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Reasons you must dive into omni-channel personalization



#1

Conversion

#2

Happy shoppers

#3

Higher return on investment (ROI)

#4

Greater feasibility

#5

Limitless personalization

Proof-positive.

Learn why and how marketers should implement this ASAP.

Essentially, it works. Relevancy is all the buzz and paramount for building relationships between a business and its customers and prospects. One of the best ways to demonstrate it is through personalization, which doesn't simply mean, "Dear Kelly." But efforts must be consistent and not one-offs. Once you've engaged shoppers and shown them you know them, they expect it. Start sending generic, and it's a turn off. They unsubscribe, they don't click through, ignore your messages, change loyalties, and it costs you in sales.

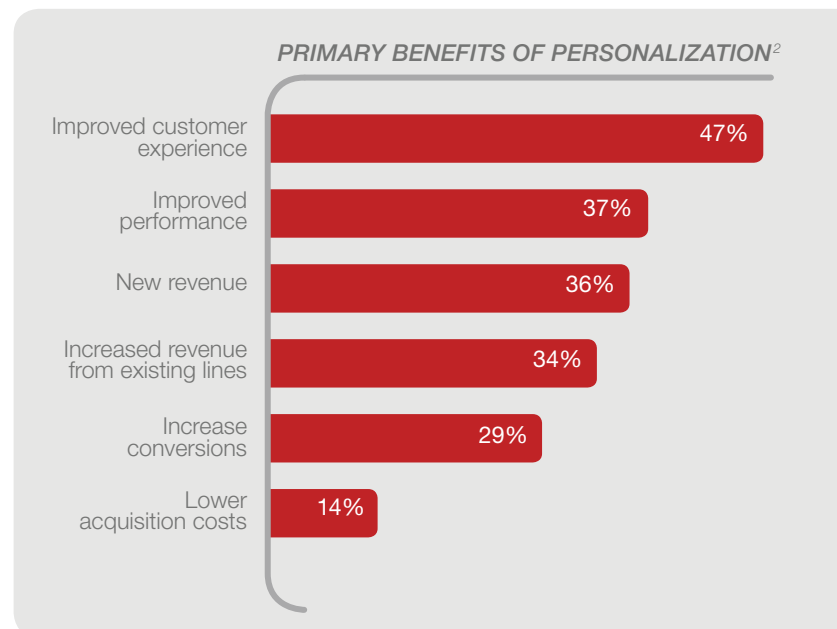
Think you're doing good by personalizing your email marketing?

Go from good to great: from digital personalization to omni-channel personalization. According to research by Econsultancy:

- **88%** of marketers surveyed use email personalization¹
- **23%** personalize their offline channels¹

However, a greater percentage of marketers saw an uplift in conversion rates when they personalized offline media.¹ In this paper, we'll explore this and other **benefits**, providing results from marketers.

In addition, learn more about what's been holding advertisers back from personalizing their print media. Most notably, how to overcome these obstacles.



Sources: ¹Econsultancy and RedEye research, Sept. 2014; ²Teradata and Econsultancy, "Enterprise Priorities in Digital Marketing," Sept. 2014

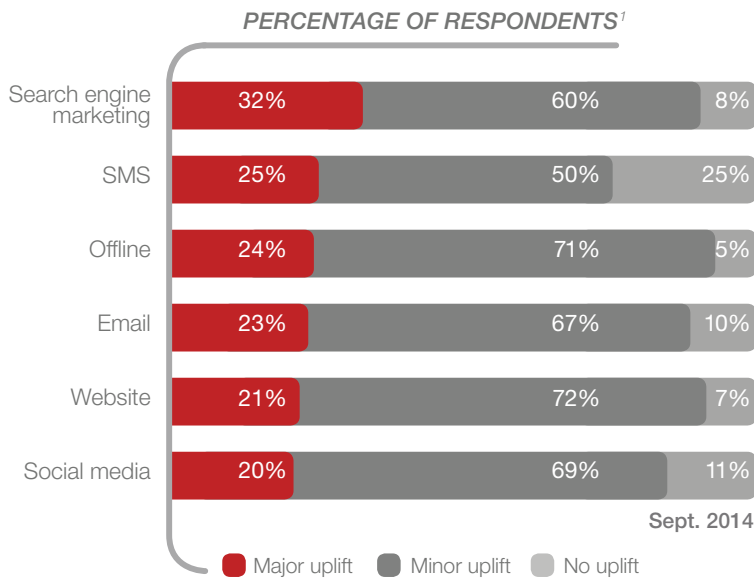
REASON #1:

Conversion

While digital media seems easy to personalize, especially with all the online data flooding in, if you stop there, you're shortchanging yourself. Research reveals:

- **95%** of marketers surveyed who personalized offline channels realized a lift.¹
- This surpassed any digital channel studied including email, websites, search engine marketing, social media, and SMS.

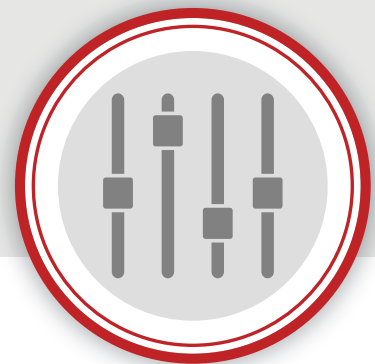
Channels where client-side marketers worldwide have experienced uplift in conversion rates since implementing personalization



Walk the talk

Respondents:
35% agreed
42% disagreed

their **personalization activities** straddled online and offline³



Sources: ¹Econsultancy and RedEye research, Sept. 2014; ³eMarketer, "It's the End of 2014. Where's Personalization Now?" Dec. 15, 2014

REASON #2:

Happy shoppers

Consumers are multi-channel and personalization efforts must be, too. You don't want your advertising to come across as Jekyll and Hyde; today I know you and tomorrow I don't. Or, I know you in email but not in direct mail. Consistency matters.

- **47%** of respondents say receiving a consistently personalized shopping experience from one channel to the next is an important omni-channel retail capability.⁴

The fact that consumers use multiple media, sometimes simultaneously, also means they are busy and distracted. Engagement is a challenge, as you well know. In a separate study conducted by Experian Data Quality,

- **84%** of respondents named **customer engagement** as the primary reason that marketing personalization is growing.⁴

Be sure to add it to your arsenal. Tactically speaking, those surveyed credit personalization with improving the following processes: customer prioritization, upsell or cross-sell efforts, and the relevancy of loyalty offers. The better you get at those, the better the customer engagement.

If you're concerned about backlash from customer data, take heart:

- **87%** of customers feel positive about a business that puts to good use the information and data it holds on its customer.⁵



Sources: ⁴Experian Data Quality, "Maximizing Personalization," July 2014; ⁵Direct Marketing News, "Why Personalize? It Works." Feb. 1, 2014

REASON #3:

Higher ROI

Has the thought crossed your mind that omni-channel personalization must be expensive? Cost prohibitive? Remember the cost of irrelevant and generic messages to your customers and the inherent lost opportunity. Rest assured:

- **68%** of marketers using personalized communication report a boost to their marketing ROI⁶
- **80%** believe that data-driven personalization highly impacts ROI and customer engagement⁶
(from social graph data, explicit user data, company website behavior)



Using a combination of meaningful online and offline data can give you a very rich understanding of your customers, as well as prospects who are like them, and where they are along their path to purchase. Such data can be applied to both print and digital for effective omni-channel campaigns.

Of course, scalability is critical to achieving a positive return on investment. There are offline, print solutions out there that may surprise you in terms of variability, coverage and efficiency.

Cases in point:

10:1
ROI

Home Improvement Business

A window replacement company spent \$2,000 on a Variable Data Postcard (VDP) program with Valassis and generated \$20,000 in sales.⁷

7:1
ROI

Grocery, Drug and Mass Retailer

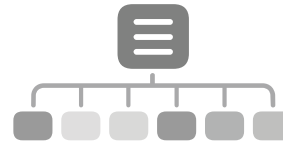
This retailer generated \$7.41 in sales for every \$1 spent on a VDP program with Valassis.⁸

Sources: ⁶Direct Marketing News, "Marketing With A Tailored Fit," Feb. 1, 2014; ⁷Valassis Case Study, Home; ⁸Valassis Case Study, GDM

REASON #4: Greater feasibility

On the surface, it may seem daunting: omni-channel personalization. How difficult is it to carry your digital personalization efforts over to print? The keys to success are:

- **variable data unification and**
- **affordable print distribution.**



Work with a provider who knows and handles both sides of the coin – online and offline – to make it easy.

What if you're just launching into personalization with a clean slate and no prior experience? You may have a plethora of data. Focusing on those specific types of data that translate into customer engagement and activation is key. It's also more manageable. Again, assistance and expertise is out there. Just ask.

In terms of distribution, customized, solo print (singular mailers or postcards) can be expensive. Many advertisers write it off before exploring further. However, there is an alternative. You can send personalized, variable data postcards. They are delivered to entire neighborhoods or sub-ZIP Codes, but customized at the household level. To illustrate and see what is truly possible, take a look at these **case study highlights:**

Client proof:



Fitness Club

Reduced its cost per activation from \$110 to \$50 and saved 25% on mailing costs from a VDP program⁹

Cable Provider

Personalization via VDP produced 12 times greater response rate than a prior campaign¹⁰

Sources: ⁹Valassis Case Study, Fitness; ¹⁰Valassis Case Study, Cable

REASON #5: Limitless personalization

Today's definition of personalization may be much broader than years ago. Used to be that applying an individual's name was enough. After all, everybody likes to be recognized and called by name. However, thanks to variable printing technology and consumer data, entire messages, images and offers can also be personalized.

Think of it this way:

"Personalization today takes many forms. Of course, messaging is an obvious, common place to personalize communications. Other forms are channel and device, context and timing (including frequency)."

— **Ginger Conlon**, Editor-in-Chief,
Direct Marketing News Feb. 1, 2014

Deeply understanding your target audience, including customers and prospects, will allow you to be relevant all along their path to purchase. Insights should go beyond demographics to include their media behaviors and preferences, locations day and night, communities, purchase histories, promotion sensitivity, interests and more.

Creating an omni-channel presence is crucial since it often takes multiple touchpoints to influence consumers as they plan, shop, buy and share.

One example of how this can easily be done in a personalized manner is combining the Variable Data Postcard and Mobile Offers.

VDP: Mail customized messages, offers and imagery based on:

- Lapsed, current, competitive customers
- Recent purchase (affinity item) or specific target audience

0.63 - 3.35%¹¹
avg. response rates

Valassis Mobile Offers: Reach shoppers entering your store radius or competitor's

- Reinforce print messaging
- If within your store radius, use current customer offer
- If competitor store radius, use competitive customer offer

10%¹¹
click to in-store
conversion rate

Source: ¹¹Based on response rate analytics from Valassis client results database, 2014

Go omni-channel with your marketing personalization

As you strive to attract and build relationships with today's multi-channel consumers, be consistent and personalize your communications wherever possible – both online and offline. Relevancy is a pre-requisite to success. Be empowered with the proof presented in this paper. Go forward, confident in your efforts to:

- **Lift your conversion rate**
- **Engage happy shoppers**
- **Boost your ROI**
- **Leverage data and distribution possibilities**
- **Personalize beyond mere messages**



About us

Valassis. *Creating the future of intelligent media delivery to drive the greatest success for our 15,000 advertising clients. We integrate online and offline data along with powerful insights, precise targeting, and an optimized media plan – print, digital and mobile – to influence consumers wherever they plan, shop, buy and share.*