



A shortcut to Personalization



MARIANNE STJERNVALL

- Bachelor in computer & system science
- 7 years in CRO & Web Analytics
- Head of Customer Growth & Personalization – Coop Sweden
- Co-owner & Advisor – Bubbi
- Founder – Queen of CRO
- Winner of the international award
“CRO Practitioner of the year (in-house)” 2020 - TUI
- Passion for data (& puzzles)

WHAT IS PERSONALIZATION?

According to Wikipedia...

Personalization (broadly known as customization) consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals.

Distribution:
Paid channels

Bid management

Ad server

Demand-side platform (DSP)

Attribution

MROI analytics

Offer engine

Dynamic creative optimization

Data and decision

Decisioning engine

CDP

IDM

Identity-management tools

DMP

Data-management platform

Offer engine

Data-asset management (DAM)

Distribution:
Owned channels

Web/mobile

App

Point of sale (POS)

CRM email

A/B testing

Web analytics

Journey analytics

What are you talking about?!



How the customer explained it



How the project leader understood it



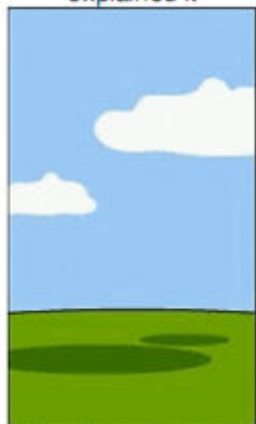
How the engineer designed it



How the programmer wrote it



How the sales executive described it



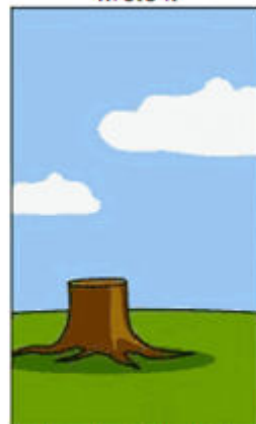
How the project was documented



What operations installed



How the customer was billed

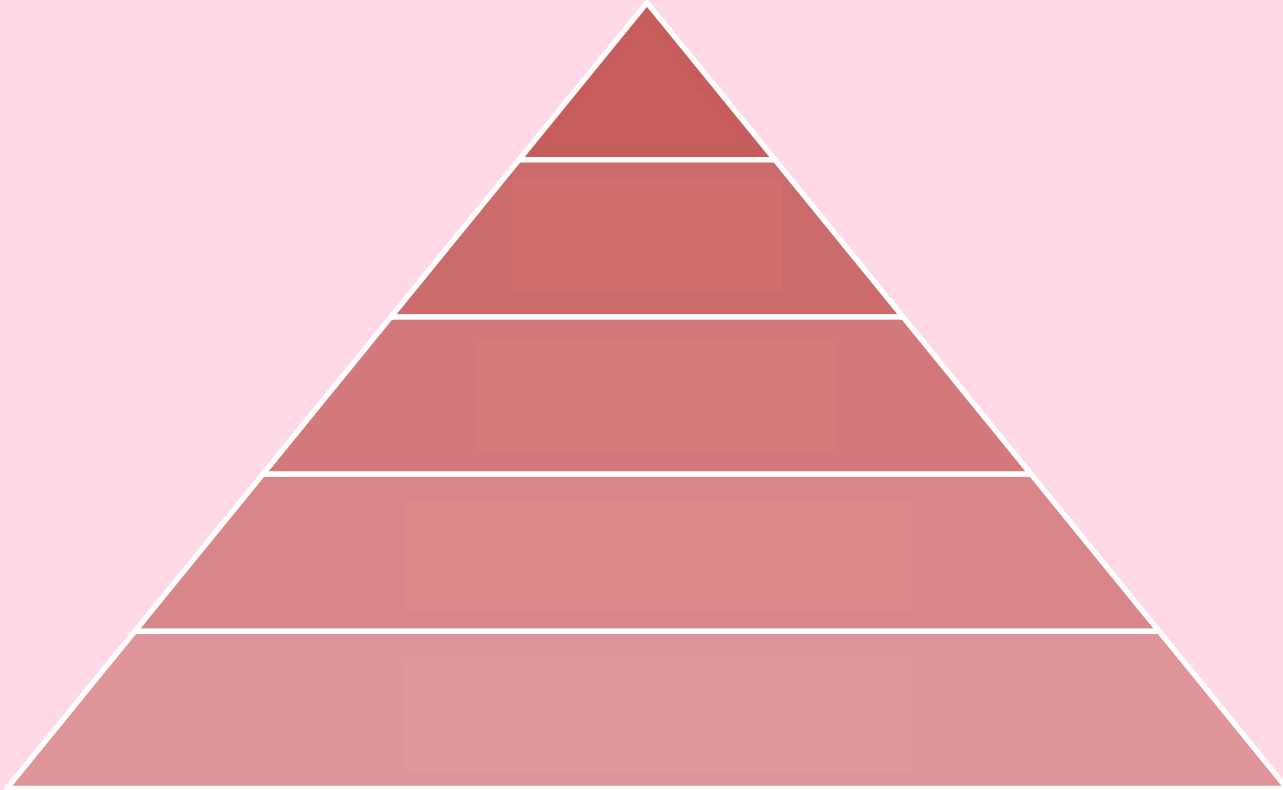


How the helpdesk supported it

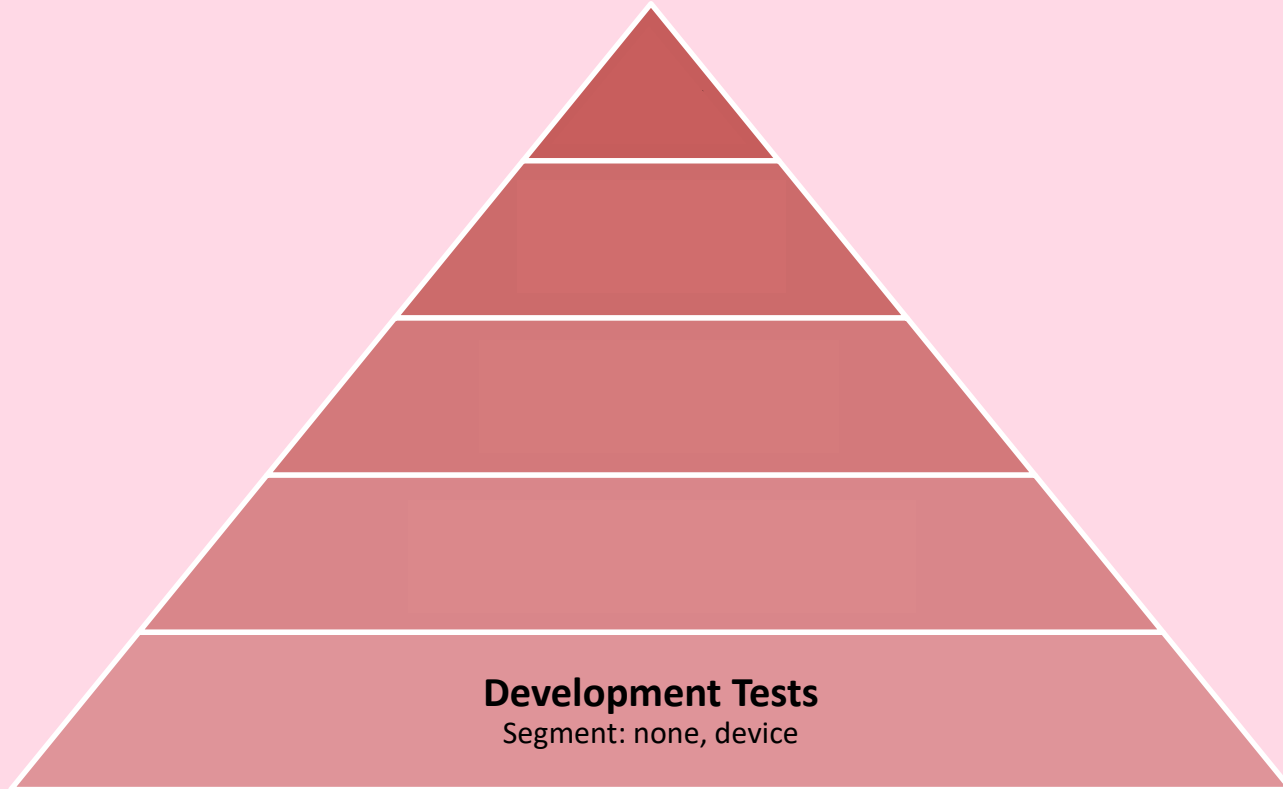


What the customer really needed

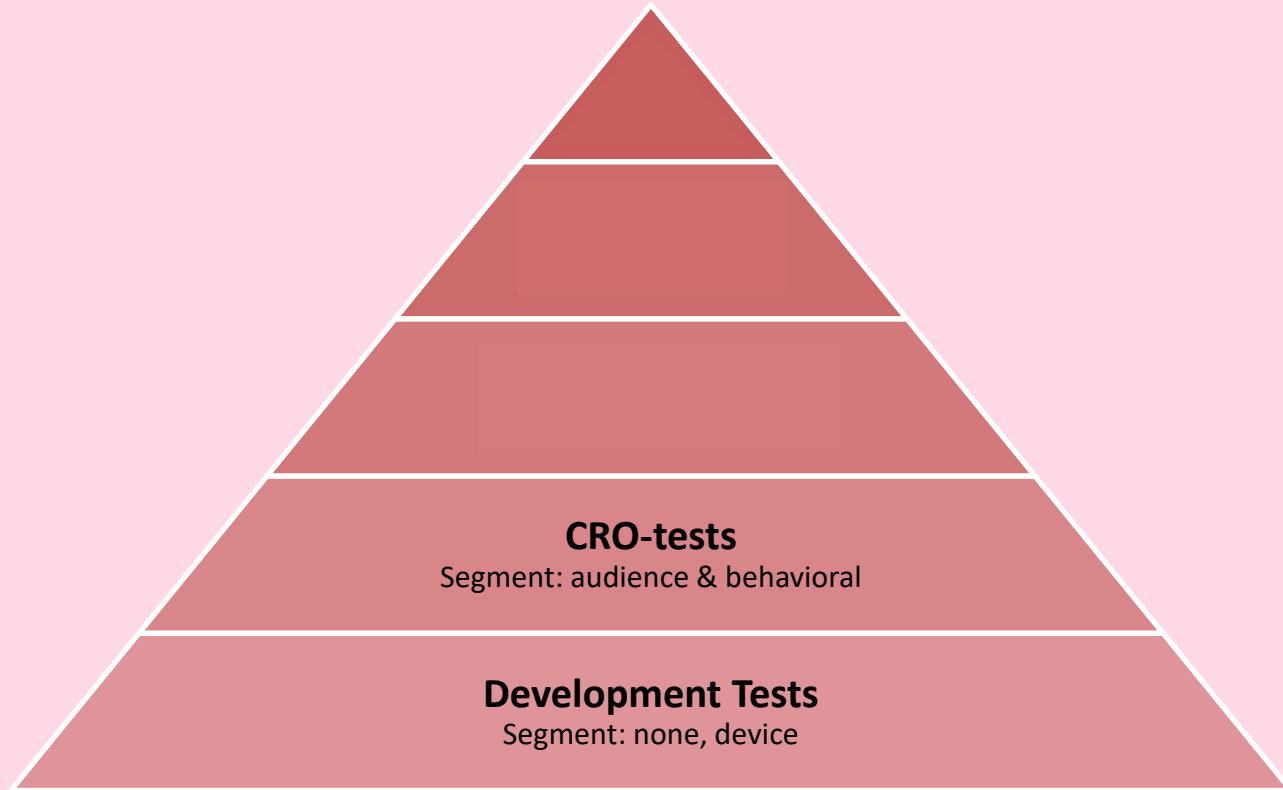
The pyramid of experimentation



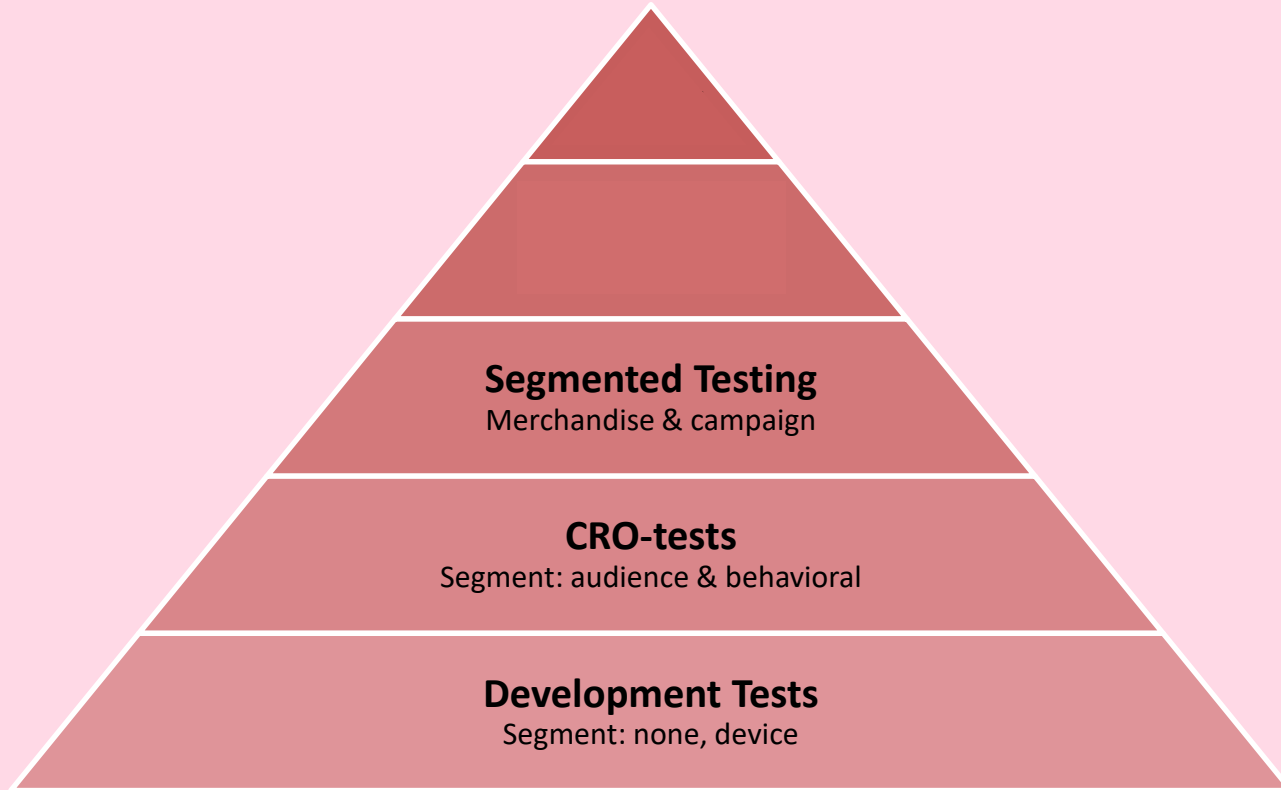
The pyramid of experimentation



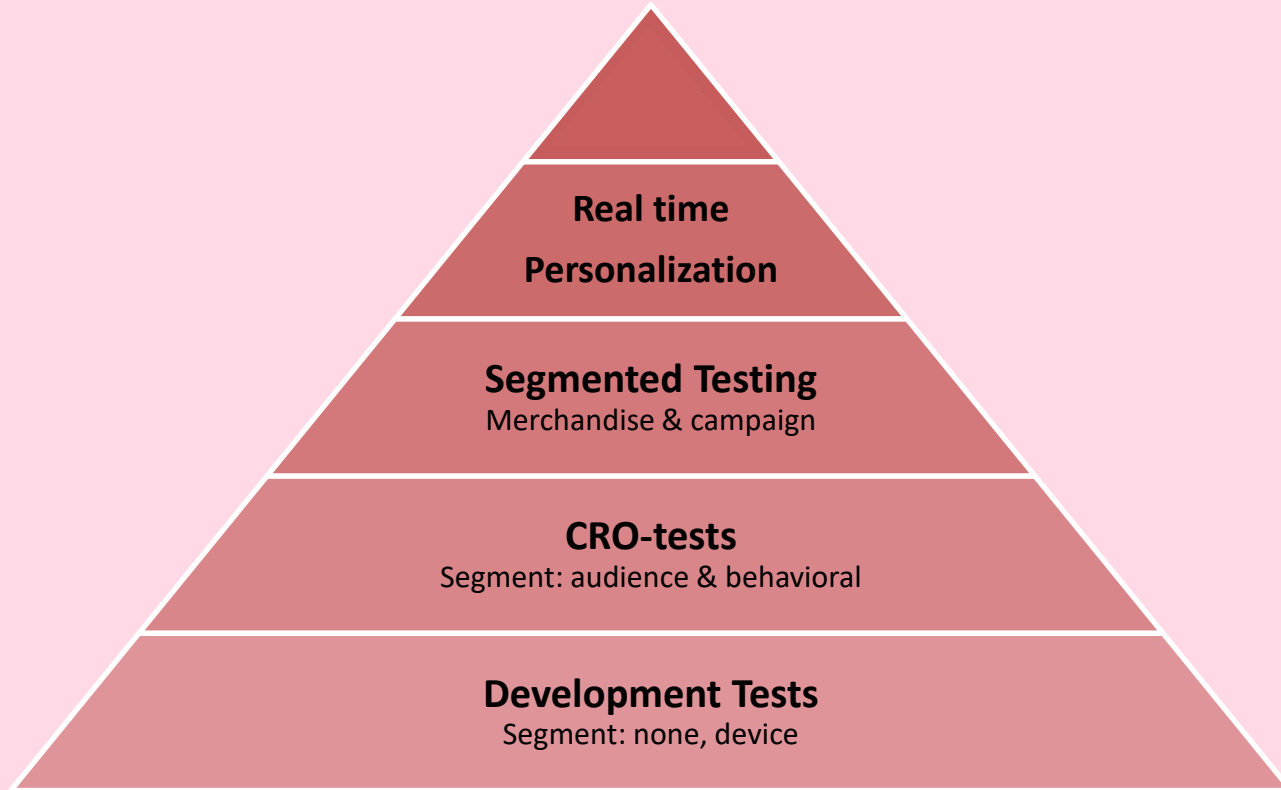
The pyramid of experimentation



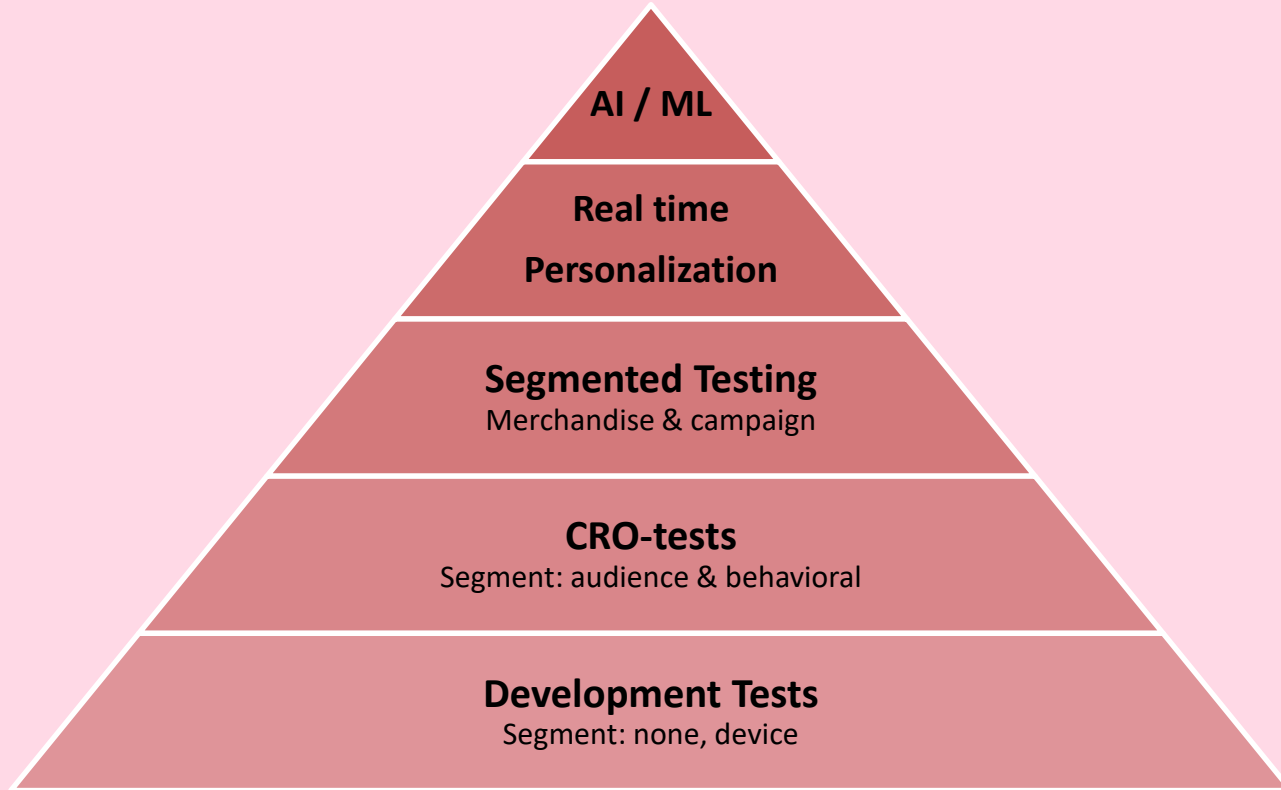
The pyramid of experimentation



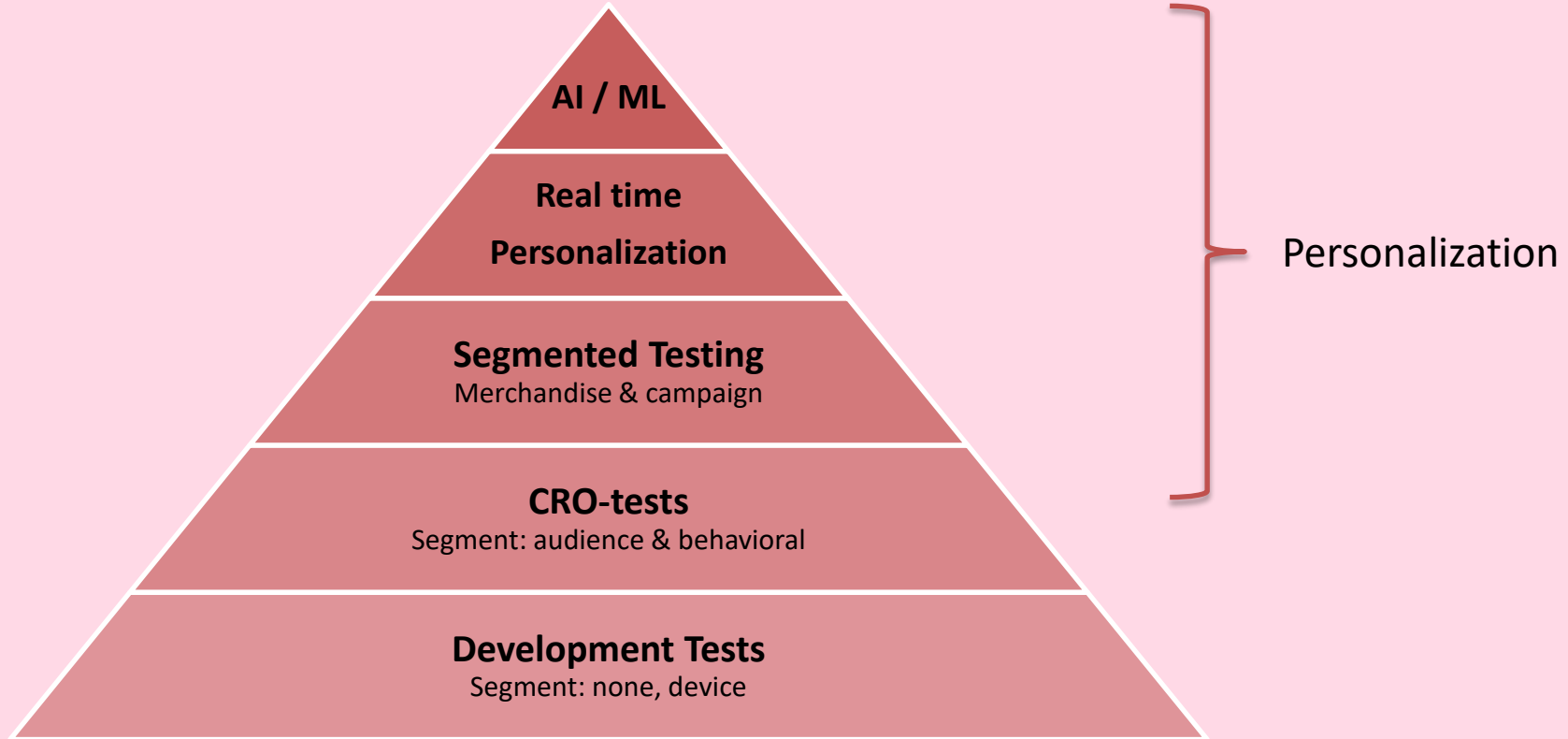
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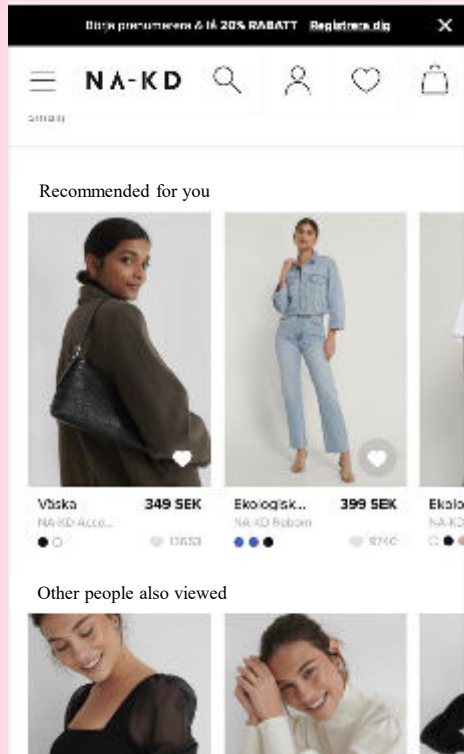
The pyramid of experimentation



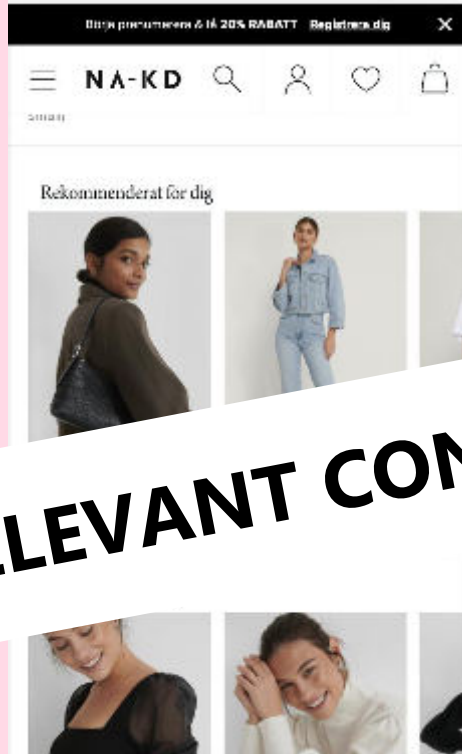
The pyramid of experimentation



Personalized or Personalization



Personalized or Personalization



RELEVANT CONTENT



Relevant content

The image shows a screenshot of the Amazon website interface. At the top, there is a dark navigation bar with a search icon, a US flag, and links for "Hello, Sign in", "Account & Lists", "Returns & Orders", and a shopping cart icon with "0" items. A white callout box with a yellow "Sign in" button and the text "New customer? Start here." is overlaid on the "Sign in" link. Below this, the main navigation bar features the Amazon logo, a menu icon, and a search bar. A location indicator shows "Deliver to Sweden". A blue-bordered callout box highlights a message: "We ship internationally. We're showing you items that ship to SE. To see items that ship to a different country, change your delivery address. Additional language and currency settings are available. Learn more." At the bottom of this callout are two buttons: "Don't Change" and "Change Address".

Search icon

US Flag

Hello, Sign in

Account & Lists

Returns & Orders

0 Cart

Sign in

New customer? [Start here.](#)

amazon

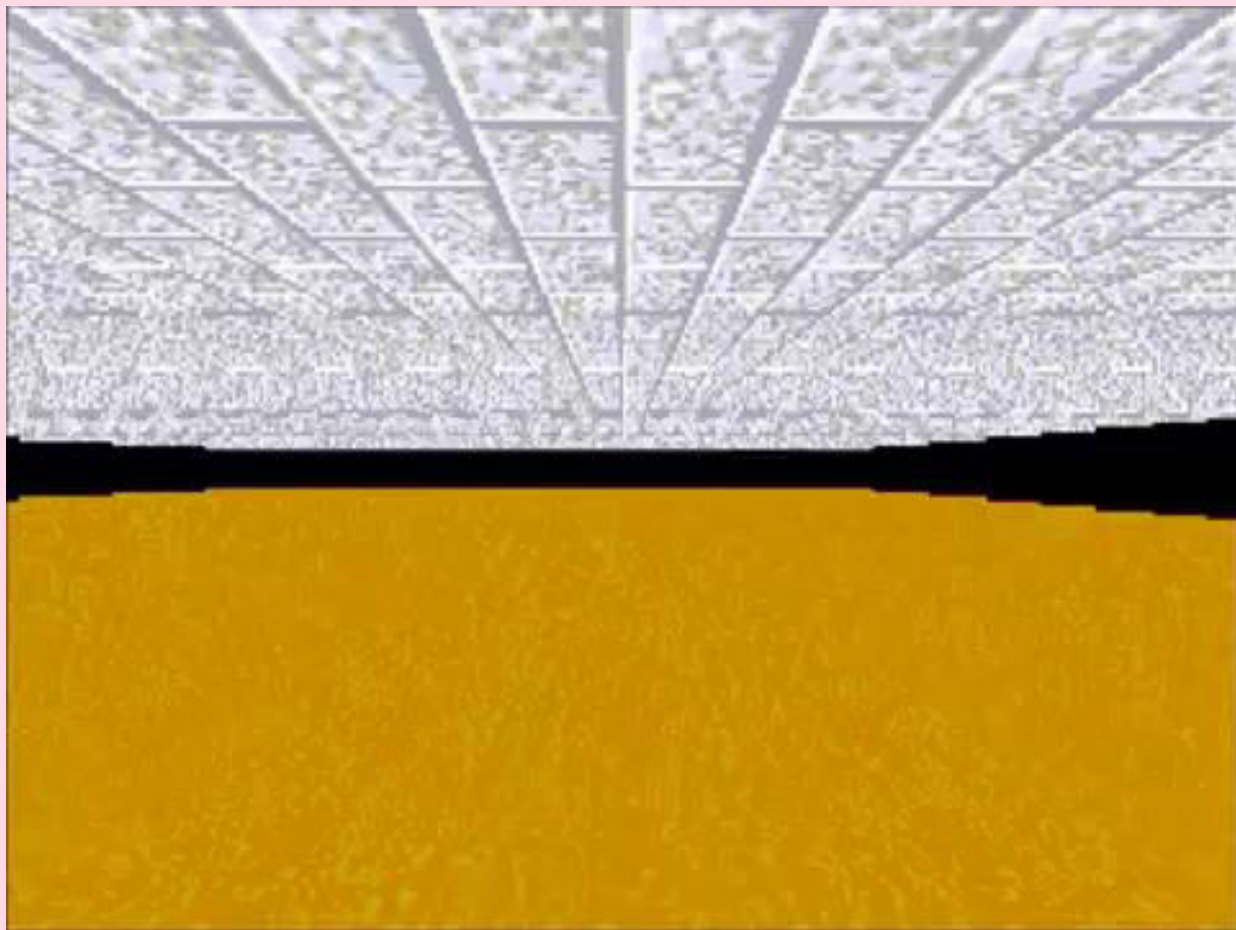
Deliver to Sweden

Today's Deals Customer Service Gift

We ship internationally

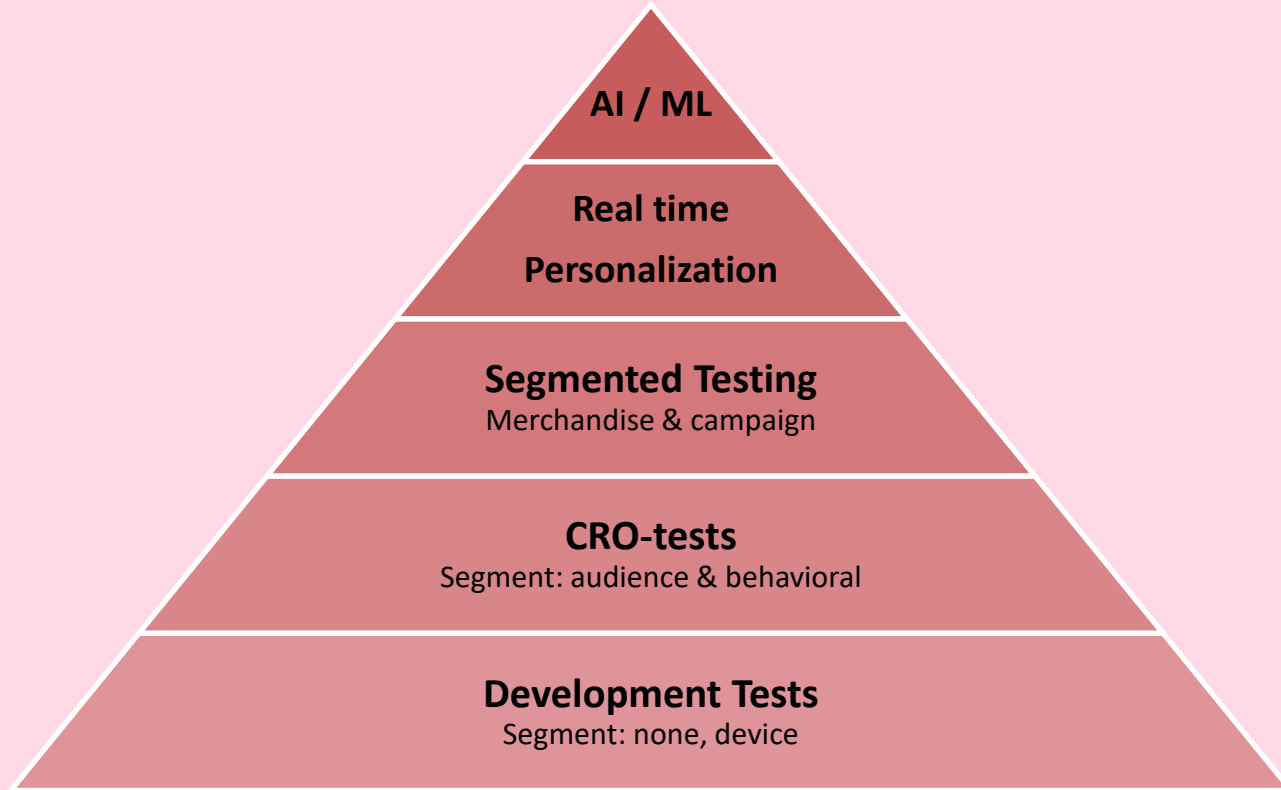
We're showing you items that ship to **SE**. To see items that ship to a different country, change your delivery address. Additional language and currency settings are available. [Learn more](#)

Don't Change Change Address

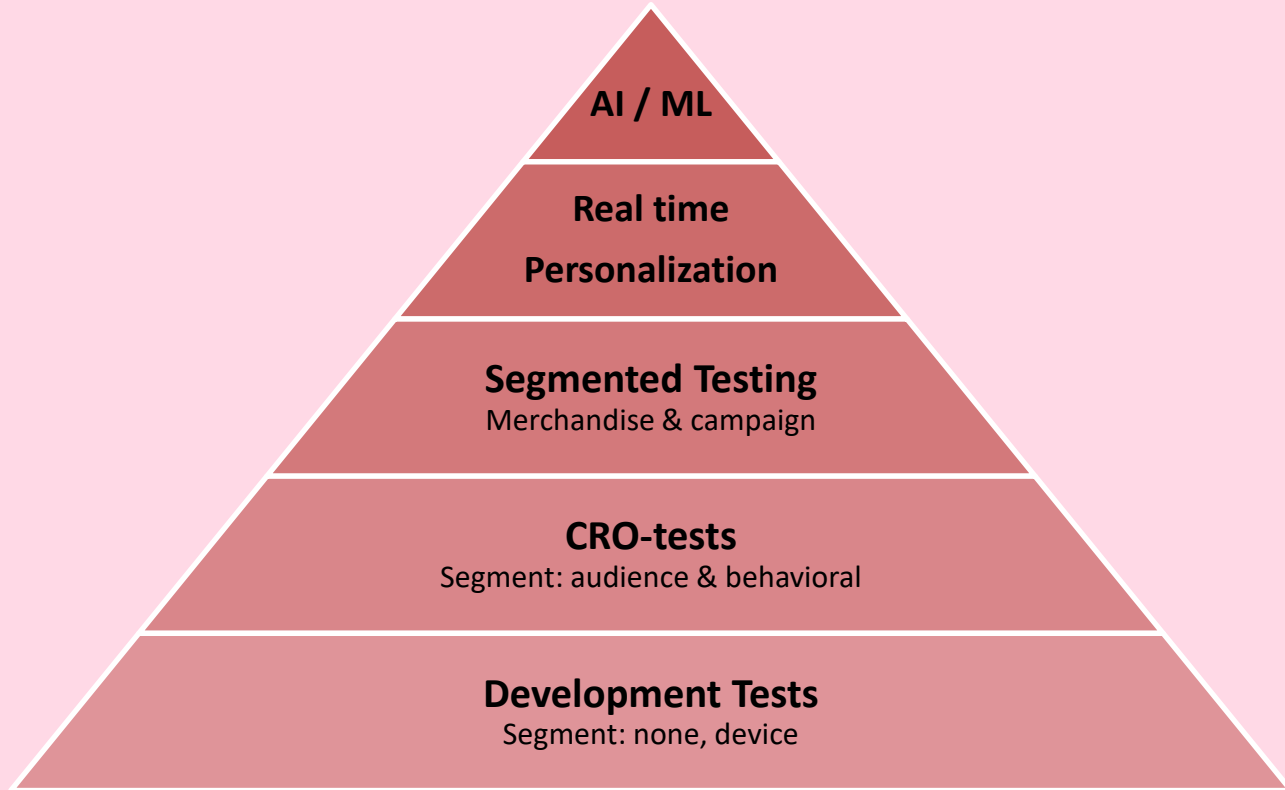


So why is it so hard to get there?

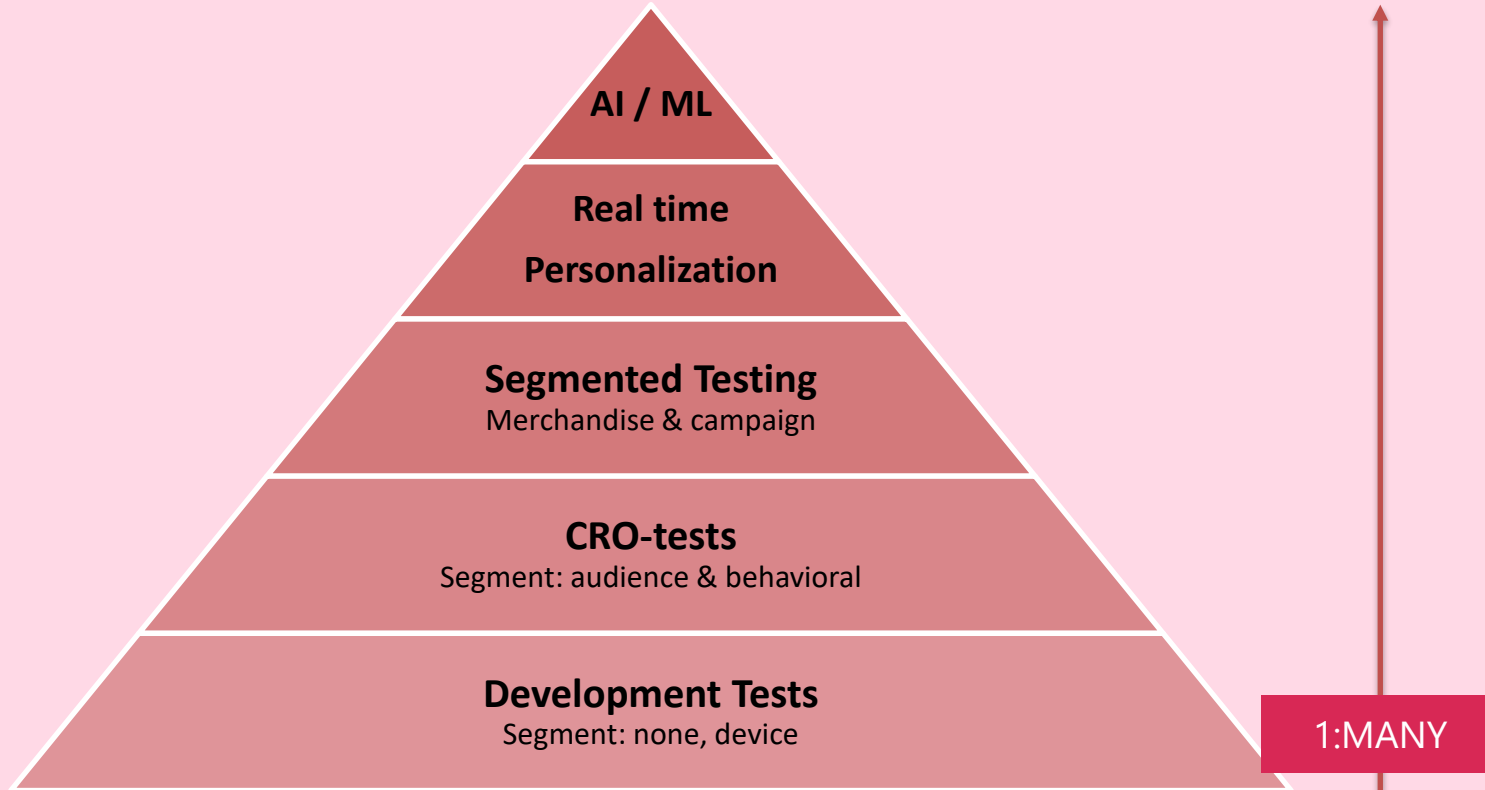
The pyramid of experimentation



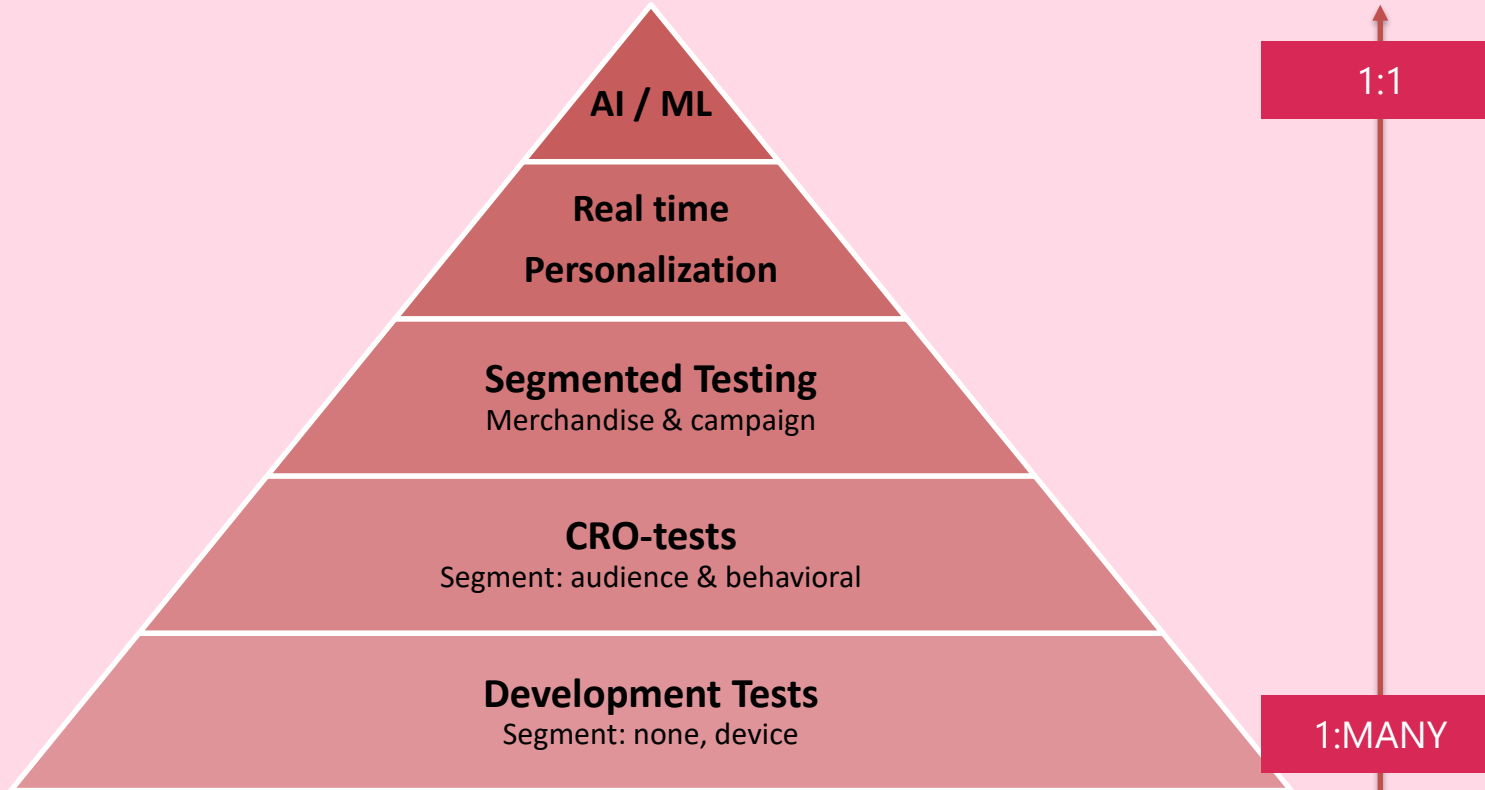
The pyramid of experimentation



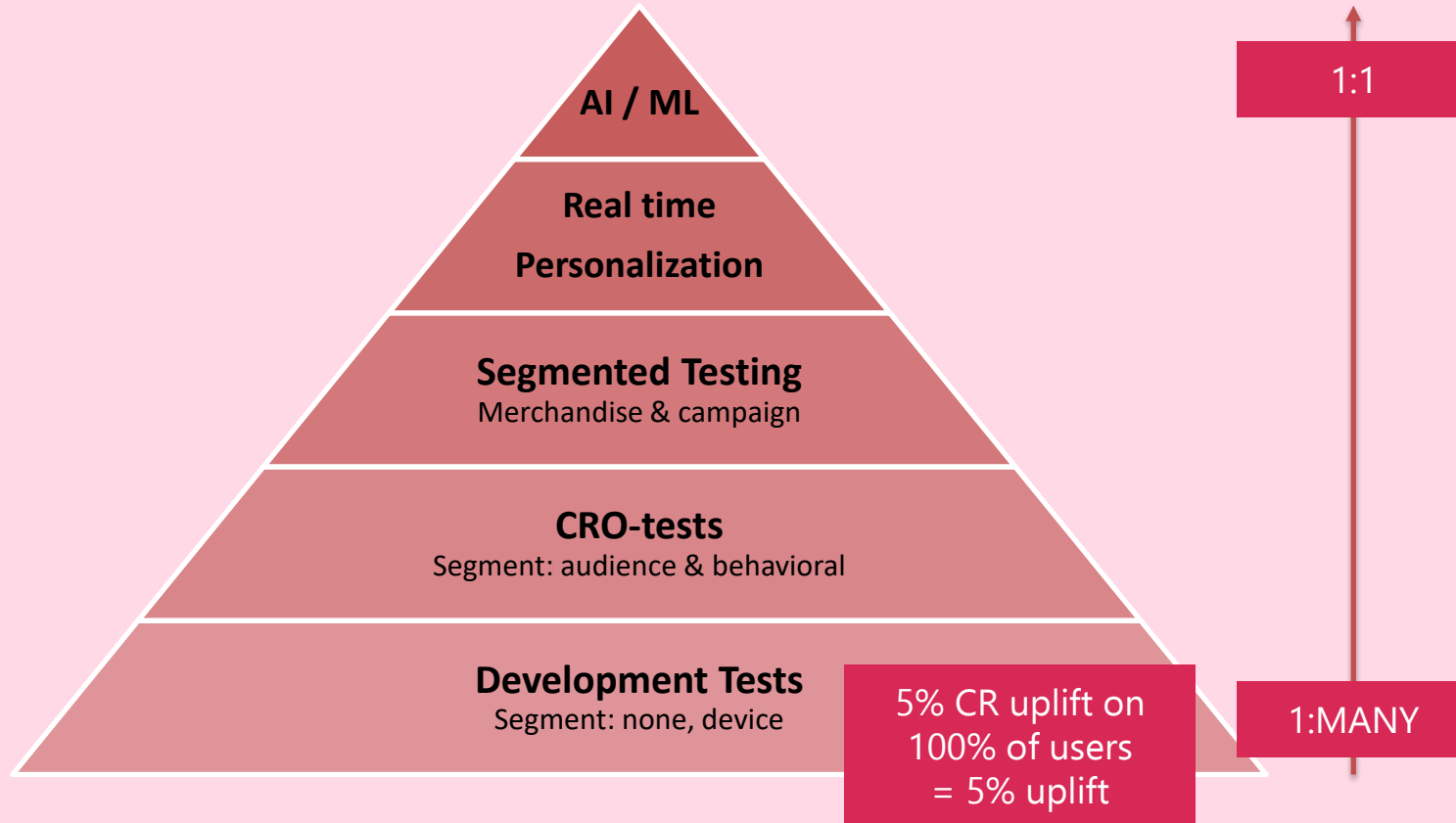
The pyramid of experimentation



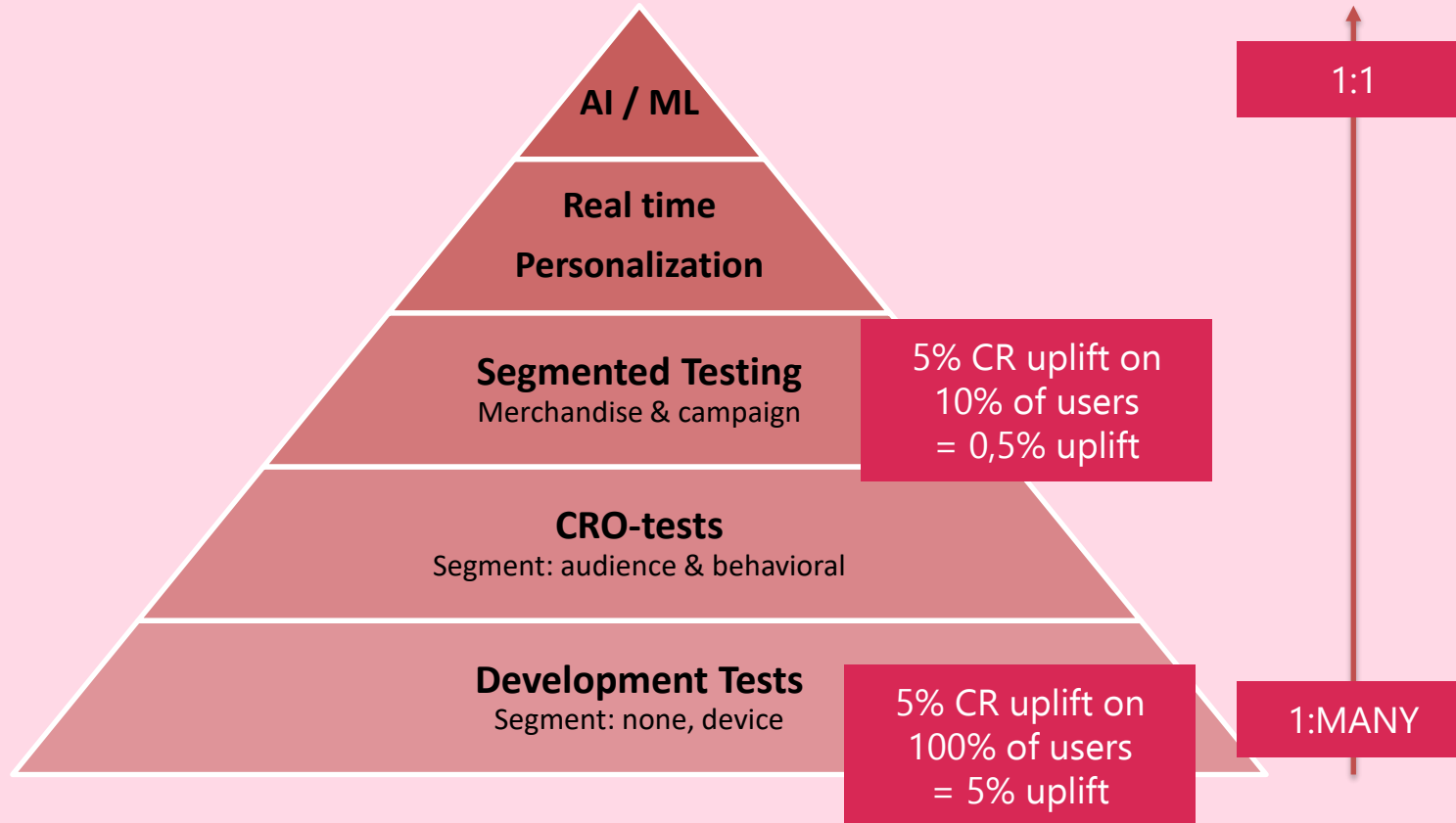
The pyramid of experimentation



The pyramid of experimentation

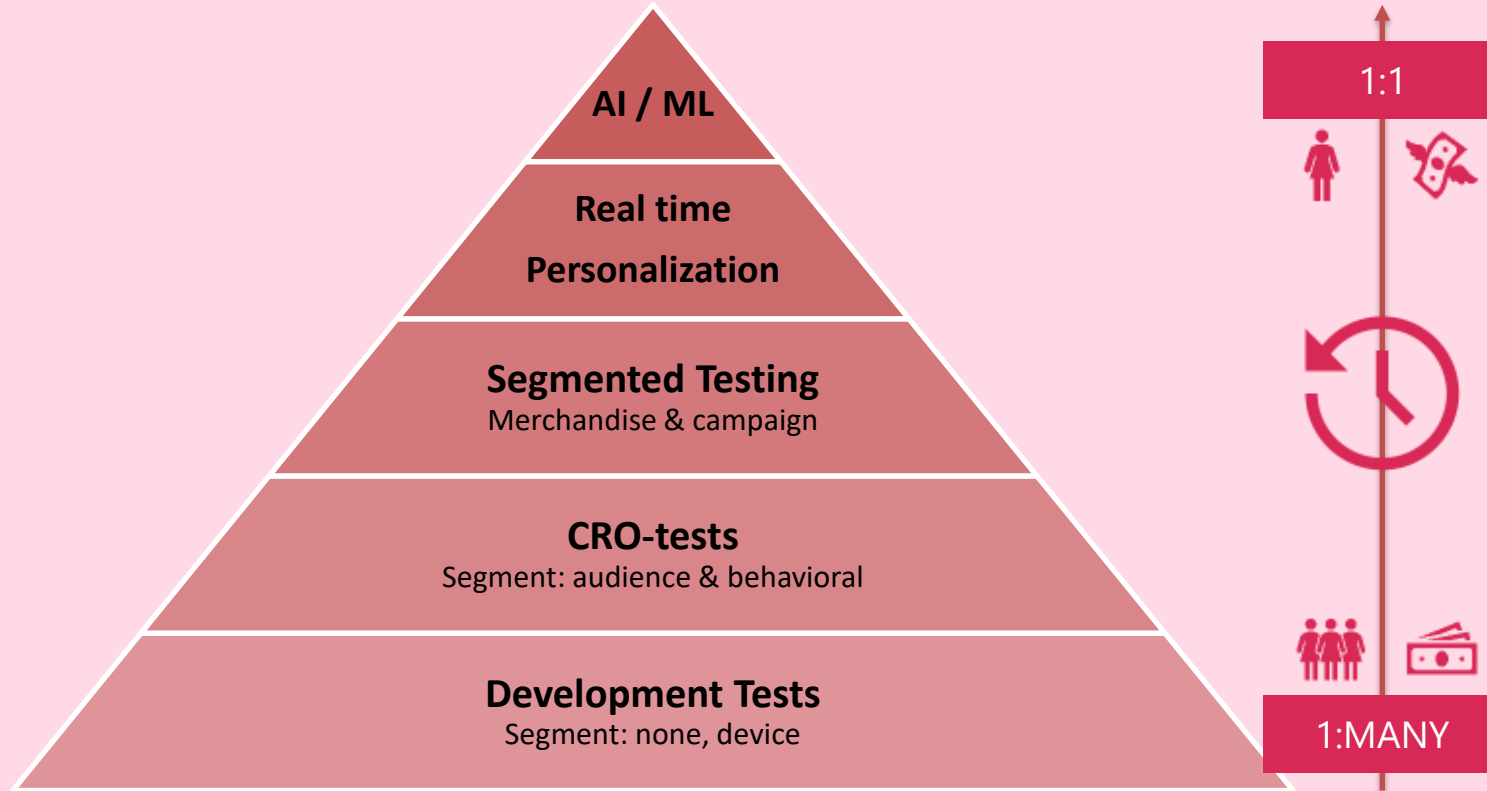


The pyramid of experimentation

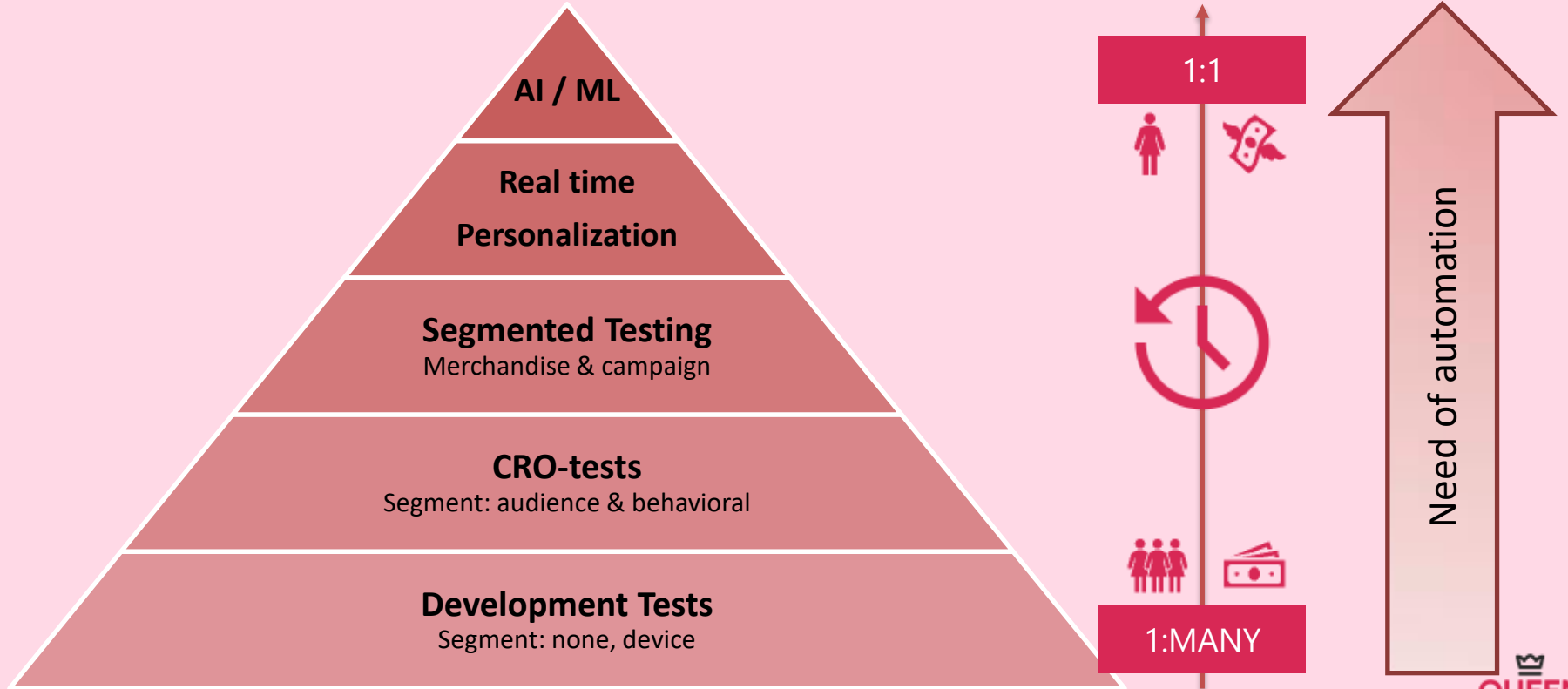




The pyramid of experimentation



The pyramid of experimentation



Have a deeper look at your tests

1. Organic Search										
Original	123,234 (41.92%)	110,042 (42.60%)	157,189 (41.14%)	0.00%	6.98	00:05:16	0.37%	583 (60.35%)		
Variation 1	257,971 (47.66%)	242,420 (48.21%)	327,891 (46.37%)	52.06%	3.87	00:02:31	0.18%	583 (60.35%)		
2. Direct										
Original	89,868 (30.57%)	85,671 (33.17%)	108,853 (28.49%)	0.00%	7.70	00:05:27	0.29%	314 (32.51%)		
Variation 1										↓ (32.51%)
1. Data Share Promo										
Original	6,392 (57.51%)	5,417 (51.72%)	7,210 (54.29%)	0.00%	4.45	00:05:23	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Variation 1	15,860 (71.48%)	14,481 (71.18%)	18,782 (58.54%)	61.61%	2.32	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Referral										
2. AW - Google Brand (California)										
Original	3,748 (35.72%)	2,571 (29.29%)	4,914 (37.00%)	0.00%	8.36	00:05:45	0.14%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
Variation 1	4,717 (21.39%)	3,405 (17.68%)	6,750 (24.56%)	27.19%	6.36	00:04:11	0.10%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
3. AW - Apparel										
Original	416 (3.74%)	343 (3.91%)	478 (3.60%)	0.00%	8.30	00:05:02	0.84%	4 (26.67%)	\$159.76 (18.72%)	
Variation 1	607 (2.73%)	520 (2.70%)	727 (2.65%)	34.25%	5.80	00:03:19	0.55%	4 (26.67%)	\$159.76 (18.72%)	

Have a deeper look at your tests

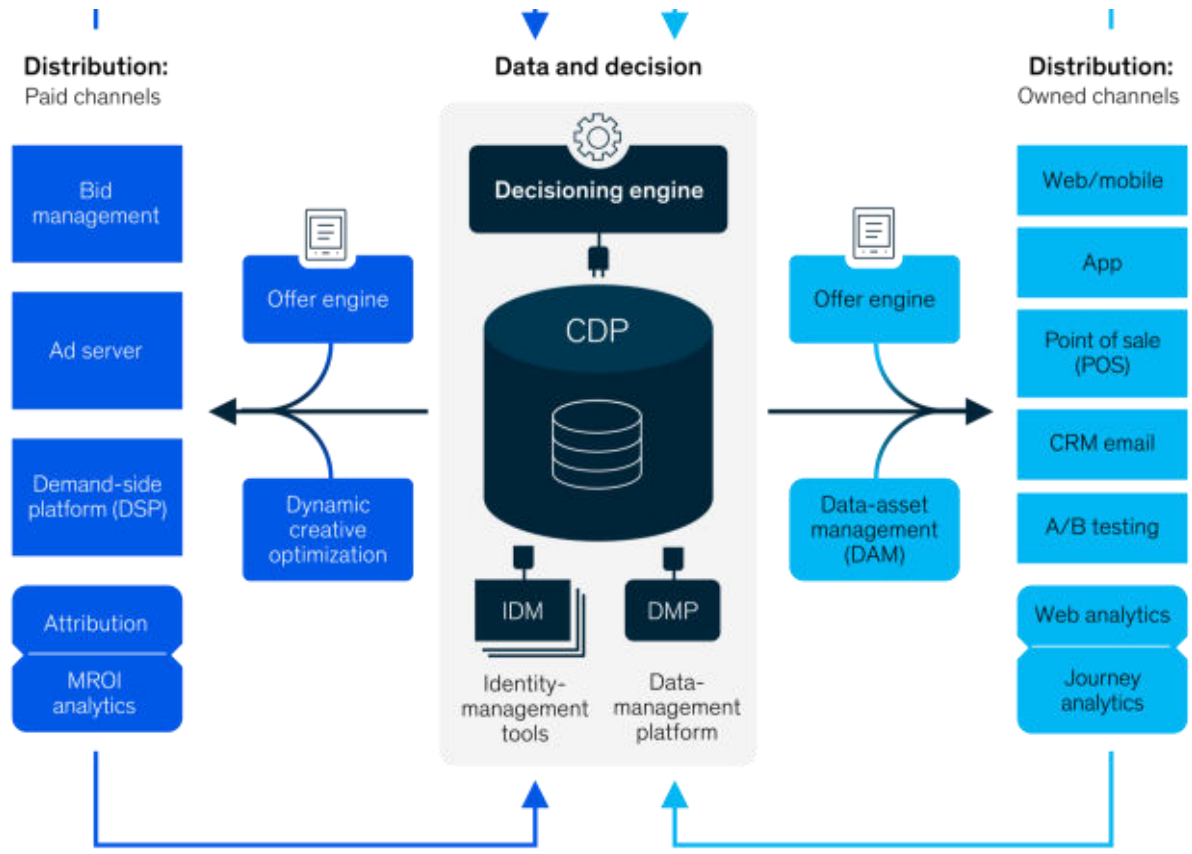
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		4,717 (41.01%)					0.10%	7 (6.67%)	\$651.21 (76.30%)	9 (0.93%)
		416 (3.82%)					0.84%	4 (26.67%)	\$159.76 (18.72%)	
		607 (5.55%)					0.55%	4 (26.67%)	\$159.76 (18.72%)	

Landing page: Startpage
 Logged in: No
 Product Pages: 2

Diff from AB-test result:
 +25%

Landing page: Product page
 Logged in: No
 Product Pages: 1

Diff from AB-test result:
 -10%





A SHORTCUT TO PERSONALIZATION