

Leveraging hyper-personalisation

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Hyper-personalisation seems to be the tool that marketers have only dreamed of for years: a tool that enables companies to collect mass amounts of individualised information about their customers.



Hyper-personalisation has been defined as the use of data to provide more personalised and targeted products, services, and content.* Marketers would now have the ability to create more meaningful connections with their customers, and drive customer loyalty through a type of customisation that was previously considered impossible.

According to "Business 2 Community", there are three important areas that companies should be focusing on in order to properly leverage hyper-personalisation:

- Social Listening: actively listening and understanding your customer on social media*
- Data Analysis: capture profile information, social interactions, hash tags, etc.*
- Content and context: drive engagement through personalised content and delivery*

In fact, several companies have already started implementing these elements in order to increase sales and drive customer loyalty.

A study conducted on iTunes left Wharton researchers in disbelief after results showed a 50% jump in purchases among the test group that received the manipulation of customised songs and artists based off of their personalised data online.**

Netflix also reported that more than 60% of its rentals come from recommendations that are based off of hyper personalisation data.**

The internet has made mass data collection possible, through tracking customer clicks on advertisements, visits to websites, purchase history, demographic information, and email subscriptions; however this is only the beginning of collecting customised customer information.

Although traditional online tracking tools have allowed companies to segment their customers, and offer more customisation than ever before; these companies still struggle to customise their product, content, and service on an individual level.

Information found on social media has revolutionised the idea of customisation for businesses; therefore making hyper-personalisation possible. Customers publicise their likes and dislikes across social media, and companies have the ability to join in on the conversation with their customers.

Hyper-personalisation integrates social media information with other consumer data to better understand and communicate

with customers on a personalised level.

To put this in South African context we're seeing more and more brands adopt this strategy. From Hyundai's latest website to Kellogg's spoons.

The most notable 'hyper-personalised' campaign to date has come from Coca-Cola. The brand took special vending machines on tour so that consumers could personalise their very own Coca-Cola cans.*

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* <https://shareacoke.co.za/>

* Business to community, 2014

** Wired, 2014

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