

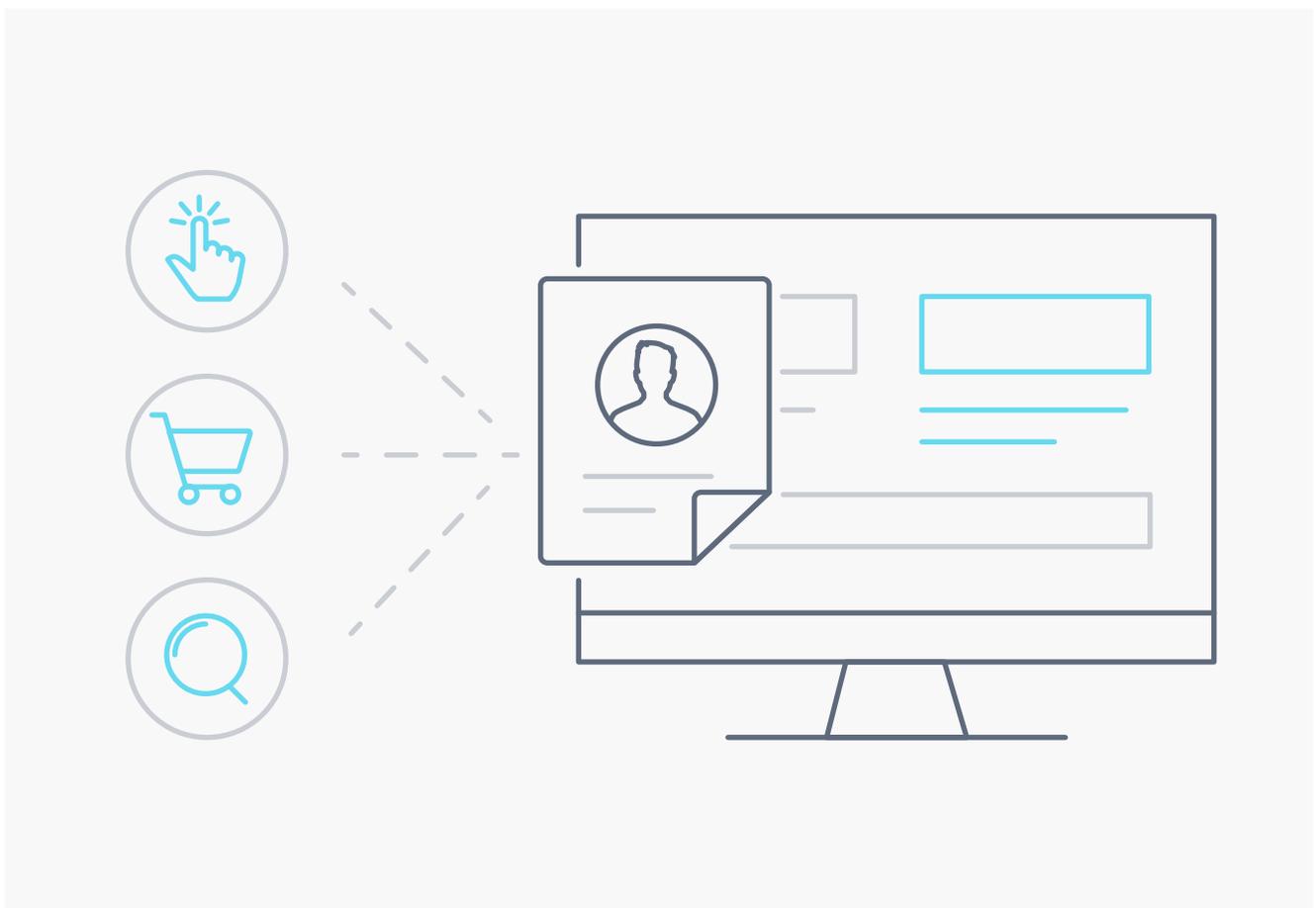


Omni-channel Personalization:

Comparing Personalization
and Journey Orchestration

Omni-channel Personalization: Comparing Personalization and Journey Orchestration

Real-time personalization and customer journey orchestration are two much-discussed trends in the world of digital marketing. For organizations attempting to determine how to amplify their digital marketing strategy, the difference between journey orchestration and personalization may seem unclear, and you may feel overwhelmed when trying to determine what step of data-driven personalization or journey orchestration is right for you.

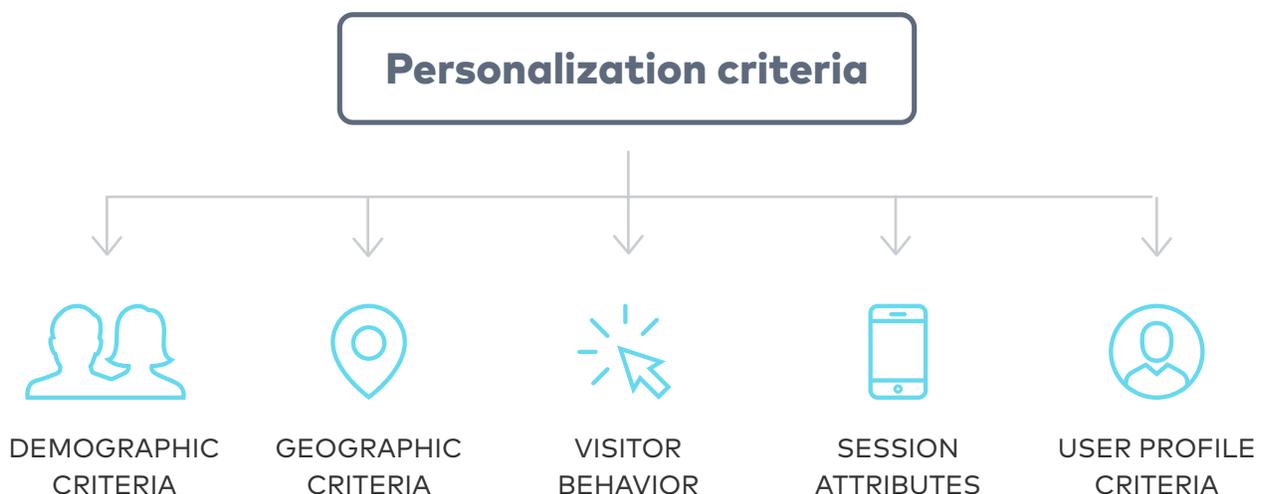


What is real-time personalization?

Personalization refers to the process of tailoring an experience to the interests and needs of an individual. Instead of having all visitors see the same thing, a personalization platform learns about each visitor as they interact with a company's websites, apps, and other services. Over time, the platform will build a profile of known and assumed attributes about a visitor, which allows organizations to serve targeted content variations or personalized recommendations to each visitor based on the data in their profile. **The ultimate goal is to increase customer engagement, conversion, and retention** by delivering the most relevant content to each user at each step of the customer journey.

In order to offer real-time personalization, marketers need to use a personalization platform, and have a strategy in place for making the most of every piece of content they have. Oftentimes, this requires the help of a trusted partner who can assist you with a content audit, advise on your taxonomy strategy, and help you implement a plan for tailoring and testing content.

Using a personalization platform, marketers can target content to segments of users based on a variety of personalization criteria or visitor contexts, such as their current click path, details about past site downloads, their physical location, the type of device they're using, or any preferences they've explicitly indicated. In this way, content can be personalized even for anonymous visitors or customers who are not signed in.



What is journey orchestration?

At FFW, we talk about journey orchestration as “the next step up” from personalization. Content personalization occurs primarily on your website and email channels, whereas journey orchestration spans a much wider variety of touchpoints. A journey orchestration platform will unite your website with your social media, your email and outbound marketing, your CRM, offline channels like kiosks, call centers, direct mail, and so-on.



A journey orchestration platform isn't a standalone system: it integrates with your entire digital ecosystem and listens to customer behavior across channels. Instead of breaking down data silos, it assimilates data from numerous different sources and makes decisions about next steps based on ideal customer paths that the marketing team has built in.

In essence, journey orchestration is about automating the delivery of a truly connected customer experience. It's about leveraging all available data about a specific customer to respond in real-time to the things they say and do across all channels.

Real-time personalization, journey orchestration, and your site's content

If you want to personalize and optimize the user experience across channels, you'll need to make sure you have all of your content in order. And since both real-time personalization and journey orchestration require an approach rooted in both marketing strategy and technical expertise, you'll want to ensure that your agency partner has the strategic knowledge to help you design an effective system, and the technical knowledge necessary to build and integrate your platform. The right digital agency can help you design a long-term roadmap from the beginning to ensure that you're using the correct marketing tools and strategies.

When you're taking stock of your current digital marketing initiatives, a good rule of thumb is:

- **If you aren't yet ready to implement a data-driven personalization strategy**, you can start today by deploying a personalization platform to collect data. Once you have a solid foundation, you and your agency advisors can begin constructing a plan for real-time personalization.
- **If you're already running personalization initiatives across numerous channels**, and you're testing and improving your campaigns based on the data, implementing a journey orchestration platform is an excellent next step for your organization.

Personalization platforms have profiling capabilities that store data about users and their behavior; journey orchestration platforms, on the other hand, span a variety of systems and use the data stored in each to trigger new actions across different channels.

Even if you aren't already running a real-time personalization platform, it's a good idea to begin mapping a strategy. Designing for journeys from the beginning will give your organization more granular control over every facet of the experience. Eventually, the combined use of data-driven personalization and journey orchestration softwares will empower you to deliver the best omnichannel digital experiences you can to each individual customer.

We can help you

Enabling advanced digital marketing capabilities such as journey orchestration requires a twofold approach: a digital partner like FFW can help you both with determining strategy around campaigns, and with the series of deep integrations required to make the most of the platform. We can build the tools you need, help your team determine how to segment your audience and configure your tools, and assist you in defining a strategy to enable journey orchestration or data-driven personalization capabilities in your organization.

Because there's no one-size-fits-all solution, we offer strategy and enablement consulting to help organizations determine what their specific needs are. For organizations that don't already test and improve their initiatives on an ongoing basis, it's important to have a partner like FFW to help you determine and implement testing and data-driven marketing practices.

Personalization and journey orchestration are both ongoing practices that revolve around continually using data to better understand your customers, and tailoring or experimenting with your content to improve conversions. Whether you're just starting out with personalization, or you're practiced pros at improving content and are ready to jump into the world of journey orchestration, contact FFW. We're here to help you determine how to leverage your new platform so that your organization can best meet its unique business goals, both now and as those goals evolve in the future.

To get started, [contact us](#). Our experienced team is here to help you determine and design the personalization or journey orchestration strategy that's right for your organization.

About FFW

FFW is a digital agency focused on creating digital experience platforms that ensure our clients' success, always moving forward at the speed of digital innovation.

FFW has been an Acquia partner since its founding in 2007, has delivered over 1,000 Drupal solutions, and has been honored with several Acquia Engage awards for expertise and quality.

Since 2000, the world's largest brands have relied on us to build accessible, creative, and user-friendly digital solutions that deliver results. We are more than 375+ people across 10 countries, with a track record of over 2,000 digital solutions delivered.

Learn More At:

 [FFWagency.com](https://ffwagency.com)

 [Drupal.org](https://drupal.org)

 [Facebook](#)

 [Twitter](#)

 [LinkedIn](#)