

Content Personalization

Companies good at personalizing the buyer journey grow 2x faster than peers. Use this checklist to gauge your journey personalization.



Value Props and ICPs

Journey personalization starts with shared value props, ideal customers (ICPs) and ICP messaging across market-facing teams.

01

- ☐ Ideal customer profiles (ICPs) around size, segments, and firmographics
- ☐ Consistent language on your value props, e.g. how your products impact your buyer goals for revenue, costs, staff or process efficiency or a user experience.
- ☐ Buyer roles in your buyer committee identified, including likely titles for Champions, Executive Champions, Economic Buyers, User & Technical Buyers
- ☐ Value props are aligned by buyer role to key buyer goals for your product
- ☐ Segment specific version of language around goals and value props

Web & Content Personalization

Journey personalization continues with personalized content -- content guides the first 70% to 80% of the buyer journey.

02

- ☐ Content strategy by personalization category (goals, roles, segments)
- ☐ Individual webpages by personalization category (goals, roles, segments)
- ☐ Connected content across the journey for each buyer personalization category
 - ☐ Top of funnel (TOFU) assets to build awareness and create engagement
 - ☐ Middle of funnel (MOFU) assets to support self-solutioning, position unique advantages, and enable buyers to envision themselves in your product
 - ☐ Bottom of Funnel (BOFU) assets to amplify social proof and expertise
- ☐ Peer stories by segment, persona and use case to sell with peer social proof

Personalization & Intent-Data

You can only personalize engagement if you have the data to identify where each buyer is in their purchasing readiness

03

- ☐ Website tracking for time on-site, downloads, visitor numbers and frequency
- ☐ Web visitors scoring to identify active buyers that align to an ICP account
- ☐ Dark web monitoring for searches, competitor site visits, and review site visits
- ☐ Scoring for "activity" and "in-market" behavior to trigger sales involvement
- ☐ Sales access to ICP, website, content, dark web data and details to personalize engagement with each buyer

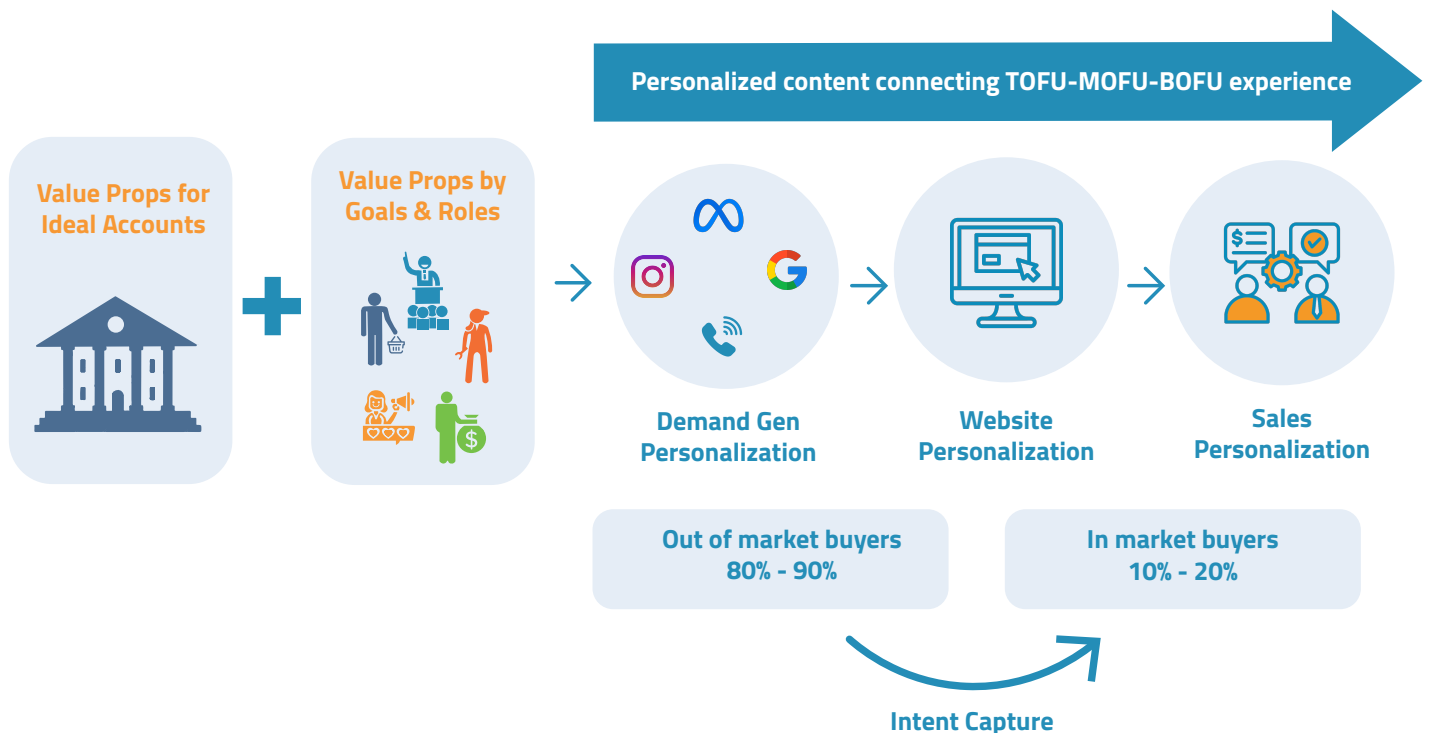
Demand Generation Personalization:

You can only personalize at scale by repeatable ICPs, themes and content for each demand gen goal area

04

- ☐ Integrated data model on ICPs, activity, and in-market scoring
- ☐ Integrated data model to track different demand gen goals
 - ☐ Engagement of target audience
 - ☐ MQL to SQL conversion
 - ☐ SQL to Closed Won Sales conversion
- ☐ Library of digital, outbound, reference campaigns assets to support A/B tests
- ☐ Demand gen measurement around themes, keywords, and content

Content Personalization



About Winalytics

Winalytics enables marketing and sales teams to personalize buyer value at scale. We establish a common understanding of value props, ideal customers (ICPs) and ICP messaging across market-facing teams. We deploy tailored playbooks for each team, enhancing the buyer journey to increase high-quality leads that convert faster, expand more easily, and deliver greater lifetime value



[Learn more](#)