ENHANCE YOUR WEB STORE
WITH **PERSONALIZED CONTENT**

IN 3 EASY STEPS...

SMART
CONTENT
THE WAY FORWARD

94%

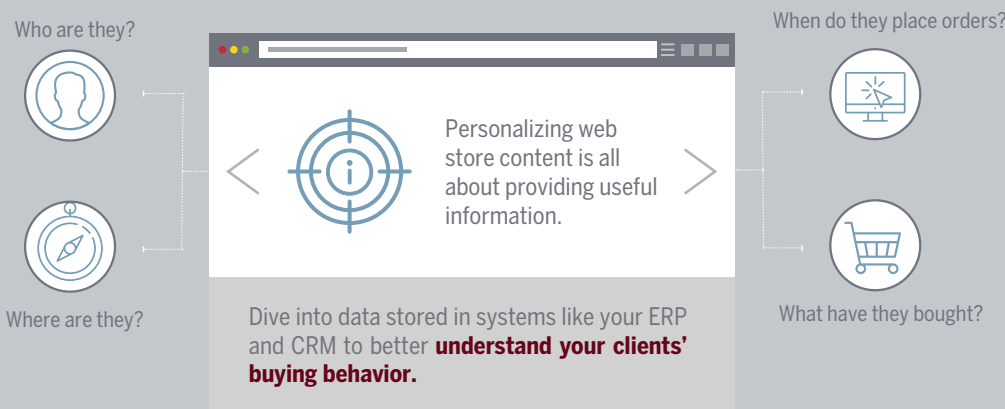**94% of senior-level executives** believe personalization is important to reaching customers

60%

60% of marketers say personalized content is more effective

GETTING STARTED

STEP 1

UNDERSTAND YOUR CLIENTS THROUGH DATA

Who are they?

Where are they?

Personalizing web store content is all about providing useful information.

Dive into data stored in systems like your ERP and CRM to better **understand your clients' buying behavior.**

When do they place orders?

What have they bought?

USE THESE INSIGHTS TO CREATE SEGMENTS, THE FOUNDATION OF YOUR PERSONALIZED CONTENT STRATEGY.

STEP 2

PERSONALIZE THE RIGHT CONTENT

THERE ARE PLENTY OF OPPORTUNITIES TO PERSONALIZE YOUR CONTENT,
EACH OFFERING HAS ITS OWN BENEFITS:

EMAIL
Personalized emails have 6X higher transaction rates

PRODUCT PAGES
35% of Amazon's product sales result from recommendations

CTAS
Personalized CTAs resulted in a 42% higher conversion rate than generic CTAs

MORE ISN'T ALWAYS BETTER WHEN IT COMES TO PERSONALIZED CONTENT.

Personalizing 21-40% of content yields **the best results.**

Companies that personalized over **80%** of content **didn't meet their objectives** as well.
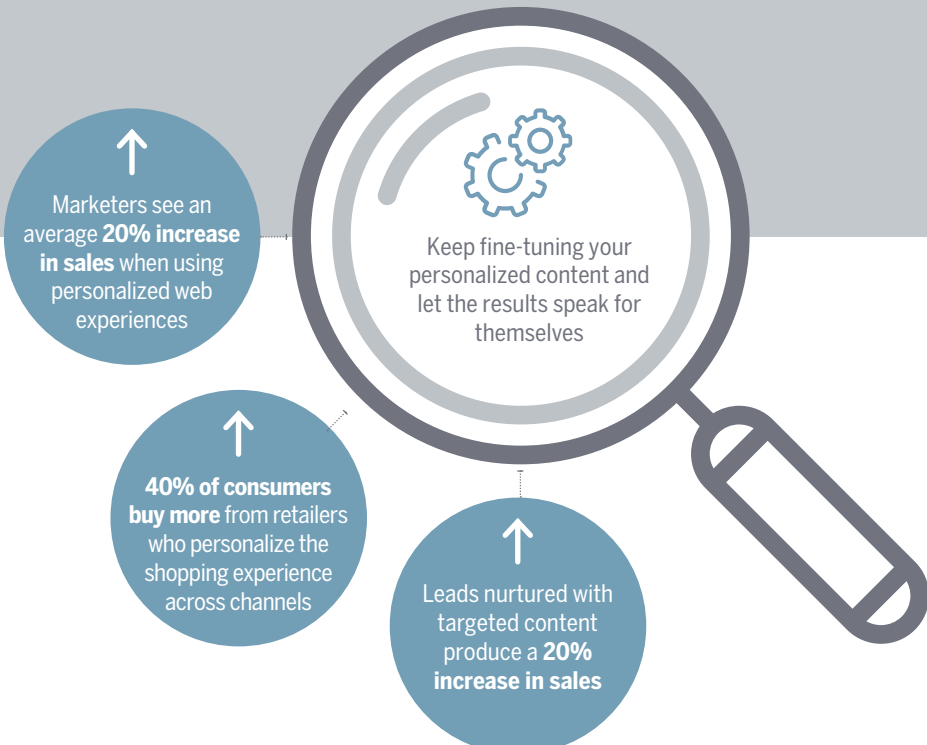
STEP 3

ANALYZE, ANALYZE, ANALYZE

Once you have implemented your personalized content, keep a close on eye on your analytics for even more data that can help you improve your smart content.

WHICH CONTENT ISN'T PERFORMING WELL?

WHICH CONTENT IS ENGAGING MORE USERS?

Marketers see an average **20% increase in sales** when using personalized web experiences

Keep fine-tuning your personalized content and let the results speak for themselves

40% of consumers buy more from retailers who personalize the shopping experience across channels

Leads nurtured with targeted content produce a **20% increase in sales**

PERSONALIZE YOUR CONTENT WITH A SANA WEB STORE

Your ERP already holds a lot of client data that can make all this smart content happen. Since Sana's integrated e-commerce solution uses your ERP as the starting point, your web store has direct, real-time access to all of it. Set yourself apart from your competitors and discover how Sana Commerce web stores can help you personalize your marketing.