



Cracking the personalization paradox with generative AI and automation

Strategies for maximum impact

Personalization was broken

If you asked a digital leader about their North Star five years ago, the goal to achieve personalization at scale was a common aspiration. Top industry analysts declared that the differentiating factor in digital experience would come down to personalization — this was supposed to be the “holy grail” for uniquely tailored experiences, factoring in behaviors and preferences to market and sell for unprecedented returns and never-before-achieved customer lifetime value.

Fast-forward to today. Here we are, navigating through a maze of targeted ads, curated content and predictive algorithms, yet personalization isn't quite the ROI engine businesses were led to believe it would be.



The personalization paradox

Instead of building trust and infusing digital experiences with learned preferences, consumers somehow feel less understood, and the journeys intended to be unique range between generic and intrusive. Personalization applications designed to make marketers' lives easier often miss the mark, recycling the same suggestions and making assumptions that feel more invasive than insightful.

The core issue isn't just in the execution but in the very approach to personalization itself, which often prioritizes superficial engagement over genuine understanding.

Realizing the potential of personalization

We need to rethink our strategies to truly harness the power of personalization. We must shift from a simple segmentation model to one that places human experience at its heart and leverages tools like AI and a deep understanding of brand voice to deliver on this promise.

TL:DR

Personalization is broken, but luckily, today's businesses have a new set of tools to deliver impactful experiences with a personal touch.

71% of consumers

expect personalization and 76% are frustrated when they don't get it

only 15% of CMOs

believe their companies are on the right track when it comes to personalization

but only 10%

of companies today are investing in robust personalization

Strategies for **maximum impact**

Testing, testing, 1-2-3

Digital content owners are no strangers to A/B testing. **A/B testing** allows businesses to experiment with different versions of content and measure their effectiveness, ensuring that the most impactful variations are implemented. When you A/B test within a robust personalization engine and eliminate the guesswork of what and where to test, you maximize the value of your customer data and its potential.

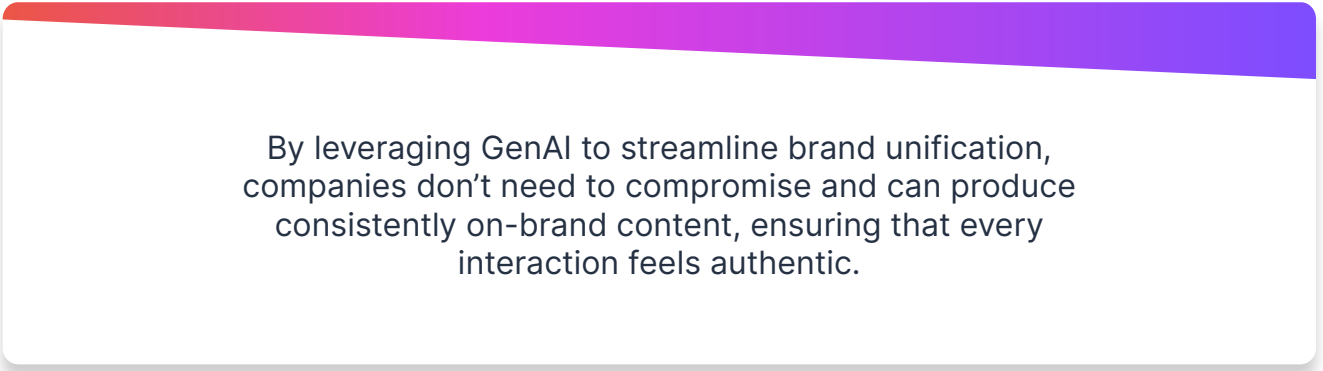
Organizations can continuously optimize their personalization efforts by simplifying and scaling this process, leading to measurably higher engagement. This ensures that personalization is not just a one-time effort but an ongoing, adaptive strategy that evolves with customer needs and behaviors.

Leveraging GenAI

A big part of why customer journeys often feel generic is the lack of consistency in brand voice. Generative AI gets a bad rap for being perceived as the forbidden “easy button,” but it’s a key advantage of modern businesses achieving personalization at scale.

Mastering personalization depends on content that aligns with your company’s unique identity. Your brand voice, product sets and overall ethos must align to win over the hearts and minds of consumers. However, today’s marketing teams are already lean and scrappy enough without the additional burden of strict requirements for a brand guidelines quality check each and every time. Even for the top digital teams, you can generally only have two out of three of the following: quality, agility or cost-efficiency.

By leveraging GenAI to streamline brand unification, companies don’t need to compromise and can produce consistently on-brand content, ensuring that every interaction feels authentic. By letting GenAI share the responsibility of managing your brand voice, enterprises can scale personalized experiences effectively while maintaining brand integrity and coherence.



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Work smarter, not harder

Isn't this the goal of every digital team? Less time on repetitive manual tasks and more time spent dreaming up, creating and launching innovative digital experiences.

Leveraging AI to **automate processes** and create smart workflows is another powerful way to maximize the impact of personalization, as it allows for efficient, scalable and consistent content production.

By automating repetitive authoring tasks, AI ensures that high-quality, personalized content can be generated quickly and reliably, freeing up your teams for more strategic and creative work.

Automation speeds up the production cycle and reduces the risk of errors and inconsistencies, leading to more reliable digital experiences. Additionally, AI-driven workflows can adapt and optimize based on real-time data and user interactions, continuously enhancing your personalization strategy.



Ready to get personal?

Whether your business has already invested in personalization or you're still working on developing your scalable strategy, finding the right solution is critical for delivering a consistent, memorable customer experience.

Personalization on its own is like trying to navigate back roads with a basic map: you might find a few paths that work, but it's slow and laborious. However, personalization coupled with AI smarts, automation and a toolkit for unifying your brand voice is like having a best-in-class GPS system

that shows you the quickest route and adapts in real-time to roadblocks and traffic patterns.

When these key pieces come together, they form a complete personalization solution that allows modern brands to deepen customer engagement, foster loyalty and drive long-term growth.

Learn more about how Contentstack's personalization solution can help your business deliver on the promise of personalized digital experiences.

The tools you need to master personalization



Personalize



Brand Kit



Automate + AI

Unleash the true potential of your digital experiences with Contentstack CMS

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