

# 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.

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- 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.

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- 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

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- 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

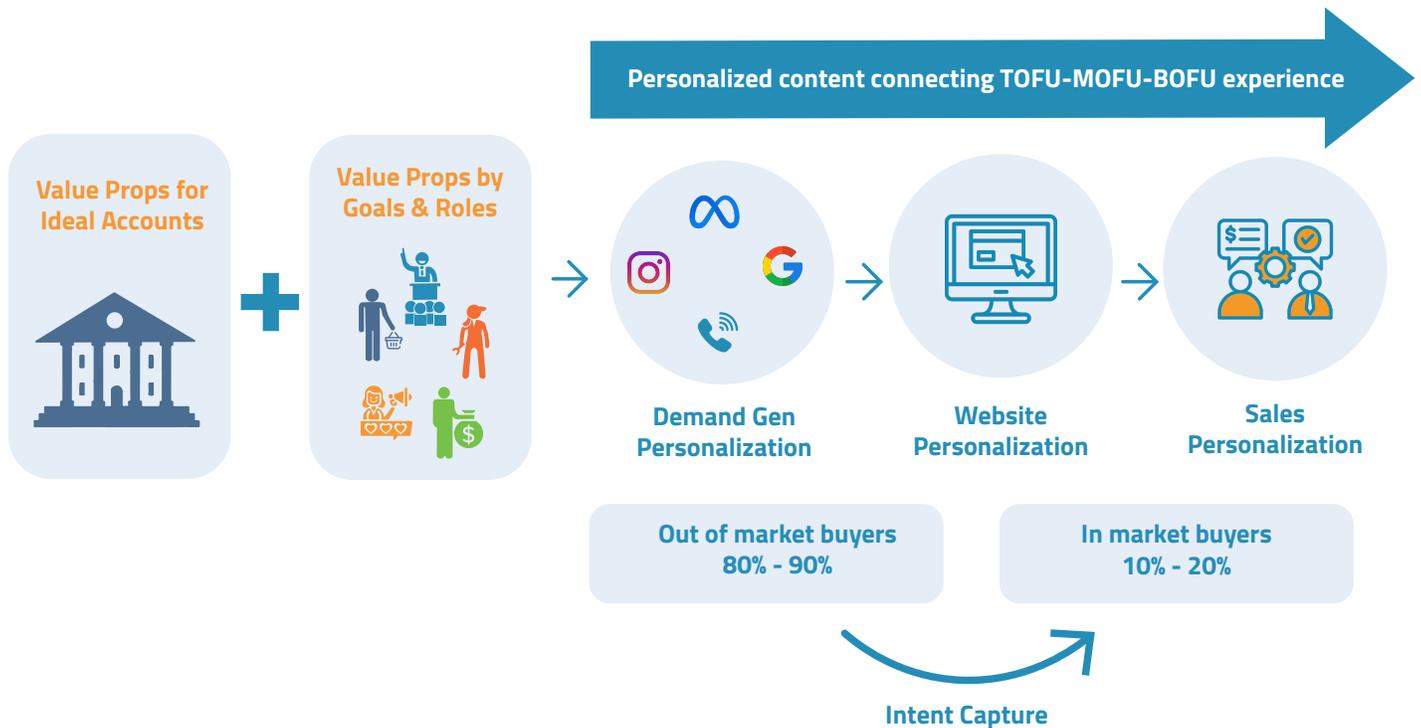
## Demand Generation Personalization:

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

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- 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](#)