increase customer loyalty, and vastly improve revenue in the long run.

Increased customer engagement and loyalty

Personalization helps marketers to create more relevant and targeted messaging that speaks directly to the needs and interests of individual customers. This leads to a more engaging and personalized experience that can increase customer engagement, interaction, and loyalty.

Higher conversion rates

Personalization can drive higher conversion rates by providing customers with more relevant offers and recommendations. By leveraging data and analytics, marketers can create tailored experiences that speak directly to individual customers, which can increase the likelihood of a conversion.

Improved customer lifetime value (CLTV)

Personalization helps to increase customer lifetime value by creating personalized and relevant experiences that build loyalty and trust with customers. By building loyalty and trust with customers, marketers can increase the likelihood that customers will continue to do business with them over time. The happier they are, the more likely they are to return.

Reduced customer acquisition costs

Personalization helps reduce customer acquisition costs by targeting specific customer segments with customized content and offers. By tailoring marketing messages to individual preferences, marketers can increase the chances of customer engagement and loyalty, resulting in reduced customer churn and lower costs associated with acquiring new customers.

Stronger ROI

By creating a more engaging and personalized experience for their customers, marketers can drive higher engagement, conversion rates, and customer lifetime value, which leads to a better ROI over time.

Going beyond personalized product recommendations

Brands typically rely on using historical and behavioral data to personalize the customer experience on-site with data-driven recommendations. At Insider, we live and breathe personalization, going several steps further

Personalized templates:

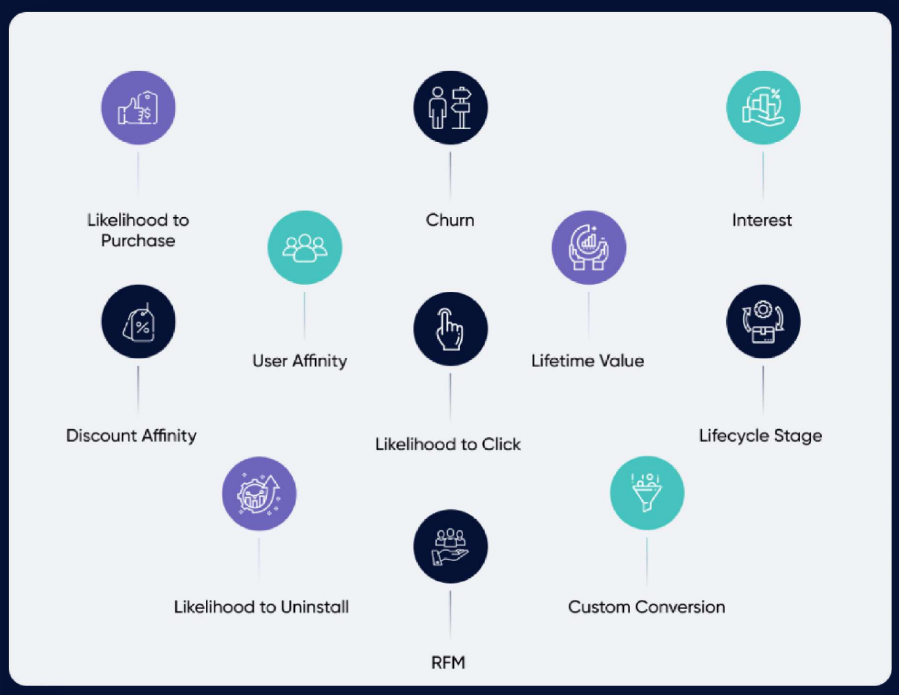
Over **100 pre-built and personalizable templates** for web and apps to help you launch and customize one-to-one experiences, fast.

A/B testing:

You can A/B test each personalized template and CRO initiative created with Insider, do you can find winning combinations of the right channel, with the option to test based on segments as well as traffic split.

Predictive segmentation:

Why limit yourself to historical data? Insider uses hypothetical predictive segments and over 16 algorithms to build stronger, more impactful recommendations.



Insider's high-converting predictive segments

Insider's personalization approach empowers marketers to deliver seamless, timely, and personalized customer experiences at scale in minutes.

Insider doesn't just help you with personalization; we help you achieve individualization

But don't just take our word for it...

Insider named a Leader in the 2023 Gartner® Magic Quadrant™ for Personalization Engines for the third year running with the highest scores for all three personalization use cases

Insider's personalization engine combines zero-party and first-party data with AI-powered predictions to help brands deliver individualized experiences for their customers.

With customized success and support in 26 countries, we believe Insider is the #1 choice for top global brands across verticals like eCommerce, Retail, Online Travel, Media, Banking, and more.

Image source: Gartner 2023

Read more

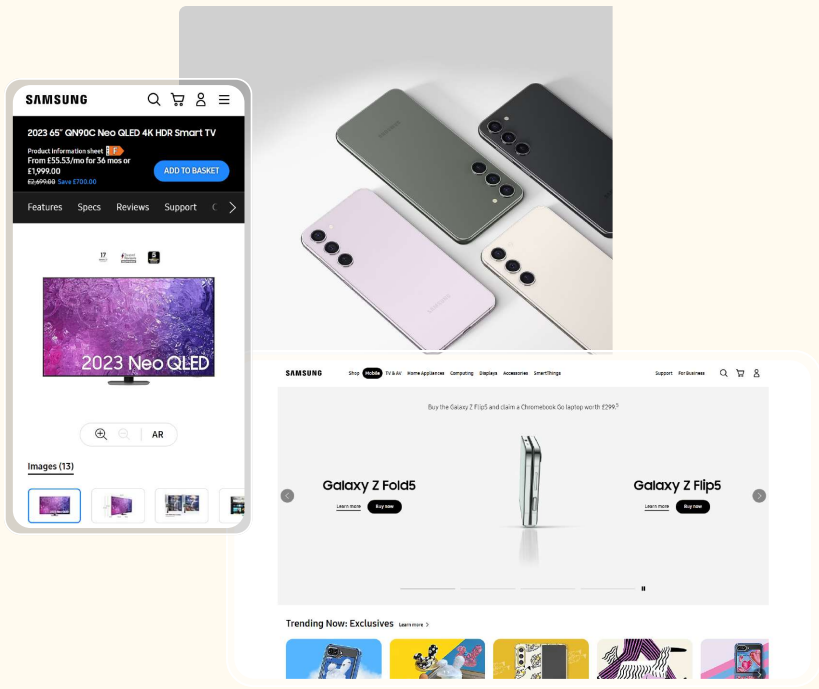
Race 4. The personalization game

And so who is our Race 4 winner? What innovative brand has prioritized personalization to achieve incredible results?
Let's find out...

RACE 04 WINNER

SAMSUNG

Building high-converting personalized multichannel experiences



Samsung noticed a sharp drop-off rate on their category and product pages while analyzing their website during their Galaxy Note 9 product launch.

The company also wanted to deliver relevant product recommendations and targeted web overlays to customers who had expressed interest in the Galaxy Note 9. Samsung needed a technology partner that could leverage customer and website visitor data to create a personalized experience across multiple channels.

Building a personalized view

Samsung adopted Insider's Interest Clustering technology, which uses Insider's machine learning and AI engine to create predictive user segments and clusters–targetting their audiences with highly-relevant content and product recommendations.

The company used Insider's Category Optimizer to optimize its mobile web page layout automatically based on a visitor's last-clicked category. Each visitor got a customized view of their products and categories based on their preferences.

Prospects that visited the Galaxy Note 9 product page or microsite received promotional emails with segmented overlays containing personalized special offers.

Samsung leveraged the power of Insider's platform to create highly targeted and relevant messaging that increased conversion rates on the company's Galaxy Note 9 by 275%, contributing 9% of total sales on Samsung's website within 20 days of the device's global launch.

To win race 4, marketers must take the next step in personalization towards truly individualized experiences, with timely, relevant messaging across every channel.

RACE 05

COMING SOON

Sign up for our Formula 1 series to be alerted of new content as soon as it drops! Race 5 will be heading your way soon...