

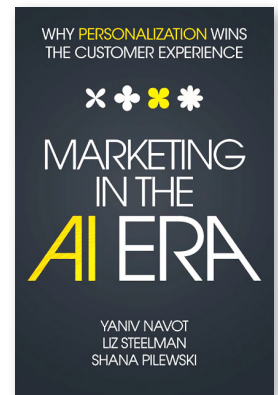


Executive Book Summaries[®]

Marketing in the AI Era

Why Personalization Wins the Customer Experience

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THE SUMMARY IN BRIEF

Marketing in the AI Era explores what modern marketing truly looks like today, offering hands-on takeaways to help you understand exactly what's needed for your company to not only succeed but also follow your customer's journey from start to finish. You'll discover how to create a genuine personalization strategy, ensure compliance standards are met, and identify the right technology to support your goals.

Navot, Steeman, and Pilewski clearly outline the expectations and requirements of cross-functional teams, how to allocate resources effectively, and which KPIs and metrics matter most. Acting as a roadmap for marketers, business owners, and leaders alike, this book dives into multi-channel communication, efficiency, engagement, and team collaboration. The authors emphasize that the marketers who thrive in this new era are those who view AI as a partner—not a threat.

From AI-assisted tools to multi-channel campaigns, *Marketing in the AI Era* provides step-by-step guidance for building a successful customer journey. With practical insights on developing resilient, adaptable teams that communicate clearly and use technology responsibly, it's a must-read for anyone ready to embrace innovation, build trust, and inspire long-term loyalty.

IN THIS EXECUTIVE BOOK SUMMARY

- Understand how marketing has shifted in recent decades and how those changes have reshaped the buyer's journey and cross-functional teams
- Explore the onset of new opportunities to engage with customers and how the utilization of AI tools improve that experience
- Learn the most effective ways to develop a loyal customer base and what is required of marketing teams and resources
- Discover the trajectory of the marketing landscape, where to improve skillsets, identify potential knowledge gaps and how to fill them

CHAPTER 1

The Basics

What is Personalization?

Imagine a world where every interaction with a brand feels like it was crafted just for you. Where websites anticipate your needs, apps deliver recommendations you'll love, and marketing messages resonate with your deepest desires. This is personalization's promise, and it's transforming the way businesses understand and form long-lasting connections with their customers.

Personalization provides the most relevant experience to a particular audience or individual.

When embarking on a personalization journey, it's crucial to understand the capabilities that make a personalization engine effective. Key features to look for include a unified dataset, open architecture, and decisioning and activation logic.

Personalization Channels and Touchpoints

Effective personalization varies across different marketing channels and touchpoints. It tailors content, products, offers, and complete customer experiences on websites, in emails, through native mobile apps, and even in physical retail environments such as in-store kiosks, drive-thrus, and more. Each channel offers unique opportunities for personalization, with the end goal of delivering a unified customer experience.

Allowing connections to be built beyond their website, brands can use personalized email strategies to capture their customer's attention at every critical moment—whether helping them pick up where they left off, delivering relevant content and recommendations, guiding them to learn more about the company, or offering exclusive benefits.

Data: The Fuel of Personalization

Behavioral (or implicit) data refers to the data collected from meaningful customer interactions such as clicks (pre- or post-login), number of page views, URLs visited, or conversion events like application completion, signups, current page (such as a specific URL, the home page, a category page), and more.

Contextual data relates to surrounding circumstances and preferences that influence customer interactions, such as location (a customer's current country, region, or city), time of day, device type and details (desktop, mobile, tablet; operating system; browser), weather conditions, and so on.

Anonymous Versus Known Customers

Personalization is relatively easy and accurate when you have rich customer data on “known” visitors—or those already in your database. It's imperative to provide a tailored experience for this audience segment. The average website sees most of its traffic from anonymous visitors—that is, people who have never given you their email addresses.

In this bucket of “unknown customers” lies a group of people who can be considered “known unknowns”—people you don't know by name or email but can identify based on implicit and contextual data.

With such a large pool of visitors, businesses need to find ways to identify intent and preferences in real time as part of their personalization strategy and drive action with these customers. But while you might think that only a sliver of your audience is identifiable, it doesn't necessarily mean you can't get more personal with them.

A customer can be targeted according to any available data source, and there are many conditions brands can use simultaneously to ensure the right experience is delivered to the right user at the right time.

But even if a customer doesn't interact with a targeted experience, a brand can still use customer behavioral data, such as their browsing history (what type of items they were looking at, the time they spent on a particular brand or page category, interactions with sales, or even reviews), and use this data to personalize.

As time passes, brands can collect more data, learning more about their anonymous customers via their browsing behavior, frequency of visits, and what interests them. These micro actions can be progressively used to profile different audience segments of anonymous customers, understanding their interests, preferences, and intent without personally identifiable information, and figuring out the best pathways to convert them to known customers. Over time, by connecting, matching, and syncing contextual data to anonymous customer IDs, that bucket of “unknown unknowns” becomes smaller and smaller.

Although third-party data represents the largest percent of site traffic containing this data, it is the least accurate to base your personalization on. Visitor tracking represents the next largest share (~60%).

Both site behavior captured by algorithms and CRM data are considered the most accurate and, while small in size, should make for highly relevant interactions among returning and loyal visitors.

Businesses can't afford to maintain the status quo—they need to deliver the experiences of tomorrow rather than what people see as the current standard today.

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A personalization program that combines different types of data sources will yield the best results.

Data Protection and Privacy

The General Data Protection Regulation (GDPR) is a comprehensive framework for privacy and data protection. Its objective is to standardize privacy and data protection across the EU, ensuring the protection of residents' personal data.

The California Consumer Privacy Act (CCPA) represents a significant milestone in privacy rights and consumer protection for California residents.

Personalization engines, acting as data processors, play a crucial role in helping data controllers manage customer data in compliance with GDPR. These engines provide the infrastructure and tools necessary for businesses to allow their customers to:

- Inquire about the data collected on them
- Opt out of tracking
- Request the deletion of all previously stored data

By facilitating these processes, personalization engines enable organizations to honor the rights of individuals under GDPR, thereby contributing to a more transparent and respectful handling of personal consumer data.

CHAPTER 2

The Business

The Benefits of Personalization

Personalization is increasingly recognized as a cornerstone of a positive customer experience, offering a kaleidoscope of benefits for both consumers and brands alike. The evolution of personalization technology has significantly transformed consumer expectations, leading to a growing demand for customized experiences in every facet of daily life.

The impact of personalization in the realm of e-commerce is particularly striking. Research shows that nearly 90% of consumers are swayed by personalized online shopping experiences.

By focusing on personalization, companies can not only meet but exceed customer expectations, fostering loyalty and driving business growth in the process.

Why Personalization Is Important Now

Over the past few years, personalization has evolved from a mere luxury to an indispensable tool as brands vie for consumer attention. In the digital jungle, amid the cacophony of noise and fierce competition, consumers gravitate toward brands that offer relevant, engaging, and convenient experiences across all channels.

As brands leverage customer data to anticipate needs and proactively address them, the line between promoting products (marketing) and delivering exceptional service (customer experience) becomes increasingly thin. This convergence necessitates a customer-centric approach that prioritizes understanding individual preferences and delivering value with every interaction.

Personalization has the power to deliver on the promise of a new era of customer focus, reshaping engagement dynamics.

Personalization is establishing itself as a cornerstone of digital strategies across various industries. It's moving beyond being a transient trend toward becoming a universally recognized and essential practice. This shift indicates personalization's evolution into a fundamental, omnipresent component of modern business operations and highlights its lasting value and significant potential to drive growth.

The greater the investment in operationalizing around personalization, the greater the result from ensuring the most relevant content gets served to the right audience segments.

The Opportunity Cost Associated with Forgoing Your Personalization Plans

As customer expectations rise, businesses can't afford to maintain the status quo—they need to deliver the experiences of tomorrow rather than what people see as the current standard today. It's a hard reality. Customer loyalty isn't guaranteed. Even the most successful disruptors of our time struggle with staying on the cutting edge. It's why we're seeing giants like Netflix and Amazon not simply resting on

their laurels but turning to strategies like personalization to meet their customers' unique needs.

Tech-savvy customers prioritizing relevance, ease, and enjoyment are ditching their once-favorite brands that no longer meet their needs, creating an entirely new battleground.

Businesses shouldn't invest in a tailored customer journey because they can squeeze more from their current customers. A genuine commitment to succeeding with personalization requires the organization to align on the overall model—from defining and aligning on a vision to forecasting the financial return and then organizing teams to support the new processes.

Brands should first define a universally agreed-upon vision for personalization across the organization.

Because personalization can require a significant change in cultural mindset, don't be discouraged if the buy-in process doesn't move as quickly as you'd like—continued education and conversation around the vision and practice are necessary to foster commitment.

Personalization challenges organizational communication uniquely, demanding tight collaboration across technical, business, and creative teams. Every department, from brand to acquisition and development, must contribute.

Determining the Correct Organizational Structure

Giving teams the space to experiment fosters acceptance and commitment, ultimately accelerating the ability to launch campaigns and maximize performance. Boggling teams down with burdensome requirements limits this and, by definition, waters down a team's creativity, obstructing powerful experiences from positively affecting the business.

Without getting into the rigorous process teams must adopt to create effective and efficient personalization campaigns, you need certain functions to take an experience from A to Z. Starting with ideation and moving to prioritization, mock-up, development, segmentation, experience setup, quality assurance and launch, all the way through validating the results of the experience.

Research has found that the value of personalization is exponential: Brands can expect to see ~5% to 25% of revenue driven by personalization, depending on a program's maturity.

From improved revenue to increased conversions, deeper engagement, higher average order values, reduced customer acquisition costs, and boosted media efficiency, personalization can affect vital financial metrics within various industries.

CHAPTER 3

The Build Out

Activating Personalization

Broadly, your overall personalization approach will follow this methodology:

1. Analyze your data for insights and opportunities
2. Brainstorm ideas or concepts for testing
3. Define a hypothesis and matching KPI for each idea
4. Prioritize and plan for potential test ideas
5. Develop the intended customer experience
6. Evaluate and optimize

While businesses may share goals like increasing revenue, the effectiveness of personalization strategies can vary widely based on specific sites and audience dynamics.

To make data-driven decisions for your personalization road map, start by evaluating your analytics to find areas where high traffic coincides with poor performance, indicating inefficient spots. This approach can uncover your customers' underlying needs or desires, guiding you toward targeted improvements and more impactful personalization efforts.

The ultimate goal of personalization is to always show the most relevant information to each visitor, which will allow you to hook customers and move them toward achieving your KPIs. You can test banners, content, layouts, offers, overlays, emails, push notifications, and messaging.

Product Recommendations

Recommendation strategies provide the logic behind the item selection within your widget based on a particular algorithm (for example, the most popular items, items the customer viewed in the past, and so on). And much like there are lots of different types of personalized experiences a brand can deliver, there are also many recommendation strategies to experiment with.

The optimal strategy for your business depends on various factors, including your product range, available customer data, and marketing goals. Often, a combination of different strategies proves most effective, allowing you to cater recommendations to diverse customer segments and contexts.

Using this prioritization matrix, a company can easily score, prioritize, and place the most valuable test ideas on a timeline for implementation.

A successful personalization program combines the right technology, expertise, processes, methodologies, and strategies to meet the new standard of customer expectations. ”

Key stakeholders should work together in the creation of each brief, using it as a point of reference for everything to do with execution: the agreement on the approach, coordination of schedules, and reinforcing responsibilities through launch, validation, and optimization phases.

Just as important to the success of a campaign as all the work that led up to the launch is the close monitoring, analyzing, and optimizing that takes place after the launch.

A successful program needs continued support, proper education across the organization, and the right talent, culture, and processes. Those who invest in building an ecosystem around their efforts are always more effective.

An increasingly popular segmentation approach, reflecting evolving consumer behavior, involves categorizing audiences based on low, medium, and high purchase intent.

Once you've selected a segmentation principle, it's crucial to apply it consistently across your personalization program. Introducing additional segmentation principles can lead to audience fragmentation and dilute the effectiveness of your targeting efforts.

To develop a targeted plan for segmentation, it's essential to understand the characteristics of each segment and identify any significant differences between them. Adopting a single behavioral segmentation principle enables you to keep your strategy dynamic and focused on current customer actions rather than static concepts derived from past behavior that may become outdated.

The goal of personalization is to deliver greater relevance on the whole versus enhancing experiences for small pockets of traffic.

Once you know your segmentation principle and what behavior you'll use to break down your groups, you can start actively building your audiences in your personalization tool.

It's recommended to implement a handful of Evergreen Personalization Zones at the beginning of a brand's personalization journey. These visible, high-traffic spots on your website function as "billboards" where you can test different content, like your unique selling propositions and educational resources. They are Evergreen Zones because you will strategically and continually test what is the most relevant content to show each audience group.

With all the excitement and speculation behind building experiences, it's easy to get carried away. But with any initiative, it's crucial to take the time to consider the estimated impact and effort of each initiative before pulling the trigger. Otherwise, you'll end up wasting valuable time and energy on campaigns that are unrealistic or offer little to no value to the business. And that can really hurt the long-term sustainability of a personalization program.

The time, effort, and resources required will largely depend on how mature an organization's personalization efforts are. But whatever the case, prioritizing these tests is key to reducing design and development cycles for the quick and effective implementation of campaigns.

YOUR PERSONALIZATION PLAYBOOK

THEME 1

Personalized Discovery and Engagement

This category encompasses use cases that personalize the customer journey, making it easier for customers to discover relevant products and information. By tailoring the experience to individual needs and preferences, these use cases improve discovery and enhance customer satisfaction, engagement, and conversion rates.

- Guided Experiences – support discovery by offering personalized guidance through complex processes or decisions, enhancing the ease with which customers can find products or information.
- Recommendations – facilitate the discovery of new products, content, or services by suggesting options tailored to the customer's past interactions and stated interests.
- Behavioral and Contextual-Based Personalization – enhances engagement by dynamically customizing the experience in response to customer behaviors or context (for example, location, device, time), making the interaction more responsive to immediate actions.
- Personalized Navigation – improves the efficiency of

discovery by adapting the navigation interface to the customer's behavior and preferences, making relevant content more accessible.

Guided Experiences

Guided experiences focus on informing customers about which products, content, offers, or services best fit their needs, speeding up the product discovery process.

The concept of guided experiences revolves around providing personalized assistance to customers throughout their journey, fostering a sense of support and direction. The epitome of this approach lies in the traditional in-store experience. Upon entering a store, you're often greeted by salespeople who help you find what you need. This strategy translates seamlessly to the online world, where we can greet customers like virtual salespeople.

This human-centric approach fosters customer engagement and ultimately leads to a more satisfying digital experience.

In an era where the human attention span is a scant eight seconds—less than that of a goldfish—how can brands capture and hold the interest of their potential customers? The digital marketplace is a crowded space. Websites have become templated and predictable, focusing more on showcasing an array of products rather than creating a unique, engaging, and personalized shopping experience.

Here are three essential techniques to help brands make their guided experiences more effective:

- Design a clean, thoughtful user experience that makes discovery easy
- Use human-sounding copy with transparent messaging
- Create tools, guides, quizzes, and more

Interactive quizzes, personalized recommendations, and AI-powered conversational searches help customers find exactly what they're looking for, similar to how a salesperson might ask questions and suggest relevant items.

Comparison tables enable you to make recommendations based on the current product page so your customers can easily discover similar items.

Guided experiences aren't limited to the product discovery phase and can be implemented across the customer journey. By implementing these diverse applications of guided experiences, you can create a more engaging and personalized online experience, ultimately leading to increased customer satisfaction and conversion rates.

Different customers at different stages of the journey have different needs, and identifying the right opportunities to algorithmically match the most appropriate products, offers, or content to each individual customer can amplify their experience, push them to purchase, and increase their total purchase value. This is why recommendation engines exist.

High-impact recommendations that resonate with your customers and drive them to convert rely on several critical factors: selecting the optimal recommendation strategy, defining the context of the web page or app screen it is running on, and taking into account the characteristics, preferences, and attributes of the customer.

Recommendations

A product recommendation is a suggestion for an item someone might be interested in purchasing.

A content recommendation is a suggestion for a piece of content, such as an article or video, that someone might be interested in consuming. Similar to product recommendations, these suggestions are often based on data and can come from various sources, including visitors' interests, preferences, and behavior.

Effective recommendation engines tailor their approach to each customer by leveraging available data, context, behavioral activity, and other factors to encourage engagement and action.

A flexible recommendation engine allows you to support manual merchandising rules, such as pinning a specific item or including/excluding a particular set of items from the automated recommendation results.

THEME 2

Loyalty, Retention, and Recovery

This category focuses on use cases that aim to build stronger relationships with customers, encourage continued engagement, and win back those who might be disengaging. By fostering loyalty and addressing potential churn, these use cases contribute to long-term customer value and brand advocacy.

Loyalty-Driven Personalization

Successful loyalty programs hinge on a compelling value proposition, a personalized customer experience, and a streamlined registration process.

Machines keep the tempo while humans feel, observe, and connect, creating the memorable melody that drives the art form forward.

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Amid the cacophony of digital noise and fierce competition, consumers gravitate toward brands that offer relevant, engaging, and convenient experiences across various channels. This paradigm shift not only bolsters brand retention and revenue potential but also caters efficiently to consumer desires.

Reflect on your customers' expectations from interactions with your brand. They seek value, utility, and enjoyment.

Postpurchase Messages

Postpurchase Messages strengthens the relationship with customers by sending tailored communications after a purchase, encouraging continued engagement and loyalty.

In today's competitive market, where customer acquisition costs are consistently on the rise across various industries, the significance of nurturing existing customer relationships cannot be overstated. The emphasis on loyalty, retention, and recovery strategies is paramount for businesses aiming to sustain and grow their market presence. Postpurchase messages play a critical role in this dynamic, serving as a bridge to transform one-time transactions into ongoing dialogues.

The postpurchase period is a critical juncture for new customers, especially those acquired through referrals. It represents their first direct interaction with the brand beyond the initial transaction. Leveraging this touchpoint effectively can solidify the customer's perception of the brand, turning an initial purchase into the start of a long-term relationship.

Time-Based Abandonment Messages

Time-Based Abandonment Messages targets customers who have abandoned their carts or browsing sessions with timed reminders, encouraging them to complete their intended actions.

While cart abandonment is a natural occurrence, it shouldn't be seen as a lost cause. Brands can effectively recapture potentially lost sales through the strategic use of triggered emails. Sent automatically to a visitor based on their behavior—in this case, leaving a site with items in their cart—teams can use the opportunity as a reminder of what has been left behind, include personalized recommendations, and offer promotional deals to help close the conversion loop.

Time is of the essence. Cart abandonment emails sent within the first hour of abandonment perform best, so set up a campaign trigger to send an email instantly after the cart is abandoned.

Data concludes nearly three-fourths of site visitors abandon their carts—a stat that aggressively cuts into retail profits. As a result, many retailers have made abandonment reduction a primary goal and are devoting more resources toward achieving it.

Exit-Intent Messages

Exit-Intent Messages captures the attention of customers who are about to leave the site with targeted messages or offers, aiming to decrease abandonment rates.

Exit-intent technology is an algorithm that detects and reacts to site abandonment in real time. Upon noticing exit intent (such as aggressive mouse movement to X-out of the page) the algorithm automatically triggers an incentivized pop-up to convince the abandoning visitor to take the desired action.

Sometimes visitors can be plagued by the paradox of choice, with too many options leading to analysis paralysis. In instances such as this, overwhelmed visitors may attempt to navigate away from the site. Before they do, brands can deploy exit intent pop-ups to narrow down the decision-making process with elements such as recommendations personalized to the specific customer included in the messaging, compelling them to convert.

Your exit pop-up should fulfill one goal. Only one goal. It should not be crammed with tons of content, multiple navigation mechanisms, or too many calls to action (CTAs). One goal: compel the customer to make a simple decision.

Push Notifications and SMS

Push Notifications maintains engagement through tailored notifications, keeping customers informed and interested even when they're not actively using the service.

With its power to reach mobile users at critical moments, push notifications and SMS messages provide brands with the hook to retain customers, engaging them throughout the customer journey. All that's required is the right customer

data to fuel and activate the right customized messages when it matters the most.

Today's consumers are constantly on their smartphones, making mobile a great channel for reengagement. But personalized notifications can be tricky, especially as consumers are being bombarded with ads and content from various organizations. With push notifications and SMS strategies, brands can capture a customer's attention in a captivating and optimally timed way. And by using customer behavior data, brands can ensure notifications are personalized and contextually relevant at any given moment.

People want personalized, relevant messages. They can easily sniff out generic, blasted messages that are part of an obvious reengagement campaign. Getting a meaningless message is an annoying distraction, and getting too many of them can lead the customer to stop buying from you altogether.

THEME 3

Continuous Engagement and Optimization

This category highlights use cases that focus on keeping customers engaged and informed while also gathering valuable feedback to continuously improve the customer experience. By understanding customer behavior and preferences, these use cases help optimize the experience for better engagement and conversions over time.

Social Proof and Product Demand Messaging

Social Proof and Product Demand Messaging leverages the actions or opinions of others to engage customers, making the experience feel livelier and more connected.

Social proof is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation.

Social proof is especially prominent in situations where people are unable to determine the appropriate mode of behavior and is driven by the assumption that surrounding people possess more knowledge about the situation.

Social proof is especially salient in the realm of online shopping, and brands can use it to subtly push hesitant visitors to purchase.

Even if a brand's unique value proposition is perfect, it may not be enough to secure a purchase. Studies have shown that

peer reviews can be twelve times more influential on customers than a merchant's description.

Promotional Messaging

Promotional Messaging engages customers with marketing messages that are specifically tailored to their behaviors and preferences, encouraging more meaningful engagement.

Promotional messaging stands as a key strategy for engaging customers and driving sales. This approach involves crafting offers and messages that are genuinely aligned with the individual's preferences, behaviors, and purchase history. The power of promotional messaging lies in its ability to deliver targeted discounts, exclusive deals, and personalized recommendations that not only grab the customer's attention but also significantly increase the likelihood of conversion.

The digital marketplace is inundated with brands vying for consumer attention, making it increasingly challenging to stand out. In this context, generic marketing messages often fall flat, failing to engage the modern consumer who expects personalized experiences. Promotional messaging addresses this challenge head-on by leveraging data analytics and customer insights to tailor communications that resonate on a personal level.

This targeted approach not only enhances the customer experience but also fosters a sense of value and recognition, leading to deeper brand loyalty.

By focusing on individual preferences and behaviors, promotional messaging enables businesses to create more meaningful connections with the audience.

To implement an effective promotional messaging strategy, businesses must navigate the delicate balance between offering value and maintaining profitability.

Today's consumers typically interact with a company across channels, perhaps browsing a site once, then clicking on an email, and later scrolling through a mobile app. These interactions should feel cohesive.

Customer Journey Continuity

In today's world, consumers are surrounded by technology. On average, each person has more than six connected devices, ranging from smartphones and laptops to smart TVs and gaming consoles. This interconnectedness has fundamentally changed consumer expectations.

This is the idea behind "omnichannel," and it means that businesses need to ensure their brand presence and interac-

tions are consistent, regardless of the device a customer is using. Whether it's browsing a website on a desktop computer or making a purchase through a mobile app, the experience should be smooth, intuitive, and meet the customer's needs.

The Future of Personalization

A successful personalization program combines the right technology, expertise, processes, methodologies, and strategies to meet the new standard of customer expectations and to pave the way for exceeding them.

The organizations that invest in their personalization programs and get this right will be seen as pioneers, redefining how customers create a lasting emotional connection with brands and navigate the digital world. But where does human ingenuity fit into the future AI-driven marketing era?

Machines have proven to be indispensable when it comes to scaling frequent, high-volume tasks, but they fall short when confronted with unique and unexpected situations where human creativity, adaptability, and ingenuity are needed. Simply put, machines cannot empathize with humans.

Machines excel at the predictable. They churn out repetitive tasks with unerring accuracy, tirelessly analyzing data and optimizing processes. Humans, on the other hand, prevail through chaos and uncertainty.

As a marketer, think about creating captivating copy that cuts through the noise or designing a unique customer experience that changes consumer behavior—these are not products of careful predictions and algorithmic calculations but of human intuition, empathy, and creativity.

By establishing the right center of excellence for a personalization program, set up your organization to make the most of both opportunities. Think of it as a grand symphony: machines keep the tempo while the humans feel, observe, and connect, creating the memorable melody that drives the art form forward.

Their power lies in the efficient and the predictable, while ours resides in the imaginative and the adaptable.

Engage in activities that spark imagination and divergent thinking. Divergent thinking helps break free from predictable patterns and deliver truly personalized experiences. To thrive in this era, we must embrace our distinctly human strengths.

Seek out diverse perspectives and be empathetic to customers' unique pain points, needs, and desires.

Cultivate Empathy

In today's hyperconnected world, differentiation is truly about understanding your customers on a human level and weaving that understanding into every thread of your brand experience. That's where empathy comes in. This understanding of your customer landscape empowers you to craft experiences that resonate on a deeper level, addressing not just the functional problems customers face but the emotional desires that fuel their actions.

Focus on building trust with customers, emphasize the responsible design and handling of personalized experiences, and highlight autonomy over data.

Personalization should be done in a way that respects the privacy of the individual. This will ensure that the brand's efforts do not come off as creepy to the customer but, instead, reflect their needs and interests in a way that is natural to their relationship with the brand.

The future belongs to those who not only harness the power of artificial intelligence marketing but also amplify human ingenuity's boundless potential.

Transmission from Your Personalized Future: The Signal Never Fades

You've reached the end of these transmissions after exploring the foundations, delving into the business of creating them, and building your own personalization playbook brimming with strategies for critical customer experience themes.

Remember: Your future is not a fixed destination. Like personalization, it's a constantly evolving landscape, shaped by your choices and actions. This book has equipped you with the tools to navigate it and translate the faint signals into clear pathways. Don't stop tuning in.

Keep experimenting, learning, and most importantly, bringing the human connection to the forefront. By fostering genuine interaction and tailoring experiences, you'll build a strong business funnel and even stronger relationships with your customers. We hope this book serves as a valuable resource on your journey. The future beckons, waiting for you to write your own transmission. Go forth and personalize it.



Yaniv Navot is a marketing leader and personalization expert with nearly two decades of experience driving high-impact, performance-focused marketing at scale. As Chief Marketing Officer at Dynamic Yield, he helped define the personalization category and guided the company's emergence as an industry leader. Joining as the first marketing hire, Yaniv built a world-class team and collaborated with top B2C brands to implement innovative, measurable personalization strategies. Known for blending strategic vision with hands-on experimentation, he continues to champion marketing that elevates customer experience, accelerates growth, and pushes the boundaries of what personalized engagement can achieve.



Liz Steelman is a storyteller and content strategist who specializes in shaping brand narratives that resonate. With experience guiding the editorial voice for high-growth tech companies like InVision and Wix, she brings a clear, human-centered approach to brand marketing. Liz began her career as a writer and editor at Time Inc. and Apartment Therapy Media, honing her ability to translate ideas into compelling, accessible stories. Passionate about the power of language to build connection, she focuses on crafting content that deepens audience engagement, elevates brand identity, and helps teams communicate with clarity, creativity, and purpose.



Shana Pilewski is a leading voice in personalization, known for advancing thought leadership and championing knowledge-sharing across the industry. As a frequent contributor and subject matter expert, she helps organizations understand how to transform personalization into a meaningful competitive advantage. Shana is committed to clarifying the field, shaping best practices, and guiding teams on how to implement strategies that drive measurable impact. Her work focuses on elevating personalization from a tactical effort to a core business priority, empowering companies to create more relevant experiences and achieve long-term success.

Marketing in the AI Era: Why Personalization Wins the Customer Experience by Yaniv Navot, Liz Steelman, and Shana Pilewski. Copyright© 2025 by Dynamic Yield by Mastercard. Summarized by permission of the Publisher, HarperCollins Leadership. ISBN 9781400253548. Summary published by Soundview Executive Book Summaries®. Copyright 2026 Soundview, Inc. All rights reserved. Reproduction in whole or in part is prohibited. For permissions and reprints, please contact service@summary.com. 4802