TRENDEMON

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

From Hype to Impact:

Making Personalization Work for Your B2B Strategy

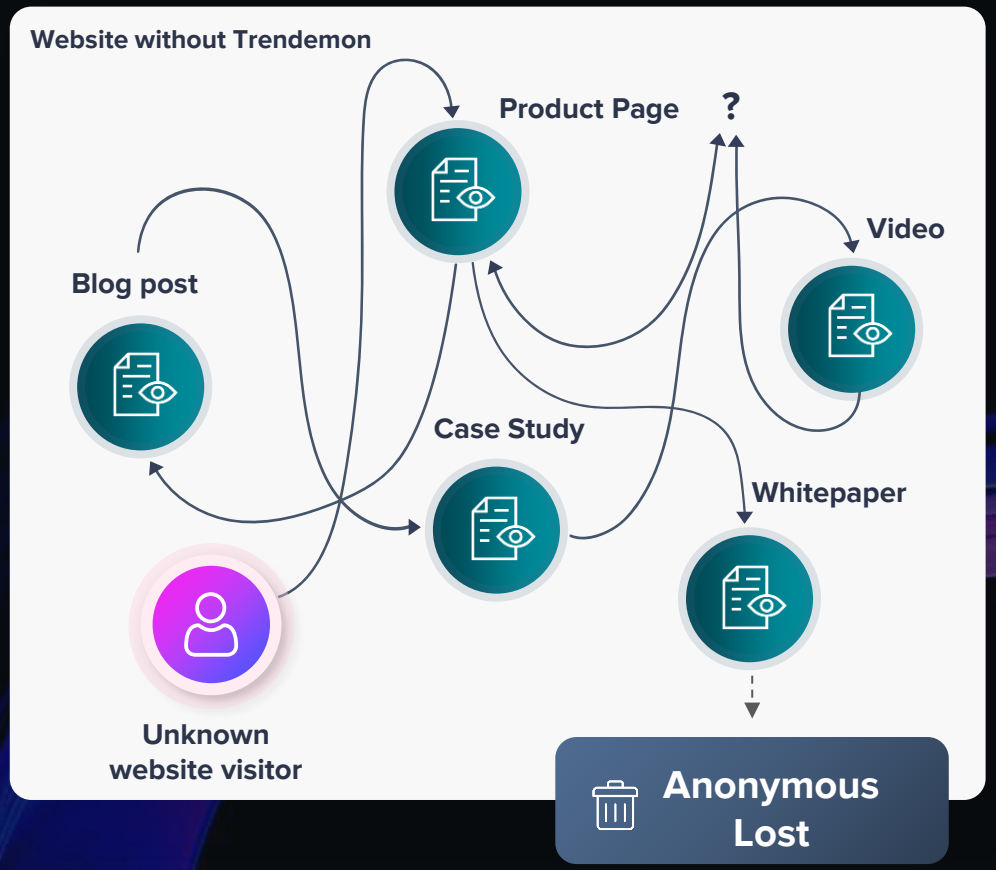
Avishai Sharon
CEO @ Trendemon

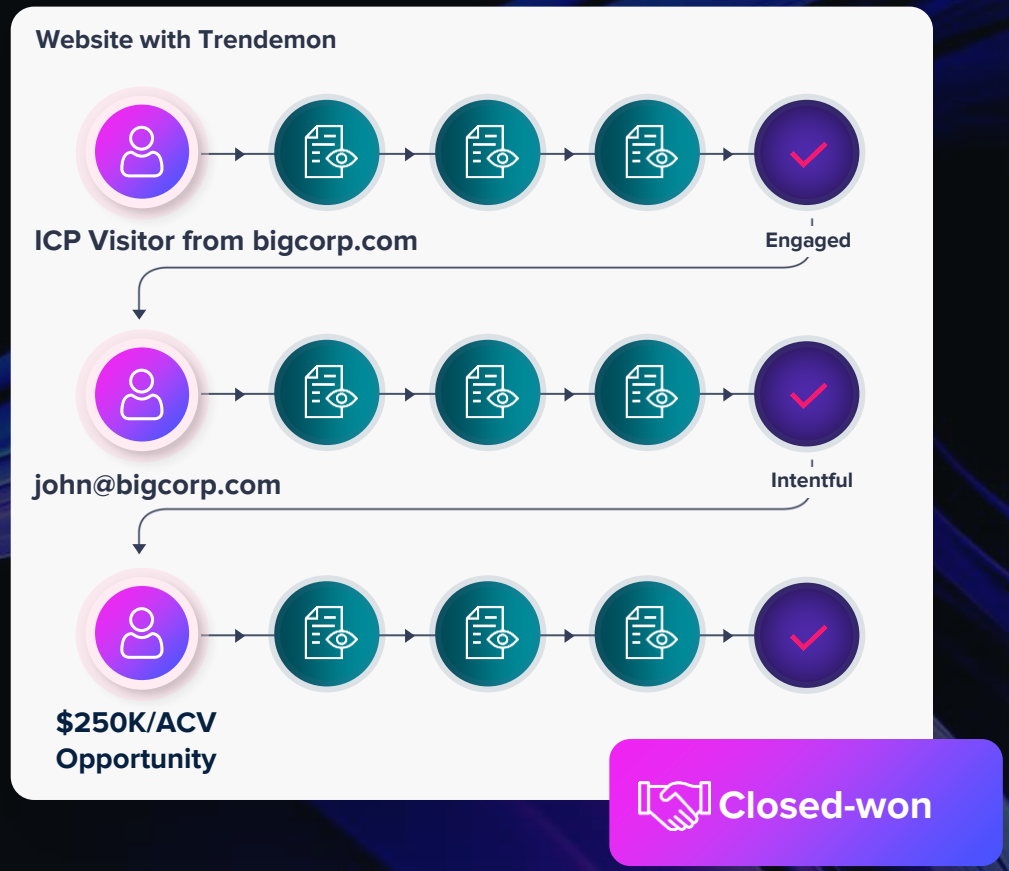
Halel Porat
COO @ Trendemon

About Trendemon

Website Experience Optimization Platform for B2B

TRENDEMON



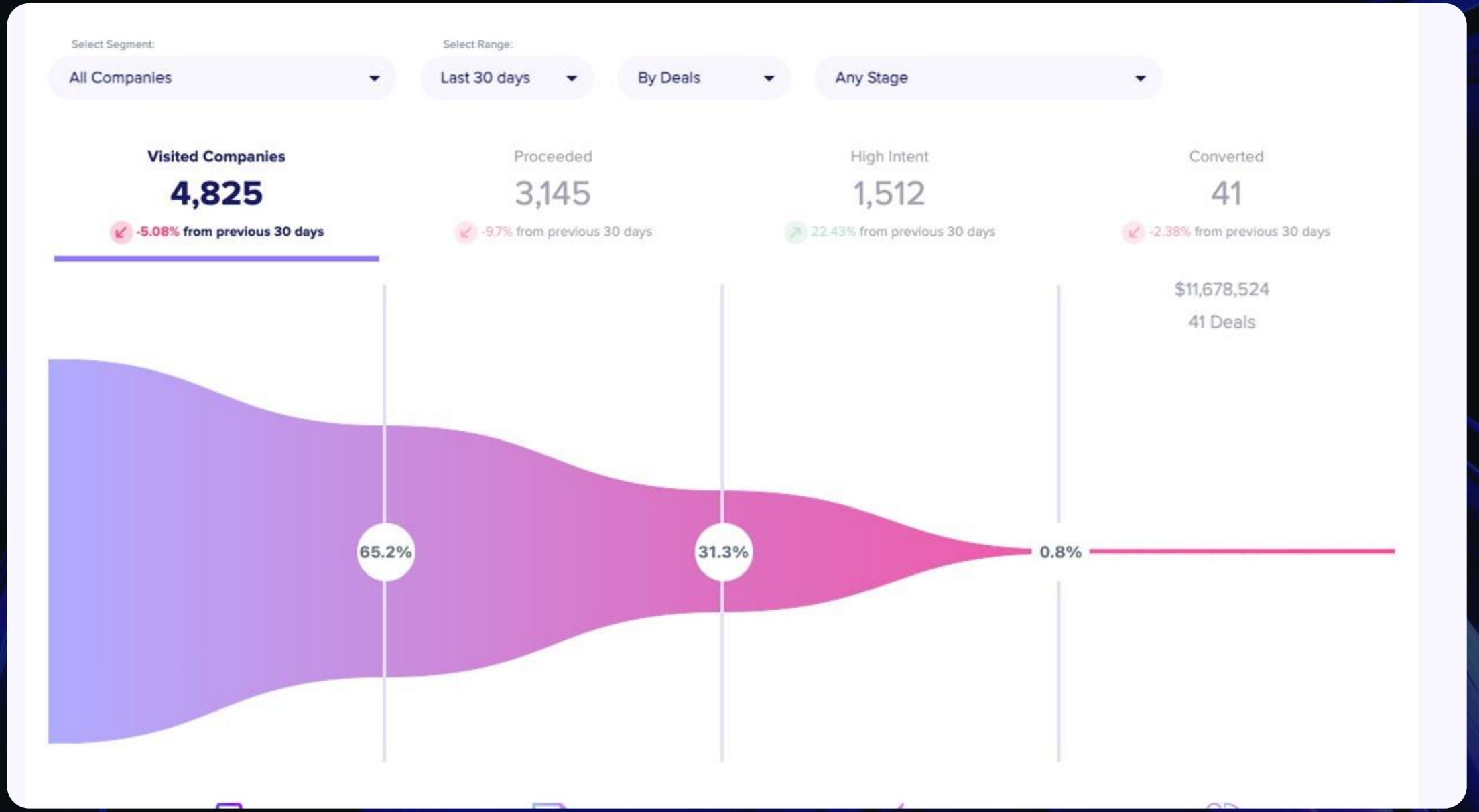


CHECK POINT · amdocs · tenable · CATO NETWORKS · PERFORCE · TALOGY · walkme · aqua · Payoneer · audiocodes · SAPIENS

NEC · bob · Infosys · bazaarvoice · sisense · snyk · CERAGON · BITSIGHT · GIGASPACES innovate with confidence · kaltura · LiveU

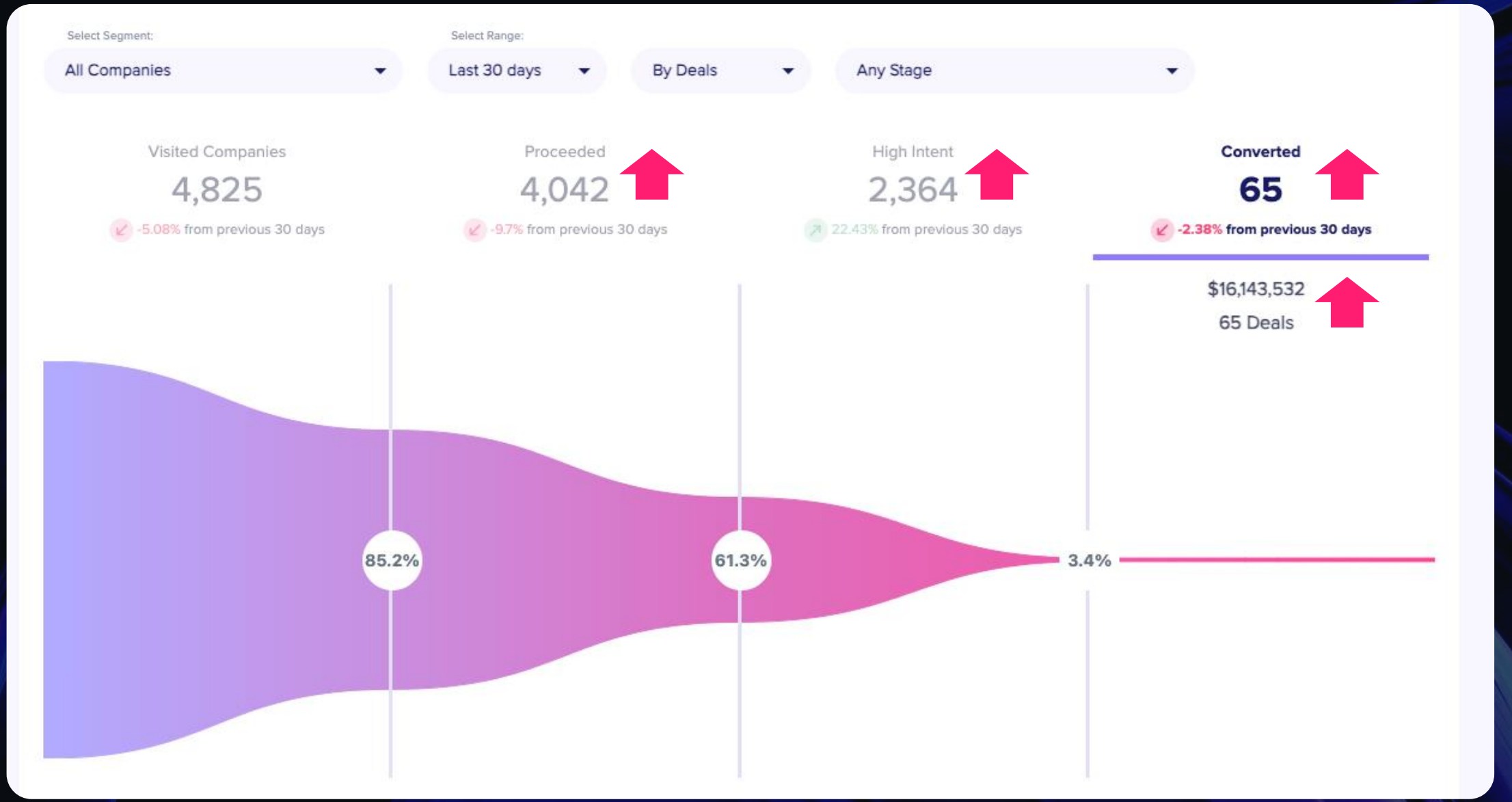
First, Trendemon helps you fill in the blanks...

TRENDEMON



Then, convert more pipeline with personalization.

TRENDEMON



TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

What is Personalization?

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

TRENDEMON

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 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

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

Where does Website Personalization Sit?

TRENDEMON

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

TRENDEMON

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?

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

The Compounding Cost of Getting it Wrong

Frustrated buyers and lower conversion rates

Wasted marketing spend

Missed revenue opportunities

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

The Foundation of Effective Personalization

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

Key Foundations

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

TRENDEMON

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

But Where Do We Start?!

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

Personalization Maturity Model

TRENDEMON

1 Introductions

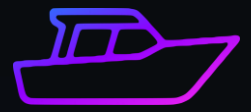
2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 **Personalization Maturity Model**

5 Putting It Into Action

Three Stages of Web Personalization Maturity



1st Gear

Foundational

Automated Personalization for Lean Teams.

0 to low bandwidth

low-medium gtm complexity

2nd Gear

Intermediate

Segmentation and Engagement for Growing Teams

low bandwidth

medium to high gtm complexity

3rd Gear

Advanced

Revenue-Driven Personalization with Sales Alignment

low-med bandwidth

high gtm complexity

TRENDEMON

1 Introductions

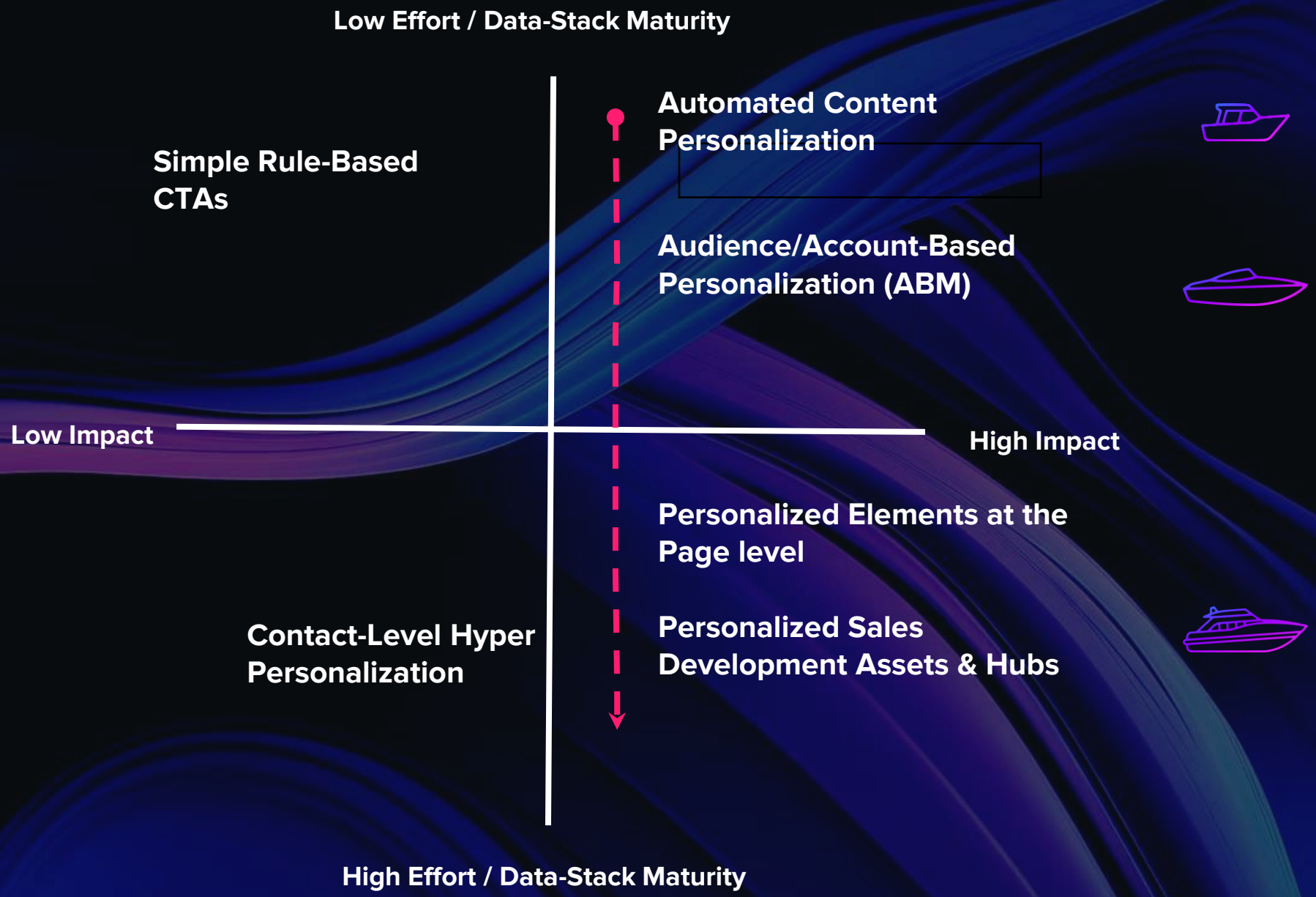
2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

Effort vs. Impact



TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

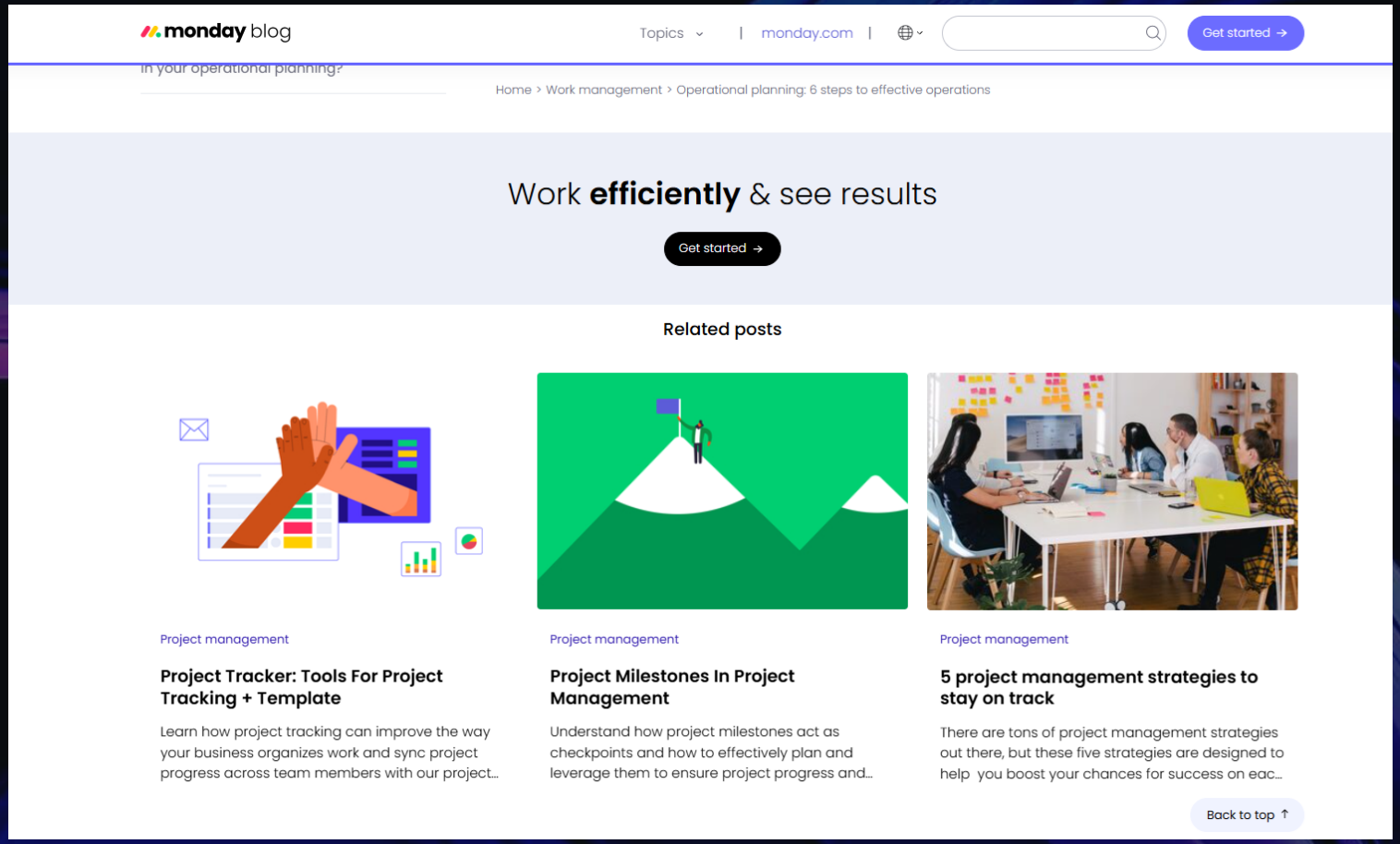
Putting It Into Action

TRENDEMON

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

Automated Content Personalization

Embedded personalized content recommendation

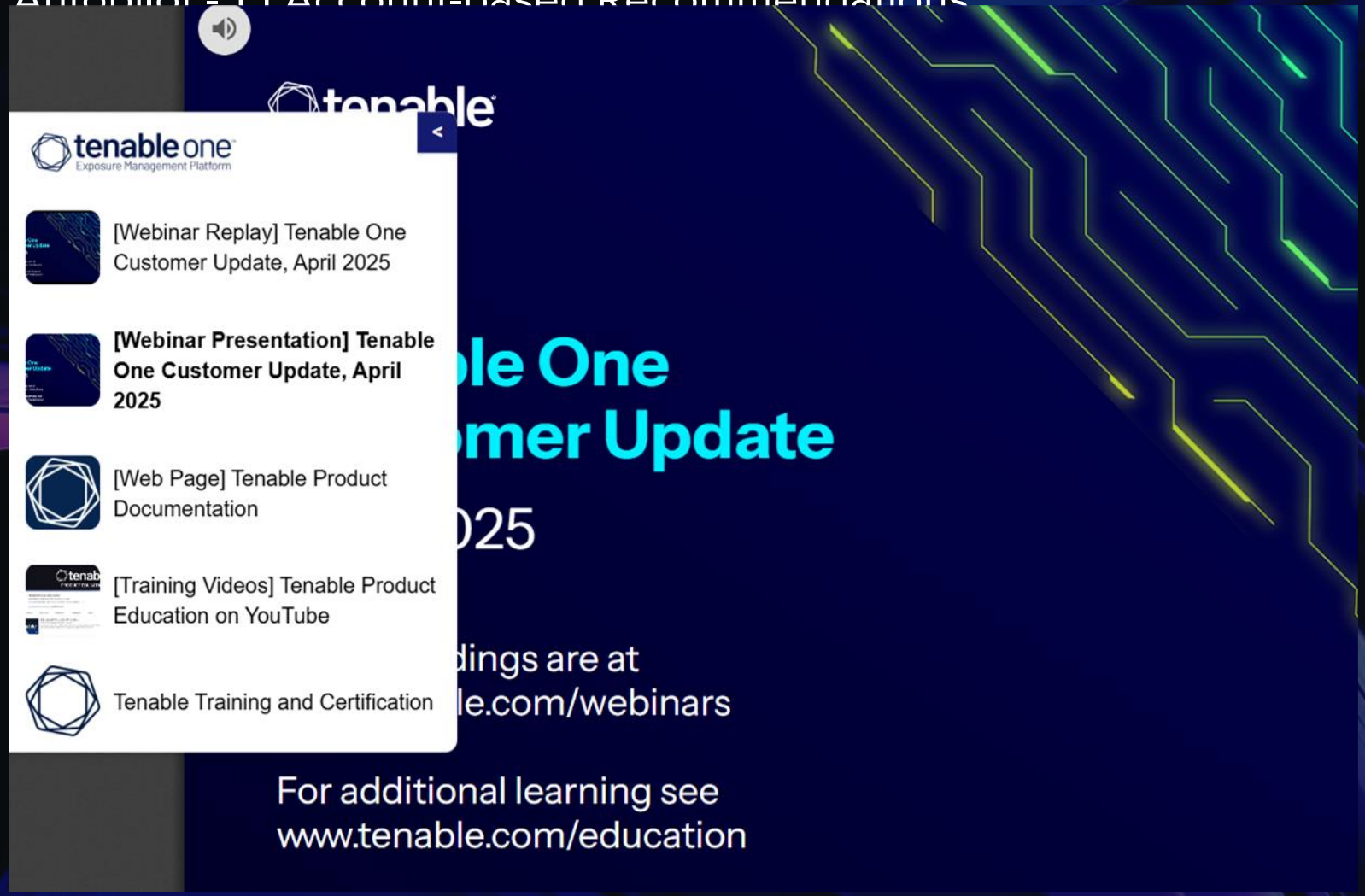


TRENDEMON

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

Automated Content Personalization

Autopilot - 1:1 Account-based Recommendations



TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

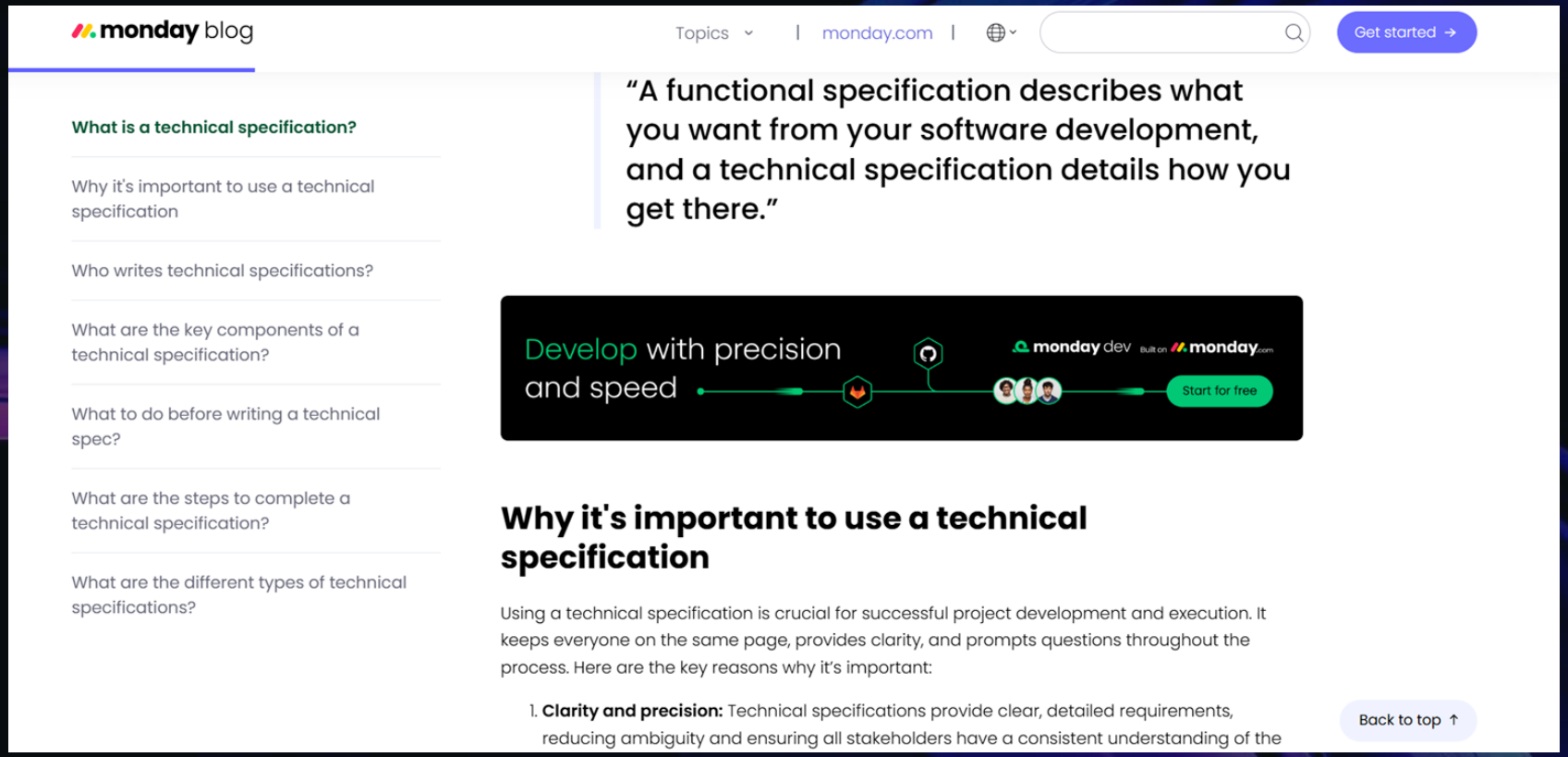
3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

Account-Based Personalization (ABM)

Account-based Embedded promotions

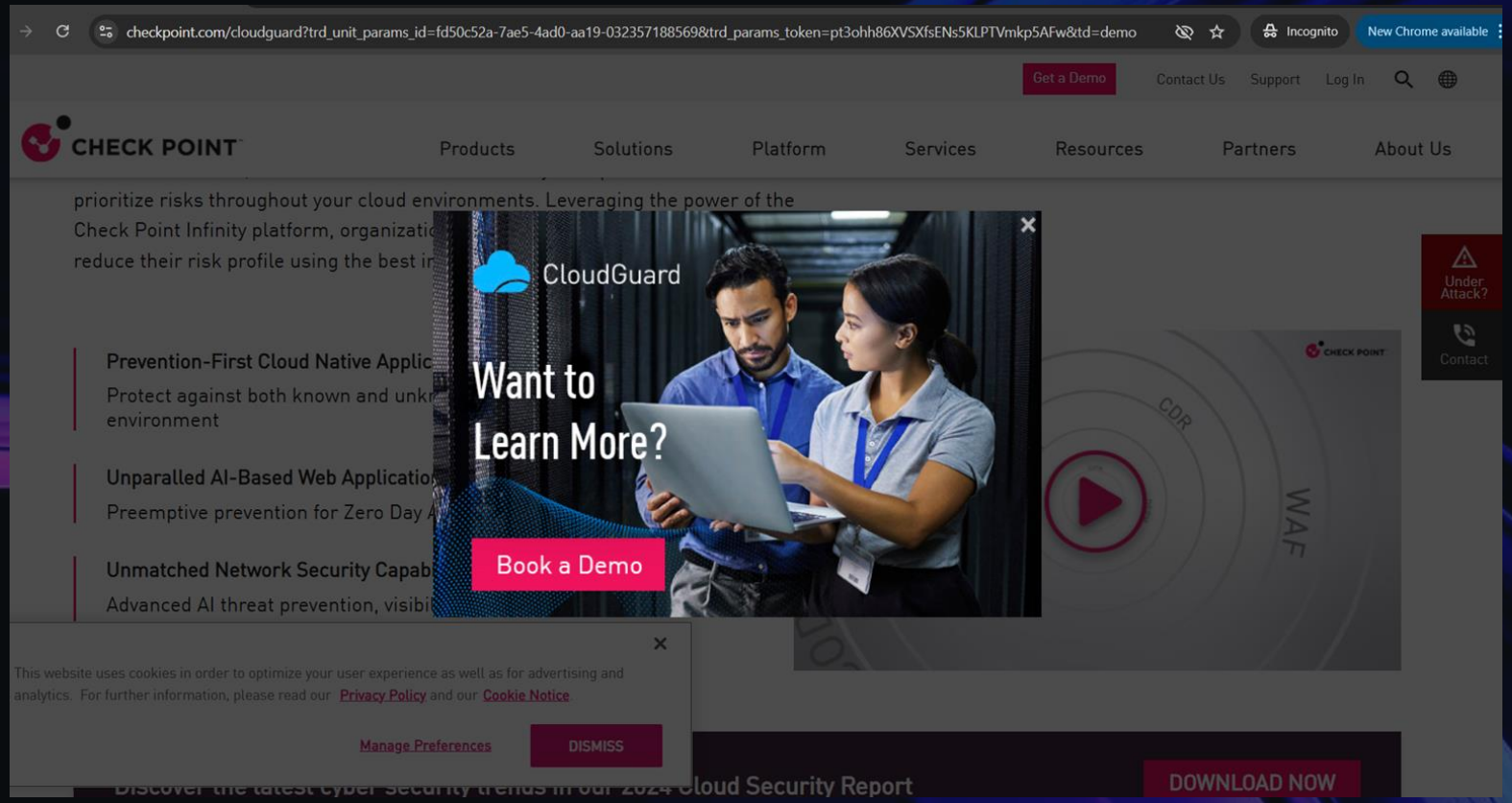


TRENDEMON

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

Audience-Based Personalization

Lightbox promotion for specific audience stages



*when properly personalized can achieve **~10% CTR rates**

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

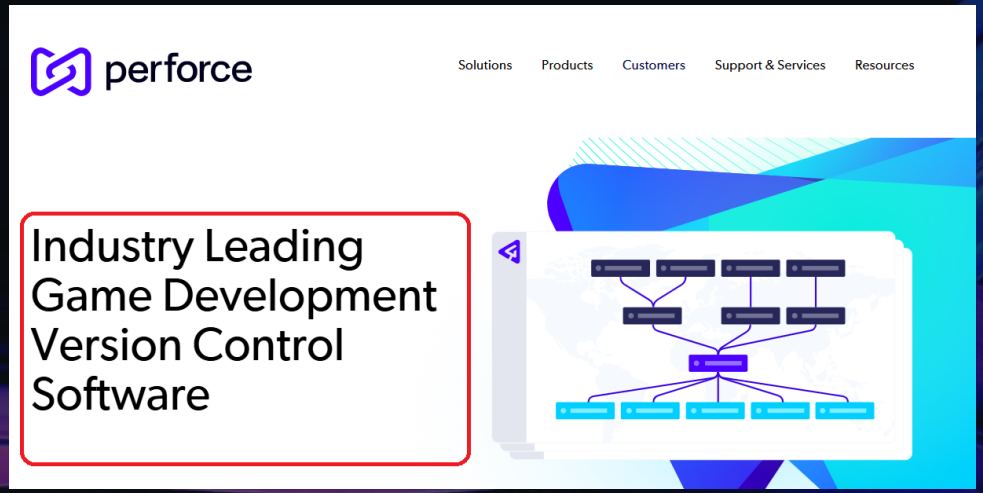
3 The Foundation of Effective Personalization

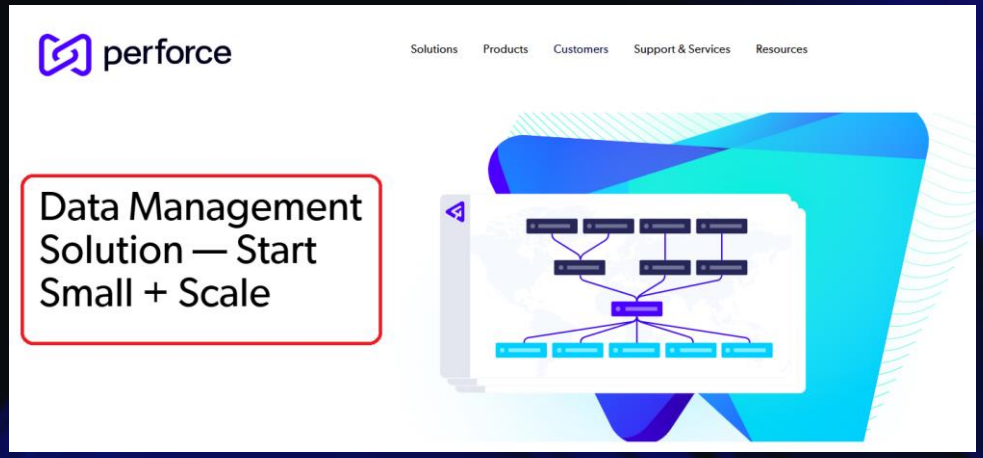
4 Personalization Maturity Model

5 Putting It Into Action

Personalized Elements at the Page level

Custom Variations for different segments:



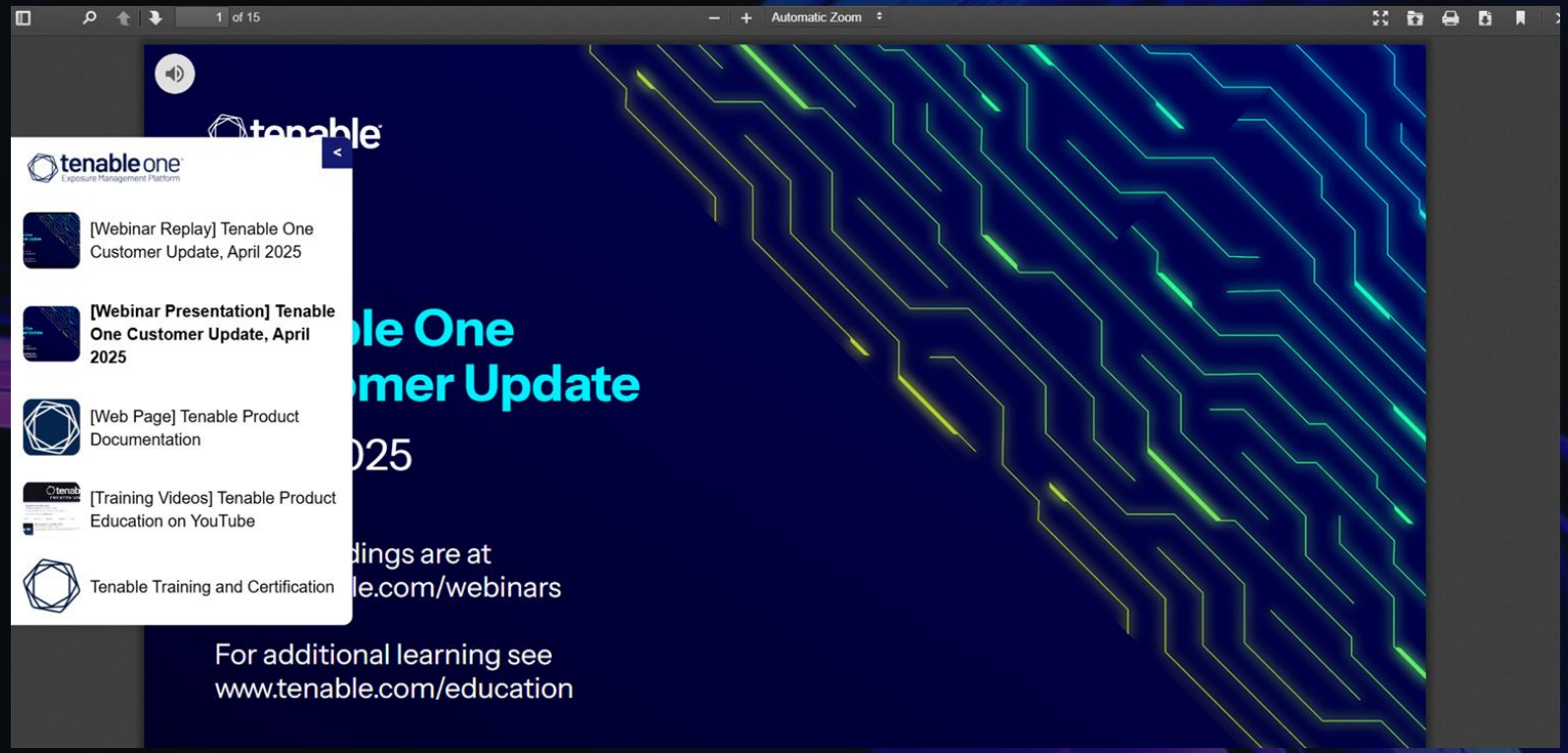


TRENDEMON

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

Personalized Sales Development Assets & Hubs

Post-webinar curated content recommendations



TRENDEMON

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

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

TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

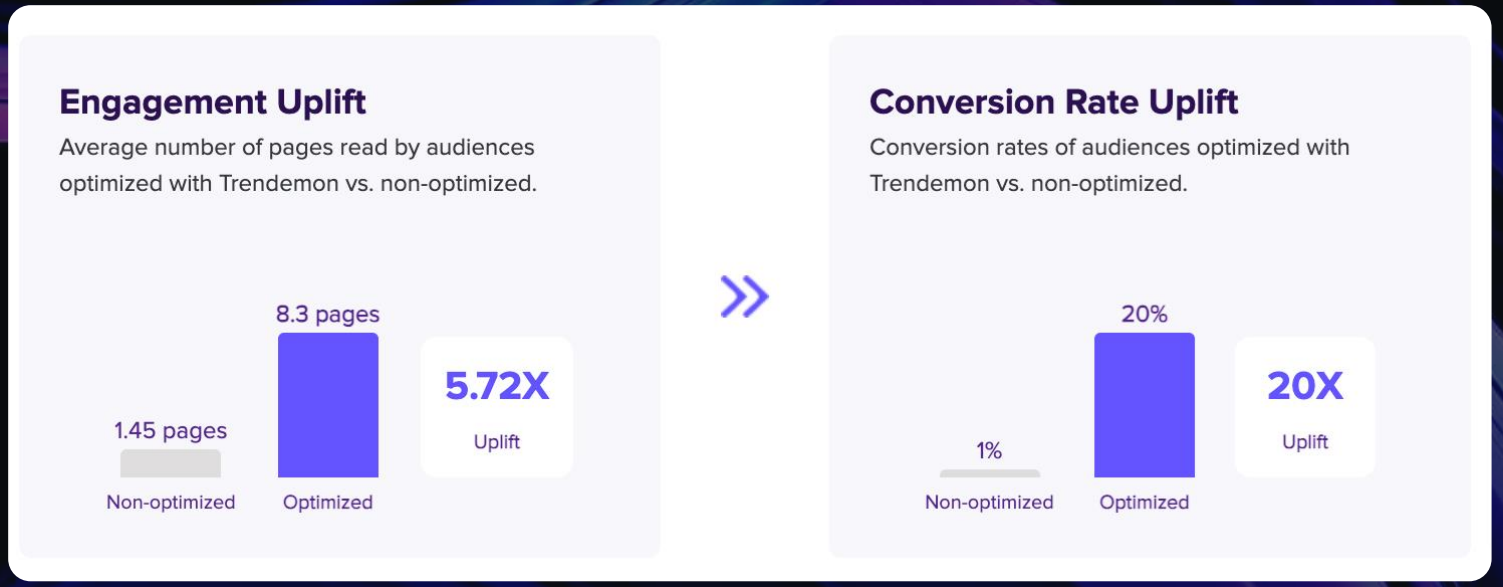
4 Personalization Maturity Model

5 Putting It Into Action

Metrics That Matter

- Website conversion rates
- ICP engagement rates
- Pipeline impact

How we measure success? Incremental uplift



TRENDEMON

1 Introductions

2 Why Some Companies Struggle with Personalization

3 The Foundation of Effective Personalization

4 Personalization Maturity Model

5 Putting It Into Action

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

TRENDEMON

Questions?

TRENDEMON

Thank You!

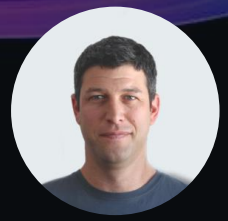
Let’s connect :)

Avishai

avishai@trendemon.com

linkedin.com/in/avishaisharon

Halel



hporat@trendemon.com

linkedin.com/in/halel-porat

www.trendemon.com