



A shortcut to Personalization



Marianne Stjernvall

- **Head of Customer Growth & Personalization @ Coop**
- **7 years with experimentation**
- **Winner of the award for 2020's CRO practitioner of the year (in-house)**
- **Working with 30+ organizations**
- **Have run over 500 AB-tests**
- **Teaching & Speaking**
- **Love data (& puzzles)**

WHAT IS PERSONALIZATION?

According to Wikipedia...

Personalization (broadly known as customization) consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals.

Distribution:
Paid channels

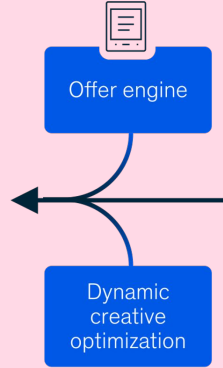
Bid management

Ad server

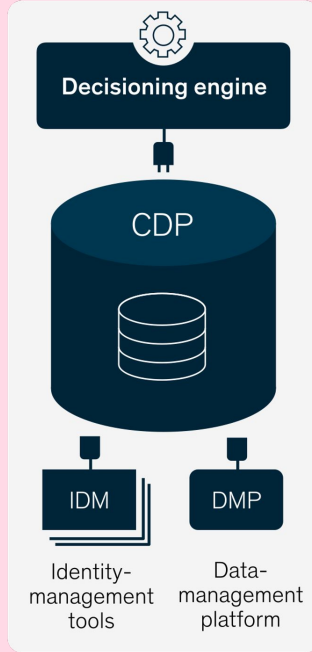
Demand-side platform (DSP)

Attribution

MROI analytics



Data and decision



Distribution:
Owned channels

Web/mobile

App

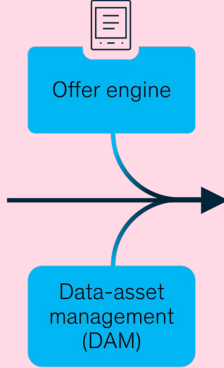
Point of sale (POS)

CRM email

A/B testing

Web analytics

Journey analytics



How you see personalization, AI , MI

What it actually is

What are you talking about?!



How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed

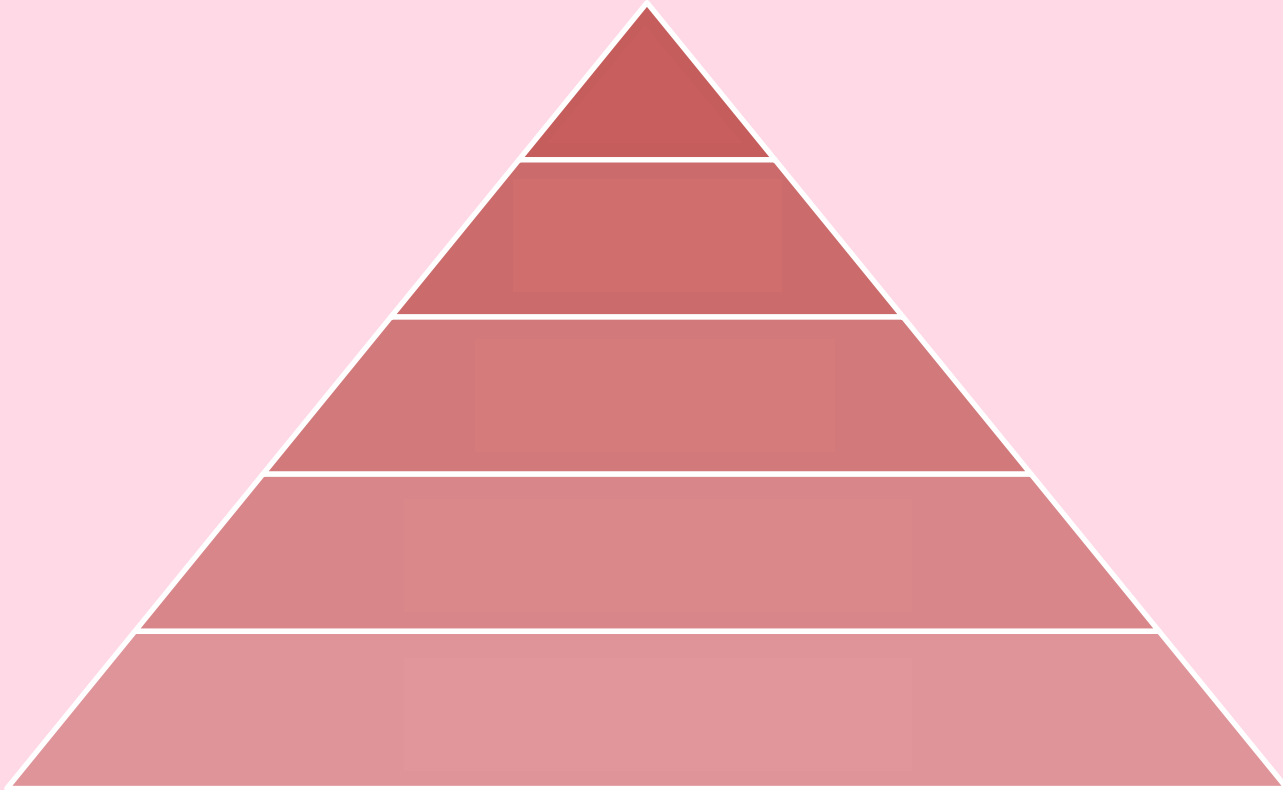


How the helpdesk supported it

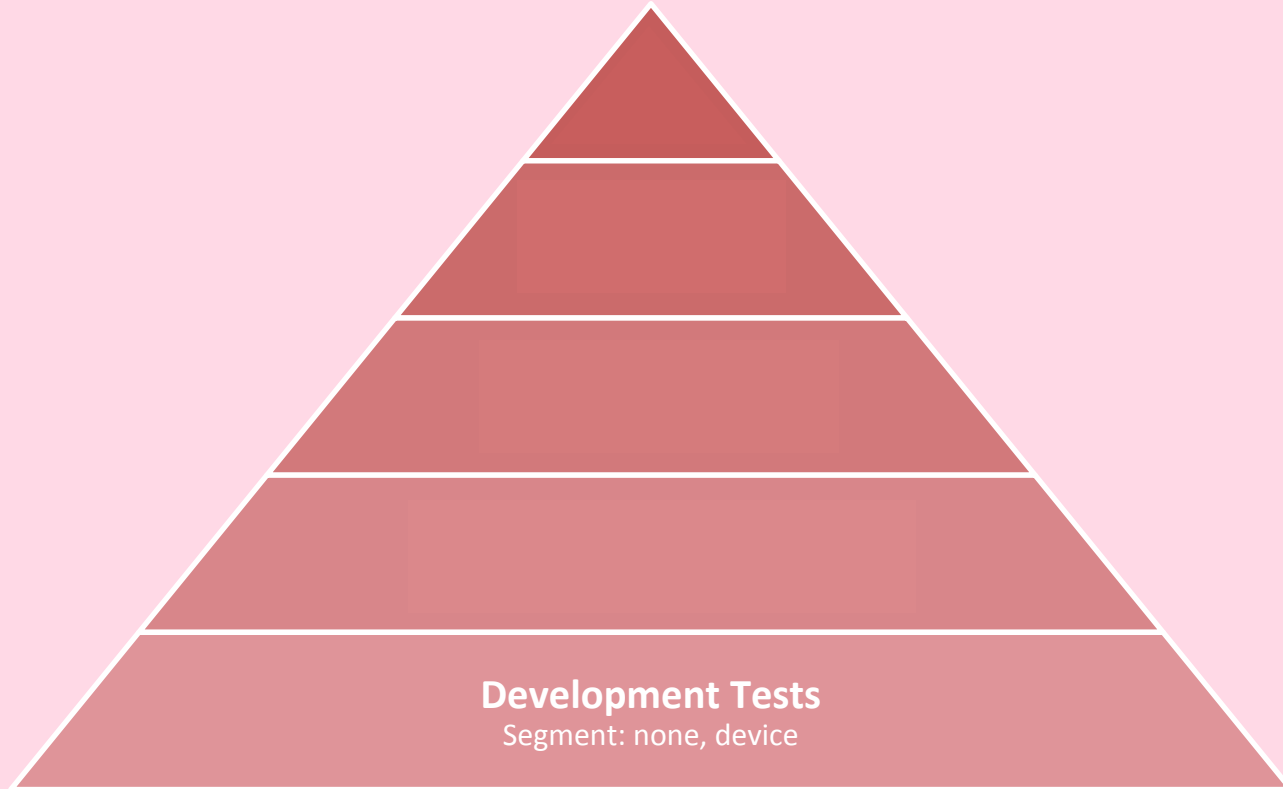


What the customer really needed

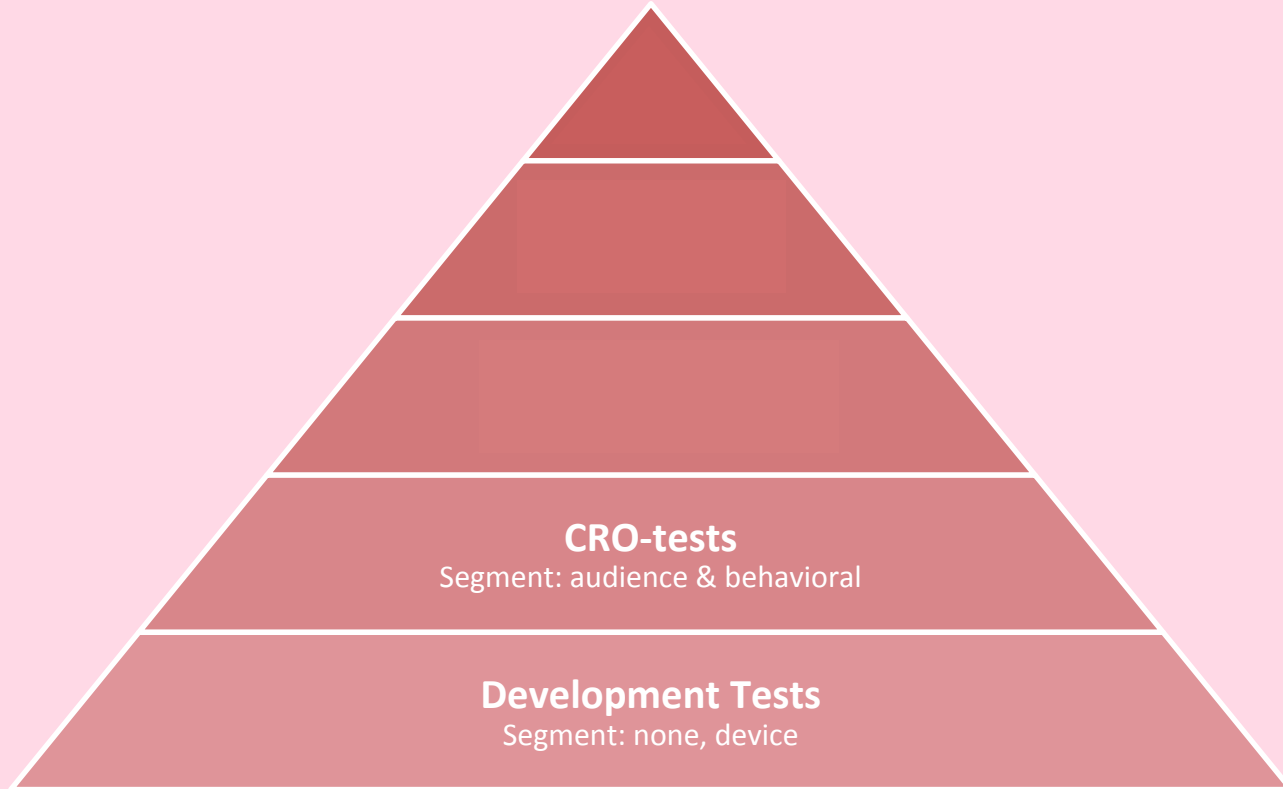
The pyramid of experimentation



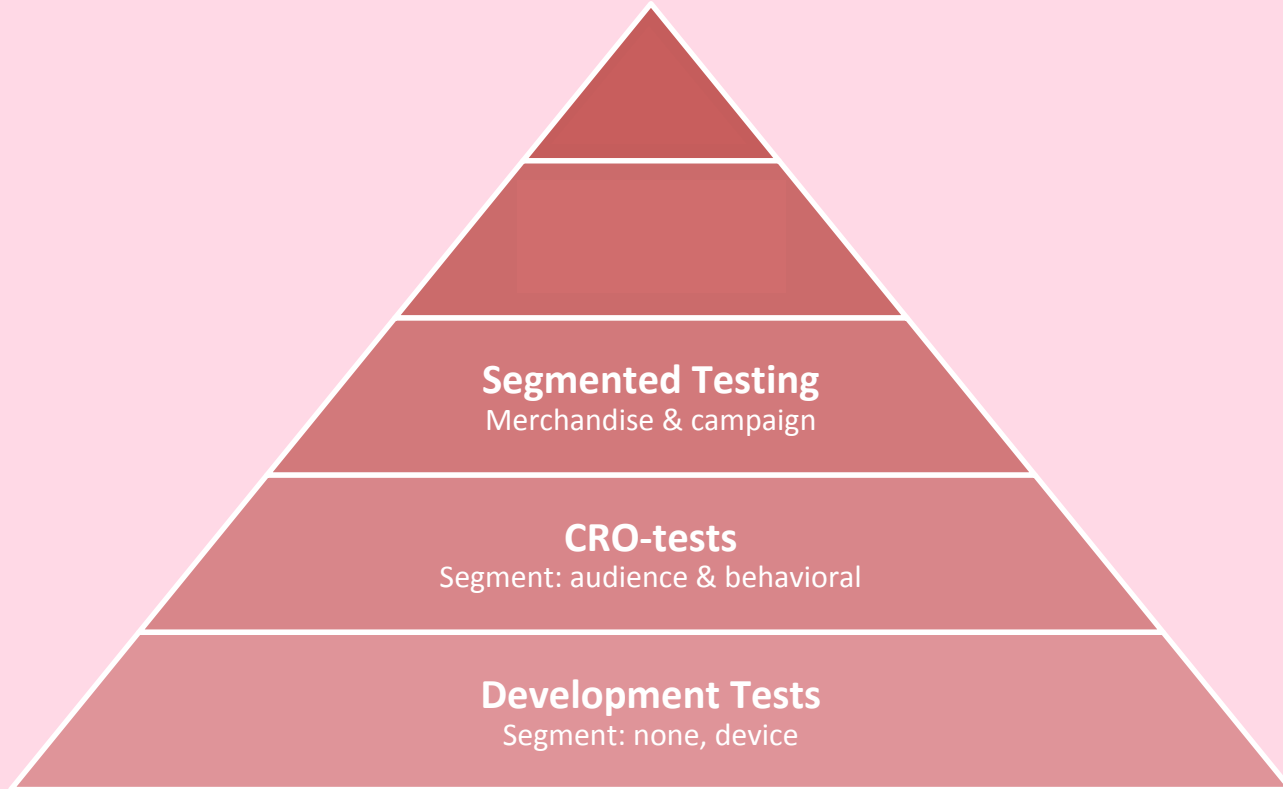
The pyramid of experimentation



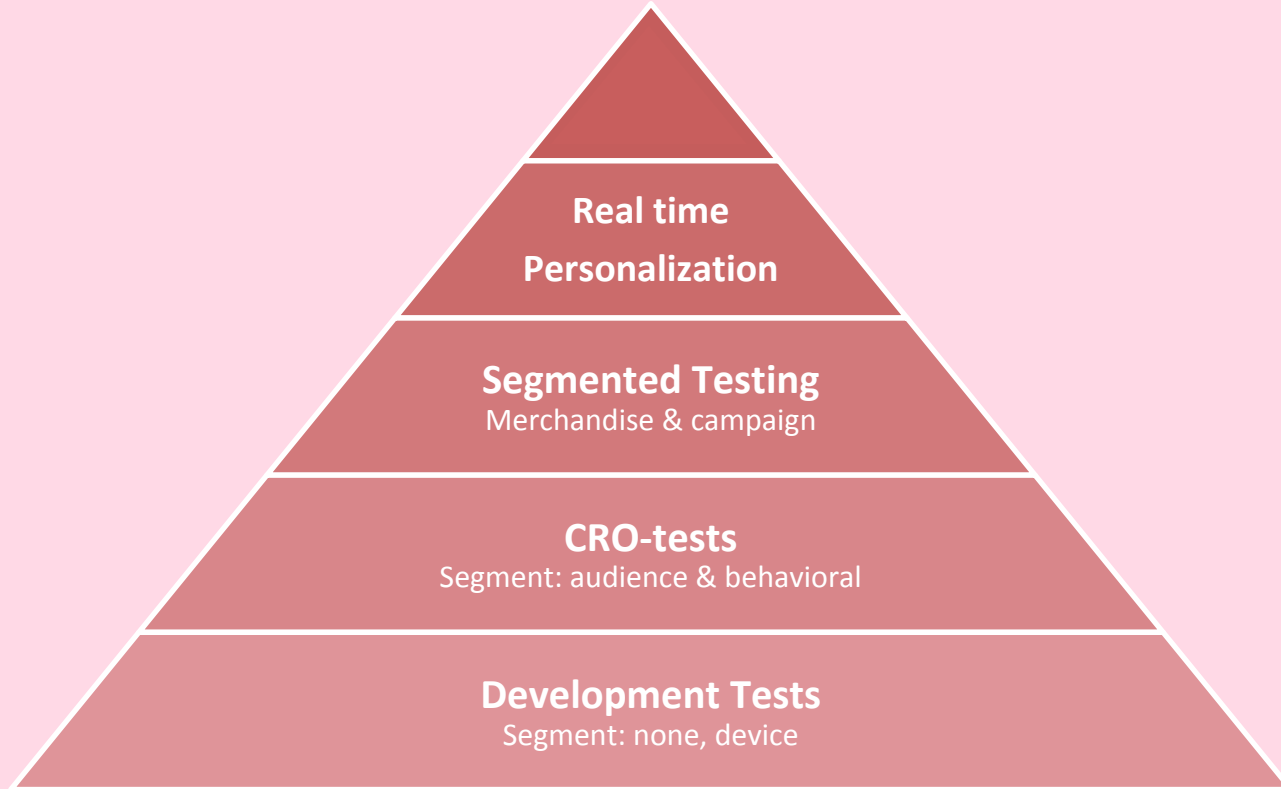
The pyramid of experimentation



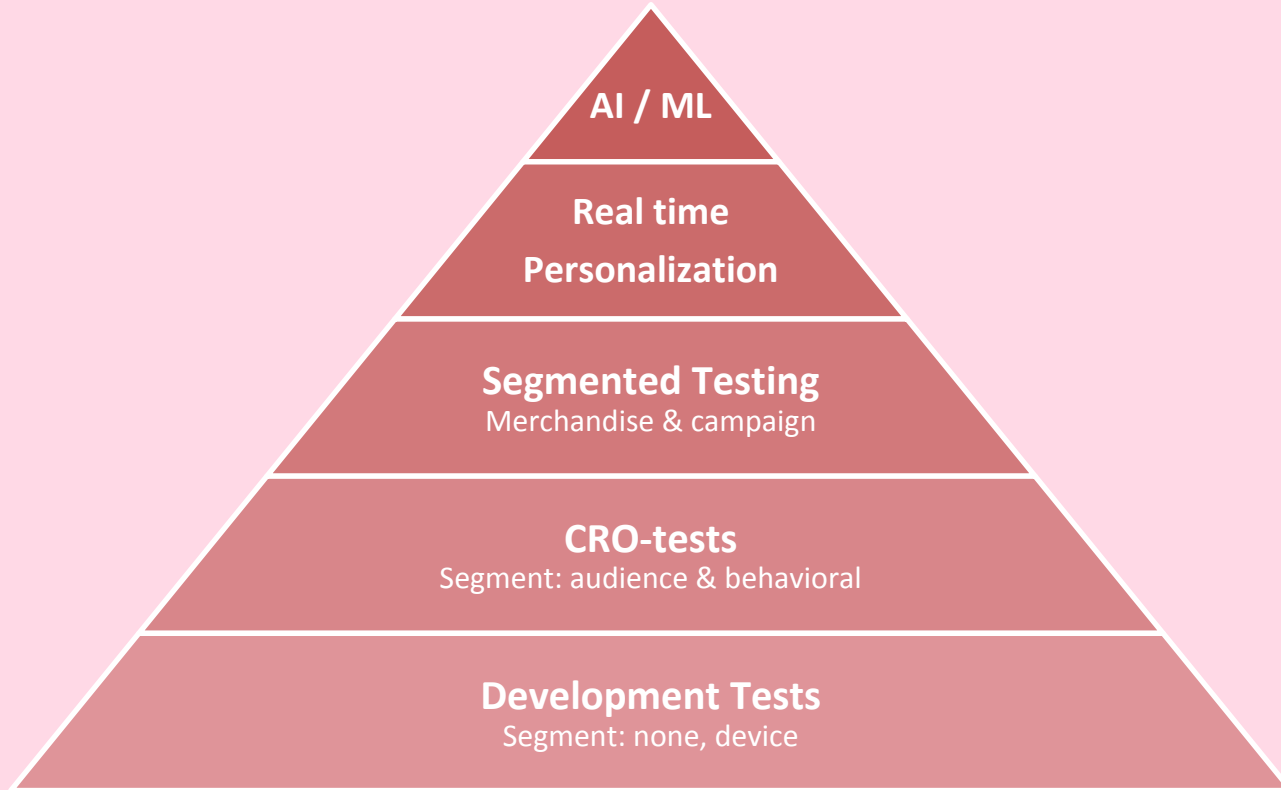
The pyramid of experimentation



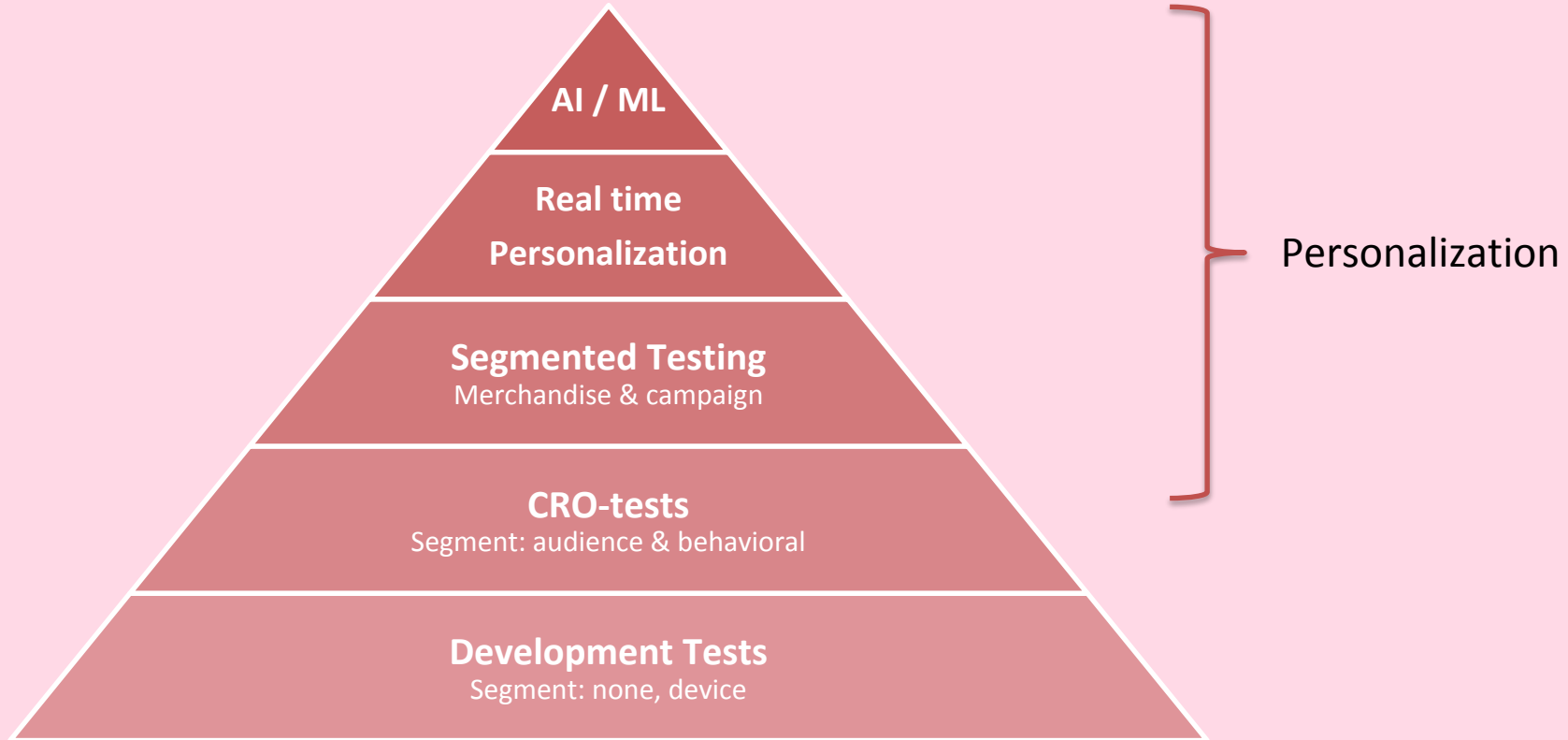
The pyramid of experimentation



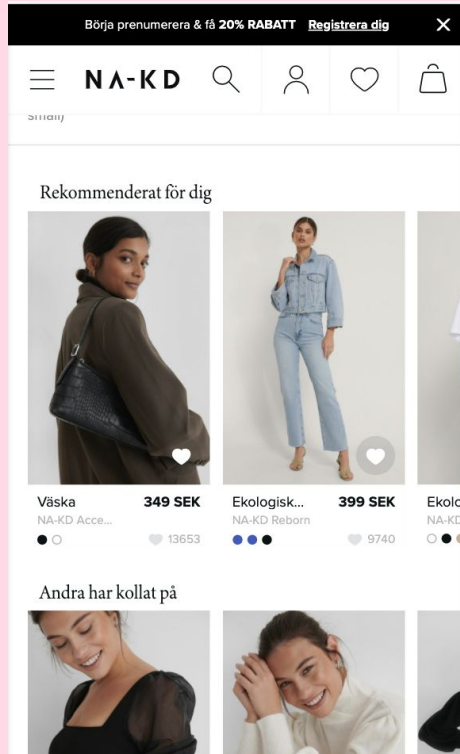
The pyramid of experimentation



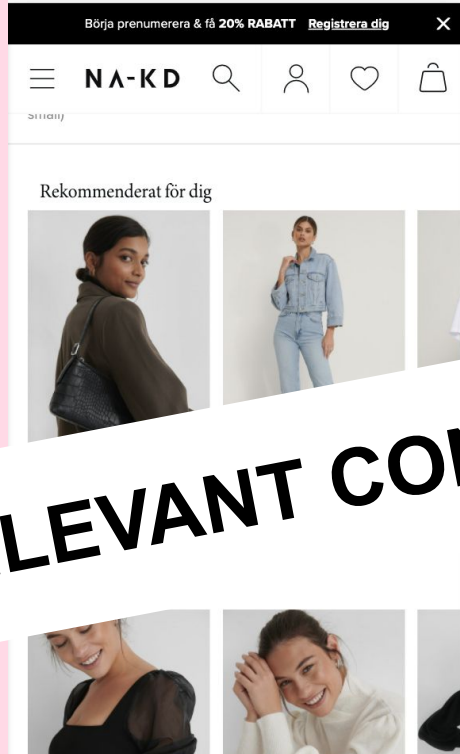
The pyramid of experimentation



Personalized or Personalization



Personalized or Personalization



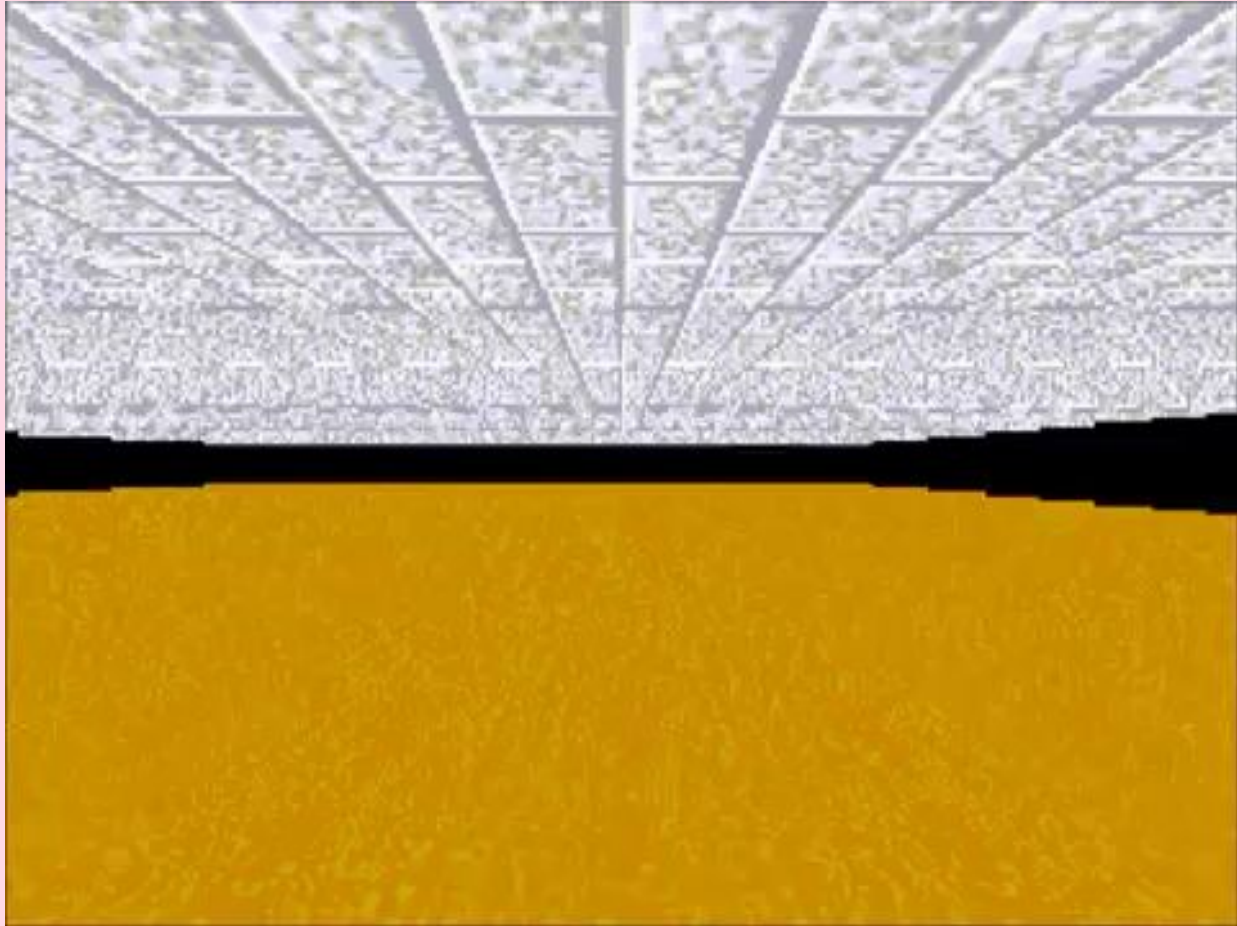
RELEVANT CONTENT



Relevant content

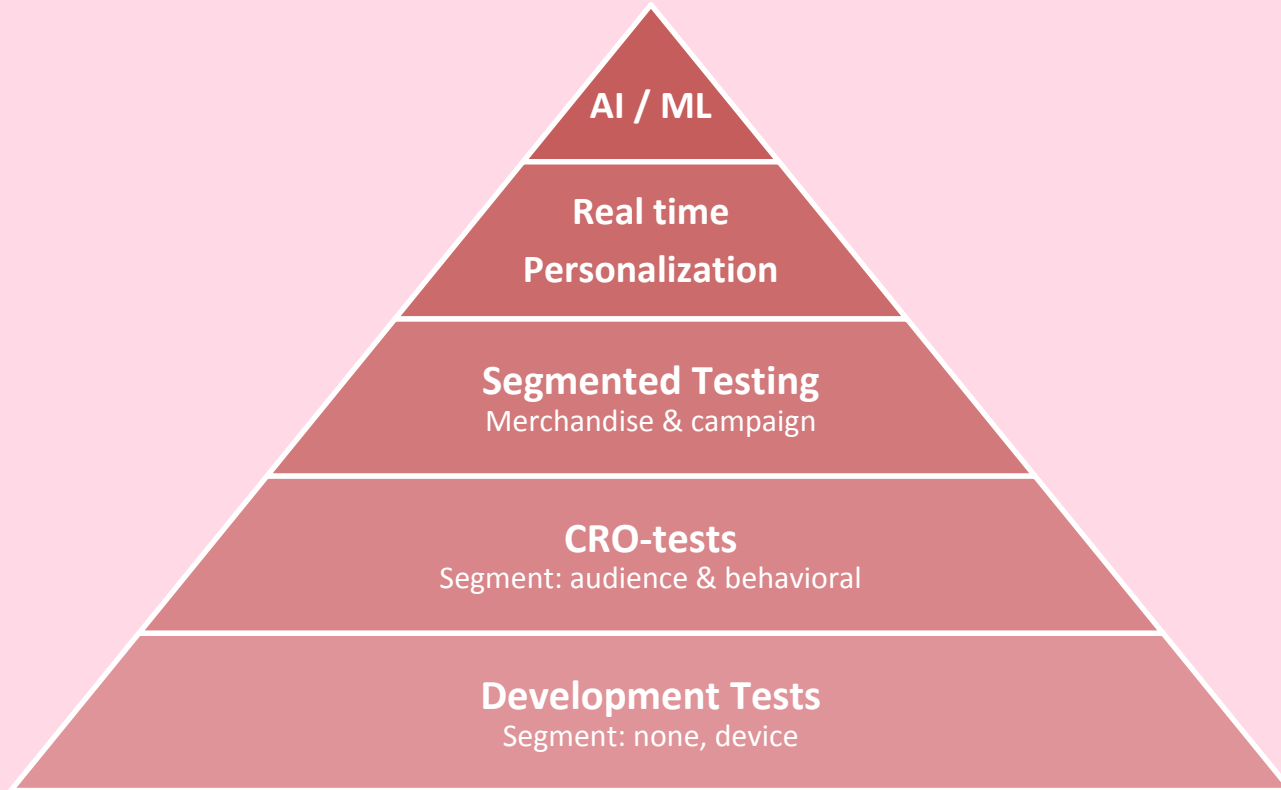
The image shows a screenshot of the Amazon website interface. At the top, there is a navigation bar with a search icon, a US flag, and links for 'Hello, Sign in Account & Lists', 'Returns & Orders', and a shopping cart icon with '0' items. A white callout box with a yellow 'Sign in' button is positioned over the 'Sign in' link. Below the callout, it says 'New customer? [Start here.](#)'.

The main header features the Amazon logo, a search bar with 'All' selected, and a location indicator 'Deliver to Sweden'. A white callout box with a blue border is positioned over the 'Deliver to Sweden' link. The callout contains the text: 'We ship internationally We're showing you items that ship to **SE**. To see items that ship to a different country, change your delivery address. Additional language and currency settings are available. [Learn more](#)'. At the bottom of the callout are two buttons: 'Don't Change' and 'Change Address'.

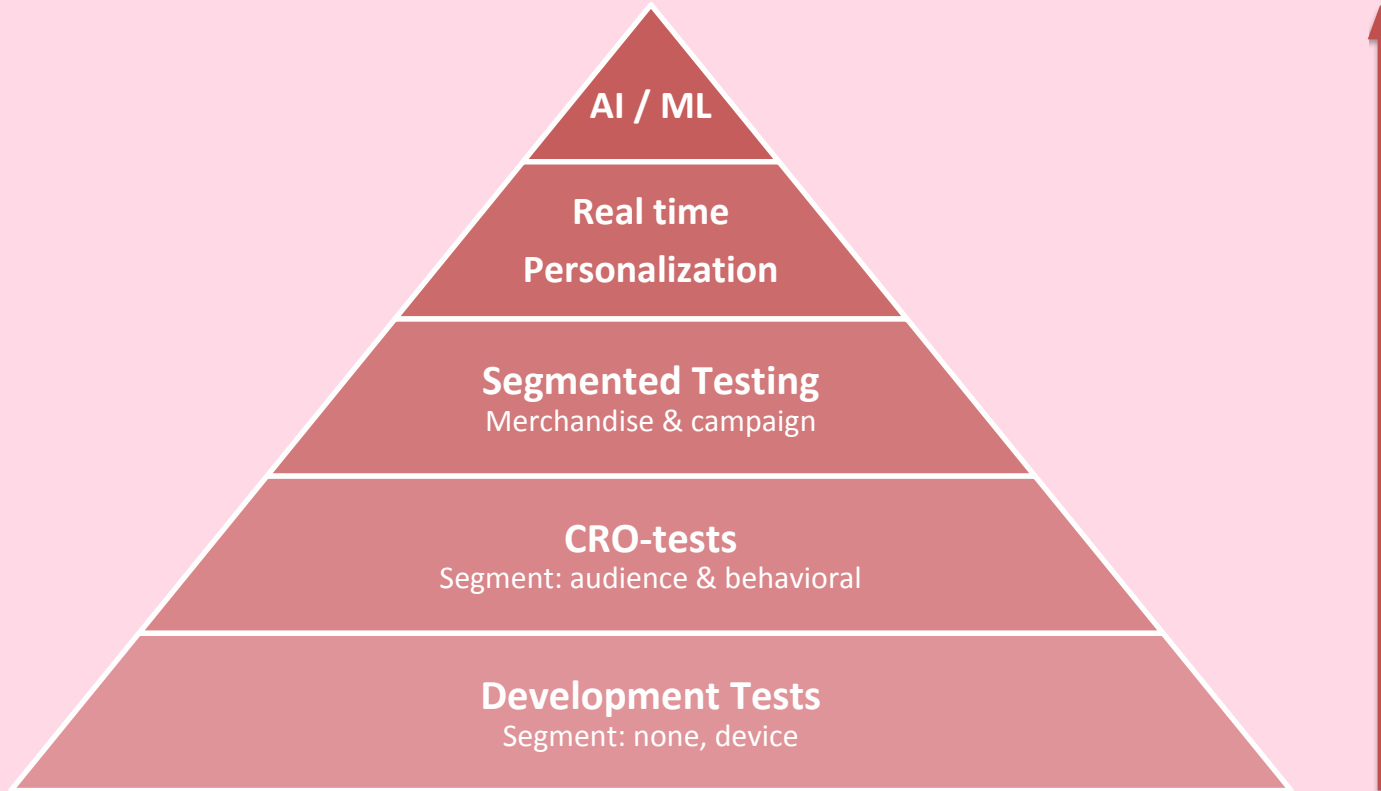


So why is it so hard to get there?

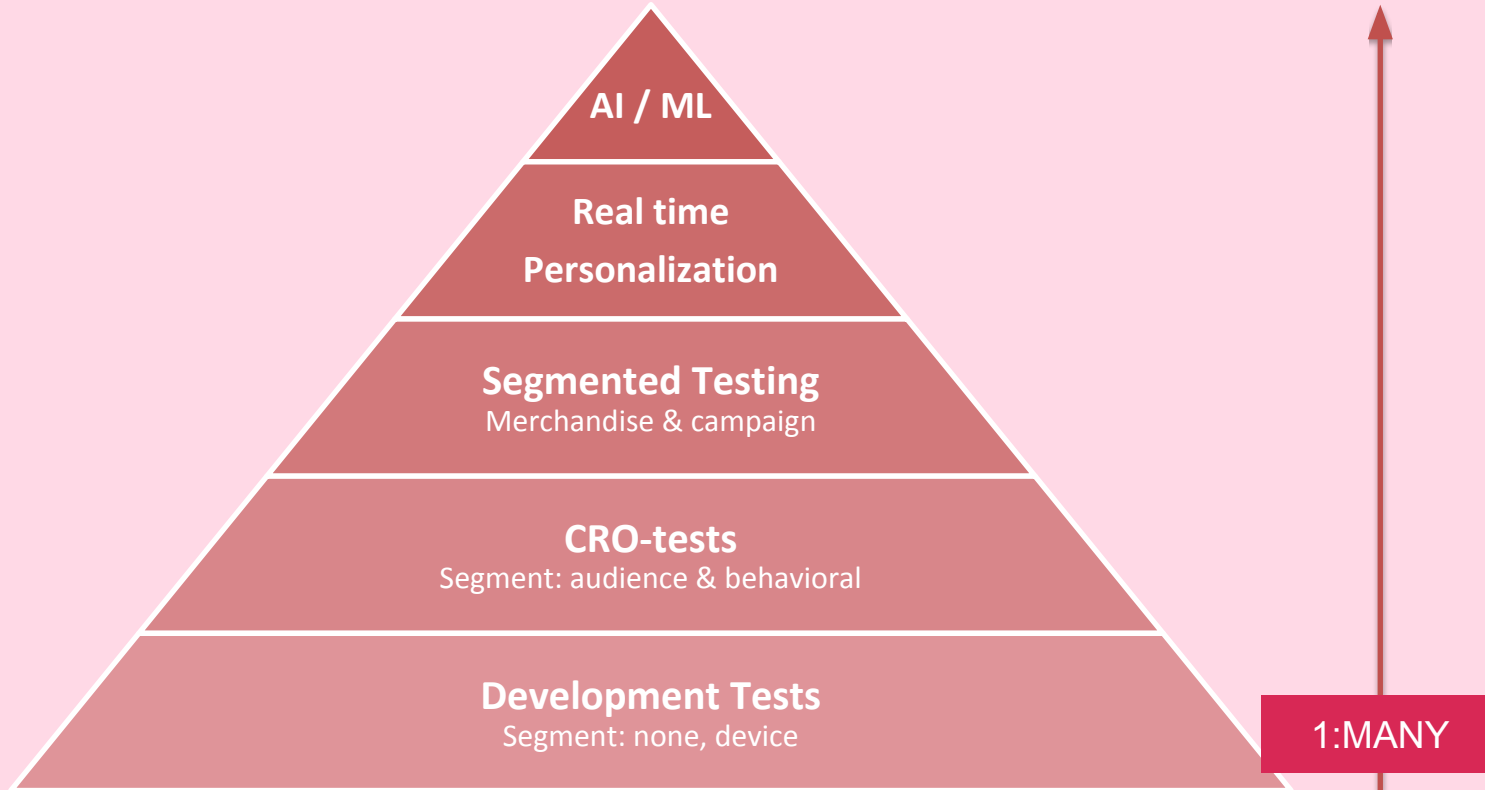
The pyramid of experimentation



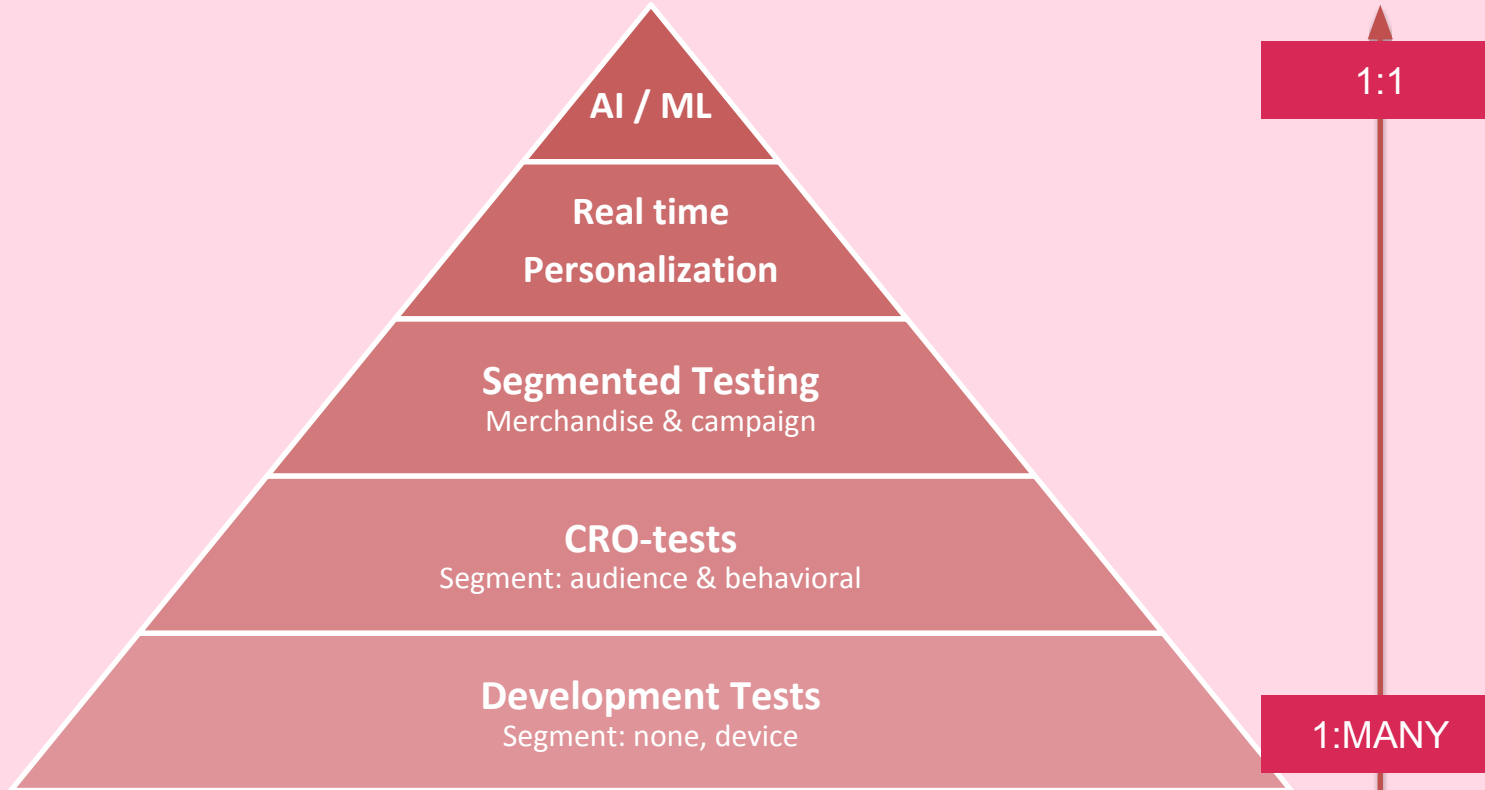
The pyramid of experimentation



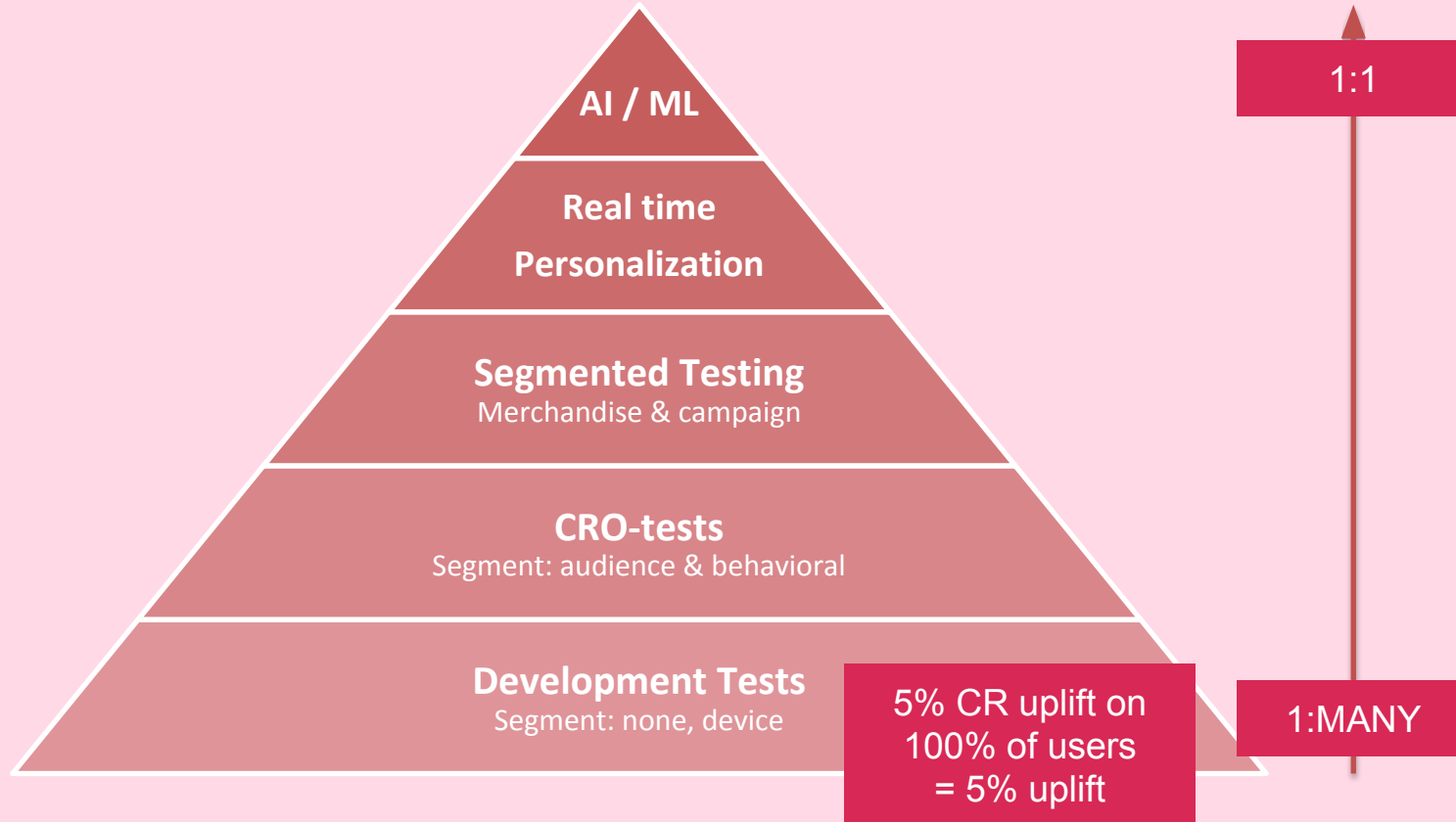
The pyramid of experimentation



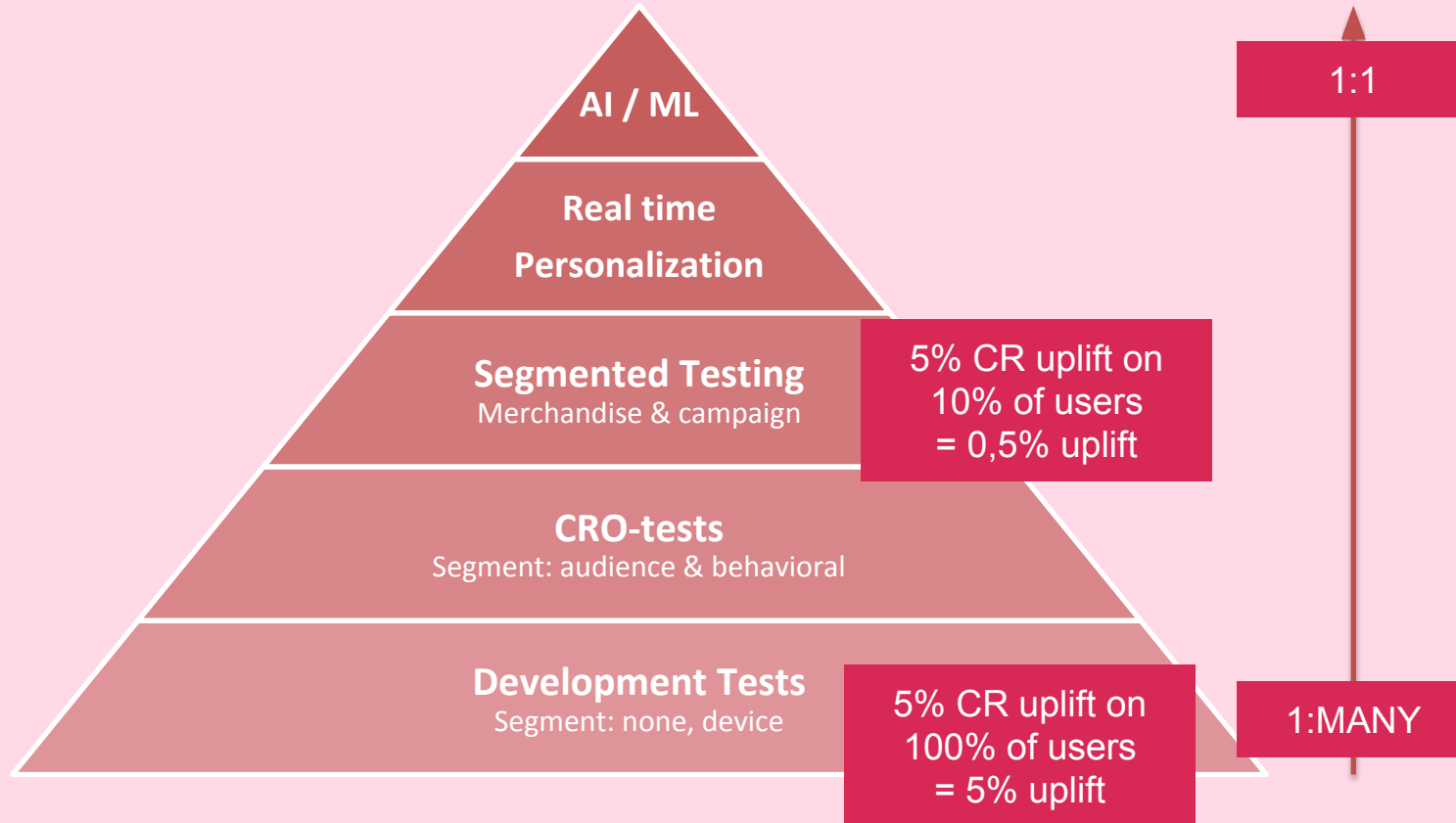
The pyramid of experimentation



The pyramid of experimentation

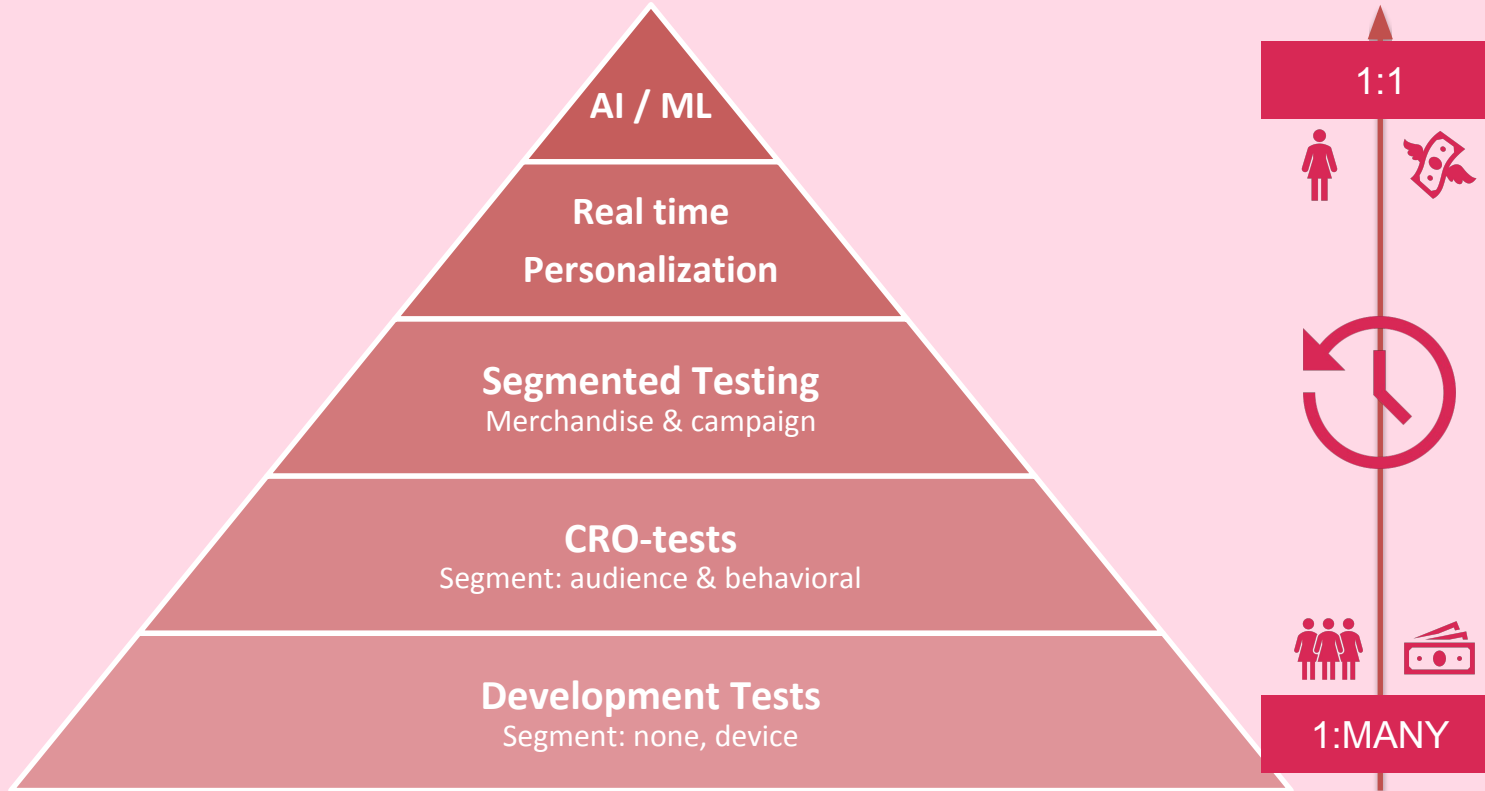


The pyramid of experimentation

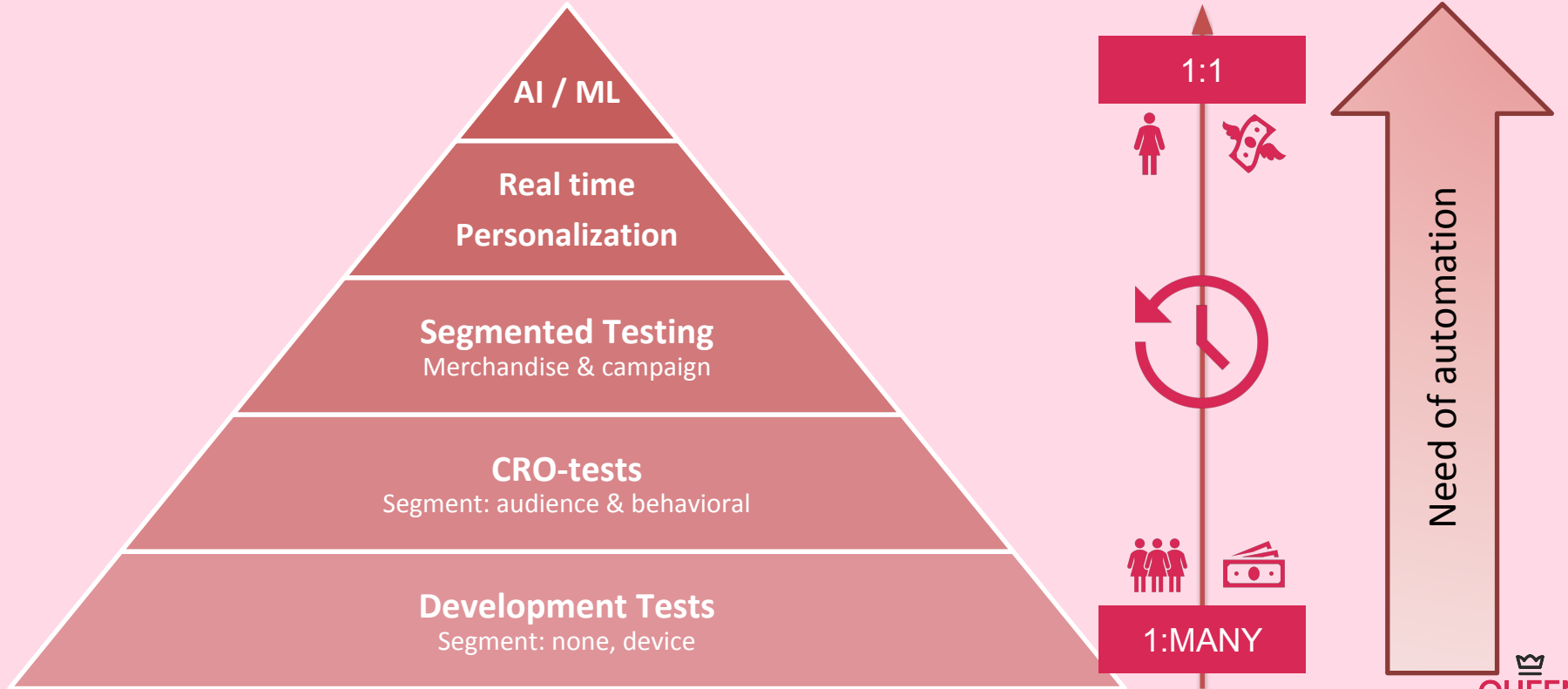




The pyramid of experimentation



The pyramid of experimentation



Have a deeper look at your tests

1. Organic Search										
Original	123,234 (41.92%)	110,042 (42.60%)	157,189 (41.14%)	0.00%	6.98	00:05:16	0.37%	583 (60.35%)		
Variation 1	257,971 (47.66%)	242,420 (48.21%)	327,891 (46.37%)	52.06%	3.87	00:02:31	0.18%	583 (60.35%)		
2. Direct										
Original	89,868 (30.57%)	85,671 (33.17%)	108,853 (28.49%)	0.00%	7.70	00:05:27	0.29%	314 (32.51%)		
Variation 1										↓ (32.51%)
1. Data Share Promo										
Original	6,392 (57.51%)	5,417 (61.72%)	7,210 (54.29%)	0.00%	4.45	00:05:23	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Variation 1	15,860 (71.46%)	14,481 (75.18%)	18,782 (68.34%)	61.61%	2.32	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Referral										
2. AW - Google Brand (California)										
Original	3,748 (33.72%)	2,571 (29.29%)	4,914 (37.00%)	0.00%	8.36	00:05:45	0.14%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
Variation 1	4,717 (21.25%)	3,405 (17.68%)	6,750 (24.56%)	27.19%	6.36	00:04:11	0.10%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
3. AW - Apparel										
Original	416 (3.74%)	343 (3.91%)	478 (3.60%)	0.00%	8.30	00:05:02	0.84%	4 (26.67%)	\$159.76 (18.72%)	
Variation 1	607 (2.73%)	520 (2.70%)	727 (2.65%)	34.25%	5.80	00:03:19	0.55%	4 (26.67%)	\$159.76 (18.72%)	

Have a deeper look at your tests

1. Organic Search										
Original	123,234 (41.92%)	110,042 (42.60%)	157,189 (41.14%)	0.00%	6.98	00:05:16	0.37%	583 (60.35%)		
Variation 1	257,971 (47.66%)	242,420 (48.21%)	327,891 (46.37%)	52.06%	3.87	00:02:31	0.18%	583 (60.35%)		
2. Direct										
Original	89,868 (30.57%)	85,671 (33.17%)	108,853 (28.49%)	0.00%	7.70	00:05:27	0.29%	314 (32.51%)		
Variation 1	1. Data Share Promo									
Original	6,392 (57.51%)	5,417 (61.72%)	7,210 (54.29%)	0.00%	4.45	00:05:23	0.00%	0 (0.00%)	\$0.00 (0.00%)	↓ (32.51%)
Variation 1	15,860 (71.46%)	14,481 (75.18%)	18,782 (68.34%)	61.61%	2.32	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Referral										
	3,748 (33.72%)	2,571 (29.29%)	4,914 (37.00%)	0.00%	8.36	00:05:45	0.14%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
	4,717 (21.25%)	3,405 (17.68%)	6,750 (24.56%)	27.19%	6.36	00:04:11	0.10%	7 (46.67%)	\$651.21 (76.30%)	9 (0.93%)
	416 (3.74%)	343 (3.91%)	478 (3.60%)	0.00%	8.30	00:05:02	0.84%	4 (26.67%)	\$159.76 (18.72%)	
	607 (2.73%)	520 (2.70%)	727 (2.65%)	34.25%	5.80	00:03:19	0.55%	4 (26.67%)	\$159.76 (18.72%)	

Landing page: Startpage
 Logged in: No
 Product Pages: 2

Diff from AB-test result:
 +25%

Have a deeper look at your tests

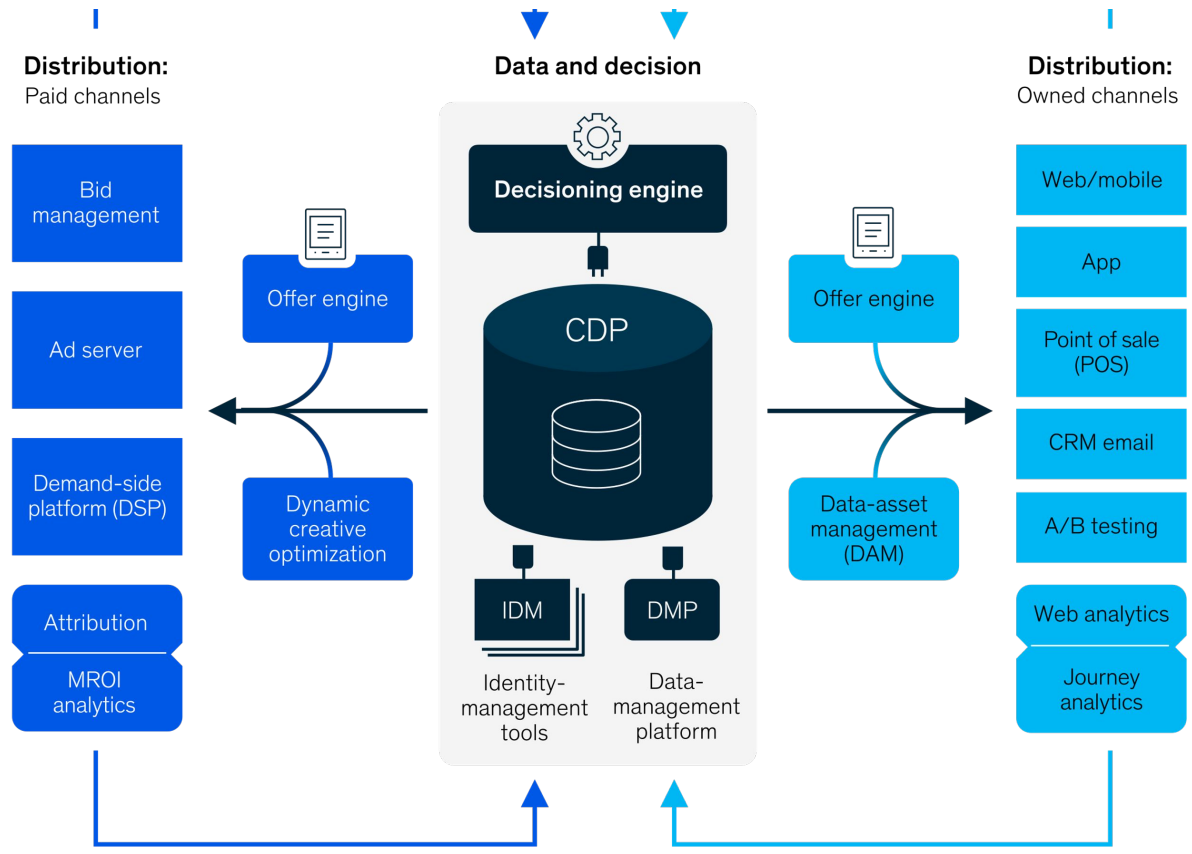
1. Organic Search										
Original	123,234 (41.92%)	110,042 (42.60%)	157,189 (41.14%)	0.00%	6.98	00:05:16	0.37%	583 (60.35%)		
Variation 1	257,971 (47.66%)	242,420 (48.21%)	327,891 (46.37%)	52.06%	3.87	00:02:31	0.18%	583 (60.35%)		
2. Direct										
Original	89,868 (30.57%)	85,671 (33.17%)	108,853 (28.49%)	0.00%	7.70	00:05:27	0.29%	314 (32.51%)		
Variation 1	1. Data Share Promo									
Original	6,392 (57.51%)	5,417 (61.72%)	7,210 (54.29%)	0.00%	4.45	00:05:23	0.00%	0 (0.00%)	\$0.00 (0.00%)	↓ (32.51%)
Variation 1	15,860 (71.46%)	14,481 (75.18%)	18,782 (68.34%)	61.61%	2.32	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Referral										
Original	3,748 (33.17%)	4,717 (21.46%)	416 (3.04%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	9 (0.93%)
Variation 1	607 (2.72%)			0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	9 (0.93%)
Original				0.14%	7 (46.67%)	\$651.21 (76.30%)				
Variation 1				0.10%	7 (46.67%)	\$651.21 (76.30%)				
Original				0.84%	4 (26.67%)	\$159.76 (18.72%)				
Variation 1				0.55%	4 (26.67%)	\$159.76 (18.72%)				

Landing page: Startpage
 Logged in: No
 Product Pages: 2

Diff from AB-test result:
 +25%

Landing page: Product page
 Logged in: No
 Product Pages: 1

Diff from AB-test result:
 -10%





A SHORTCUT TO PERSONALIZATION