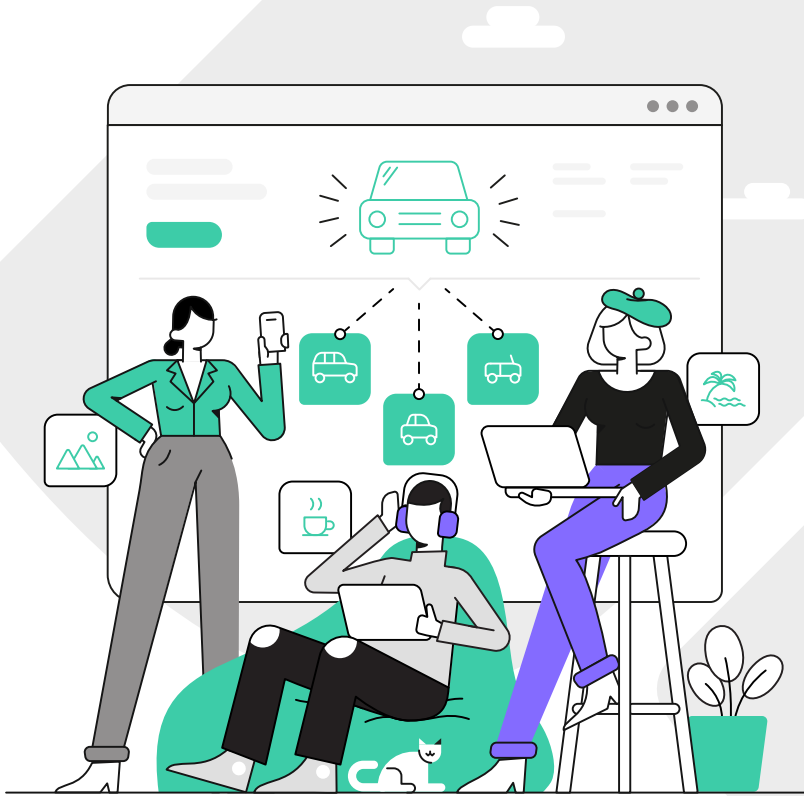




Kontent.ai



whitepaper

Content Personalization:

**Create Meaningful Connections
With Your Customers.**

In partnership with



conscia.ai



Recombee



uniform

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About Kontent.ai

Kontent.ai is the leading modular content platform that enables marketers and developers to plan, create, and deliver content at scale. Business teams collaborate daily in the intuitive authoring experience, designed for governed content production and management, real-time reviewing and approvals, and modular content reuse. In parallel, developers leverage the total flexibility of the headless solution, best-of-breed technologies, and composable AI to deliver digital experiences via API to any channel. With hubs in New York, London, Amsterdam, Brno, and Sydney, Kontent.ai helps companies like Zurich Insurance, Algolia, Vogue, AC Milan, and Oxford University unlock the full potential of their content and connect with customers worldwide.



Kontent.ai

Introduction.

In today's digital landscape, it's becoming more and more challenging to win customers' attention, nurture their trust and retain their loyalty. As consumer expectations continue to change and evolve, organizations may find it difficult to stand out from the crowd and satisfy current consumer needs.

That's where personalization comes in – the one connector that bridges the gap between what today's online consumers want and what companies are able to offer.

As statistics show, customers regard personalized engagement as their top priority – [91% of consumers](#) are more likely to do business with organizations that provide relevant offers and recommendations. This shows that delivering generic offers to customers is no longer enough.

At the same time, customers also expect tailored messages across various channels. [74% of customers](#) have used multiple channels to start and complete a transaction, showing **the importance of personalized omnichannel experiences.**

To ensure your organization thrives in today's competitive market and stays in step with consumer needs, you might want to consider the best way to offer seamless, personalized, omnichannel experiences and the right tools to help you achieve those.

In this whitepaper, we'll explore **what personalization is** and why it holds such an important role in today's digital strategy of online businesses. We'll also look at how, when combined with the **headless approach**, it can help you stand out and make your mark through **tailored digital experiences for your customers.**

In addition, you can also look forward to specific use cases from leading organizations to see what examples of personalization look like in action and how abandoning the “one-size-fits-all” approach can help set true innovators in the industry up for success.



Personalization: The key to tailored digital experiences.

As the digital landscape continues to evolve, forward-looking enterprises have been investing in personalization and implementing it as an integral part of their digital strategy.

So, what does it refer to?

Personalization is a powerful tool that can support digital experiences by tailoring them to the specific needs of individual customers with the use of data, analytics, and technology.

By leveraging customer data such as demographics, behaviors, interests, and specific preferences, businesses can create personalized experiences that are more engaging and relevant across digital touchpoints. This can include websites, mobile applications, email marketing, social media, or advertising.

Consumers want businesses to understand their specific needs. With personalized content, product listings, promotions, and recommendations, organizations can ensure that they're always reaching the right audience with the right message and catering to customers as they expect.

Personalization creates a sense of connection between a brand and a consumer that elevates the user experience. Through personalized experiences, organizations can speak to customers on an individual level and show them they care about their unique interests and preferences. As a result, **effective personalization improves conversion rates, reduces customer churn, and ultimately helps increase the ROI of digital marketing efforts.**

In today's oversaturated digital landscape, personalization serves as a critical differentiator that allows organizations to stand out from the crowd of competition. As such, it's become clear that to stay competitive, businesses need to start considering personalization as a must rather than just a maybe.

Why personalization is no longer just a nice-to-have.

The demand for personalization is high. [76% of consumers](#) feel frustrated when they don't receive personalized experiences as they expect businesses to recognize them as individuals and show that they understand them on a personal level.

Non-personalized content, irrelevant messages, and generic offers pose a business risk as **personalization plays a direct role in customers' buying behavior** throughout the entire customer journey.

To illustrate, the same study reports that over 75% of consumers are more likely to consider purchasing and repurchasing from companies that offer personalization and are more likely to recommend such brands to others.

The opportunity to connect with customers in meaningful ways through personalized experiences is up for grabs. Research shows that although consumers are more inclined to purchase from brands offering personalization, [far fewer of them believe brands excel at it](#).

The demand for personalized experiences will only grow higher as digital natives start coming of age. Younger generations want customized content instantly, and irrelevant messages and recommendations will quickly discourage them from further interaction.

For instance, by presenting consumers with content tailored to their interests, businesses can make navigation and browsing more efficient. This reduces the friction that may occur when users encounter non-customized content and leads to higher customer satisfaction and a greater likelihood of repeat visits and conversions.



Types of personalization.

There are various types of personalization that businesses can utilize to create highly engaging and personalized digital experiences. In this paragraph, we will explore some of the most popular types of personalization.

- **Demographic personalization** – involves targeting specific groups of people based on their demographic characteristics such as name, age, gender, income, education, occupation, and geographical location. For example, a beauty retailer might target Gen Z with trendy skin care products, while a baby clothing store may offer a special promotion for new parents.
- **Behavioral personalization** – involves targeting specific groups of people based on their behavior, actions, and interactions, such as their browsing history, purchase history, and engagement on the website or app. For example, a retail store may offer a special promotion to customers who have recently purchased a specific product. Similarly, a music streaming service might recommend songs to a user based on their listening history.
- **Contextual personalization** – involves delivering personalized content or experiences in real-time based on the context of the user's current location, device, weather, and time of day. For example, a news website may show different articles based on the user's current location, while a food delivery app might offer different meal recommendations based on the time of day.



Learn from the leaders in the industry: Examples of personalization done right.

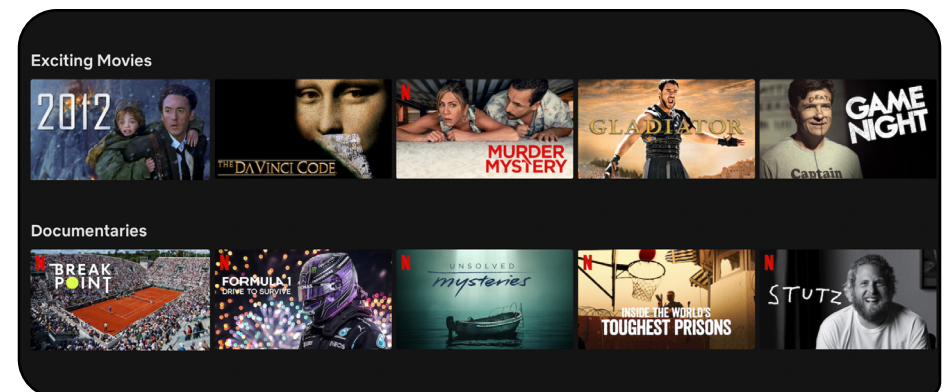
While many businesses may understand the importance of personalization, it can be challenging to execute it effectively. In this section, we will take a closer look at some real-world examples of successful personalization, along with some of the techniques that industry leaders use.

Revolutionize customer experience like Netflix

Netflix is the epitome of personalization. In fact, the brand utilizes personalization so well that it generates [80% of their viewer activity](#). Netflix creates personalized content recommendations on the homepage based on users' viewing habits and the behavior of other similar users.

However, this is only where the personalized experiences begin. Based on viewing history, watch list, and ratings, [Netflix](#) organizes shows and movies into rows and personalizes even the descriptions and the artwork displayed. Personalization then extends throughout the product and beyond – e.g., with notifications that Netflix sends to their members to keep them engaged.

To execute their spot-on personalization, Netflix relies on **machine learning** and **recommendation algorithms** and uses **A/B testing** and **offline experiments** to ensure continuous improvement. Using these strategies, Netflix has been able to secure the customer engagement and loyalty that led to their status as the leading giant in the video streaming industry.

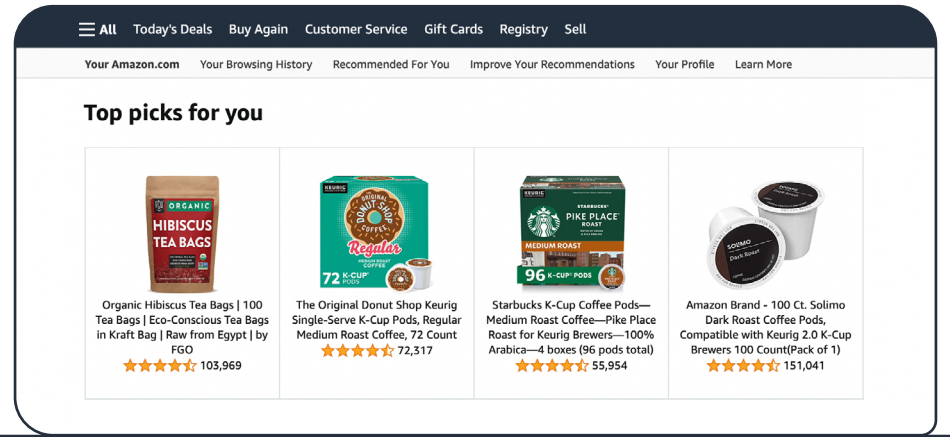


Show customers you care by using hyper-personalization like Amazon

Highly sophisticated personalization is one of Amazon’s secrets to being considered today’s leader in ecommerce. The fact that Amazon generates [almost 35%](#) of their revenue directly from personalization efforts shows that the future of ecommerce really is personalized.

To understand their customers better, Amazon uses a combination of machine learning, AI, and data analysis. Based on the demographics and browsing, purchase, and search history of their customers, the brand is able to offer personalized product recommendations, search results, e-mail campaigns, and targeted promotions and discounts.

By showing their customers that the brand cares about them on a personal level, Amazon has been able to secure its spot among the most successful online shopping platforms in the world.

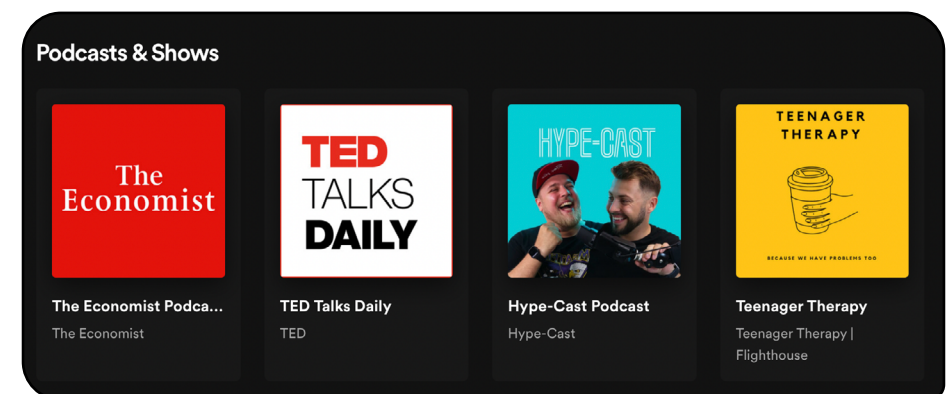


Delight users and dominate the industry like Spotify

To provide excellent listening experiences, the music-streaming giant invests heavily in powering connections between creators and listeners and relies on personalized playlists and music and podcast recommendations. And the investment is paying off – [30% of Spotify streams](#) come from songs recommended by AI.

As Oskar Stål, Senior Leader in Personalization at Spotify, explains, [consumers often don't have the time to discover music on their own](#). However, if you help them by offering them a mix of something they will like and something they might like, it's a different story – the listeners will stay for more.

What's more, with personalization features like Wrapped that offer users their unique app usage data in a visually appealing package, the brand is securing an easy way of being circulated across social media.



Content: The core of every personalization.

There's one element that lies behind personalization of any sort – content. Whether it be text, images, videos, or audio, **content is what enables marketers to create personalized experiences**, as it provides material that can be tailored to the unique needs and preferences of every customer.

Without content, personalization would be limited to simple features such as changing the background color or font. However, by leveraging the rich information within content, personalization algorithms can create highly customized experiences tailored to each individual user. For this reason, **enterprises should take extra time to consider the right platform to store their content**.

Having the right systems in place can significantly improve content management and data collection and analysis. What are some of the tools that can help businesses master personalization at scale?

Headless and content personalization: Match made in heaven.

To create deep, meaningful connections with customers, organizations need to make good use of their content, data, and tools. **Composable architecture with a headless content management solution**, such as Kontent.ai, leading the way is critical for the proper orchestration of these elements.

What is headless, and what are some of its indisputable benefits for enterprises wanting to implement personalization in an effective way?

Headless approach explained

Traditional, monolithic content management systems combine the content management and presentation layers together in a single coupled solution, meaning the way content is presented on the website is controlled.

With a headless CMS, however, the back end and the front end are decoupled. In other words, the content management and presentation layers are separated, which means that content can be created and managed independently of the delivery process.

Instead of delivering content through a traditional monolithic website or application, a headless CMS manages and provides content via APIs (Application Programming Interfaces) so that the content can be delivered to any digital channel.

Consumers are now actively engaging across different channels, and businesses need to meet them wherever they are. The fact that [26% of consumers](#) are very likely to stop buying from brands where they can't switch between channels shows that effective content personalization needs an omnichannel approach – something that traditional CMSs don't support.

What's more, businesses also need to be selective with the data they collect and use to make sure they aren't overstepping. However, data collection and analysis can be difficult and time-consuming tasks that require the use of advanced tools. This poses a challenge for traditional CMSs that don't have the capabilities to integrate with other tools and services via APIs.

A headless CMS, however, uses its API-first approach for easy integration with other existing systems and tools. This makes it a great choice for any enterprise wanting to connect their content management solution with the best-of-breed technologies.

	Headless commerce	Traditional commerce
Content-first approach	✓	✗
Omnichannel delivery	✓	Limited
API-first approach	✓	✗
Best-of-breed integrations	✓	✗

How headless supports content personalization

The headless approach has several clear advantages over traditional CMSs. Let's now take a look at how enterprises can use these to make the most of their personalization efforts.

Omnichannel personalization

Traditional web-oriented content management systems limit the ability to deliver personalized omnichannel content, as they tie the front-end and back-end together. Because of that, they are not flexible enough to handle the type of personalization current consumer needs demand.

We now live in an omnichannel world where customers use mobile apps, voice assistants, virtual and augmented reality, or smart wearables on a daily basis. To not miss the opportunity to connect with customers through all these channels, enterprises need a solution that was built for the omnichannel world from the beginning – headless CMS.

Headless gives businesses the flexibility and scalability to create seamless, personalized experiences that will be delivered across different channels and devices to meet customers wherever they are, not where brands expect them to be.

Integration with personalization tools and systems

Effective personalization requires the use of data from various sources, such as demographics, customer behavior, preferences, or location. Collecting and analyzing data, however, can be a daunting task without the proper tools in place.

Traditional CMSs don't support the composable architecture abilities to integrate with other services and tools via APIs. In practice, this means that if the traditional CMS doesn't have personalization elements that are built-in, businesses will simply have to do without them.

Luckily, headless CMS enables easy integration with various data sources and other systems via APIs, such as personalization engines, marketing automation tools, analytics tools, and other marketing technology solutions. These all help marketers create a holistic view of the customers and their behaviors to deliver spot-on personalized experiences.

Delivering personalized experiences in real-time

[67 % of consumers](#) find it important that brands customize content based on the current context of customers. Real-time personalization is a challenge for traditional CMSs as they lack the API capabilities to integrate with other technologies.

On the other hand, headless CMS is built with decoupled architecture and API-first approach, making it fully equipped to handle real-time updates to content and personalization strategies. This way, marketers can be sure to always serve relevant and timely content to their audiences.



“

We are seeing an increase in customers looking to utilize the benefits of Format Free content that a headless CMS provides, as in the creation and control of readily digestible content suitable for any use case. This is achieved using Kontent.ai as a master of content, delivering truth across all digital touchpoints that are either orchestrated or utilized by complementary technologies in this space. The benefits this provides to organizations can be enormous, and combining Kontent.ai with the customers' other marketing systems is just magnifying the benefits that can be realized. What is really exciting to customers is that the composable architecture approach allows them to experiment with different technologies to find the right fit for them, and this still supports scalability going forward due to the interoperability that an API first and composable architecture affords.”



Alan Anderson.

Transformation Strategy & Partner Alliances,
Kontent.ai

Personalize with leaders in the industry.

Having the right content management system in place to store, manage and distribute content easily is the foundation of successful personalization.

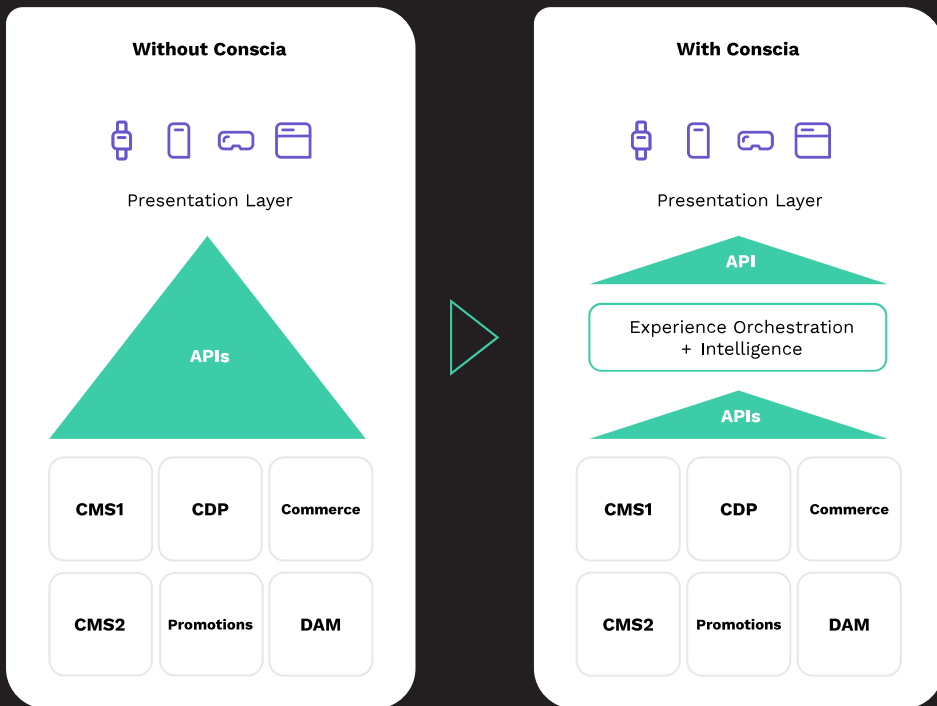
Another key element to its effective execution is choosing the right personalization vendor that can help enterprises turn data into actionable insights and deliver tailored content to the right audience at the right time.

Power personalized experiences across channels with Conscia.ai

[Conscia](#) is the 'Brain' of the Composable stack. It empowers digital teams to orchestrate intelligent and personalized experiences from one central location, regardless of where your data and content reside. It is a key element of what Gartner refers to as 'Digital Experience Composition'.

With the shift away from monolithic, all-in-one suites, marketers have lost control over who sees what content on what channel. Conscia brings that control back to the marketers and offers them a centralized interface to orchestrate experiences on all channels, addressing the personalization and experimentation needs of organizations assembling a composable tech stack.





[Conscia.ai](#) connects directly to the [Kontent.ai APIs](#) in real time to deliver the right content to the right person at the right time directly from Kontent.ai's delivery infrastructure. Marketing teams manage the personalization and experience logic in Experience Studio, and Conscia evaluates the customer's real-time context to deliver the content based on the logic configured.



Sana Remekie.

CEO and Co-founder, Conscia.ai



Personalize your user experience with Recombee

[Recombee](#) is an AI-powered recommendation engine that delivers tailored content recommendations to individual users. The recommendations are based on the user's behavior, such as clicks, likes, or ratings, and the content attributes, such as text descriptions, genres, or images. Web and app personalization helps online businesses keep their users engaged and increases KPIs such as click-through rate, conversion rate, or CTR to suggested articles.

Recombee's AI is developed by data scientists and is entrusted to improve the user experience by brands such as 9GAG, Showmax, or Audiomack. Recombee offers a selection of features, such as item segmentations, infinite scroll, and search personalization. Clients can also choose the behavior of their recommendations from predefined business rules or can create their own. For each recommendation logic also, filters or boosters can be applied to promote or demote specific types of content.

With the growing number of online players and increased competitiveness for users' attention, the onsite experience becomes as important as the quality of the content offered. Especially high traffic sites may have large amounts of data that can be analyzed to predict what content a user is more likely to engage with. Using over 100+ machine learning algorithms, including collaborative filtering and content-based models, Recombee can process high volumes of data and generate recommendations specific to each user. The recommendations can be applied across multiple touchpoints of the user journey, such as on the homepage, detail page, or help users find relevant content after reading an article or finishing a movie with "watch next or read next" suggestions.



When done manually, personalization can be a daunting task. However, organizations can [combine the power of Kontent.ai and Recombee](#) to deliver personalized content based on their visitors' behavior and preferences in no time. Using Recombee's integrated Smart Recommendations engine, businesses simply select which content they want to recommend and tell that to the Recommendation API. The AI system then analyzes all the content items and shows each of the users the most relevant piece of content. This AI-driven solution reflects real-time changes and intricacies of user behavior online, improving user experience and increasing KPIs. Additionally, by adding a Custom Element for Smart Recommendations, brands will allow their marketers and content editors to set up and view content recommendations inside the Kontent.ai app.



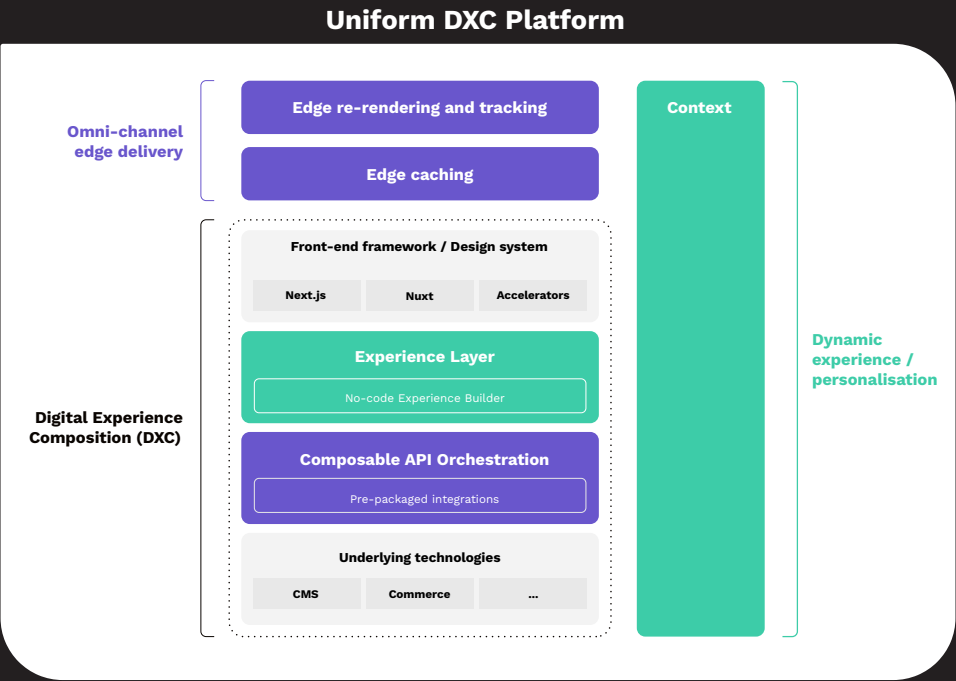
Gabriela Takacova.

Head of Business, Co-founder, Recombee



Create personalized digital experiences with Uniform

[Uniform](#) digital experience composition platform (DXCP) reduces the time and costs of building composable experience architecture and makes it easy for business users to build compelling, personalized digital experiences. Uniform Mesh's pre-built integrations eliminate the need to build and maintain custom glue code between each service, accelerating builds and unlocking long-term technical agility. Uniform Canvas creates a single interface for business users to design, build and publish content from any connected source to any channel without developer support. Uniform Context provides intuitive, highly-scalable testing and personalization tools that utilize modern edge-side delivery for market-leading performance. Each aspect of Uniform DXCP makes modern, high-performance, and engaging digital experiences available to more businesses, helping them to innovate, learn and drive conversions.



[Uniform Context](#) combines with [Kontent.ai](#) to end the traditional trade off between personalization and performance. By using edge-side delivery for personalization and testing to optimize customer experience, businesses can drive conversions in both short and long term without impacting SEO results or page load times. Headless architectures are often selected because of how well they enable high-performance experiences with high Google

Lighthouse scores - leading to lower bounce rates and better SEO results. Using a traditional legacy personalization vendor breaks the headless paradigm, as most vendors typically perform DOM-rewrites to inject personalized experiences on top of the default experience. This often results in page flicker and performance degradation, impacting the Lighthouse score and undermining SEO investments.

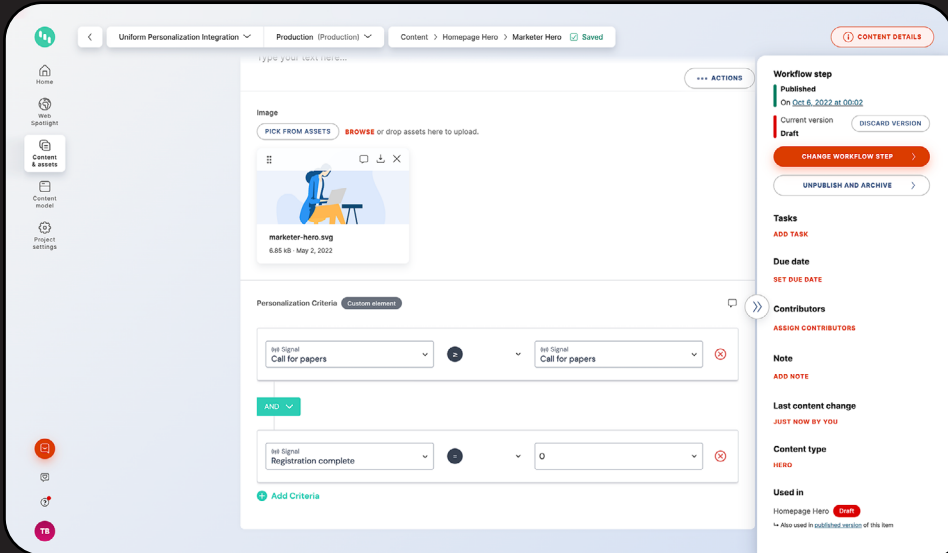
This is a big problem because there's no point personalizing a page no one ever finds. Uniform personalization and experimentation tools are architected so that they can be connected to any headless technology, and experiences can be delivered from an edge, leveraging CDNs such as Akamai, Cloudflare, Netlify, Vercel, etc. The result renders the dynamic experience in less than 50ms without flicker or performance degradation. Uniform comes with easy-to-use UX for marketers and merchants, so they can create the foundation for personalization. This can be based on customer origin, on-site behavior connected to data sources, such as CDPs, ABMs, or any bespoke dataset.

Personalization and experimentation, such as A/B testing, can be delivered without needing third-party cookies and are designed for a privacy-first approach. Personalization in Uniform is triggered based on a mix of:

- Data from external data sources
- In-the-moment intent, where Uniform can capture the real-time intent of the visitor as they are consuming content
- Behavior-based real-time profiling

For the Kontent.ai user, Uniform is integrated with the Kontent.ai UX, so marketers or content authors can easily add personalization or experimentation to an experience or tag content that should be shown, based on the visitors' intent and behavior, without leaving their existing workflow. With personalization and experimentation with Uniform integrated with Kontent.ai, customers get:

- Lightning-fast and performant experiences without any flicker
- Straightforward UX for marketers and merchants
- Ability to connect other data sources, such as CDP, ABM, etc.
- Great developer experience, as there's no DOM injection, and it works with the front-end framework of their choice.



Together with their implementation partners at Luminary, **Uniform** and Kontent.ai are supporting the Australian arm of a major global charity in providing children and young people with the foundation they need to thrive. By using Uniform digital experience composition (DXC) platform, the charity is able to deliver personalized messaging, images, and CTAs for their donation program, both on mobile and on the web. Donation recommendations are made to users based on their interactions with the charity's content (e.g., blog articles, web pages) and their donation history. Uniform DXCP is empowering the campaign managers to launch their campaigns faster than ever before and helping them achieve their ambitious fundraising goals.



Jamie Bolland.

Director of Product Marketing, Uniform



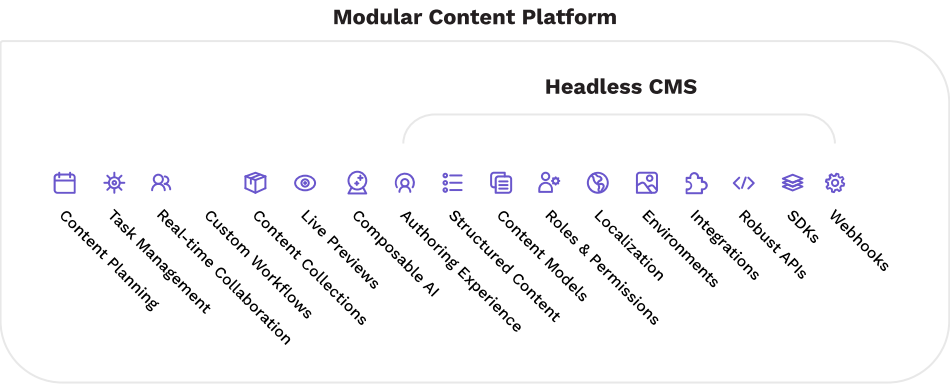
The importance of modular content for personalization.

Choosing the right headless CMS and personalization vendors is crucial to executing effective personalization strategies. However, to fully leverage these tools and achieve the desired results, **it's important that enterprises ensure their headless solution supports modular content.**

That's where a modular content platform, such as Kontent.ai, comes in. What does it refer to exactly, and how does it support effective personalization?

What is a modular content platform?

A modular content platform builds upon the headless CMS principles with a business layer. This enables enterprises to leverage the benefits of the technical side of headless, such as easy integrations and omnichannel delivery, as well as an **excellent authoring experience** supporting collaboration features, advanced workflows, or content governance functionalities.



Such a platform allows organizations to unify all business content in one place so that marketers can plan, prepare and produce everything in a single location. Having all content stored in one repository also allows for easier collaboration. Establishing custom roles, creating workflows, or making use of simultaneous editing give brands control over what gets published and when, leading to high-quality, on-brand content.

By providing a flexible and scalable way to manage content, a modular content platform enables marketers to create and deliver highly personalized experiences.

How modular content supports personalization

With a modular content platform also comes modular content. This refers to the **ability to break down content into smaller, reusable pieces** that can be easily assembled, rearranged, and customized for individual groups of consumers.

The modular content approach enables marketers to change and customize content details, such as headlines, call-to-action buttons, or images, into highly targeted content chunks, without the need to rewrite the whole piece of content. Marketers can then easily A/B test different variants of the customized content to see which one performs better without the need for extensive developer involvement.

Key Takeaway.

Today's consumers demand seamless, omnichannel, personalized experiences, which is why traditional content management solutions might not be the answer for organizations wanting to execute personalization the right way.

The headless approach and carefully selected personalization vendors, however, can help enterprises maximize their personalization efforts by allowing them to easily store, manage, and deliver personalized content across channels to the right audiences at the right time.



Kontent.ai

Want to see Kontent.ai in action?

[SCHEDULE A DEMO →](#)

