



## Is Personalization Possible at Live Events?

### When it comes to communications, one size does not fit all.

The vast majority of today's marketers now recognize the importance of tailoring communications to target audiences. Personalization is one of the best ways to differentiate your brand and make authentic, meaningful connections with customers and prospects.

### Personalize stories on demand.

While personalization is primarily used in email and websites, it can be extremely effective on the trade show floor. Knowing who customers are and what they want enables you to create more engaging and relevant experiences. Author, Seth Godin says, "Personalization is a chance to differentiate at a human scale, to use behavior as the most important clue about what people want and more important, what they need."

### 2019 Trends in Personalization

85%  
say customers  
and prospects  
expect a  
personalized  
experience

87%  
report a  
measurable  
lift from their  
personalization  
efforts

92%  
use  
personalization  
in at least one  
channel

97%  
plan to increase  
personalization  
budgets

98%  
agree  
personalization  
helps advance  
customer  
relationships

SOURCE: Researchscape International, 2019 Trends in Personalization



“Personalization shifts the focus to the human connection.”

— Marketing Exec, Annie Gherini, Affinity, Inc.

**The CES test.**

Here’s how a national home center brand massively tailored communications at CES when they introduced their new smart home technology. First? They transformed their booth into a two-story house that seamlessly integrated every component of their comprehensive smart home solution.

Next? They strategically positioned brand ambassadors in every room to turn the house into a home. These ambassadors treated booth visitors not as prospects, but as individuals with unique personalities, preferences, lifestyles and needs.

Then? They began each interaction with a few carefully crafted questions designed to quickly determine the visitor’s:

- **Demographics**
- **Technographics**
- **Psychographics**



Once armed with this information, the ambassadors delivered a personalized story to each visitor based on their key careabouts. Careabouts included the desire for more:

- **Comfort**
- **Control**
- **Safety**
- **Efficiency**
- **Peace of mind**

So? Is mass personalization at big trade shows possible? The answer is a resounding yes! In fact, the program resulted in a Top Ten CES Booth ranking by Time Magazine.

The program also delivered a very personal experience for every visitor; one that matched their needs and interests.



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