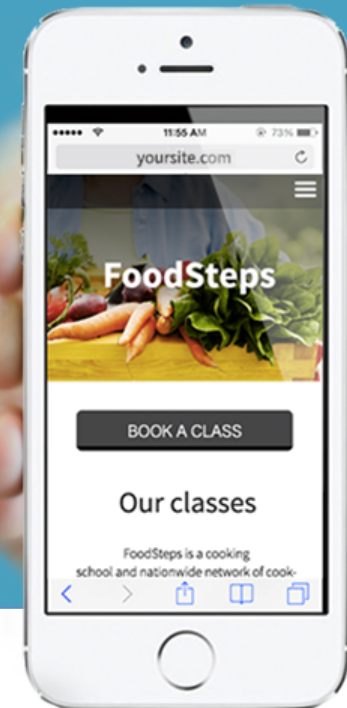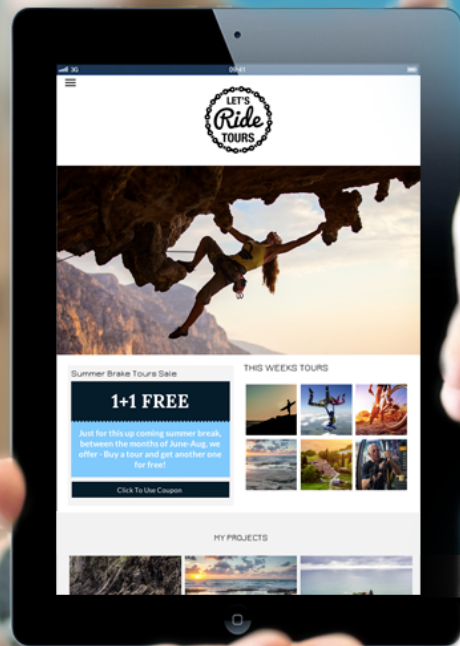CREATE CUSTOM EXPERIENCES WITH

DYNAMIC WEBSITE PERSONALIZATION

AGENDA

- Defining dynamic website personalization

- Why it's becoming a critical component of your website

- Nobody knows your customers like you, put that knowledge to work

- A few examples of dynamic content

- Big business tech to beat out your competition

- Tracking your stats and optimizing your site

- What comes next

WHAT IS DYNAMIC
WEBSITE PERSONALIZATION (DWP)

Though it sounds a little complex, the concept behind DWP

is fairly straightforward: it's all about creating a website

experience that directly relates to a visitor's unique situation.

This is accomplished by changing the messaging and content

of a site based on things like time of day, number of previous

visits to the site, visitor's physical location and more.

CAPTURING CUSTOMER ATTENTION

As the number of connected devices grows, the length of customer attention spans shorten.

In today's age of the consumer, your customers expect the information they require within just a few clicks and are not willing to go searching after it.

Dynamic website personalization addresses this by putting the most relevant content front and center for visitors.

Businesses that leverage personalized content on their website average a 19% increase in sales.*

Econsultacy 2013*
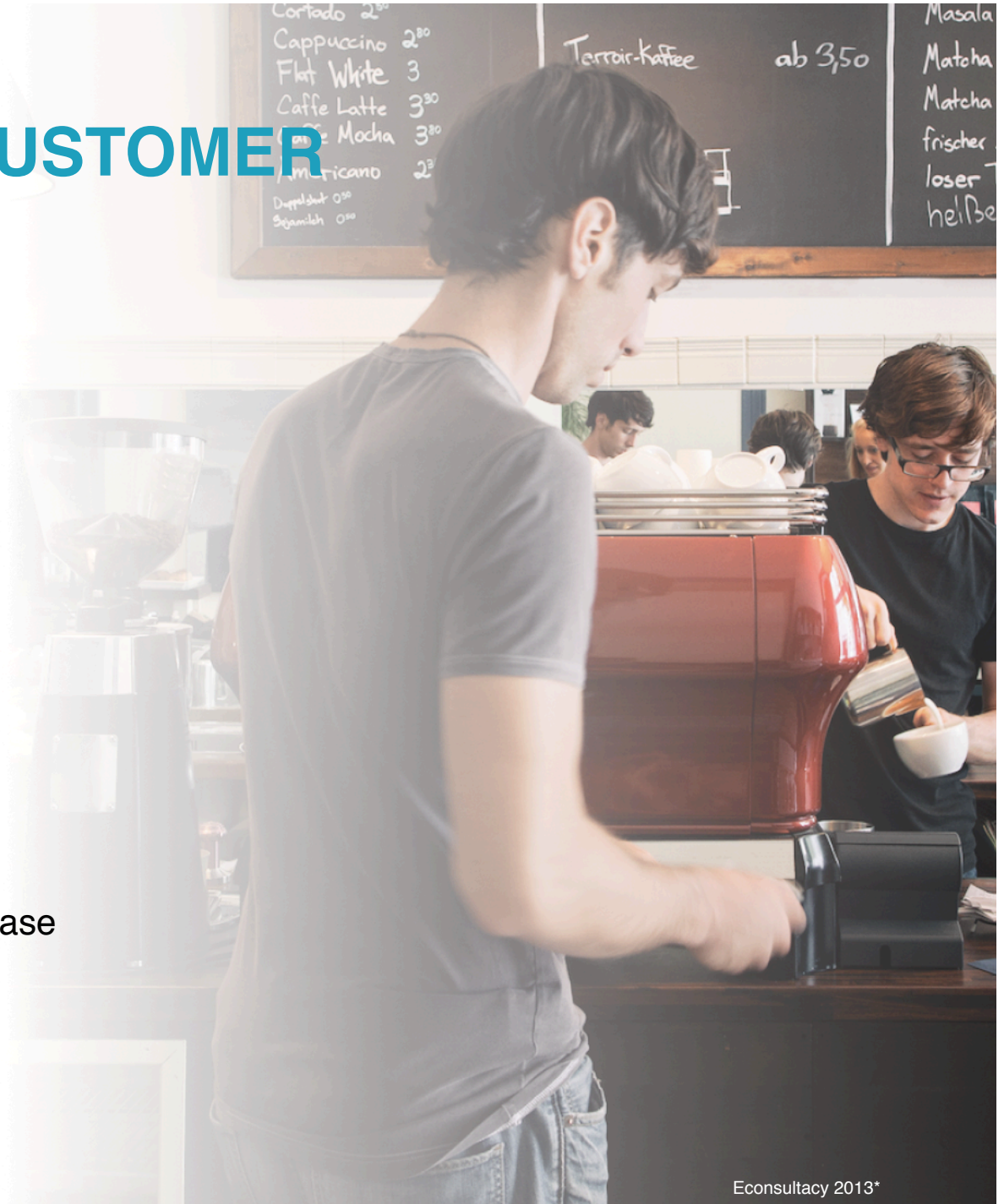
EMBEDDING YOUR KNOWLEDGE IN YOUR WEBSITE

DWP enables you to extend your excellent customer service beyond your brick-and-mortar store into the virtual world.

You know what your customers need and address each one differently. Now your website can do the same.

HOLIDAYS & SPECIAL EVENTS

CANONBALL WINE COMPANY

This Californian wine company sprinkles its site with special effects for different holidays.

It's Christmas

Snow Flakes

FIRST-TIME VISITOR

BARKSIDE PET HOTEL

First-time visitors are welcomed to the Barkside by a
video showing off their hotel's facilities.
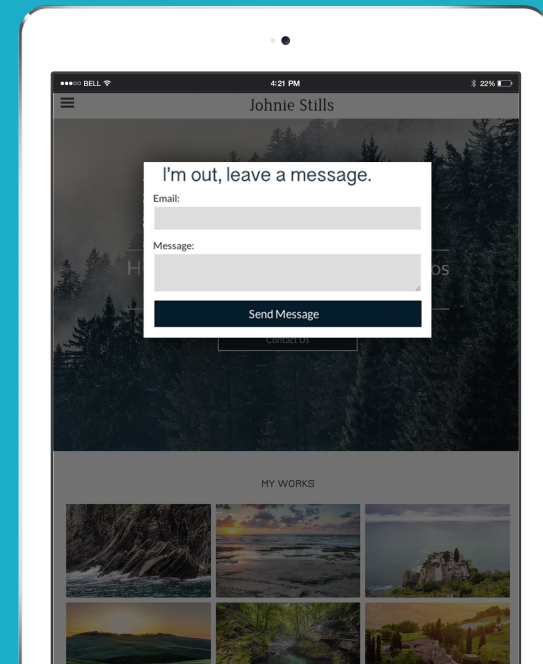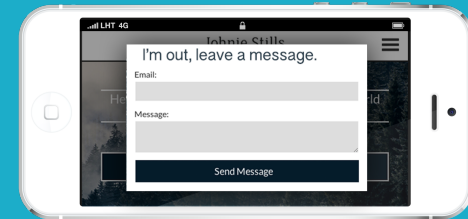
Welcome Video

New Visitor

BUSINESS HOURS

JOHNIE STILLS PHOTOGRAPHY

After 5PM, Johnie's website site displays a Contact Form so customers can message him about new headshots even when he's not there.

After Hours

Send a Message

YOUR SITE AMAZON-STYLE

Traditionally, dynamic website personalization has been reserved for giant companies with huge budgets and vast resources, but no longer.

Due to these barriers, only 29% of all businesses currently implement DWP on their website.*

Adding dynamic website personalization to your website sets your business apart from the local competition and gives you an edge when potential customers are searching for a service like yours.
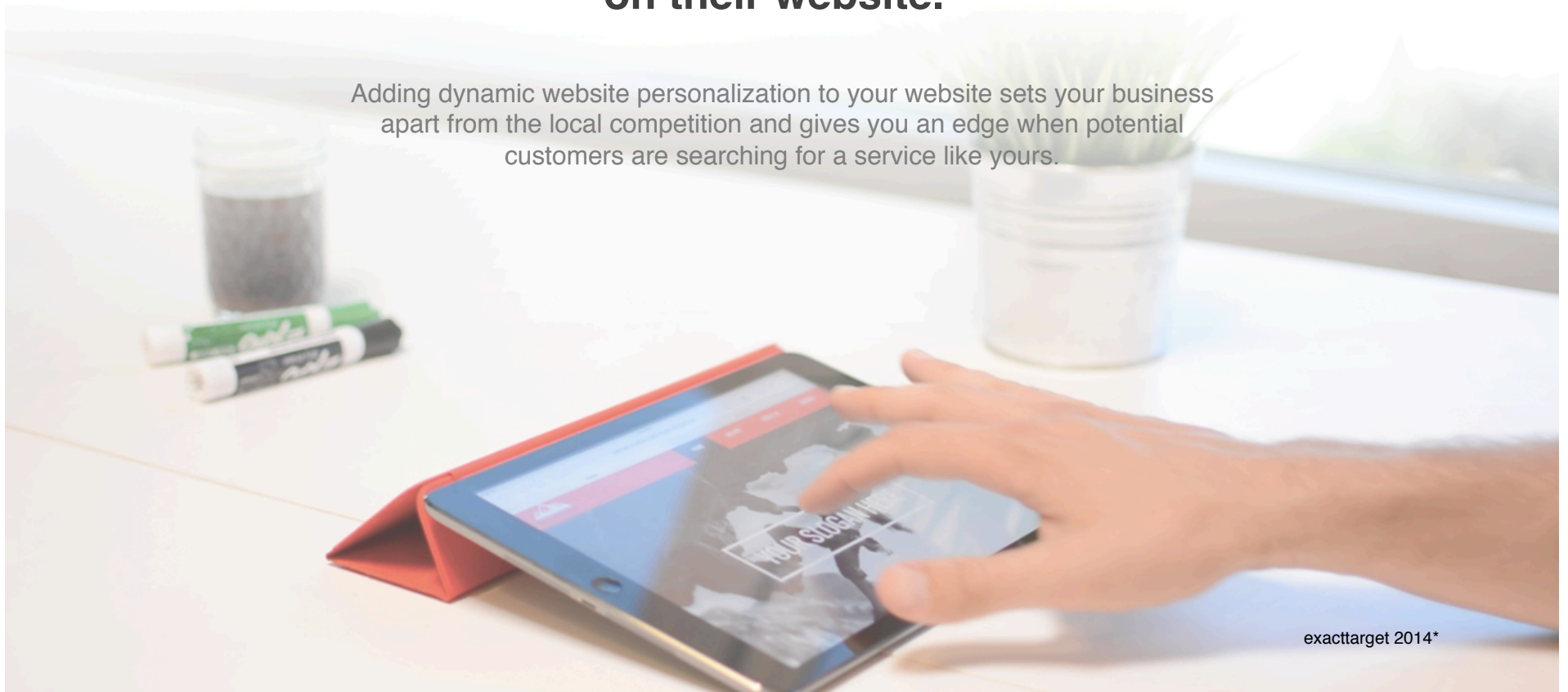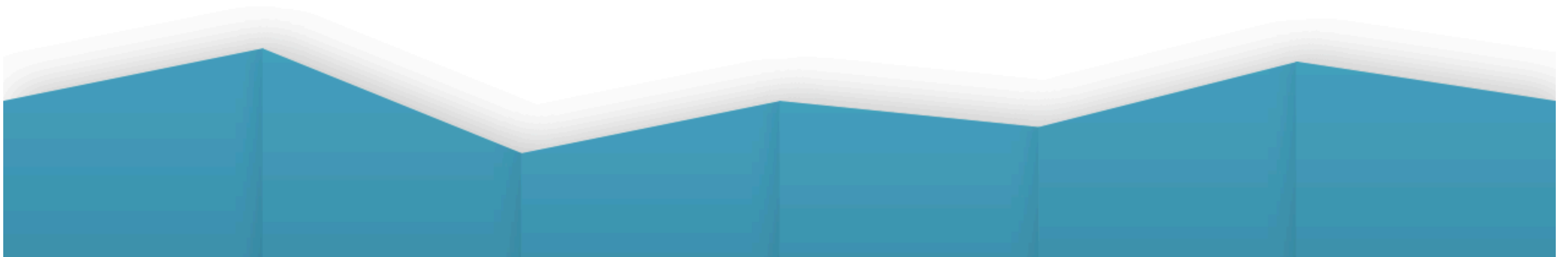
exacttarget 2014*

GETTING THE MOST FROM DWP

Analyzing and optimizing your content is a key component of implementing dynamic website personalization.

We'll work with you to create a comprehensive, ongoing personalization strategy that maximizes customer conversion.

READY TO GET STARTED?

CONTACT
NAME
MOBILE
EMAIL

www.TopLeveleMarketing.com