How Personalization Reduces Friction in Your Buyer's Digital Journey - The Complete Guide

A Trendemon white paper

Introduction

- **Why** should marketing organizations invest in it?
- **When** would be a good time to start?
- **How** to build digital experiences which reduce friction in your potential customers' journeys?
- **What** are some benchmarks you should be aiming for?
- **Which** solutions may be the right ones for you?

> ***Clarification:*** Personalization can take place on various channels - your website, emails, and even print can be personalized. In this paper, we'll focus on web experiences, and about personalizing and orchestrating digital journeys as opposed to personalizing specific elements of a page or single user interactions.

How's this paper structured?

We tried writing this paper in the form of a dialog rather than a lecture. We re-asked ourselves the questions we've been getting in recent years on these matters. As we say in our neck of the dunes, "Yalla…"

You're a vendor and you have an agenda, so why should I trust anything you say?

Yes, we are a tech vendor. We sell a platform which helps B2B organizations reduce friction from their buyer journeys. Yes, we would like our own business to grow. But, just as our technology is built to help companies grow, our content is aimed to help them achieve that too.

More to the point, we actually lay out in this paper **when** is a good time to consider implementing a personalization platform (spoiler: not anytime, not for any size); and which infrastructures you may need **before** prioritizing personalization. We've seen these factors as more significant for the successful implementation of a personalization platform than any specific tool or solution.

Ok, even if I believe your intentions are genuine, why should I pay attention to what you're saying?

We've been working with over 100 B2B marketing organizations to build and manage personalized digital experiences. Before that, the company's leadership had another 10 years of experience under its belt in the digital marketing space as a service provider (marketing agency). Apart from our mileage, we're working today with leading, fast growing tech companies who are writing the playbooks on growth via digital channels.

Lastly, we have data. Oodles of it. With over 1.4 gazillion customer journeys analyzed (or thereabouts…), we can spot patterns across industries, and validate or disprove claims. More importantly, since we're mapping journeys down to the pipeline and revenue levels, our insights are tied to $, not likes, views, shares or any other engagement KPI that marketing is sometimes associated with.

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Why

In this section, we answer the questions of why personalization is essential to reaching customers online right now, and why reducing friction across your customers' journeys will exponentially increase your assets' outputs. We also dive into the cost of not doing it and see how friction kills deals.

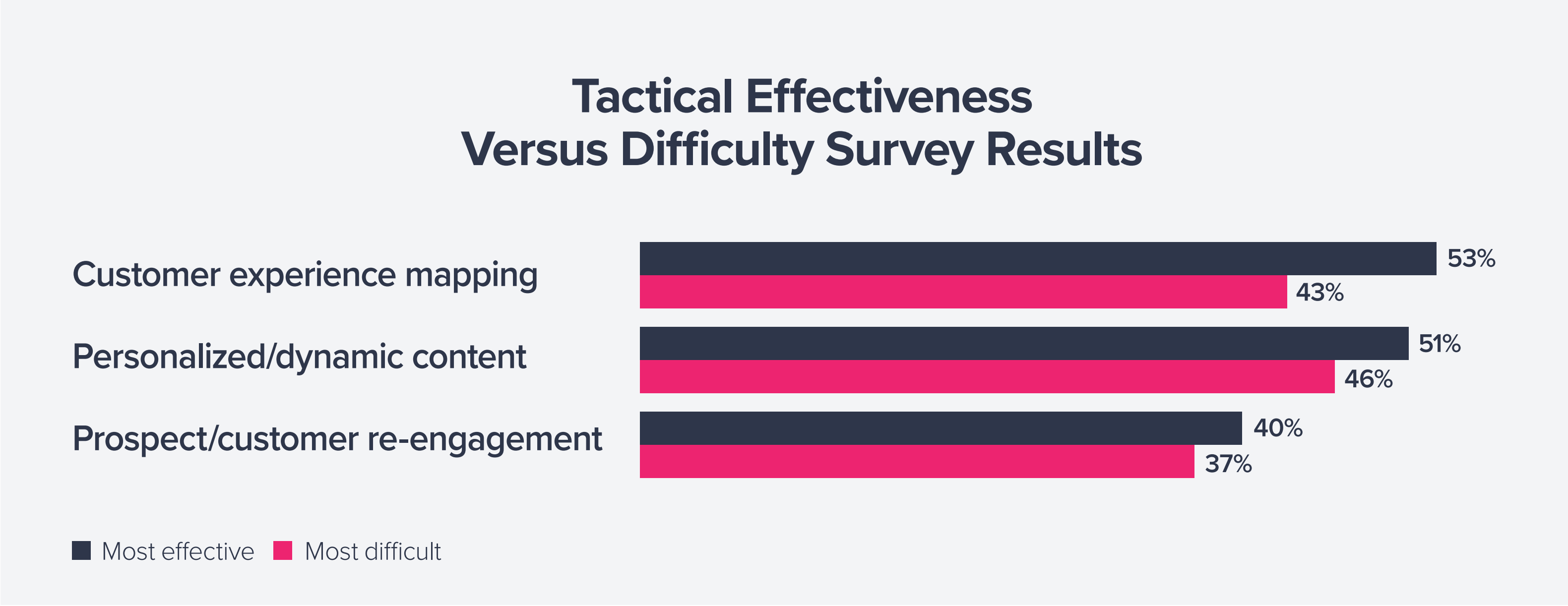
Why Personalization, and Why Now?

52% of marketers
recognize mapping experiences and personalizing them as the most effective methods to engage potential customers online.

However, 45%
also view these abilities as the most challenging to execute properly.

Why is orchestrating an effective personalization strategy so challenging? We can see several reasons behind this:

1. Requires **significant bandwidth** to craft differentiated experiences
2. Requires **deeper insights** as to what is actually resonating with different audiences
3. Requires **previous knowledge** as to what specific individuals have already seen, where they came from, and what could be their objectives.

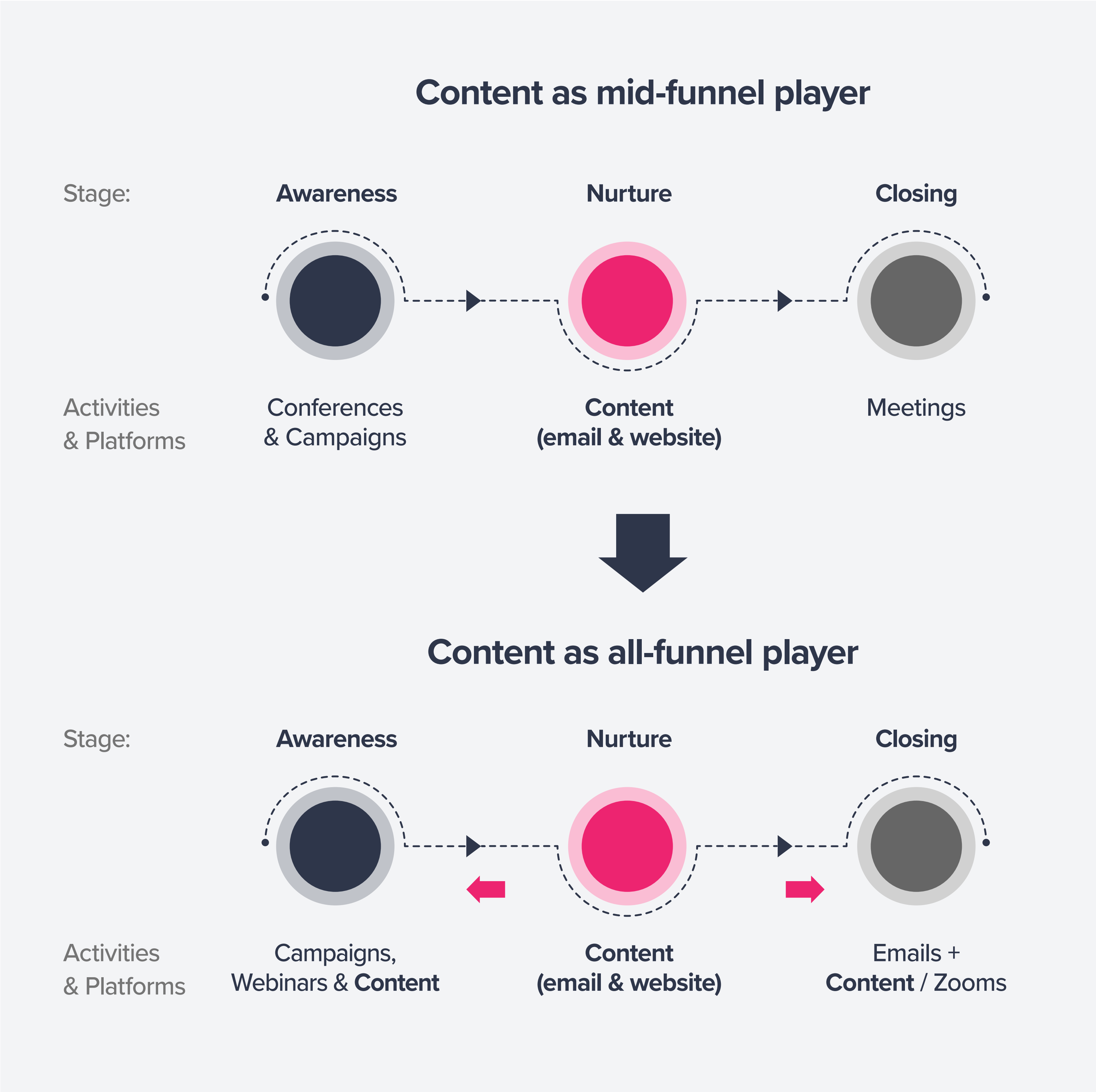


Source: http://ascend2.com/wp-content/uploads/2018/05/Ascend2-Optimizing-Marketing-Automation-Report-180601.pdf

Traditional B2B marketing is usually focused on capturing leads first, and chasing/nurturing after. This approach was clear at conferences (*"Hey, win a chance to get a drone if you give us your business card..."*), as well as online (such as sending new visitors to landing pages where the promise for great content in exchange for the info was made).

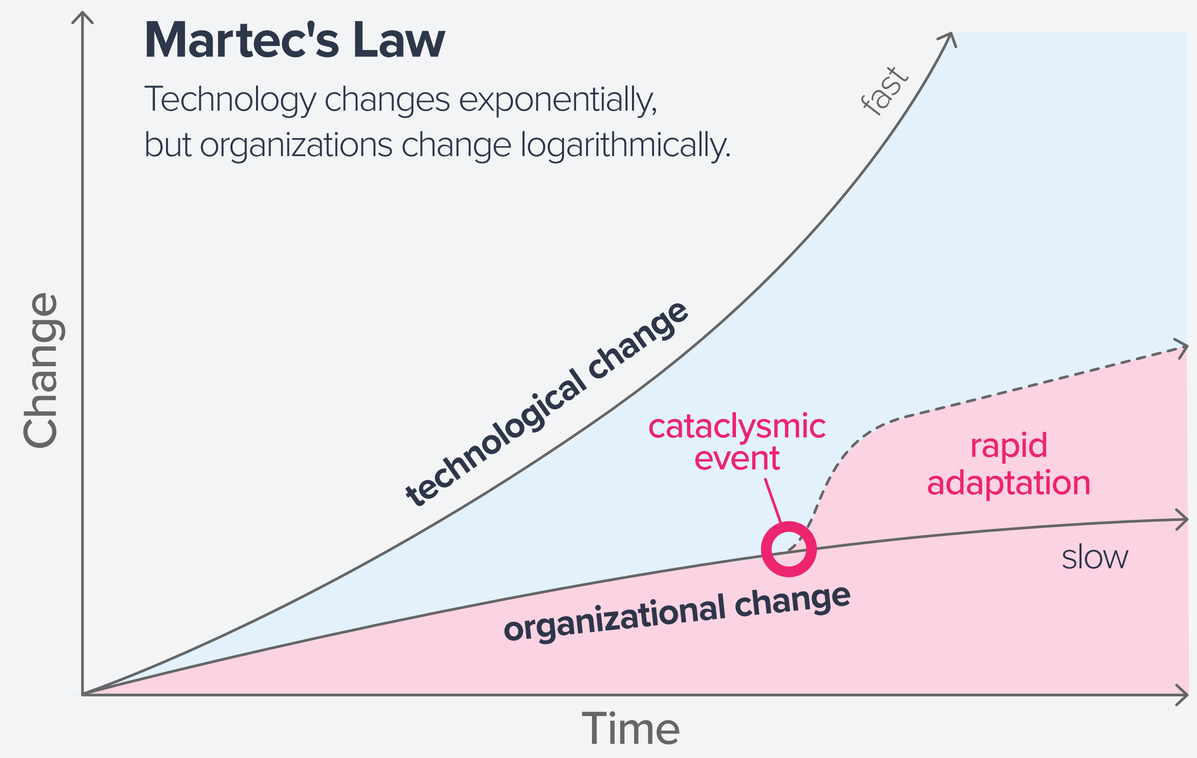
Transitions During 2020-2021 Following COVID-19

In B2B marketing, this has been the paradigm for several years – until, in 2020, something changed. To be exact, everything changed. Channels and activities that used to be the mainstay of lead generation and marketing activities, like conferences and tradeshows, became irrelevant almost overnight. Field marketing and sales had to rapidly transform and reinvent themselves as 100% digital-based. Many B2B marketing teams moved from a situation where they've had several main events throughout the year, which they counted on as their primary sources of lead generation, to a new state of needing to create continuous engagement with many prospects in their digital channels.



The Acceleration of Digital Transformation Following COVID

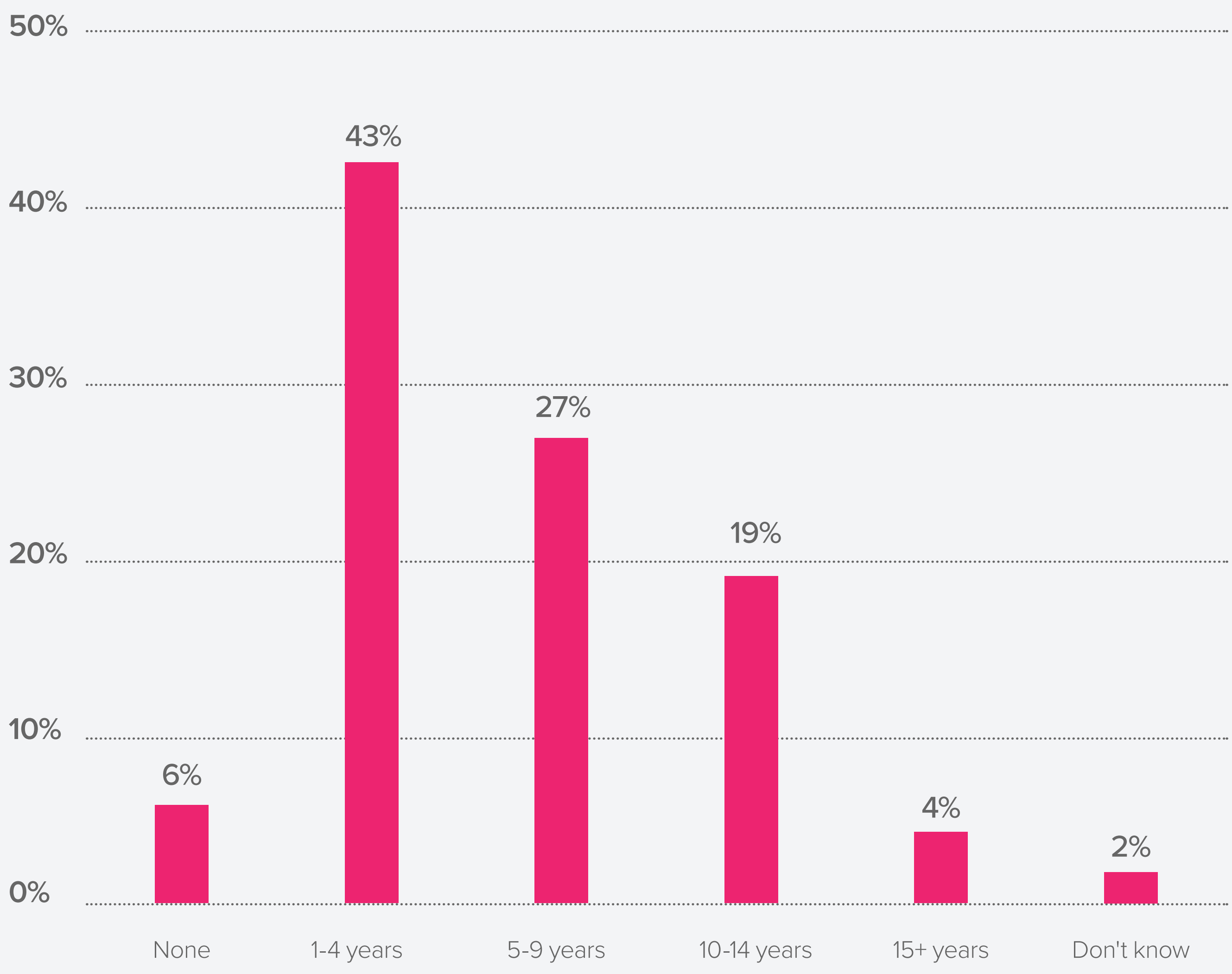
We usually hold a relatively linear view of progress and evolution, expecting things to develop gradually. However, every once in a while, we get a strong reminder that evolution happens in jumps rather than crawls. In scientific terms, it's referred to as punctuated equilibrium - the theory that species don't adapt so much in a gradual, continuous manner, but rather make evolutionary leaps when sudden change forces them to adapt quickly.



credit: chiefmartec

Companies say COVID-19 has accelerated their digital communication strategy by 6 years

About how many years has COVID-19 accelerated the schedule for your digital communications strategy?



Base: 2,569 Companies / Midpoint average of 2,528 companies / Don't know' removed

Accelerating the Convergence of Digital Experiences - The Seamless Journey We've All Come to Expect

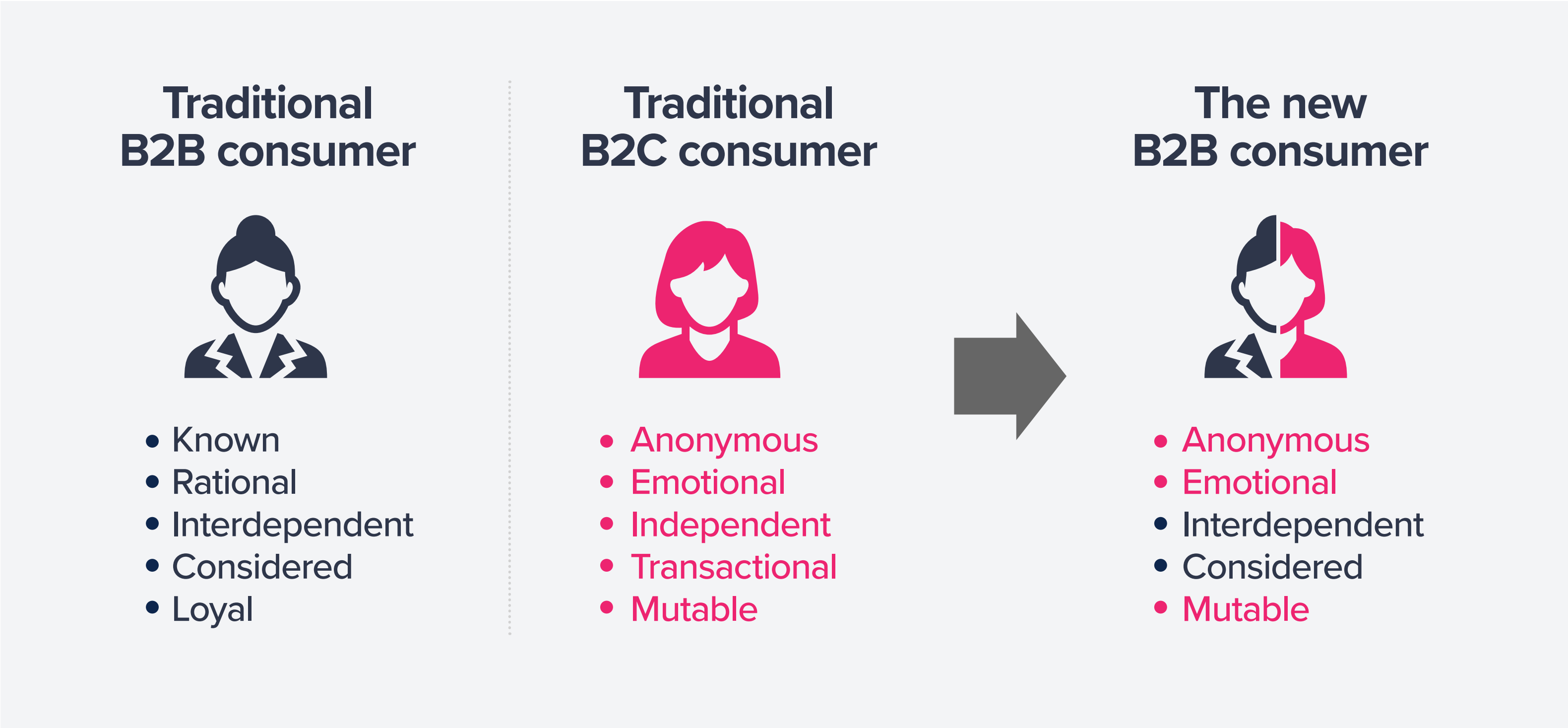
Remember the time you signed up for Netflix? Or Spotify? Probably not. It was so quick, seamless, and intuitive that there's a good chance you won't recall it. Now look at a typical buying process of enterprise or B2B software or product. Now back to Netflix - how is your content browsing experience there? Now back to your B2B app...notice the differences?

Modern B2B buyers expect seamless, effortless, and contextual experiences similar to their experiences as consumers. They are usually bitterly disappointed.

How B2B Buyers Are Becoming More Like B2C Consumers

Just as content and its role have evolved over the past year, so has the B2B buyer. The graphic below, taken from Forresters' The B2B Consumer Grows Up, illustrates how the new B2B buyer more closely resembles the traditional B2C buyer, and therefore now expects similar seamless, contextual experiences.

When you think of it, why wouldn't they? When we buy on Amazon, listen on Spotify, or browse Netflix, we come to expect a seamless journey. We expect those systems to delight us with effortless experiences and predictive, contextual content. Those expectations then follow us even after we remove our consumer cap and put on our B2B hat.



Via Forrester

Guiding vs. Gating

That change in the expectations of the B2B buyer, leads us to a painful topic among marketers - to gate or not to gate.

B2B buyers realized that once their email was surrendered, they became targets for relentless droves of sales dev representatives. People became less willing to leave their contact info in exchange for some content.

Here's a stat that provides a clear indicator of that trend:

78% **of Gen-Xers to Millenials won't fill a form to get information**

So, marketers today are seeking new ways to deliver better experiences and communicate with their target audience even without their contact info. Some of these new ways include chatbots or, not surprisingly, on-site personalization. Almost half of the b2b buyer journey on the website is at the pre-lead, anonymous stage. This data emphasizes the need to guide users on the site without having their personal information - as opposed to gating content, which will cause most relevant visitors today to disengage.

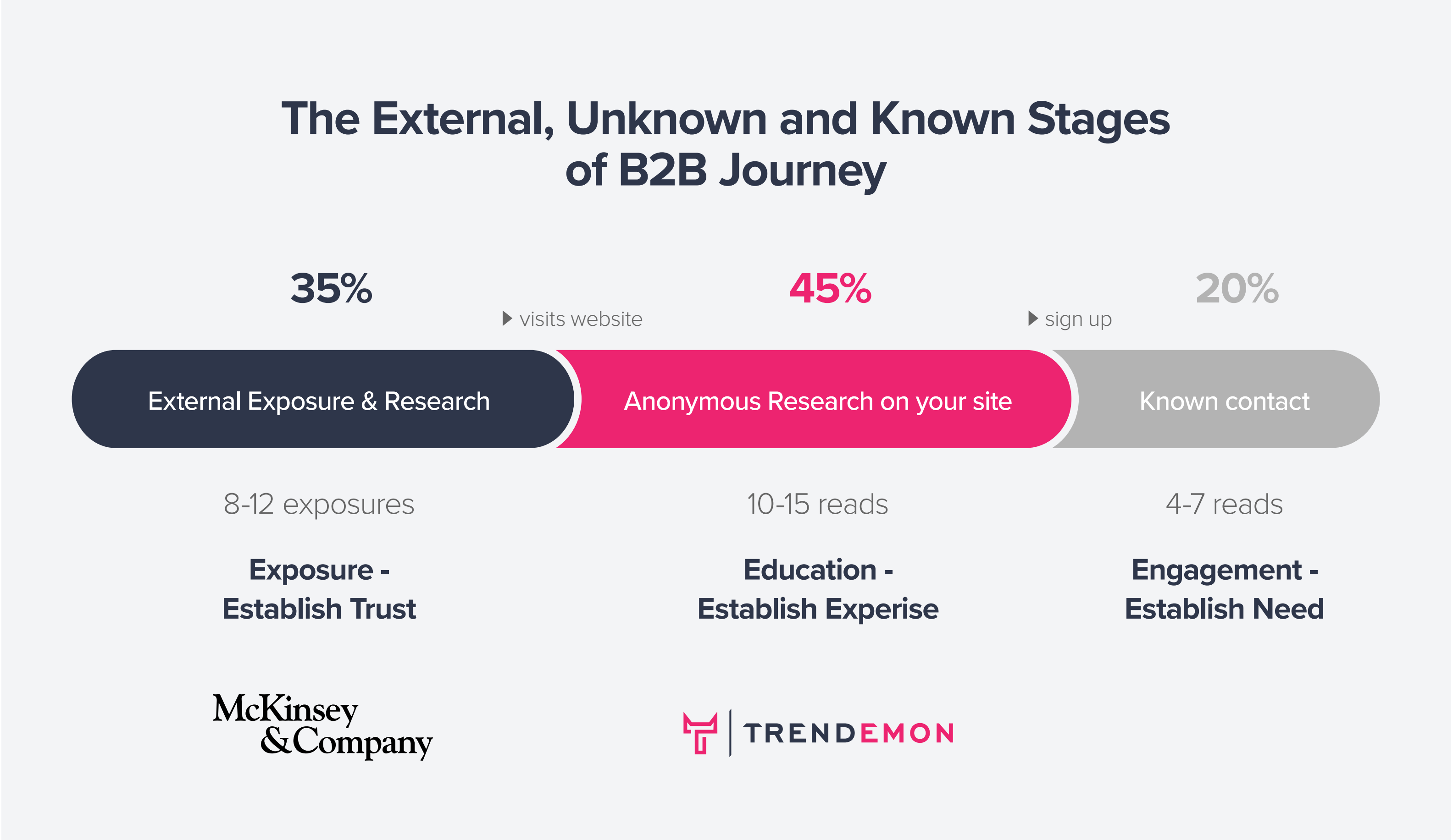
We see the most successful marketers manage to strike a delicate balance between providing valuable, accessible content, and gating some bottom-of-the-funnel deeper items. While there still is a role for gating content, we believe it shouldn't be a choice for the first interactions you create with potential customers.

Friction - the Silent Killer of Deals

When sales lose an opportunity or when a customer churns, companies sometimes will perform a **loss analysis** to uncover what went wrong, and see what they can improve next time around. When a potential customer leaves before even engaging with the sales team or becoming a lead due to a bad experience, no one is aware. Besides losing deals, that gap means no steps are taken to close those leaks from the funnel.

Here is a key figure to keep in mind: on average, **80% of your buyer's journey is done anonymously.** Furthermore, 45% is actually done on your assets, in places where you can actually control these experiences.

In the following graphic you can see a visualization of a typical B2B journey and its distribution between **external and internal assets, known and unknown stages:**



The Impact of Personalized Experiences on Engagement

We see that just by adding personalized recommendations, websites **quadruple** their levels of engagement (measured as CTR on those units) - going up from 0.75% CTR for non-personalized recommendations to 3% to personalized content recommendations.

This uplift is critical, since if every visitor needs to reach a certain number of effective touchpoints ("reads") on our assets, that increase in CTR can be the difference between a journey that takes 6 months to complete vs **1.5 months**. Apart from accelerating journeys, increased readership and engagement on your site can be the difference between a prospect moving forward or dropping at the upper stages of their journey. To understand this better, let's look at how personalization affects actual pipeline and revenue.

The Massive Impact of Audience Targeting on CTR

As we dive deeper, we can see which additional factors have the greatest impact on CTR. Marketing is all about finding levers - places and activities that, with a relatively small investment of resources, can yield significant returns. This is exactly what we've seen when companies go beyond basic personalization and target entire audiences on their site. In the numbers mentioned above, we've seen that basic personalization can take you up from 0.75% to 3% engagement. To increase CTR, audience-based targeting (meaning the grouping of users in buckets based on personas/accounts/etc.) can push performance even further. Much further:

Recommendations Benchmark Chart	
Non-personalized recommendations	0.5-0.75% CTR
Basic personalization	2-3% CTR
Audience targeting	**7-12% CTR**

Why is audience-based targeting such a powerful lever? Because once you've set your audiences, populated them, and attached the relevant pools of content, this single investment in time will translate into an ongoing exponential increase in engagement. Once these audiences have been set, you can focus on the creation of quality content within those pools.

The Impact of Personalized Experiences on Revenue

In B2B companies with ACVs of up to $50K, we see personalization contributing to about 12-19% uplift in pipeline opportunities. Annually, this translates to **uplifts of $3M** for companies with $20M Annual revenue.

In B2B companies that sell products with high ACVs (+$200K ACV), the uplifts can be between 8-11%. Personalization plays a greater role in the Sales Development process, where we see personalized hubs racing 15-20% CTRs when sent to prospective buyers.

TL;DR - So, personalization in those companies is more effective at the lower stages of the funnel (such as post-lead, sales enablement) as opposed to smaller ACV companies, where personalization is more effective at the upper stages.

What

In this section, we define personalization, and take it apart to see its various levels and benchmarks to aim for. Then we show you how personalization is driving change in B2B customer experience expectations.

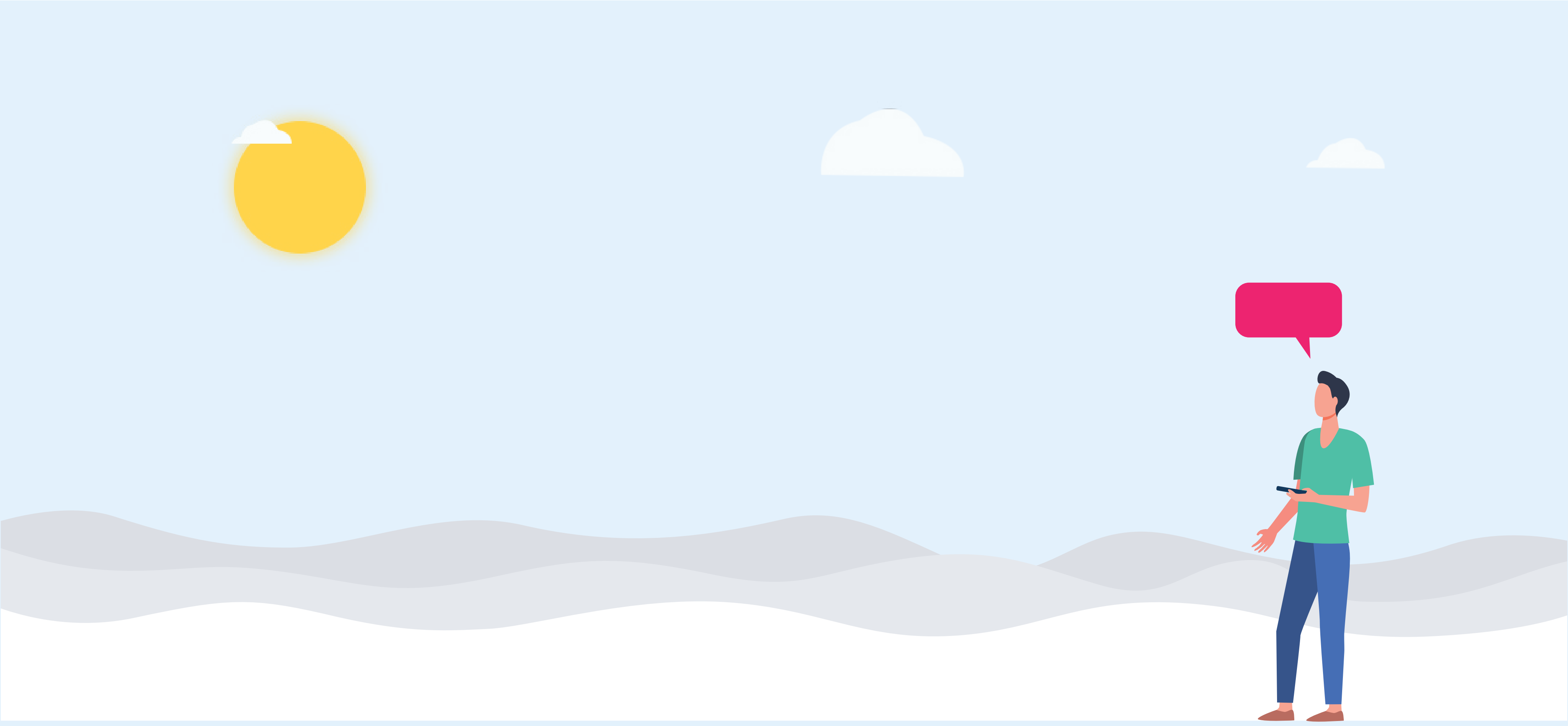
What is Personalization, Really?

Personalization is a loaded and ambiguous term. Two marketers will have three different opinions on what it actually means. Some view it as the ability to change the name in the subject line, while others see it as the ability to serve different recommendations for products or content based on the users' history.

As opposed to discussing capabilities or features, let's start with what we think it means to be able to provide a personalized experience. At its core, we view personalization as a way to conduct **personal communication at scale.**

Taking this notion to the extreme means that an organization is able to conduct an **infinite number of concurrent dialogs** with prospective customers. Dialogs do not have to be literal conversionations, like you may expect to have with a live representative or a virtual one, such as a chatbot.

A dialog requires the ability to listen and respond in a valuable and contextual manner. When it comes to digital marketing, people don't necessarily have to verbally communicate to you what they want. There are many signals people emit online. What if you could leverage those signals to interpret their intentions, needs, and wants?



What Are the Main Levels of Personalization?

To help make some order, here's a general categorization of kinds of data a personalization engine can leverage:

Identity-based

This is the most common type and what most people think about when they hear about personalization. A personalized email will usually include your name, a personalized call-to-action may be based on the company you are visiting from, and so forth. Essentially, the system uses identity-based information to tailor the experience. Identity-based can be divided into 3 levels:

a. Localization (Geo, Language)
b. Account-Based (Company)
c. Specific User (email, name, etc. if they've already signed up)

The problem is that beyond knowing **who** you are, it lacks the context of **where** the user is trying to get. This gets us to the next level:

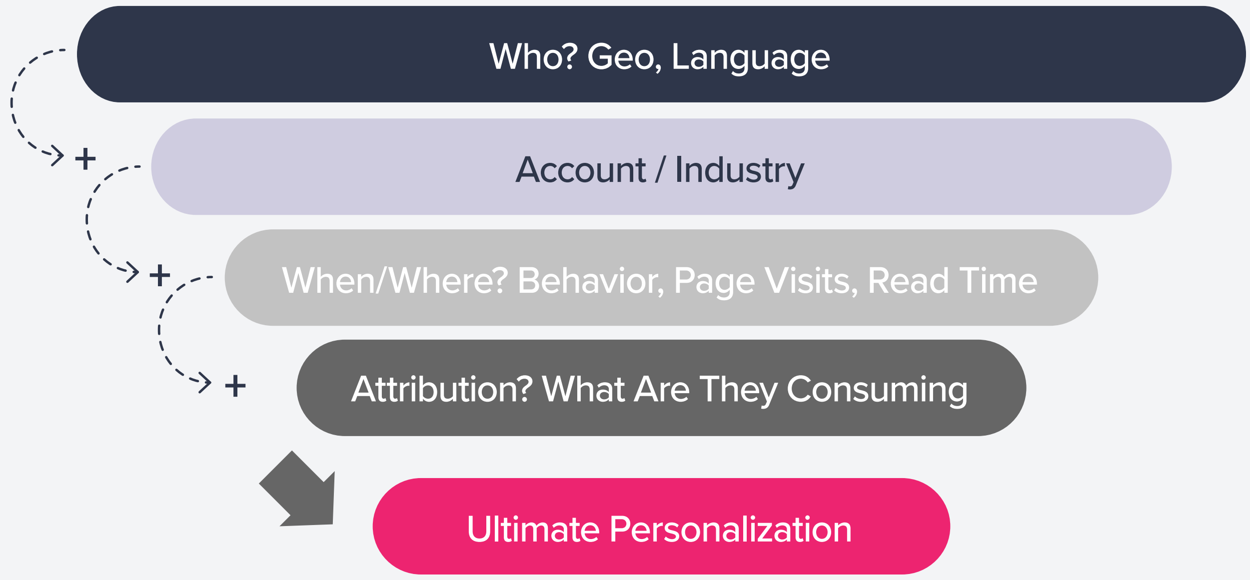
Journey-based

This type of personalization uses historic information about places the user visited, pages they've engaged with, and topics that may have interested them. A common type of this kind of personalization is product recommendations. Based on products you've purchased in the past, Amazon can recommend related products. This also applies to content recommendations - based on articles you've read, the system can recommend other content from those topics/fields. However, knowing what to recommend in order **to move a user forward in their journey** requires another layer of data:

Attribution-based

In this case, we're using attribution and/or performance data to know which information to serve the user. In a B2B buyer journey, this would mean that out of the hundreds of posts we can recommend to a user, instead of just recommending content based on a similar topic, we can recommend content based on what actually helped similar users move forward towards some business goal (for example, becoming an SQL).

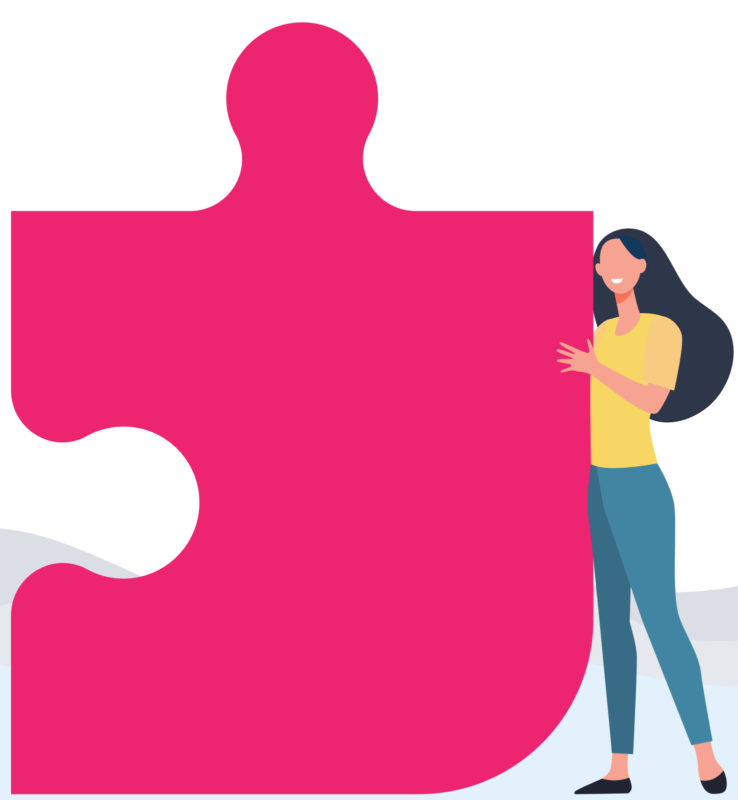
Personalization Levels



A few notes on the above categorization:

If you're wondering why we don't include "AI-based" personalization, it's because AI is a general approach and tools to data science, not a specific type of data we would be leveraging. You can use AI to improve in any of the above types.

Naturally, when possible, you can (and should) incorporate several types of data to improve the effectiveness of your engine.



When

In this section, we answer the question of when is a good time to consider onboarding a personalization solution? We also delve into what building blocks and capabilities should you already have in place, before looking to augment your stack with personalization.

Do I Have Sufficient Traffic?

Before prioritizing reducing **friction,** you should probably ensure that you have **sufficient movement** through your assets. What's an adequate amount of movement? Our recommendation is to look at the number of conversions per month as opposed to topline traffic figures. Are your assets responsible for some **meaningful amount** of relevant signups per month (for small companies, this can be as little as 20-30 signups per month, while for others, hundreds)? If so, the fact that there already is some movement throughout your website, blog, and assets means that you have some sources of acquisition in place (organic, paid, or some combination) - a way to engage, capture, and later close these prospects.

Do I Have Sufficient Content Assets (Posts, Whitepapers, etc.)?

On average, we see that only 15% of the content that companies produce actually impacts sales and pipeline. That means that out of 100 posts, you would have only 15 items that are actually helping your customers move. We recommend that you have enough assets to build a 10-15 item-long journey, as most B2B journeys would require at least this number of touchpoints and materials.

Does My Team Have Sufficient Bandwidth?

Like any meaningful activity, personalization requires some bandwidth. The most successful companies we work with have a clear owner of this domain. That's not to say you need a full-time employee just to manage a personalization platform, but this resource should be able to spend at least **1-2 hour a week** on this. A bit like managing a media campaign on a network, about 30% of the time is spent on creating campaigns, while the other 70% goes to optimizing and testing them.

Do We Have Sufficient Data and Tech Infrastructure?

Personalization is fueled by data. The better and deeper the data you can leverage, the better performance you can get out of your personalization efforts. The more this data has to do with the company's business goals (like sales, pipeline, etc.), the better the alignment.

From what we've seen, companies that would be good candidates to start exploring personalization have a connected CRM and marketing automation platform in place which has already collected some critical mass of data. Also, we see that companies that are starting to invest in ABM solutions and acquisition efforts also can augment their performance with personalization.

How

In this section, we'll discuss how to build a personalization strategy, the ways we can deploy it on our assets, and how we measure its success. A personalization strategy is built in stages. First, we'll review the various types and interfaces personalization can take place. Then, we'll discuss how to use personalization to orchestrate complete journeys, down to the closed-won stage in the CRM. These can be journeys of individuals as well as for accounts.

How to Create Seamless Experiences

To help make some order, here's a general categorization of kinds of data a personalization engine can leverage:

Outline your target personas

The first question we should ask ourselves is whether we have a clear understanding of our target persona or personas. Digital Communication, much like any other communication type, works best when you know who you want to be speaking to and why. If you're still not sure who your ideal customer is, crafting personal experiences becomes a much harder task.

What are some common types of audience targeting options? Who will get a personalized experience?

Before we get into more complex operations of orchestrating journeys, let's discuss the individual building blocks which enable delivering personalized experiences.

Audiences are based on engagement, based on identity/geo/incoming source, and/or based on stage in journey. The most fundamental question in personalization we should be able to answer is **who** we want to see this content/message/asset.

The answer to the question who a certain visitor is will evolve over time. It will change because:

1. You may get more information about that visitor which will help you paint a more complete picture of their identity.
2. They may take certain actions on your site which will provide you more insights as to their interests and intentions.

For instance, when an anonymous visitors first comes to your site, you can infer the following details:

- From which referral website or campaign they've arrived from - if you've targeted a certain audience on a network.
- From which IP address are they browsing your website - enabling you to know from which country or region and sometimes also from which company.

Later, they may sign up, giving you their name and email. Now, you have more data to be able to personalize their experience. You can know their title/position, and specific company. Then you can connect it to their previous journey to know what they were interested in.

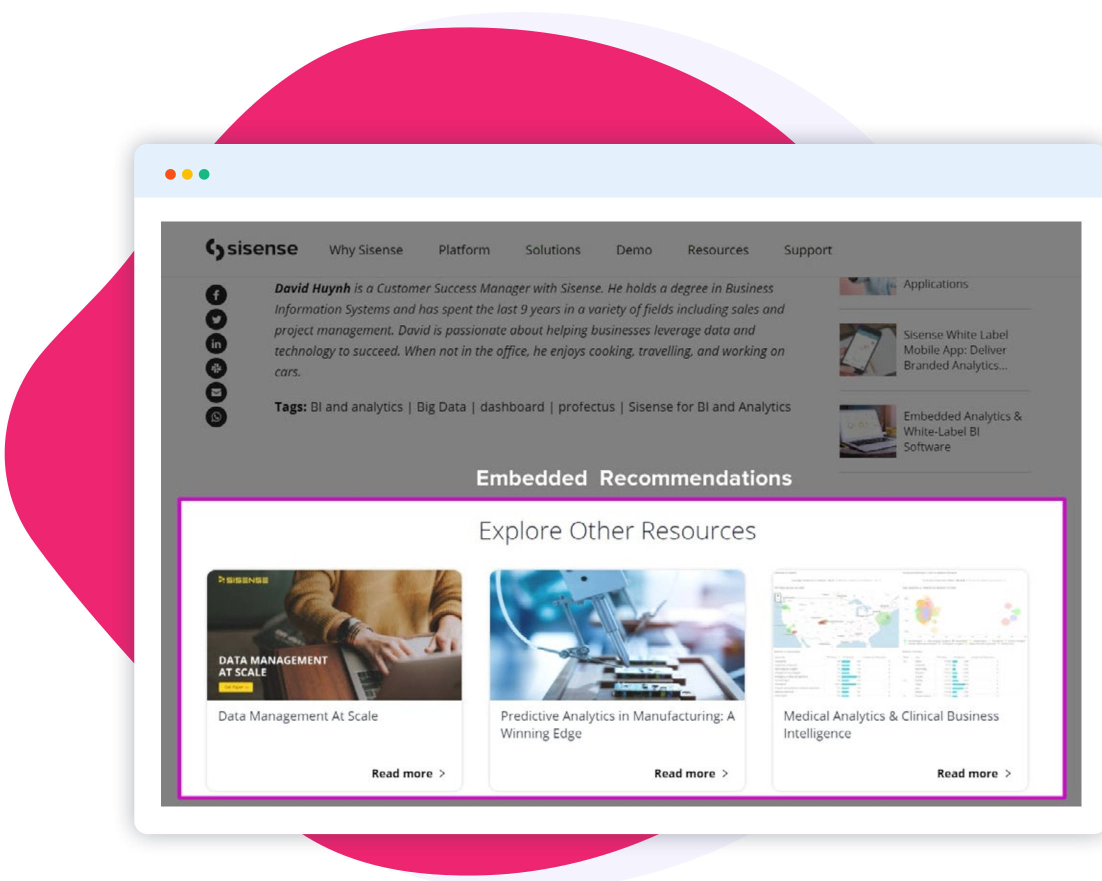
Which common interfaces does personalization usually include?
Where can you incorporate personalization on your site?

Website personalization does not mean having to completely change the entire look of your website depending on your visitor. It can include strategically placed units which nudge visitors in the right direction. Two main types of layouts which perform best for our customers are Embedded Recommendations and Image Call-to-Actions.

Here are six of the most common personalization interfaces:

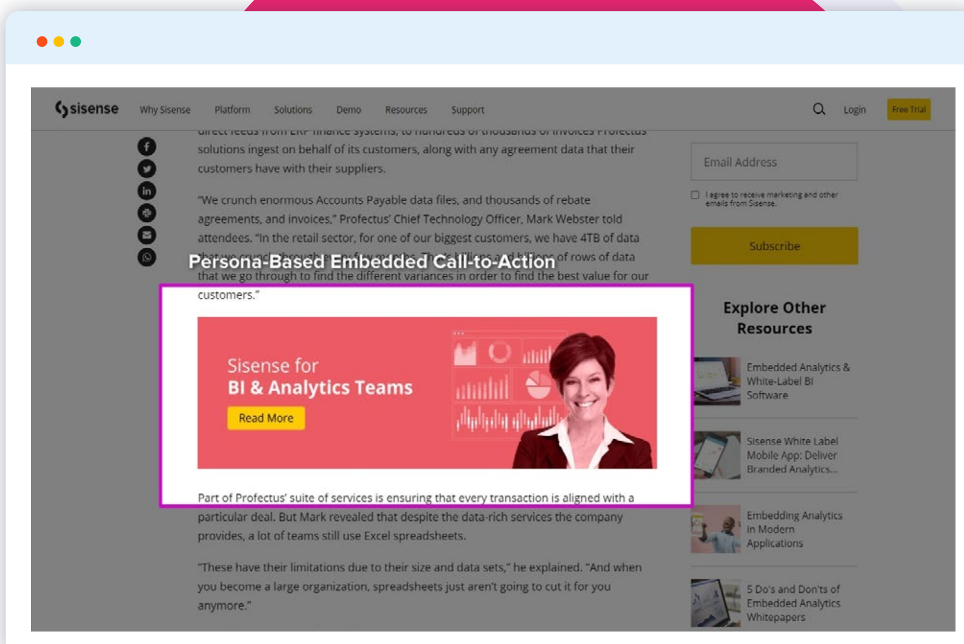
1. The Embedded Recommendations Unit - Seamlessly educating

You've seen these units at the bottom of almost any blog post. However, in most cases, we see that these units are either not personalized at all (so will show content which I've already read) or are only personalized based on prior reads, with no weight given to the actual impact of the assets or post, its optimal position in the buyer journey, and relevance to my persona.



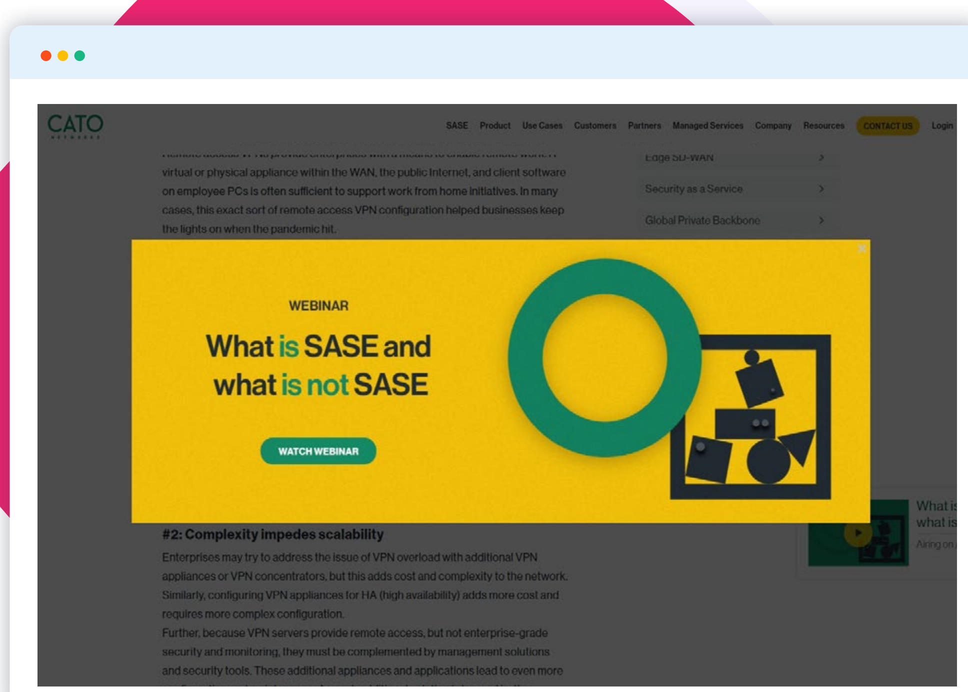
2. The Embedded Call-to-Action (CTA) - Interacting without interfering

The embedded CTA is a useful way to engage and move into action, without interrupting the reading process. These units can appear anywhere in the post, but we see best results when they are somewhere in the second half of the post.



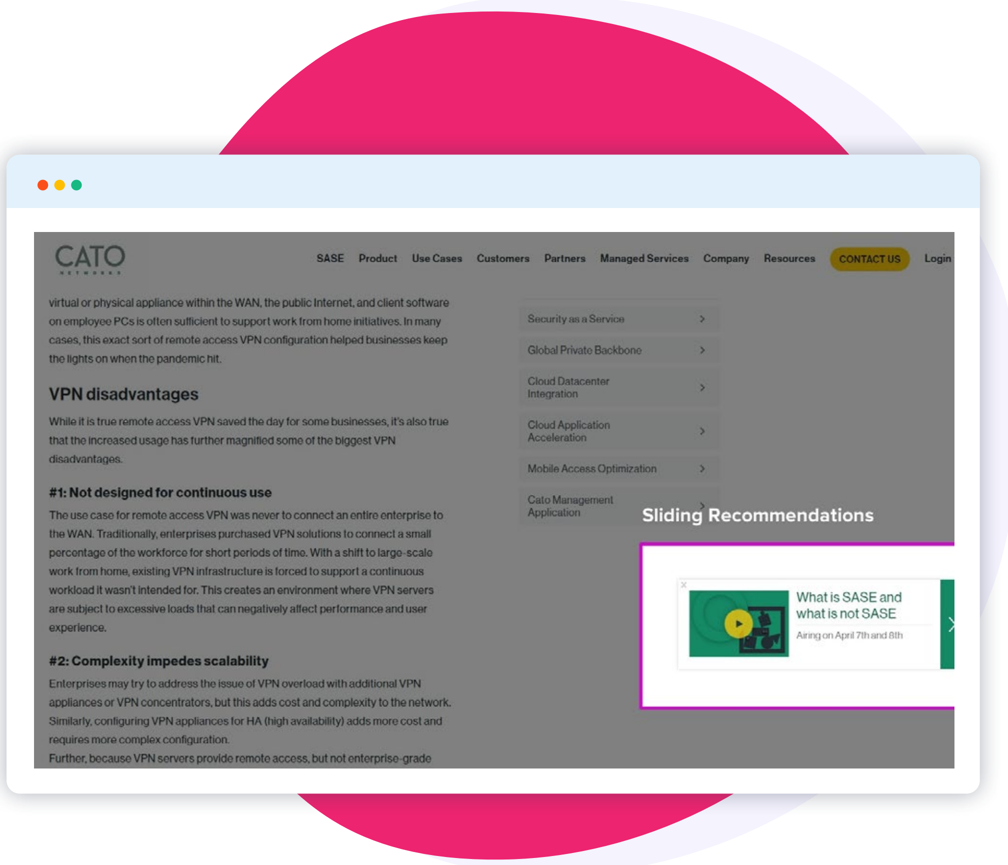
3. Overlays - Capturing attention with relevant offers

I love pop-ups, said no one ever. However, if done correctly, they can be very effective. Personalized calls-to-action in overlay form can show your visitors information and offers which could be very useful and timely. Here are some examples of engaging, high CTR units which we've seen dramatically increase conversions:



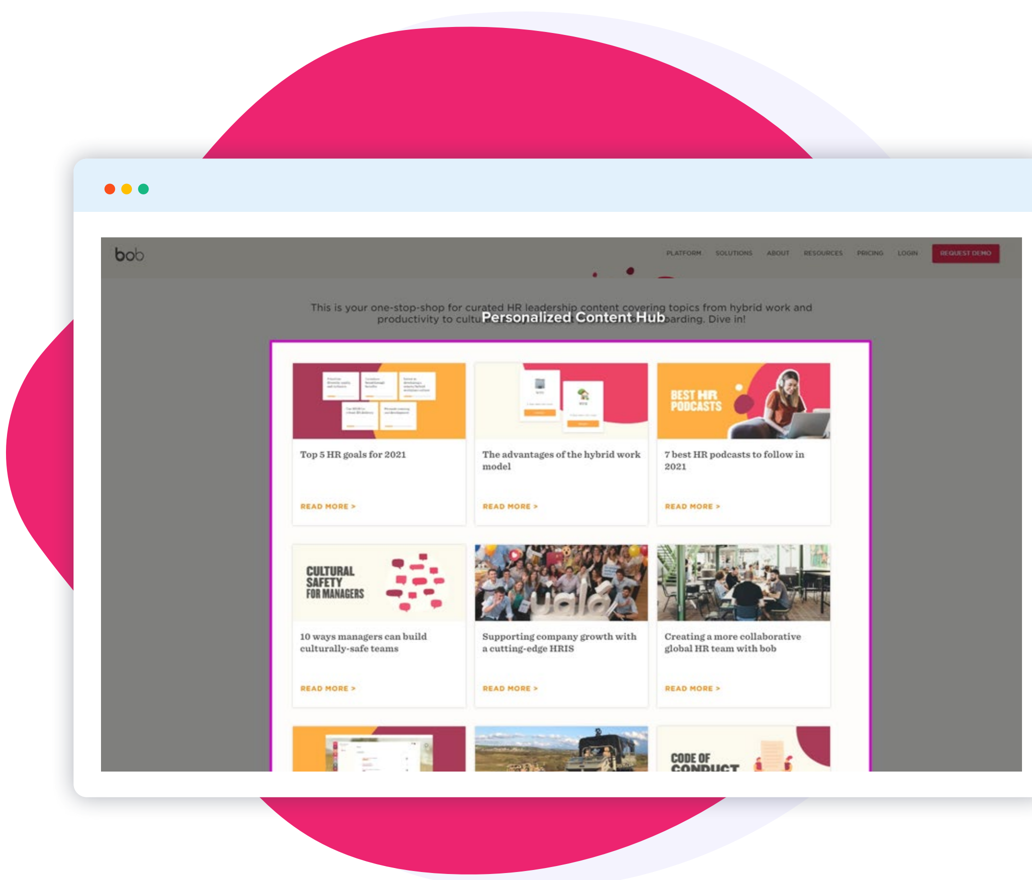
4. Sliders & Bars - Surveys, recommendations, and mini-forms

Another group of interfaces are the sliders and bars. Basically, like the screen overlay, they appear over the page but they don't block/hide the main content area.



5. Content Hubs - a personalized destination for your target personas

As opposed to individual units, content hubs are entire URLs or destinations which serve personalized content to personas or even specific accounts. They are a great landing spot for helping prospects continue their journey after initial engagement or signup, and also as a follow-up on a discovery sales call. The content in these hubs can be automatically generated or manually configured, depending on the personalization platform you use and its capabilities.



4. **Changing certain elements within the page**
   Another popular type of identity-based personalization is to substitute titles and areas within a page. For example, show users entering your customer stories area not a generic set of case studies, but targeted assets based on the industry they are arriving from.

When Should You Show Personalized Units or Calls-to-Action?

The principle here is to use various behavioral signals to know when to trigger these units. A classic example is exit-intent pop-ups. If a user is about to leave, you have another chance to try and engage them with additional content or offers. Another trigger we see work well is after a page has been fully read (measured by a combination of scroll depth and time on page).

Which Assets to Show? A Page for Every Stage

The last question, and equally important as the first question “Who?”, is “What to show them?” This is the part we see most marketers get wrong. Naturally, if you are trying to converse with your visitors, knowing what to say to them is perhaps even more important than who they are.

Again, to make things a bit simpler before we go and make them more complex, here are some types of assets or questions:

a. Do they agree to being served personalized information? Have a dialog with your visitor if they wish to receive a more personal experience, what they wish to see, and which level of personalization they are willing to accept.

b. If you are serving different personas, ask to which type they fit best?

c. Suggest content for them to read/download.

d. Invite them to an event.

e. Recommend a personalized destination, such as a content hub or personalized tour.

How to know which content or offer to serve a specific visitor? Before you can answer this question, you first need to answer, “which of my assets and posts are actually instrumental in moving my buyers forward?”
As mentioned above, only 15% of the content that companies produce actually impacts outcomes. Here at Trendemon, we use attribution to uncover those assets, their impact on goals and their optimal positioning within journeys.

How to Orchestrate Entire Experiences - Moving from Sessions to Journeys

In the following section, we will share examples from leading B2B marketing organizations and how they are approaching this challenge.

We generally see 2 main types of cases:
Classic - Single Persona, no ABM
Complex - Multiple personas or products, usually also with ABM

Classic

In this scenario, we have a single target persona, and our marketing is not targeting specific accounts. The stages we recommend following in this case are:

1. **Mapping assets to your goal**
see which of your blog posts, whitepapers, pages and other collateral make up the effective 15% of content which drives your pipeline.

2. **Sorting**
Find the optimal position of those items in successful buyer journeys. In Trendemon, we use the Position Score to easily find those best performing positions, broken down to the 3 main stages - **Landing:** the first sessions; **Nurture:** the return sessions; and Conversion: the last session before the conversion event (for example, reaching SQL status).

3. **Recommending**
Once the items and their ordering have been sorted, they can be used to optimize new and existing buyer journeys. Trendemon enables recommending these items automatically, but you can also create and manage recommendations manually using your CMS's own capabilities.

Complex

In this scenario, we are looking to engage several different personas. This is because we have several product offerings and/or are using ABM. In that case, we need to add two more steps to the above process:

1. **Pooling**
If before we had a single persona, now we need to cluster our assets based on offerings/personas/industries. Basically, we want to add another layer of context by grouping together assets which are relevant to specific personas.

2. **Bucketing**
You may also want to bucket visitors based on their perceived or reported personas. For example, we see that quick surveys are very helpful at uncovering the persona of anonymous visitors. This allows you to match groups of visitors with groups of content.

3. **Mapping**
See which of your blog posts, whitepapers, pages and other collateral make up the effective 15% of content which drives your pipeline.

4. **Sorting**
Find the optimal position of those items in successful buyer journeys. In Trendemon, we use the Position Score to easily find those best performing positions, broken down to the 3 main stages - Landing: the first sessions; Nurture: the return sessions; and Conversion: the last session before the conversion event (for example, reaching SQL status).

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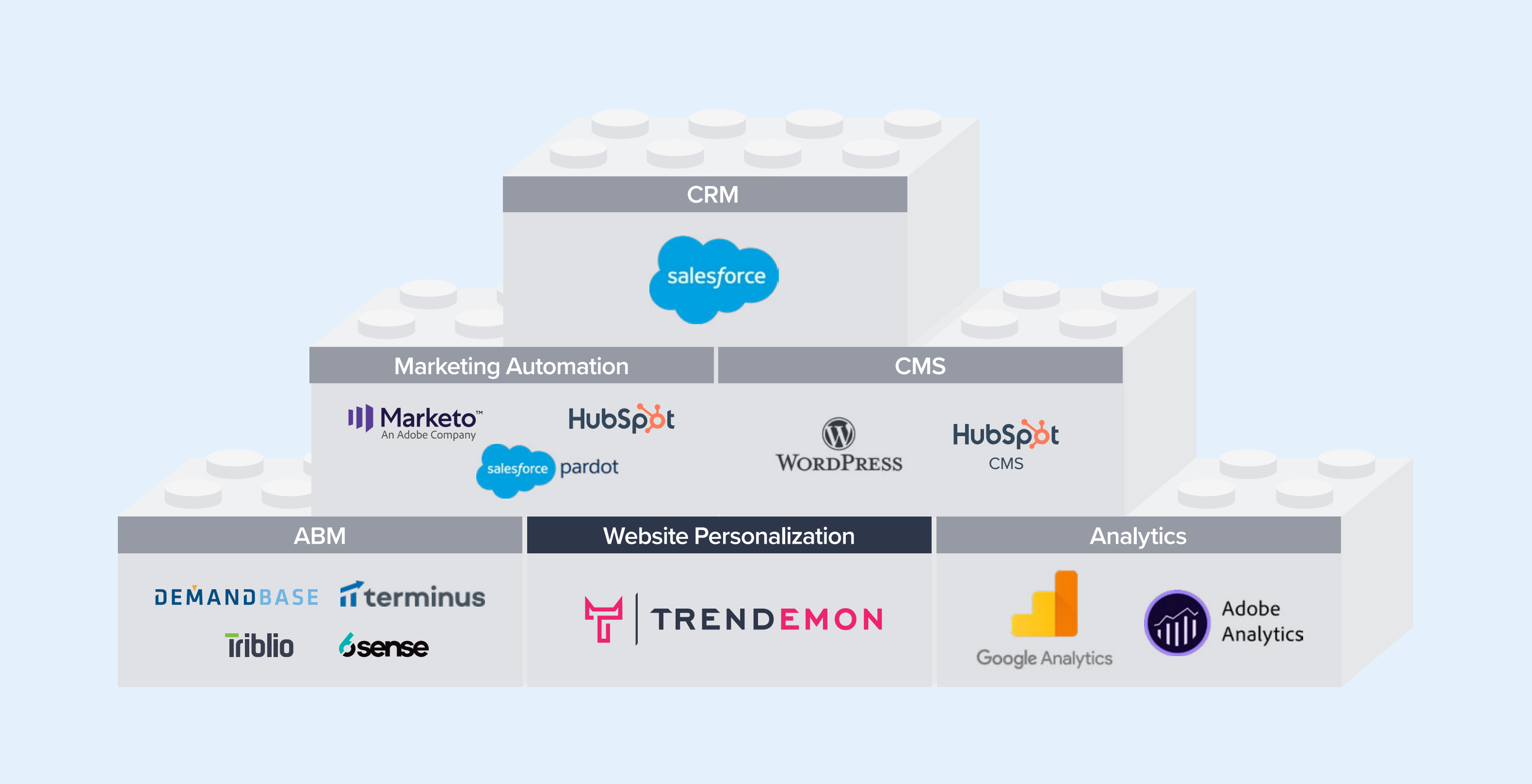
Personalization and Marketing Automation

All of our B2B customers use some brand of marketing automation. All of them also integrate Trendemon to those systems since **personalization can be seen as a natural extension** of those systems, enabling marketers to **personalize experiences of pre-lead, anonymous**, yet potentially relevant visitors on their assets.

The integration of personalization with marketing automation opens a world of activation and insights opportunities. For example, you can learn which assets truly affect people who later became MQLs or SQLs. You can show messages to visitors with certain lead scores, from certain accounts, or at certain marketing stages. Connecting the dots between the various milestones your customers go through, can provide you with a fuller picture of how your customers came to be. It also enables you to see areas of friction and sub-optimal experiences which cause users to disengage and drop from the journey.

The following slide shows the typical B2B stack we usually operate in. Except for the solutions in the ABM block, which are present only in some of our customers, the rest make up fundamental building blocks of their sales and martech stack.



How to Measure the Impact of your Personalization Efforts

Proving the impact of personalization is a subset of the broader challenge - proving the impact of marketing. We believe that marketing should impact revenue, so our measurement methodology aims at proving the impact of digital efforts on “hard” metrics like deals and dollars, whenever possible.

A common way we suggest for companies to assess the success of their personalization efforts is using a split test. Let a certain % of your audience be exposed to personalization while the rest remain unaffected (no recommendations, overlays, or personalized campaigns). Over the course of several weeks (depending on the amount of traffic, number of conversions etc.), you can start to see how much incremental uplift personalization has generated.

Which

In this section, we help you decide which solution to choose for personalization and why one of the various options may be the right one for you.

How to Decide Which Solution Is Right for You?

Personalization can be done in different ways by different solutions. There are many types and levels of sophistication, automation, agility and integrations. In the following section, we thought we'd share some solutions which could be relevant for the different stages and needs of a B2B company:

Overlay Solutions

At the basic level, we have overlay engagement solutions. They don't include any meaningful personalization and are aimed at improving conversion rates, usually through pop-up and overlays on the site. They can be useful if you are looking to quickly and cheaply improve website performance.

The downside for these types of solutions is usually that the lack of personalization can interrupt experiences, causing users to leave. A second challenge is the lack of integration to marketing automation and CRM systems. This creates another step of adding those signups manually to the marketing automation.

Therefore, overlay solutions would be good for companies who haven't yet implemented a marketing automation platform.

Content Hubs for Sales Enablement

Another family of personalization solutions is Content Hubs for Sales Development. These solutions are aimed at helping the Sales Enablement teams better engage prospects with personalized content destinations. Some of the better known companies in this field are Upberflip and PathFactory.

One challenge we sometimes hear customers voice is that these solutions offer external hubs rather than augment the website itself. This can have SEO implications since the content is placed on external sub-domains.

Personalization by ABM Platforms

In the ABM space, a few of the more established ABM platforms also offer some personalization capabilities. These include the ability to change elements on the page based on the visitor's account info. They are good for identity-based personalization and can help get started with improving experiences on the site.

On the other hand, since these are not dedicated personalization solutions, they don't help orchestrate complete journeys or leverage attribution to create better content experiences.

Personalization by the Marketing Automation Platforms

The leading marketing automation platforms also offer some identity-level personalization capabilities. Some, like Hubspot, offer basic pop-ups while others, such as Marketo, offer more complex systems like RTP. Just as with the ABM platform's identity-based solutions, the main challenge is the operational overhead and scalability of implementing these solutions.

a. Entry level popups

POPUPSMART | SUMO

b. Content hubs for sales development

PathFactory | überflip

c. Identity - based (ABS) pop ups

DEMANDBASE | Triblio | terminus

About Trendemon

What if you could visualize all of your customers' journeys, from start to finish? What if you could instantly know your content marketing ROI? What if you could automatically show every visitor on your site the most engaging, relevant and effective content to move them onward in their journey?

Those were our real pains and naive hopes which led us to start Trendemon five years ago. If you also wrestle with those questions, we've found real solutions that work - and now we want to share them with you. Come visit our site to learn more.

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