

Demystifying B2B Personalization: What It Is (and Isn't)

From Hype to Impact:

Making Personalization Work for Your B2B Strategy



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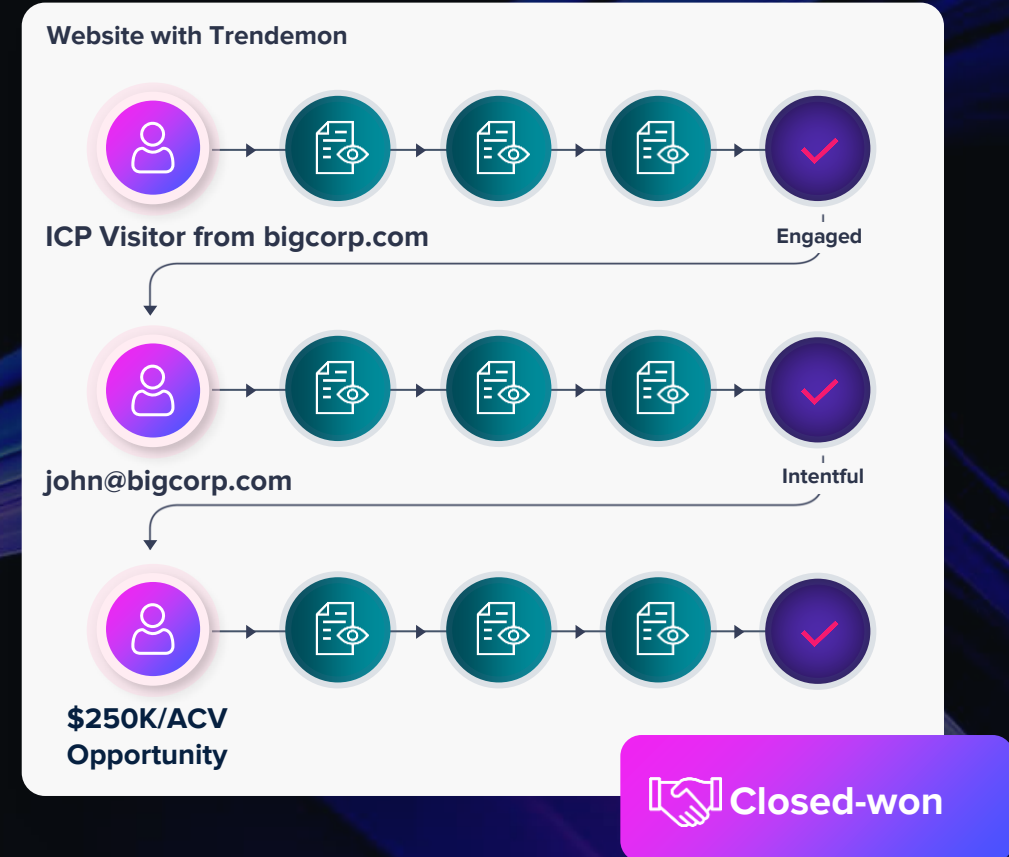
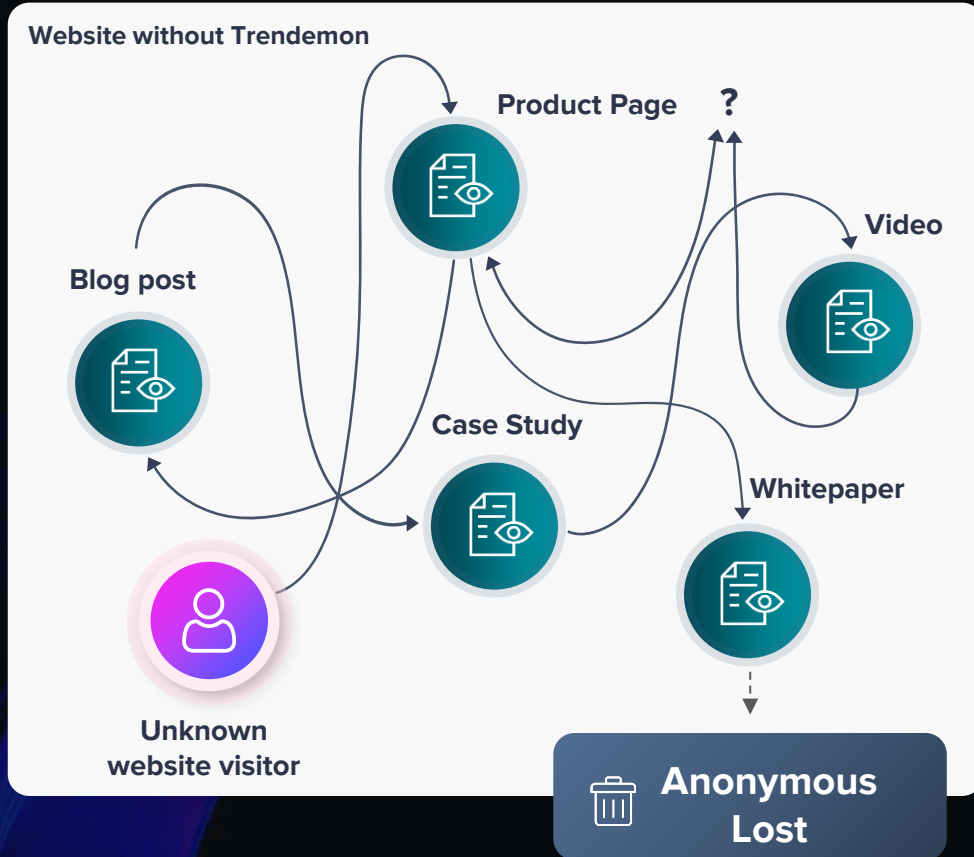


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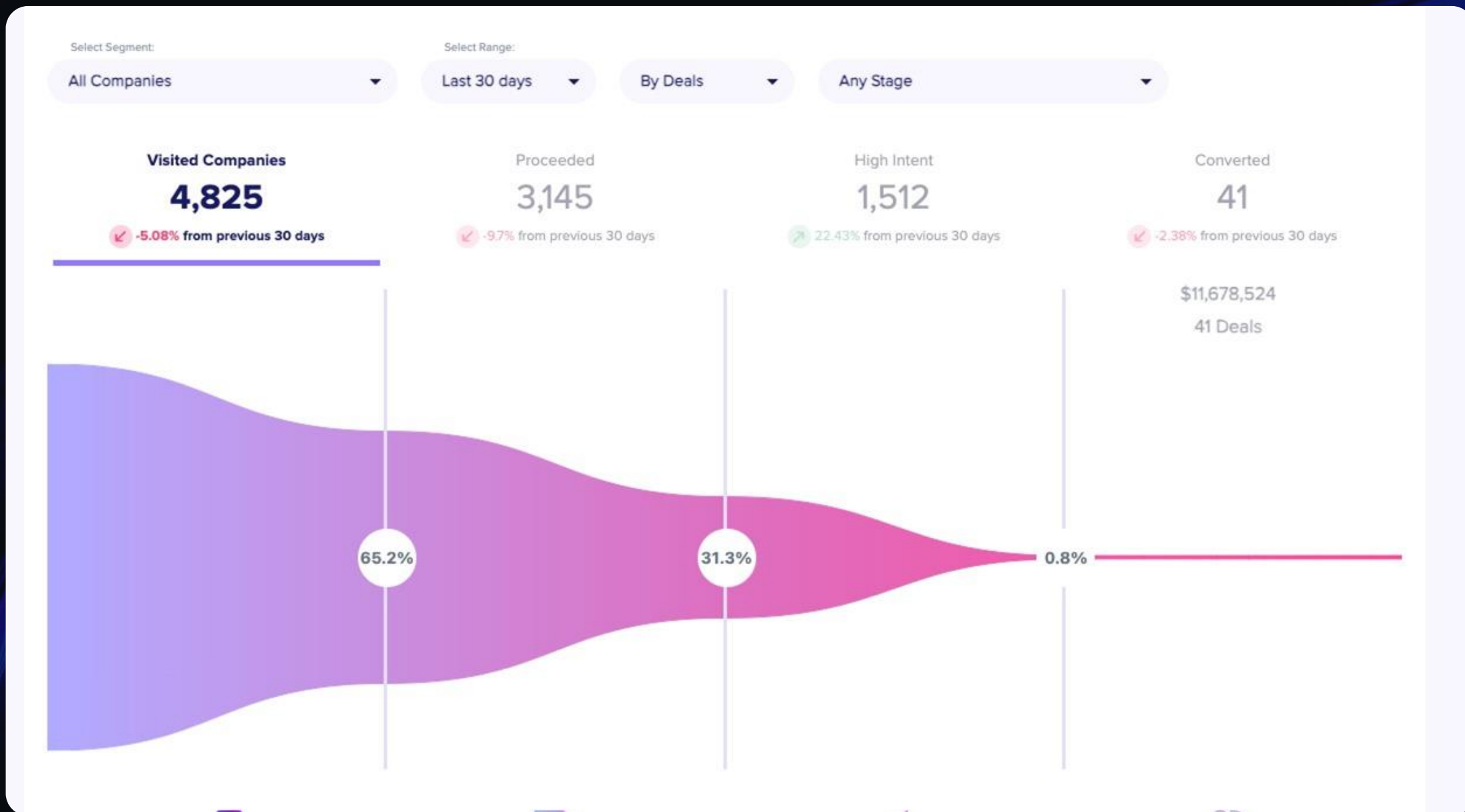
About Trendemon

Website Experience Optimization Platform for B2B



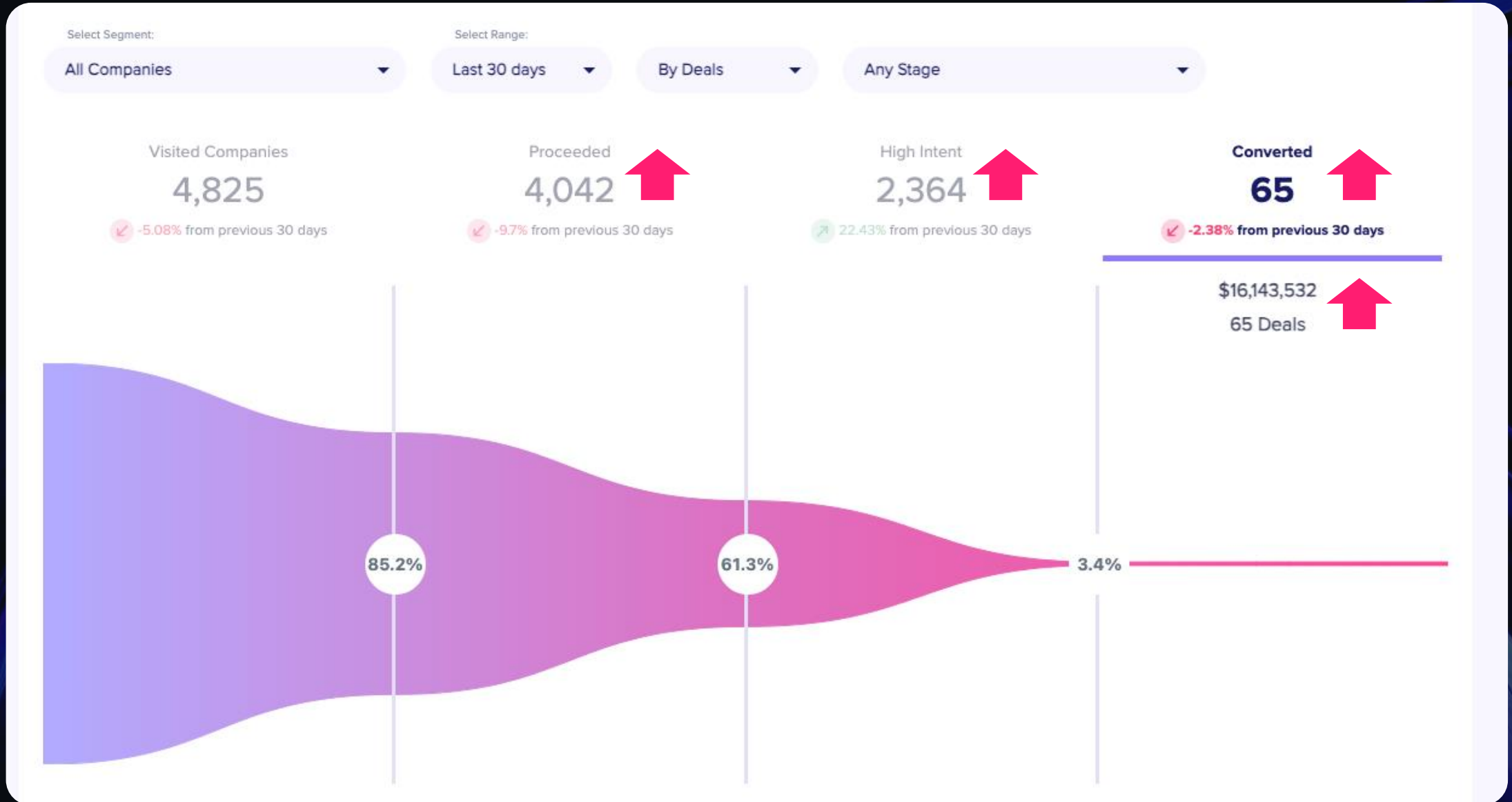


First, Trendemon helps you fill in the blanks...





Then, convert more pipeline with personalization.



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What is Personalization?

Delivering **tailored messages and content** to **each visitor** based on their **identity, interests, behaviors**, and **stage** in the buyer journey.



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Why Personalization?

❖ From latest study:

- **30% drop in website conversion rates**
- **Buying group is getting larger but...**
- **reads 20% less content**
- **AI impacting website organic traffic**

personalization is no longer optional

Where does Website Personalization Sit?

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Personalization & Experimentation

SEO

main goal: **Increase
organic traffic**

Performance

main goal: **Improve technical
performance**
(load time, compatibility)

Experience

main goal: **Improve conversion rates,
engagement rates**

Website Optimization

What will be discussing today/tonight:

- 1 Introductions
- 2 **Why Some Companies Struggle with Personalization**
- 3 **The Foundation of Effective Personalization**
- 4 **Personalization Maturity Model**
- 5 **Putting It Into Action**

Why Some (most) Companies Struggle with Personalization?

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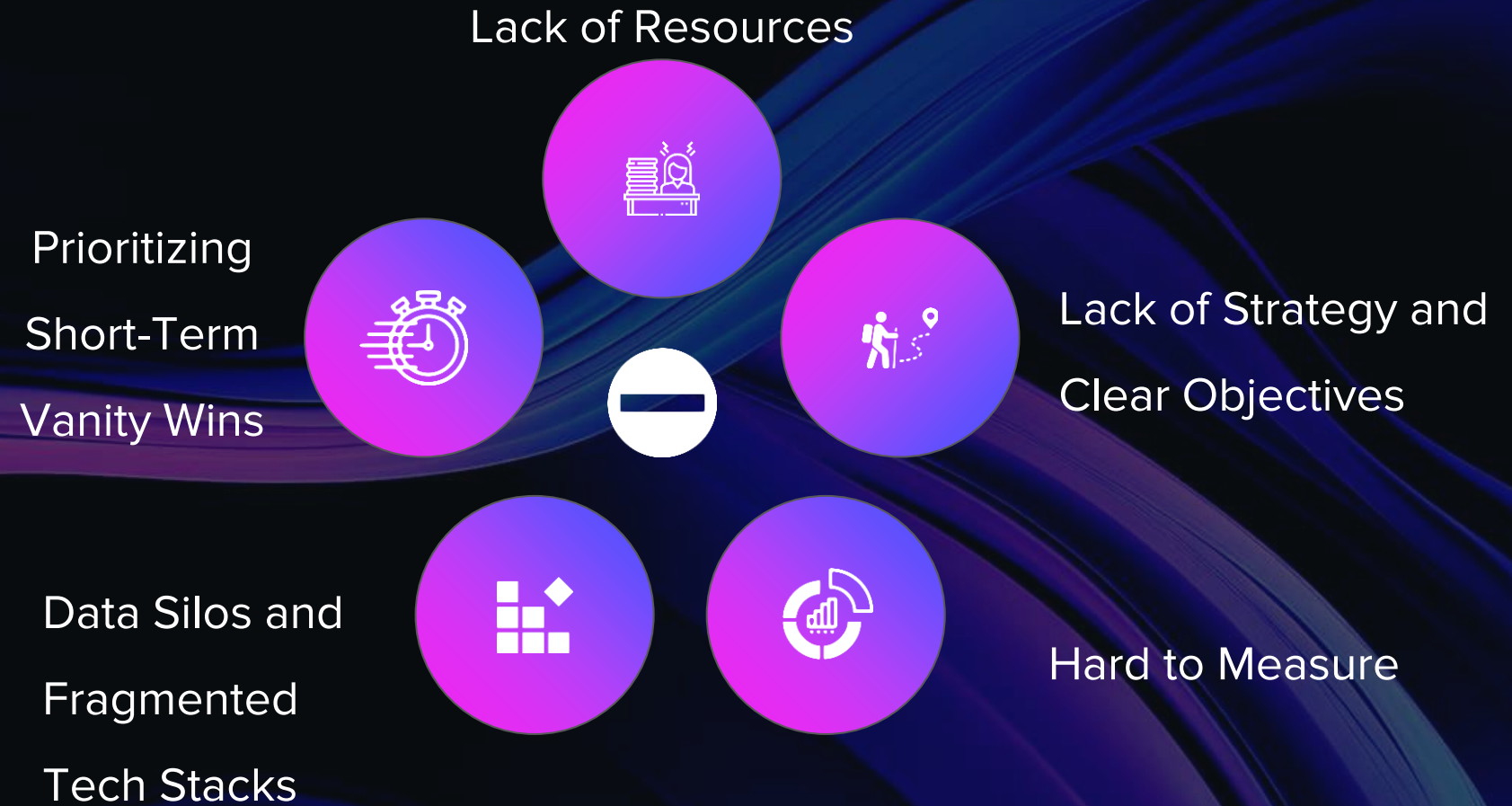
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The Compounding Cost of Getting it Wrong



**Frustrated buyers
and lower
conversion rates**

**Wasted
marketing
spend**

**Missed revenue
opportunities**

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Key Foundations

- ❖ **Define Clear Objectives** (more on that later)
- ❖ **Know Your Audience - Define top ICPs**
- ❖ **Align Your Content**
- ❖ **Measure What Matters & Improve**

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But Where Do We Start?!

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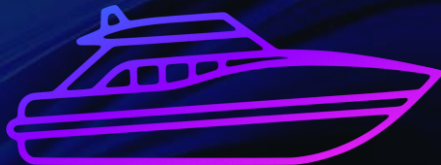
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Personalization Maturity Model

Three Stages of Web Personalization Maturity

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- 3 The Foundation of Effective Personalization
- 4 Personalization Maturity Model
- 5 Putting It Into Action



1st Gear

2nd Gear

3rd Gear

Foundational

Intermediate

Advanced

Automated
Personalization
for Lean Teams.

Segmentation and
Engagement for
Growing Teams

Revenue-Driven
Personalization
with Sales
Alignment

0 to low
bandwidth

low-medium
gtm complexity

low bandwidth

medium to high
gtm complexity

low-med bandwidth

high gtm
complexity

Effort vs. Impact

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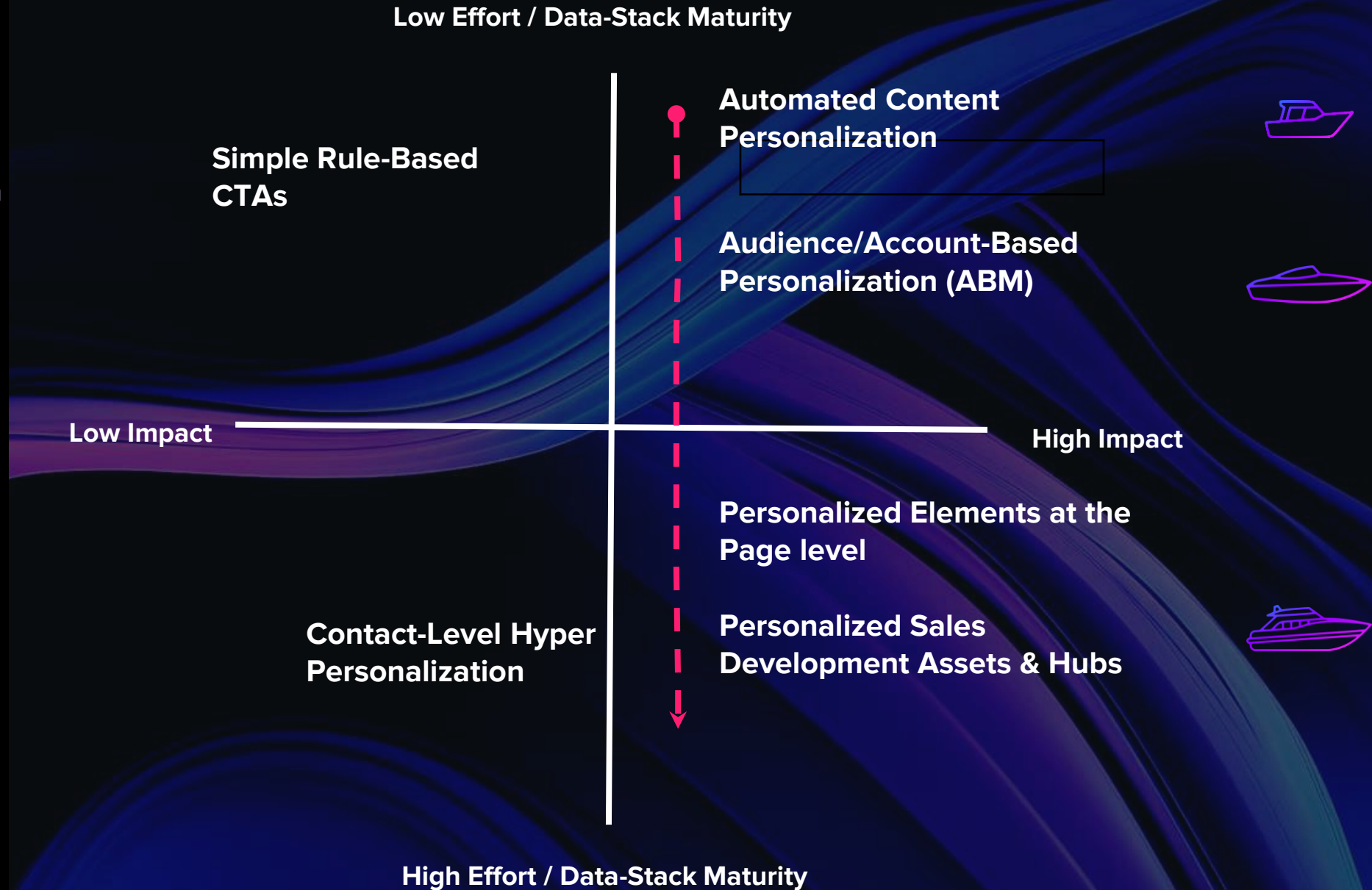
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Automated Content Personalization

Embedded personalized content recommendation

The screenshot displays the Monday.com blog interface. At the top, the navigation bar includes the Monday logo, a search bar, and a 'Get started' button. The main content area features a hero section with the text 'Work **efficiently** & see results' and a 'Get started' button. Below this, a 'Related posts' section is displayed, featuring three article cards. Each card includes an image, a title, and a brief description. The first card is titled 'Project Tracker: Tools For Project Tracking + Template' and includes an illustration of hands holding a tablet. The second card is titled 'Project Milestones In Project Management' and features a green mountain graphic. The third card is titled '5 project management strategies to stay on track' and shows a group of people working at a table. A 'Back to top' button is located at the bottom right of the page.

monday blog

Topics | monday.com | Search | Get started →


in your operational planning?

Home > Work management > Operational planning: 6 steps to effective operations

Work **efficiently** & see results

Get started →

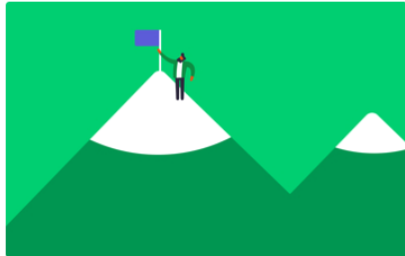
Related posts



Project management

Project Tracker: Tools For Project Tracking + Template


Learn how project tracking can improve the way your business organizes work and sync project progress across team members with our project...



Project management

Project Milestones In Project Management

Understand how project milestones act as checkpoints and how to effectively plan and leverage them to ensure project progress and...



Project management

5 project management strategies to stay on track

There are tons of project management strategies out there, but these five strategies are designed to help you boost your chances for success on eac...

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Autopilot - 1:1 Account-based Recommendations

The screenshot shows a presentation slide for a 'Tenable One Customer Update' from April 2025. A white notification box is overlaid on the slide, listing recommended content for the user. The notification box contains the Tenable One logo and the following items:

- [Webinar Replay] Tenable One Customer Update, April 2025
- [Webinar Presentation] Tenable One Customer Update, April 2025
- [Web Page] Tenable Product Documentation
- [Training Videos] Tenable Product Education on YouTube
- Tenable Training and Certification

Below the notification box, the slide text reads: 'For additional learning see www.tenable.com/education'.

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Account-Based Personalization (ABM)

Account-based Embedded promotions

The screenshot shows a Monday.com blog page. The header includes the Monday logo, navigation links for 'Topics', 'monday.com', and a search bar, along with a 'Get started' button. The article title is 'What is a technical specification?'. A quote at the top reads: 'A functional specification describes what you want from your software development, and a technical specification details how you get there.' Below the quote is a promotional banner for 'monday dev' with the text 'Develop with precision and speed' and a 'Start for free' button. The main content area is titled 'Why it's important to use a technical specification' and includes an introductory paragraph and a numbered list starting with '1. Clarity and precision:'. A 'Back to top' button is in the bottom right corner.

monday blog

Topics | monday.com | Search | Get started →

What is a technical specification?

Why it's important to use a technical specification

Who writes technical specifications?

What are the key components of a technical specification?

What to do before writing a technical spec?

What are the steps to complete a technical specification?

What are the different types of technical specifications?

“A functional specification describes what you want from your software development, and a technical specification details how you get there.”

Develop with precision and speed | monday dev | Built on monday.com | Start for free

Why it's important to use a technical specification

Using a technical specification is crucial for successful project development and execution. It keeps everyone on the same page, provides clarity, and prompts questions throughout the process. Here are the key reasons why it's important:

- 1. Clarity and precision:** Technical specifications provide clear, detailed requirements, reducing ambiguity and ensuring all stakeholders have a consistent understanding of the

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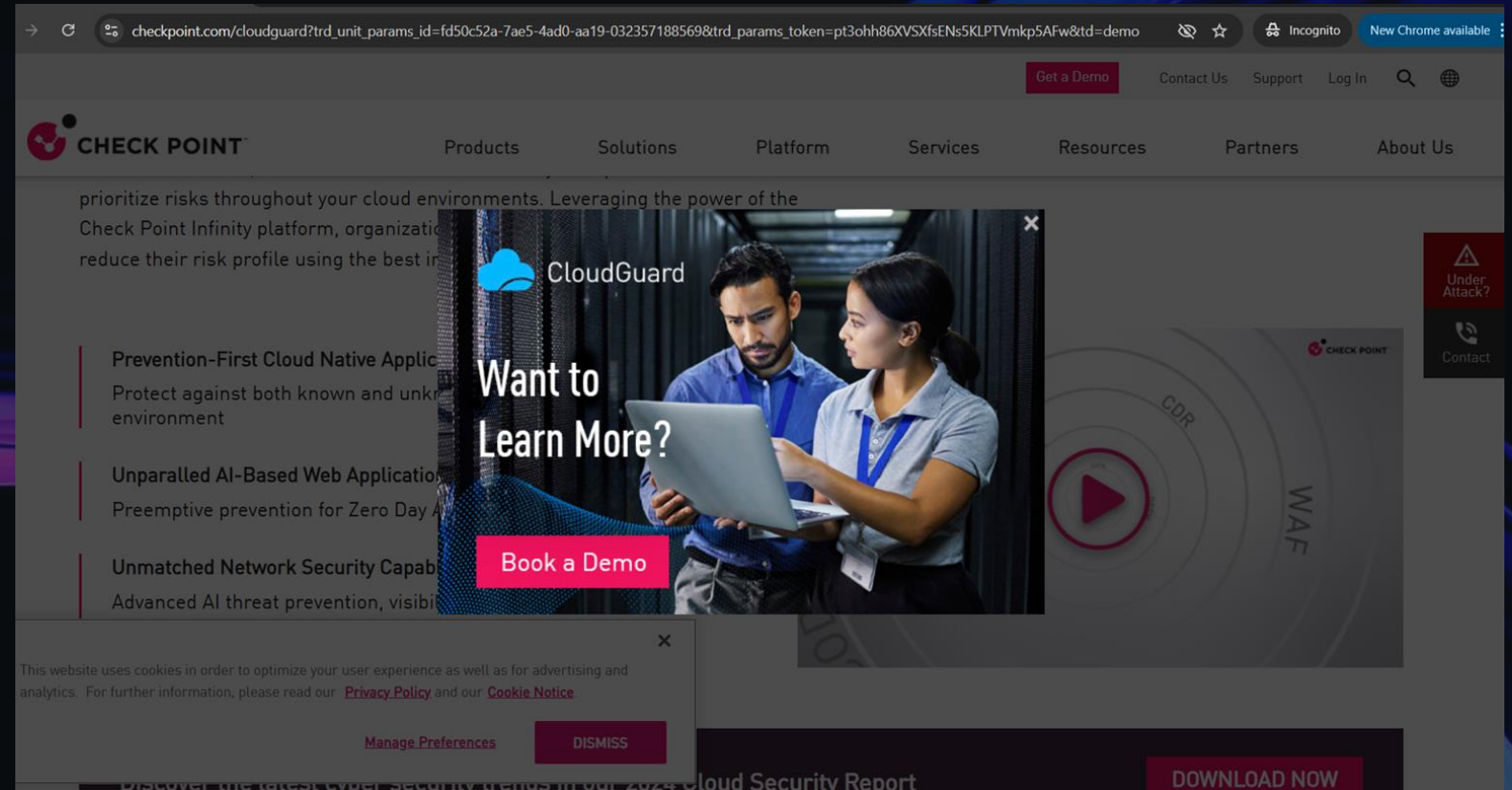
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Audience-Based Personalization

Lightbox promotion for specific audience stages



*when properly personalized can achieve ~10% CTR rates

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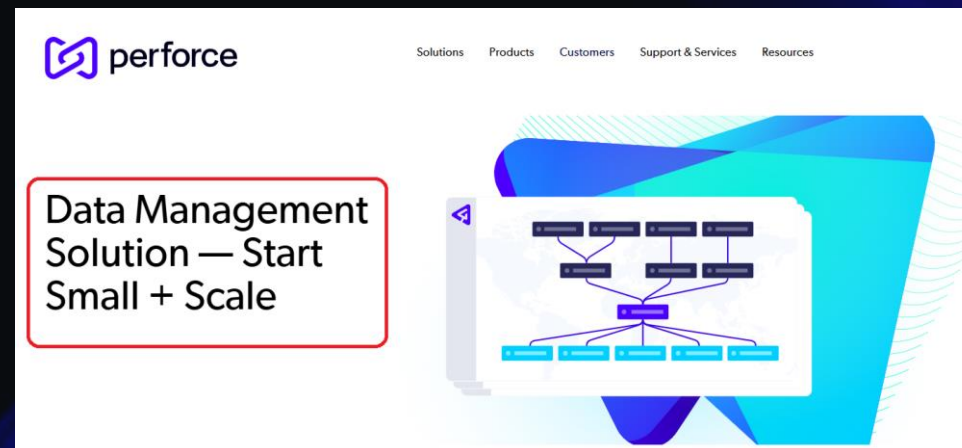
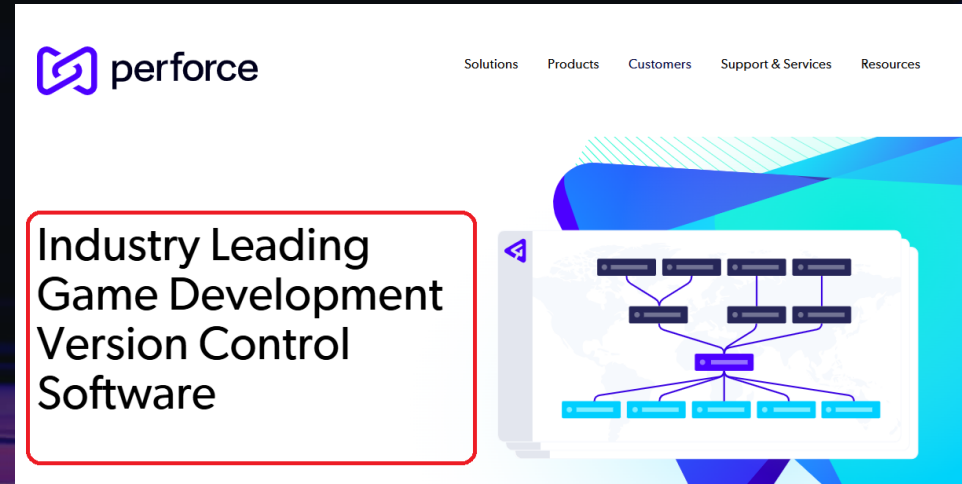
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Personalized Elements at the Page level

Custom Variations for different segments:



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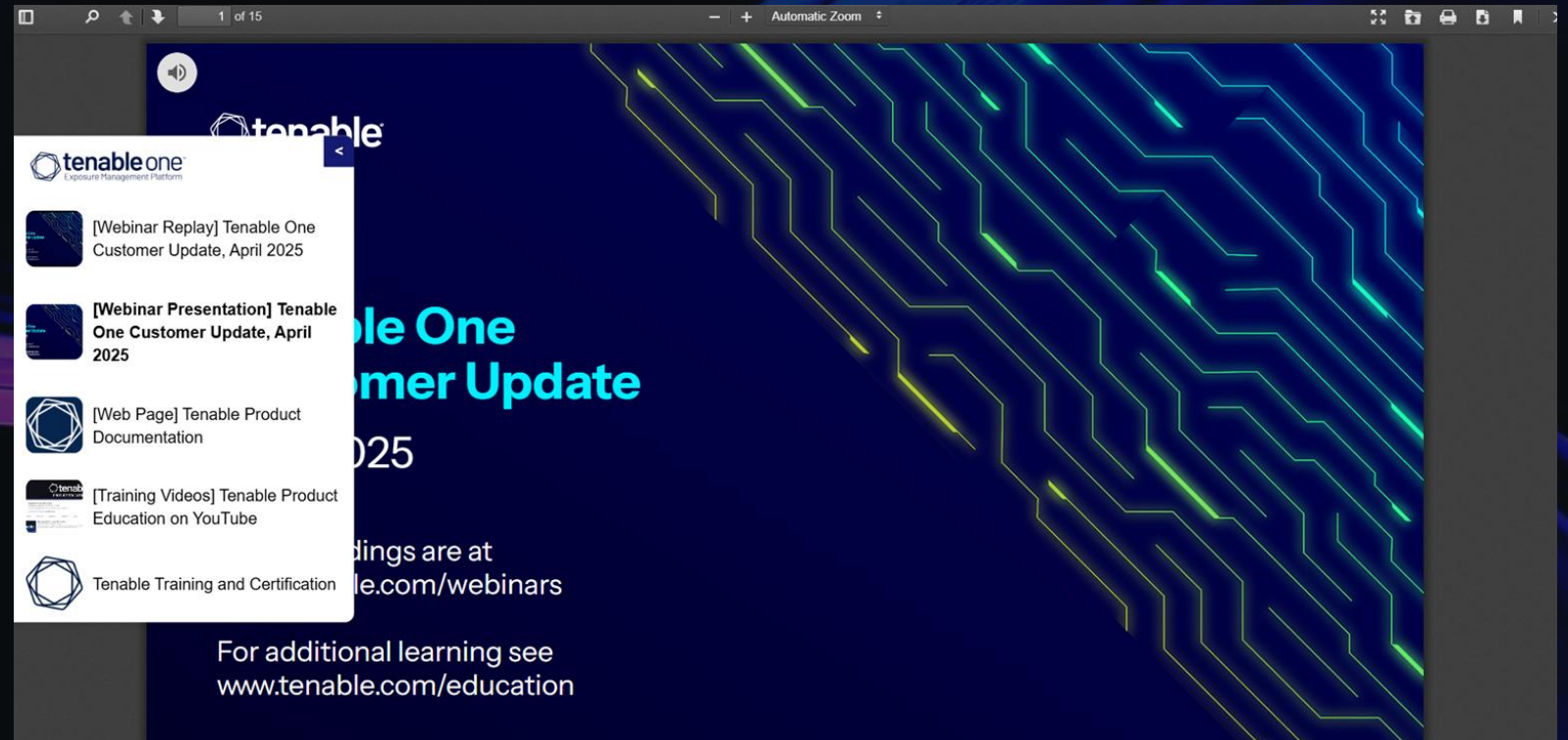
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Personalized Sales Development Assets & Hubs

Post-webinar curated content recommendations



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Getting into 1st Gear - Website Personalization Pilots

❖ Preconditions/Key questions to answer before starting:

- **Goals:** Your website has conversion objectives
- **Traffic:** You get >~5K monthly visits to website
- **Content:** Plays a role in your buyers' journeys

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Metrics That Matter

- ❖ Website conversion rates
- ❖ ICP engagement rates
- ❖ Pipeline impact

How we measure success? Incremental uplift

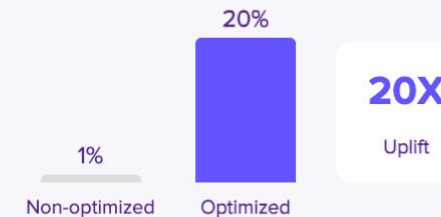
Engagement Uplift

Average number of pages read by audiences optimized with Trendemon vs. non-optimized.



Conversion Rate Uplift

Conversion rates of audiences optimized with Trendemon vs. non-optimized.



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The 3Ps Personalization Framework

People — From Anonymous Visitors to Account-Based Relevance

Path — Guiding the Journey, Not Just the Moment

Purpose — Turning Experience into Revenue



Get our Actionable Steps +
Quick Wins Checklist PDF

Questions?

Thank You!

Let's connect :)

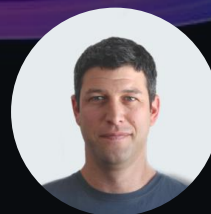
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