



From Customer Segmentation to Personalization: Get Started with These 5 Industry Use Cases

Introduction

With so many brands in the market today, each trying to make its presence felt, each trying to capture a share of the market, each trying to drive higher revenue, just randomly talking to customers does not work.

Since today's digital customer is far more knowledgeable than say, she was 5 years ago; context is king. You need to use contextual content while talking to your customers and ensure all your communication is in-tune with their needs.

As brands start to face new challenges in engaging customers, segmenting customers based on their demographics, age, location, and preferences, are great ways to drive higher revenue. Moreover, while brands successfully do this, they often reach at a dead-end when it comes to making sense of this data.

As a marketer, what do you do with all the customer segmentation data you have? How do you begin building your marketing creatives and communication? What techniques do you use, so you can drive higher engagement and build stronger customer relationships?

The realm of personalized videos

In the wake of frequent security breaches and data privacy issues, laws like GDPR and data privacy policies that have recently come into play. Despite this, brands are losing customer's trust? Why have such stringent policies gained traction? What have brands failed to deliver?

We believe it is the lack of the right customer experience due to which customers are turning away from many brands. If the experience is relevant and contextual, data suggests that 78% of users are still willing to share their details with companies.

The personalization fever is gripping industries across the world. Thankfully, marketers also realize the importance of personalization, and numbers prove this: 78% of CMOs think **custom content** is the future of marketing, and 75% of marketers say **dynamic, personalized content** across channels is critical.

While there are tons of ways to create personalized experiences, personalized videos allow advertisers to customize content so that it is relevant to each one of their audience groups. Not only are they entertaining, but they also can grasp customers' attention. Once you have done all the research on your customers, their needs, preferences and buying habits and have gathered all the data, you can make the most of all that customer segmentation data that you have collected.

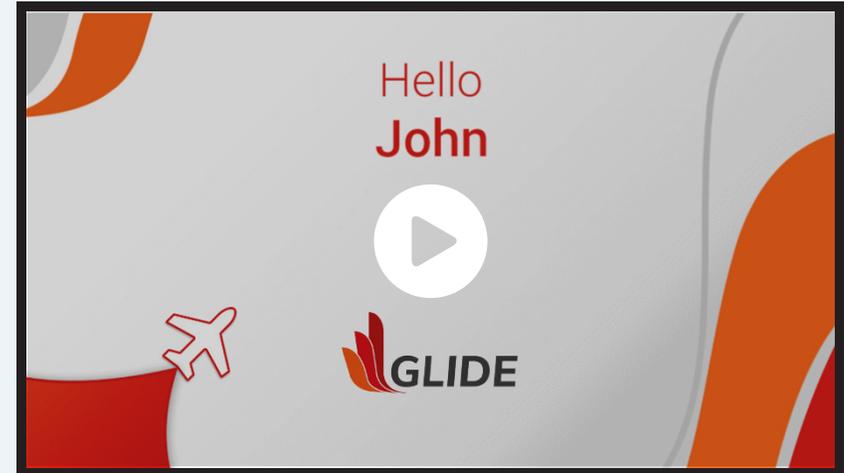
Let take a look at how these five industries can leverage the power of personalized videos:



Airlines

In the aviation industry, airlines are now collecting more and more traveler data, including mobile apps and social media behavior, previous purchases, travel history, and more. Airlines can use this data to create personalized videos and provide a more tailored experience to its customers.

- For instance, in one use case, an airlines company can use personalized videos for remarketing. When a potential customer starts a check out process but drops out before completing the purchase, the company can send him a personalized video with his name, a video footage of the destination location and a discount code that would encourage the user to buy the ticket.
- In another use case, personalized videos can be used for upselling wherein an economy class passenger could be sent a video listing the various benefits of an upgraded travel and an exciting promotional offer on a business class upgrade. Many airlines use this tactic to realize some revenue on premium class and their economy class travelers are their potential customers for upselling.



Remarketing



Upselling



Automotive

Automobile companies typically collect a lot of customer data, such as customer name, location, and car model. Using this data, they can use personalized videos to drive exceptional customer engagement and cross-selling.

- Companies can make use of personalized videos to remind customers about their car servicing due date, along with information on the nearest authorized service center and the various servicing packages offered by the company.
- Personalized videos can be used to provide customers detailed information about their recent purchase, with specifications of the car, mileage details, top features, in-car entertainment options, and service details.
- Companies can also use this opportunity to upsell a newly launched model to basic/lower model owners at discounted rates.



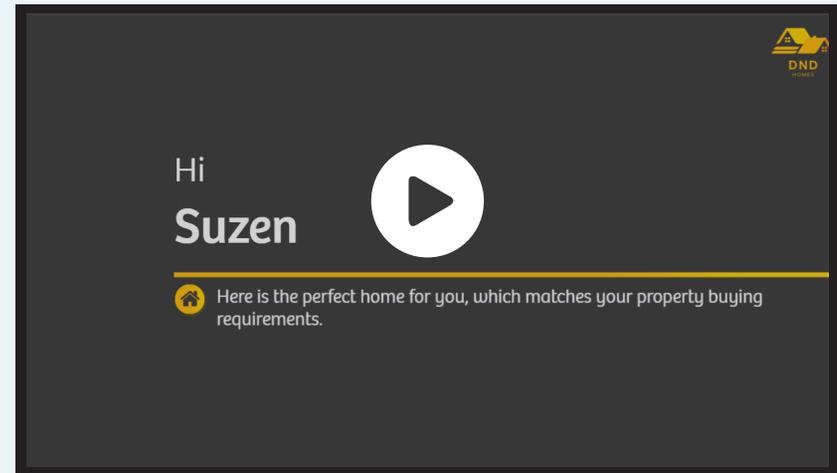
Event Invitation



Real estate

In an era of instant gratification, customers are seeking ultra-personalized experiences from real estate agents. For customers who are searching for a new home online, the first engagement with a property can be done through personalized videos.

- Since showing, new properties in person can be time-consuming, especially for customers looking for houses in a different town or city, using personalized videos, real-estate companies can provide virtual tours of the property of interest.
- Once a property has been booked, companies can provide critical details through personalized videos including construction updates, development specifics, next installment due date, as well as share information about interior designers, plumbers, electricians, and others to further improve the customer experience while cashing in on additional sources of revenue.



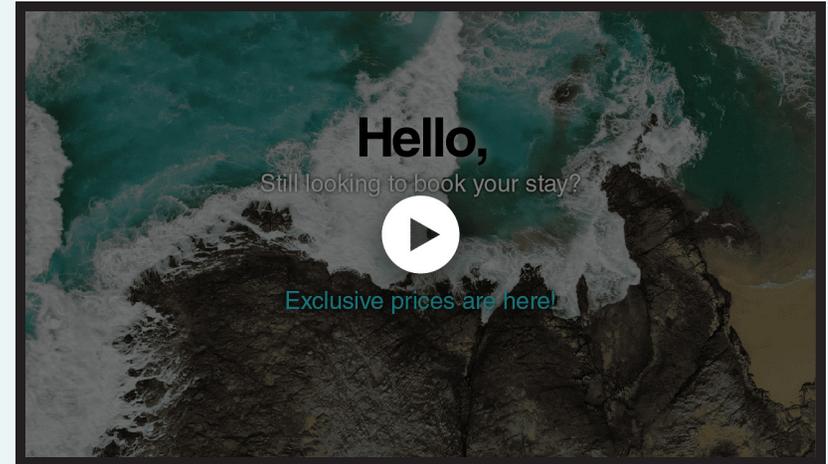
Property Demo



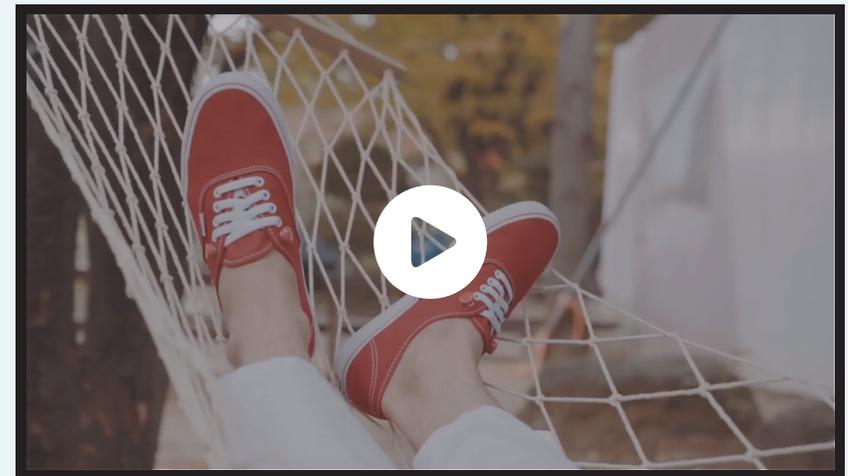
eCommerce

Since every purchase journey in the eCommerce space is based on individual needs and preferences, using personalized videos, eCommerce merchants can provide tailored experiences to shoppers.

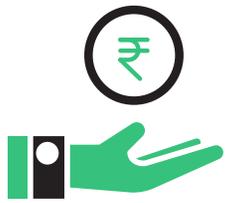
- Travel websites can make use of personalized videos to drive higher conversions. Visitors looking to book their stay through their sites often end up abandoning the shopping cart. The websites can use the opportunity to target such visitors with a video ad of the same hotel with a discount code that expires in 24 hours - so a sense of urgency for purchase is created. The same video can also be sent via email, as a remarketing activity, to registered users.
- A great way to personalize a sit visitors experience is through Shoppable videos. Using the visitors site behavior and products viewed data ecommerce sites can create a shoppable video with the same products and give the customer the option to buy it directly from the video itself. Since these videos can be made in the interactive html5 format it is possible to include clickable CTA buttons. See an example here:



Website Remarketing



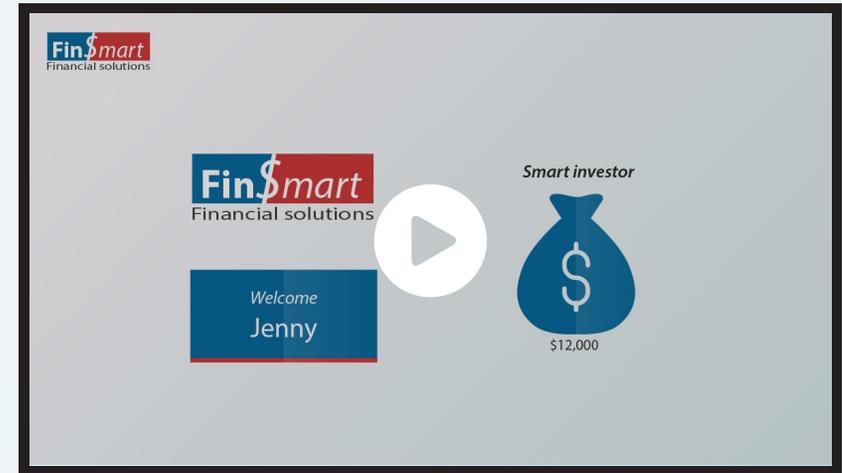
Shoppable Video



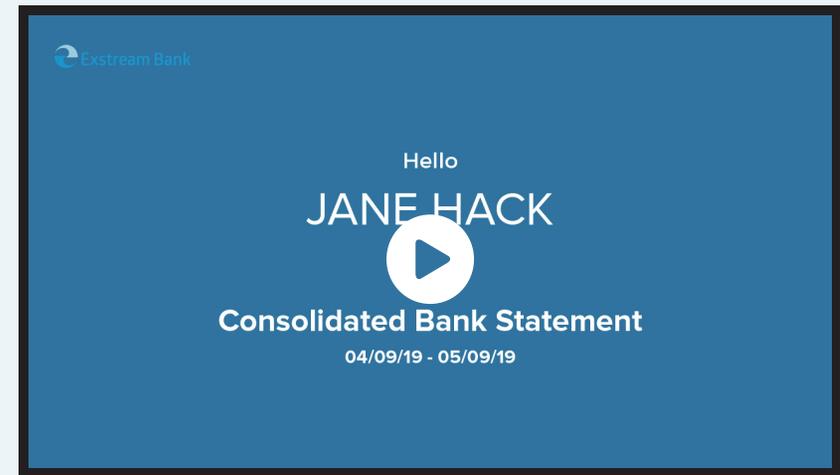
Financial services

Considering the complex regulatory landscape in the financial services industry, companies can embrace personalized videos to build more transparent relationships with their customers and drive higher value.

- Based on the products that customers have purchased, using personalized videos, companies can up-sell and cross-sell supplementary products to them.
- Using the customer's existing accounts information, personalized videos allow the companies to educate and advise customers on the best ways to take control of their finances, manage their cash flow, and invest in products that provide the highest returns.
- A bank could use personalized videos to send her savings account summary and based on spending behavior upsell a unique credit card to this customer.
- In another use case, a wealth management company could make the customer onboarding experience extremely fulfilling by explaining how customers' invested funds will grow and introduce the customer to his relationship manager providing his name, email and contact number for all future communication.



New Customer Onboarding



Credit Card Upselling

Be relevant or be forgotten

As personalization becomes a hot topic in the world of marketing, it's about time for brands to resort to innovative ways to personalize the content journey.

Do you know? 1 in 4 consumers are willing to pay more to receive a personalized product or service, and 22% of consumers are happy to share some data in return for a more personalized customer product or service. For brands looking to deliver the right message at the right time to the right individual, personalized videos are becoming increasingly popular.

According to a **Forbes** report last year, personalized video content can just be the marketing breakthrough brands need. Using personalized videos, companies can not only build their brands but also stand out in the crowded market by driving customer engagement and loyalty.

Are you ready to wow your customers with personalized videos? **Connect with us**, and we will be happy to share with you some samples of personalized videos.

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