



EBOOK

Path to Personalization

The 9 keys to driving stronger relationships—one customer at a time.

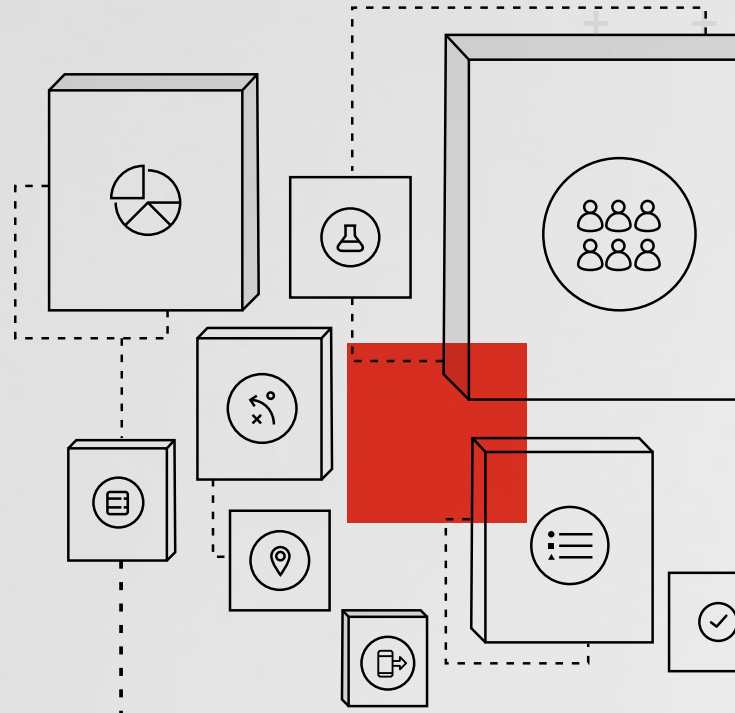


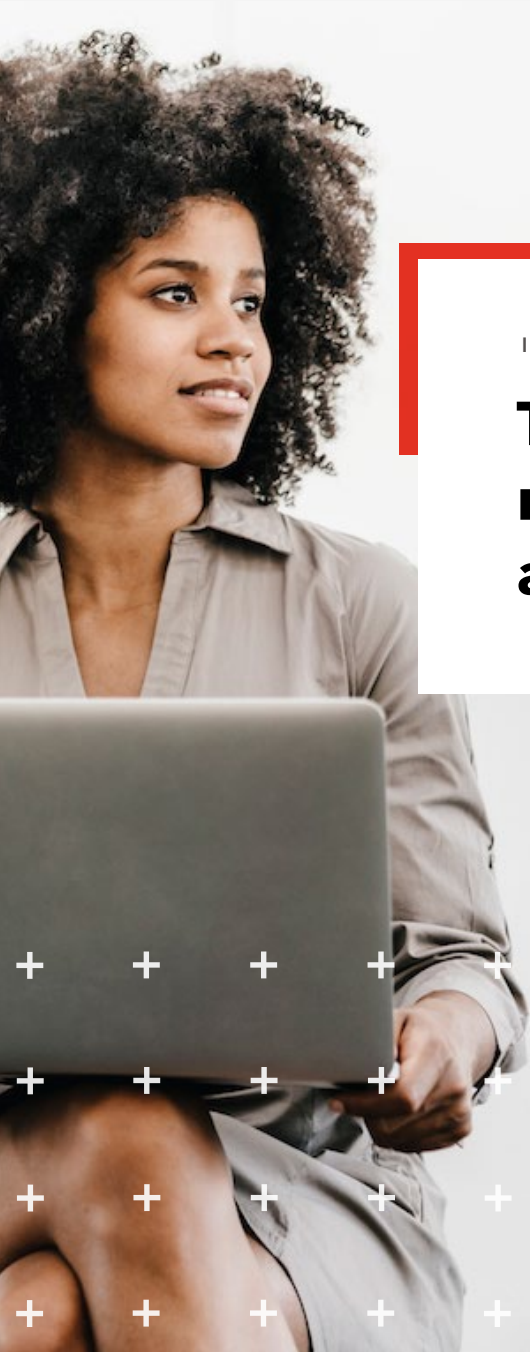
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INTRODUCTION

The 9 keys to driving stronger relationships—one customer at a time.



Any marketer worth their weight in leads knows the benefits of personalization—and yet, a surprisingly large number of companies have not fully embraced this strategic tactic.

Typically, senior marketing professionals see personalization as a double-edged sword. On one hand, there's no doubting that consumers and end-users value personalized experiences and tailored recommendations across channels.

On the other hand, it's assumed that the prospect of building out those unique digital journeys by creating the content required and managing the data to fuel the entire process seems far too complex.

The good news? Industry-leading brands are showing that the opposite is true.



The path to personalization for enterprises at a glance

Since the turn of the 21st Century, the flame of brand loyalty has wavered in the winds of the internet. According to a [Forbes Insight study](#), only 1 in 4 business leaders believes customers are loyal to brands, while 62% say the concept of loyalty is now close to obsolete. The study, which surveyed companies with at least \$1 billion in annual revenue, also revealed that developing a customer-focused environment and delivering personalized marketing has become a strategic imperative.

The reason is simple: customers now value the experience more than they value the brand providing it. If your competitor offers a faster, more convenient, and more personalized customer experience, you can't rely on the aging concept of brand loyalty to rescue you. We as marketers all have to adjust to the new reality that brand loyalty is dead.

Context is queen

If content is king, then context is certainly queen. Delivering tailored experiences at the right time is the key difference between simple personalization and enterprise personalization at scale—and consumers can tell the difference.

Marketers often personalize emails and web content, but very few deliver a continuous experience across channels by displaying personalized content at the right time in the customer's journey, powered by the contextual information associated with the end-user. For instance, by suggesting sneaker cleaning products after a sneaker purchase, or by altering messaging and product suggestions based on the consumer's device, the weather they're experiencing, or local events.

And no, contextualizing personalized content isn't another luxury. In fact, an Accenture-led study shows that [81% of consumers](#) want brands to understand them better, and they want brands to know when, and when not, to approach them.

Journeys, not moments

With contextualized content in place, you can finally begin constructing the customer journey.

INSIGHT

It's important to note that the four key stages (on the right) could happen over a period of months, weeks, days—or minutes. Consumers switch between devices swiftly and without hesitation, and if they have already carried out research in the past, it's possible they could become a customer rapidly; particularly in a B2C environment. Hence, it's vital that your personalization strategy, and the technology that enables it, works in real time and with the required agility to understand and react.

Forward-thinking enterprises don't see personalization as a series of disconnected moments for the end-user, but as a continuous lifetime journey. For instance, using the customer's name every so often is useful, but the most it will do is give the customer a few moments of pseudo-personalization.

By combining context marketing with an omnichannel presence, a brand can construct a customer journey map consisting of multiple stages. Typically, industry best practice dictates that you segment the customer journey into the following four key stages:

- **Need:** Every customer starts their journey with a need. For example, they want to purchase a new car.
- **Research:** The customer looks broadly at different brands, models, price ranges, and online reviews along the way. Over a period of days, weeks, or even months, they slowly narrow down their options.
- **Decision:** They make a selection from a short list of possible brands, factoring in past experiences, reviews, and other online information.
- **Customer:** They end their buyer journey by purchasing a car. Then a new chapter in the journey begins, with the onus on the car company to provide a personalized onboarding and customer service experience.

A strong personalization campaign will have personalized content custom-made for each stage of the customer journey, with further tailoring of that content happening in line with the individual customer's persona and past behavior.

Going omnichannel

Today's customers are expecting to be able to engage with you on whatever channel they want, whenever they want. If that wasn't difficult enough, they expect you to remember who they are and personalize their buying experience accordingly. And if you don't do it, you can bet your competitors already are or are currently working on it.

This is where omnichannel personalization comes in. **Omnichannel personalization** is the art of developing a consistent and continuous personalized experience that encompasses all digital channels and touchpoints. This includes website content, mobile content, social media, email, smart speakers, wearable technology, digital signage, and other IoT devices. The goal is not just to enable the end-user to access your brand through various touchpoints, but to empower them to switch between any touchpoint at any stage in their journey without a hiccup – and without a break in personalization.

This strategy has the ability to collect information across the channels, amalgamate this information under a single unique ID that is associated with the user, and then it utilizes this information to deploy the most relevant and contextual experience to the end-user, no matter where the interaction is taking place.

When you consider that [64% of consumers](#) are willing to pay for seamless customer experiences, the value of omnichannel personalization becomes clear.



The 9 steps on the path to personalization

While personalization isn't a switch you flip on or off, there is a straightforward process you can follow to launch a future-proof personalization program that's data-driven, generates brand loyalty, increases conversion, and is ready for any new device that emerges on the market. This guide offers a comprehensive outline to help you differentiate your digital experience. Depending on your industry, the stage of your customer's journey and potential audiences, some of these steps will be more important than others. All the essential ingredients to help you differentiate from your competition. Now, let's get started!

01

Establish your team and objectives



Ideally a strong personalization strategy is built using the expertise of select teammates. The goal is to leverage their unique skills and establish a framework that enhances the customer experience by serving up the most relevant content. While a broad team is not always possible, the ideal personalization team for enterprises consists of seven team members, who may or may not have a team beneath them:

- **Executive Sponsor:** An overall advocate for resources, leadership commitment, and cross-organizational collaboration
- **CX Lead:** Leads overall management of the personalization program
- **Digital Strategist:** Translates organization's overall strategy into CX strategy and tactics
- **Content Marketer:** Leads journey-aligned content creation, tactics, and experience flows across channels
- **Marketing Technologist:** Oversees implementation tactics and integration with third-party tools and systems
- **UX Designer:** Responsible for overall UX and IA
- **Digital Analyst:** Provides insights and recommendations based on analytical data

First, you'll want to outline a strategic objectives framework. This framework should outline the business and marketing objectives that map to digital goals that represent business value. Those digital goals should drive the personalization strategy they represent – what, why, and for whom you're personalizing content.

Goals and engagement value scales pave the way for personalization. One of the first steps ahead of any personalization should be creating the Engagement Value Scale, which includes digital goals that have relative engagement value based on your strategic objectives.

02

Outline audience segments



“We can now be pithy and client-focused, showcasing our expertise in a way that responds to specific needs. For instance, a lawyer can follow up with a prospective client: ‘Here’s our recent Mergers and Acquisition experience, in Africa, for the mining industry.’ Out of the wealth of information on the site, [Sitecore] quickly drills down, through an intuitive interface, to what is relevant to that user.”

Desiree Turko
Digital Marketing & Marketing,
Technology Manager, Fasken

A segment is a group of visitors to your site who have something in common. Personalizing content toward segments of your audience is a great way to target users with content that's relevant to them. Segments should be identified and prioritized by their ability to drive business value and their size.

A persona (also known as a buyer persona) is one type of segment. A persona is a fictional yet data-driven representation of your ideal customer. A buyer persona includes the customer's demographics, age, location, preferences, behavior patterns, motivations, and goals. A persona is designed to represent a segment of your target audience, and thus, it's wise to build a small range of personas to ensure you capture your entire target audience.

Alongside personas, marketers can also personalize based on historical behavior such as goal conversions, downloads, and form data. Or, they could leverage the user's **contextual state**, like the campaign source, time of day, or the number of times they've visited the website or application. In Sitecore, there are dozens of out-of-the-box rules available for segmentation and, therefore, personalization.

With your set of segments in place, you can begin creating content that's tailored for each segment. Once that's done, you have the content required to personalize experiences for whoever matches the criteria of the segments you built.

Sitecore allows you to predefine personas and create content for each segment of your target market – which is precisely what Fasken did. The law firm grouped their audience by industry, location, and other parameters, ensuring that they had content ready for each audience segment; thus personalizing the digital experience for every visitor that fit a pre-configured segment.

03

Map the customer journey



“Sitecore accommodated all of the marketing tools we were using—email, personalization, commerce – so we can target and track activity to provide a complete customer journey.”

Jay Sanderson
Digital Experience Manager,
Southern Phone

With your personas in place, it’s time to map out the customer journey. That way, you’ll know at what stages to deliver your personalized content. Your content should be segmented by persona, but also by customer journey stages.

For instance, you won’t want to try and up-sell a customer with sidebar content before they’ve proceeded to checkout. Nor would you want to present a customer who’s at checkout with a brand new and totally unrelated offer. Again, context marketing plays a role, and as you can see, it’s hard to align content with context without a customer journey map.

Typically, a customer journey map consists of the four stages mentioned previously; Need, Research, Decision, Customer. You may need to adapt or extend your customer journeys to suit your industry or website. Moreover, you’ll also need to decide what these stages look like across channels. For instance, how will you know when a customer moves from the research stage to the decision stage when they’re using a smart speaker?

We recommend mapping out customer journeys for each major channel, and figure out how those journeys overlap, so personalization can continue when the end-user switches from one device or channel to another.

04

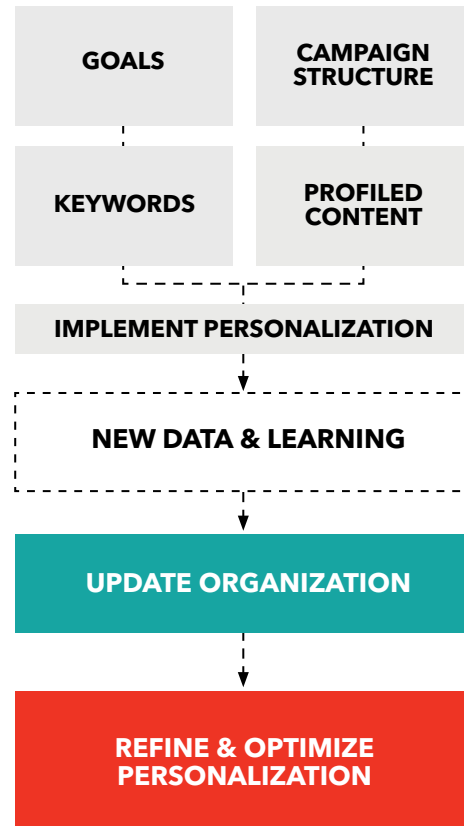
Create workflows, then test, test and test again



You won’t get personalization “right” on the first attempt. And even if you get lucky and do get it right initially, new products, seasons, buyer needs, and changes in consumer taste means this is going to be an iterative process. The aim should always be to test and refine your personas and corresponding content in order to raise conversion rates.

The diagram below illustrates the ideal workflow for launching, maturing, and testing a personalization program

- 1.** Start by identifying, labeling, and organizing, goals, campaign structure, keywords and profiled content based on the data available, then implement your dynamic personalization.
- 2.** Based on new data and learning over time, update your learning and organization.
- 3.** Optimize dynamic personalization based on updated findings.



05

Empower marketers to quickly create, distribute and iterate content



Content is the fuel that powers personalization. If marketers are hindered by technology (or a lack thereof), the engine grinds to a halt. A documented content strategy should be your first step, and it should instruct marketers and content creators on how to craft content for each of your personas. Factors such as the persona's technical knowledge or interests, should dictate the tone and language of the content being created.

“Sitecore offers a total [MarTech] package, [so] we don’t have to involve several providers.”

Pieter Moons
Digital Manager, Carglass

Marketers will need a hospitable environment to write, collaborate on, and preview content before it goes live. They’ll also need the ability to dictate what channels will benefit from which piece of content, and they should also be able to modify how that content is presented across channels. Additionally, your technology stack should allow marketers to measure and test content, and then iterate published content in line with new data.

Sitecore’s Experience Optimization capabilities allow marketers to test content in a variety of ways, including A/B testing, multivariate testing and personalization testing. Carglass is one Sitecore client that was happy to see that these functionalities were all housed under the Sitecore roof, saving them the costs and troubles involved with drafting in third-party MarTech tools.

06

Leverage geolocation and localization



“Personalization is the future, and brands that want to deliver meaningful customer experiences must become skilled in this area.”

Tiffany Greenway
Marketing Technology Leader, Chick-fil-A

With a geolocation service, you can get information about a customer’s country, state, metro area, and city. With such information, you can personalize content based on the consumer’s location, which opens up a wide range of possibilities.

For instance, you can recommend local outlets or serve content that’s in line with the weather they’re currently experiencing. You can even use the name of their town in your messaging to make your content truly localized.

Chick-fil-A was able to leverage Sitecore’s geolocation features to serve customers with content based upon their location in the world. For instance, Chick-fil-A’s digital transformation included personalized offerings based on the user’s location—and the time of day to highlight breakfast items before 10:30 am and then switch to treats and desserts later in the day.

07

Centralize & leverage third-party data sources



Like most enterprise companies, you’re likely collecting data from a wide range of sources and using an array of tools to carry out marketing, sales, and customer service operations. Moreover, as we move deeper into the IoT era, the number of devices you can use to harness even more customer data is increasing.

“Sitecore and the integration with Coveo lets us point people to a highly customized view of our content.”

Desiree Turko
Digital Marketing & Marketing
Technology Manager, Fasken

For a truly data-driven personalization program, you'll need to centralize all that data, integrate with all those tools, and ensure your customer data can be distributed to any external tool or channel; all to establish the following:

- **Detailed Personas:** The more data you have, the more detailed and granular you can get with your personas. With a higher quantity of granular personas, your content can be even more targeted.
- **Accurate Segmentation:** With more data, you can be sure that your audience is segmented under the correct personas, and are therefore receiving the most relevant content.
- **Smoother Marketing Operations:** A fragmented technology stack helps nobody. When a single platform can act as your content hub, where you can connect all external systems together, your marketing operations simplify overnight.
- **Identity Management:** When delivering personalized experiences at scale, you need to simplify the process of managing your consumer's personalized data. With modern authentication, you can create a full view of your user and access the most relevant information in a single location.

08

Go beyond your website



“Due to the digitization of customer interactions and new channels that have arisen within the channel mix in recent years, it is essential to approach your customers in a data-driven way.”

Maroue Khazai
Digital Expert, Eneco

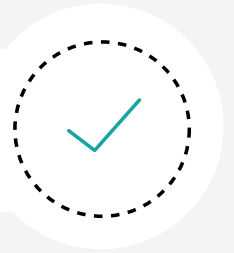
Your customers are on the go. They're commuting to work, walking on the street, passing through the airport, strolling past your store, or driving an Alexa-enabled car. Their attention span is also getting shorter and more fragmented, as every new device that emerges on the market divides their time yet again. The solution? An **omnichannel presence**.

IoT devices such as smart speakers, digital signage and virtual reality headsets are already changing the average customer experience. [With a marketer-friendly headless CMS](#), your brand can finally go beyond its website, and into the exciting realm of the Internet of Things.

While a device-centric approach to personalization is great, some brands fail to sufficiently consider what customers are actually doing when they use their phones or tablets. Instead of just presenting a responsive site to your customers, take full advantage of their devices by using insights about location or venue to provide the most relevant experience.

Moreover, you need to consider that the mood of the end user changes depending on the device they're using. For instance, because of the smaller screen and the fact they may be on the move, a consumer browsing for information about your service wants it shorter and snappier when they're on a mobile device compared to when they're browsing on a desktop.

Make personalization a core business priority



“Through this program, we have now built a common platform, a marketplace of functionalities so every brand and country can concentrate again on providing the best experience for our consumers.”

Lubomira Rochet
Chief Digital Officer, L'Oréal Global

Last but certainly not least, personalization should never be an afterthought. It should be the core focus of your overall marketing program right from the very beginning. Start with a strategic initiative early on, when implementing your personalization strategy, so that it eventually becomes a routine practice later down the line.

Your personalization strategy should be deeply ingrained into all your marketing and sales funnels. That means producing content purposely targeted for different personas, preparing customized CTAs, and showing or hiding content in line with factors such as end-user location, age, or demographic.

Remember, you aren't just tacking on functionality to your website, you're building a new and improved way to engage with your customers across the world, giving them content that's tailored for them throughout their journey.

A great example can be found in L'Oreal. They prioritized the quality of each customer experience, acknowledging that personalization was key to increasing their sales and pleasing their customers online. By leveraging Sitecore, L'Oreal didn't just add personalized content to their strategy, they built a platform that every brand they own can use to make personalization the default, not the afterthought.

Next steps

The importance of having a personalization strategy in place can't be emphasized enough. Not only does it help your brand to stay relevant and competitive in the modern day, but it also prepares you for the future.

The harsh reality that brands must face is that if you are not able to do basics in personalization right now, then you won't be ready for the more advanced personalization techniques later down the line.

We're already seeing more people using voice search and shopping bots, and these people are expecting a personalized experience through these channels. And as more companies are trying to remove any latency from their personalization process, they're investing in machine learning and consolidated into platforms like Sitecore. Otherwise, your brand will continue to fall further behind the competition the longer you delay implementing a personalization strategy.

Marketers can no longer afford to view personalization as a pipe dream. The behavior of consumers across industries indicates that end users don't just expect personalization – they demand it. If you're interested in learning more about how Sitecore has helped enterprise brands realize their personalization goals, we invite you to take our [Personalization self-assessment quiz](#) and see how your personalization knowledge stacks up and where your organizations ranks.

CUSTOMER SHOWCASE

How Sitecore has enabled enterprise brands to do personalization right

Now that you have all the steps, it's time to see how brands are putting their personalization strategy into action and results. Some of the world's most successful brands are leveraging Sitecore to personalize content, deliver that content in context, and seamlessly connect the entire customer journey across a multitude of devices.





Chick-fil-A

Restaurant chain Chick-fil-A, which encompasses 2,300 restaurants across the U.S., and boasted \$9 billion in revenue in 2017, has proven that personalization can bring a new dimension—as well as new revenue—to previously impersonal B2C interactions.



Goals

- Grow online revenue by increasing online catering orders.
- Increase customer engagement across channels and personalize digital interactions.
- Raise customer loyalty with membership program.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Path Analyzer™
- Sitecore® Analytics™
- Sitecore® Xccelerate Program™
- Integrated with Geo-IP



Results

- Chick-fil-A's new website and app help customers find nearby restaurants, place catering orders and track Chick-fil-A One points.
- Personalized stories according to user personas enabled in real time.
- Context marketing enabled personalized digital content.
- Increased revenue with integrated online ordering.
- 175% higher "Fan" customer segment story page views; 85% higher engagement value.



Explained

Thanks to a Geo-IP integration, Chick-fil-A's digital transformation included personalized offerings based on the user's location—and the time of day. For instance, the menu was configured to show breakfast items before 10:30am, but they would be offered treats like ice creams and milkshakes later in the afternoon. The changes brought about a 450% increase in online breakfast catering orders, a 143% increase in engagement value through cross-selling, and a 44% increase in new product page views.

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Eneco

Gas and electricity may light the stove, but it rarely lights a fire in the bellies of consumers. Eneco, a leading energy supplier in the Netherlands, wanted to utilize personalization to increase engagement and leverage online up-selling and cross-selling techniques.



Goals

- Low levels of customer engagement needed addressing.
- Offer customers a relevant and engaging online experience.
- Find a way to leverage up-selling and cross-selling strategies online.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Analytics™
- Microsoft Azure



Results

- Built an omnichannel experience that paired different customer profiles to specifically personalized content.
- 25% increase in self-service conversion ratios.
- 10% increase in eCommerce funnel conversion rates.
- Complete redesign of website based on 'Personalization first'.



Explained

Eneco intentionally started to personalize on a small scale before expanding. Today, using Sitecore technology, the company is growing their personalization campaign with the help of A/B testing to appeal to customers on an individual basis.

“Due to the digitization of customer interactions and new channels that have arisen within the channel mix in recent years, it is essential to approach your customers in a data-driven way, so that they can also respond intelligently to their behavior on-site. You increase the relevance to the customer and the result of your business by being more effective and focused in your marketing activities.”

Maroue Khazai
Digital Expert, Eneco

Carglass

Leading vehicle glass repair service Carglass aimed to crack through its dependence on its owner Belron to administer its regional websites. Carglass wanted more control of the web experience, and wanted to personalize the customer experience, too.



Goals

- Personalize experience for Belgium and Luxembourg market.
- Short deadline to build and launch website, with lots of moving parts.
- Generate up-sell and cross-sell opportunities.
- Optimize mobile user experience to improve conversion
- To administer website without reliance on large corporate owner.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Sitecore® Experience Manager™
- Sitecore® Email Experience Manager™
- Sitecore® xConnect™
- Microsoft Azure



Results

- With personalized content and recommendations, Carglass now up-sells retail products ready for pickup when customers visit for a service.
- By collecting and analyzing data, Carglass optimizes user journeys.
- Marketers in the region can now update and promote local offerings.



Explained

Carglass' revamped website and app—both of which are fueled by personalized content—has reduced the burden on its call centers. Additionally, the company has seen a huge increase in online bookings and a 100% increase in visitors accessing the site via smartphone and tablet. Moreover, Carglass' conversion rate increased by 8% on desktop and by 6.4% on mobile, while bounce rates dropped by 16.1% and session durations increased by 12.5%.

“Before we started the project, we were under the impression that we had to implement two new tools. An in-depth market research showed that Sitecore covered all of our needs and requirements in one solution. It was a well thought-out choice.”

Pieter Moons
Digital Marketing at Carglass



Fasken

Prestigious Canadian law firm Fasken was eager to turn its “brochure” style website into an enterprise-grade lead generation powerhouse. The firm sought to give website visitors personalized access to the 40,000 digital documents and resources it had to offer.



Goals

- Migrate and simplify “brochure” website to reflect a Tier 1 brand.
- Empower site users to quickly find relevant information.
- Personalize access to breadth and depth of global resources.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Sitecore® Print Experience Manager™



Results

- Personalized content based on user interests, browsing history, geographical location.
- Communicated firm’s wide range of global services and expertise.
- Engaged users in a conversion path; increased event registrations and subscriptions 10%.

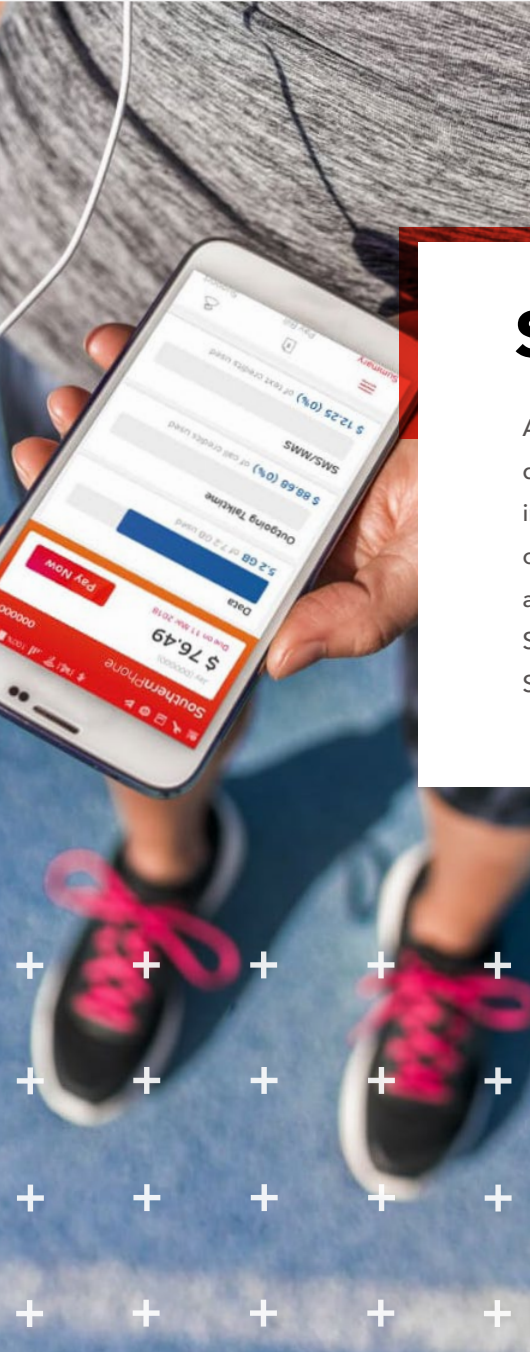


Explained

Since launching the new site, the 150-year old law firm—and its clients—have benefited from multi-language support, global personalization, and intelligent browsing. GeoIP identifies the location of the user’s IP address and serves tailored content accordingly. Meanwhile, Fasken attorneys are capitalizing on leads captured via the new site.

“This project harnessed the power of Sitecore and Azure. By personalizing a customer’s experience based on their interests and purchase history, we proved that customers are willing to move from a transactional mindset to an engagement mindset when they are paying a bill on the website.”

Brenda Plowman
Chief Marketing Officer, Fasken



Southern Phone

Australia's largest regional telecom company, Southern Phone was on a mission to deliver cutting-edge customer experiences to maintain customer loyalty in a hectic industry. As part of their initiative, Southern Phone wanted to launch an eCommerce offering, and they wanted to tailor imagery and messaging for new website visitors, as well as deliver personalized content based on location. By using Sitecore XP, Sitecore Email Experience Manager (EXM) and Sitecore Experience Commerce, Southern Phone was able to do exactly that, and more.



Goals

- Create an online commerce channel to grow revenue.
- Deliver world-class customer experience to maintain customer loyalty.
- Evolve from brochureware site to agile digital presence.
- Target messaging, imagery for appeal to new customers.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Sitecore® Email Experience Manager™
- Sitecore® Experience Commerce™



Results

- Optimized and personalized content for better user engagement .
- Adopted tools to collect and leverage customer data for more intelligent marketing decisions.
- Enabled eCommerce, campaign, and geolocation-based personalization.
- Integrated website with help desk; freed staff to deliver high-value customer care.

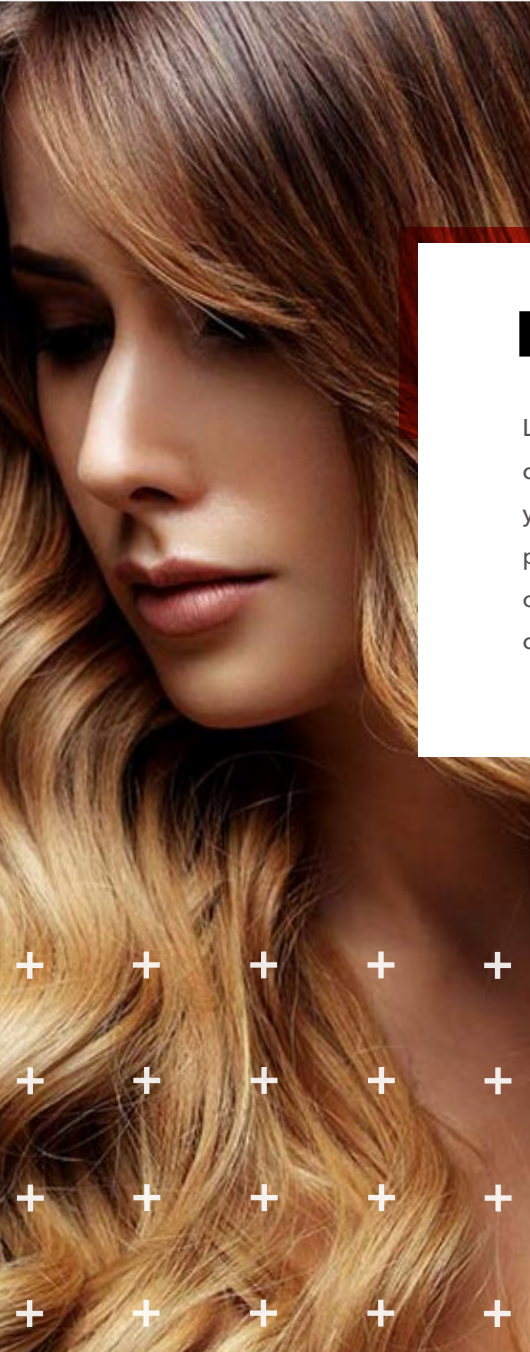


Explained

The end result was an eCommerce-enabled site with geolocation personalization. New visitors are given tailored imagery and messaging, while customer satisfaction and sales improved across target markets. Moreover, the firm was able to slash their time to market by 50% and implement robust cross-selling, up-selling, and bundled offerings.

“Our vision is to provide a world-class customer experience, and Sitecore helps us deliver that. We wanted an eCommerce platform that provides personalization, context marketing, and business-process automation. Sitecore gives us all that plus a CMS.”

Rick Van Emmerik
Customer Experience Manager,
Southern Phone Company Ltd



L'Oréal

L'Oréal, one of the largest cosmetics companies in the world, set out an ambitious digital goal to refresh and relaunch 600 websites for 15 brands in the space of three years, with the ultimate aim of becoming the leading digital beauty brand on the planet. At the center of this transformation, L'Oréal wanted to improve their customers' online experience by delivering personalized content and recommendations based on customer interaction data.



Goals

- Innovate new services and experiences on new channels—such as eCommerce—and fast.
- Deliver personalized experiences based on customer interaction data.
- Reinvent the core marketing model to deliver a globally consistent online brand experience while providing cost-effective localization.



Solutions

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Microsoft Azure



Results

- Customized product offerings based on consumer profiles.
- Lower capital costs and technology administration by consolidating 10-plus technologies into one, with Sitecore.
- Unified, consistent digital presence across all brands.
- Improved page load times from 7 seconds to below 3 seconds.



Explained

L'Oréal gained a new digital platform that gave them the speed to market and flexibility they wanted. They also saw an improvement in page load time, from 7 seconds down to 3 seconds. Plus, the digital platform also reduced their capital expenditure and tech administration since the new platform consolidated 10+ technologies into one.

“Customers have come to expect responsive and personalized experiences. By using out-of-the-box Sitecore elements, like the personalization module, we are able to offer each customer a unique experience.”

Mousen Bourgou
Head of Technology,
Global Digital, L'Oréal



Why Sitecore

At Sitecore, our team of experts has been building enterprise software for more than 20 years, so we've pretty much seen it all.

As the most flexible and connected digital experience platform, we empower the world's biggest brands to create truly personal relationships with their customers by unifying content, commerce and data with a built-in superpower - always-on personalization. As consumers have evolved to buying experiences, not just products, brands can't afford to stay stagnant and still be competitive.

Partnering with Sitecore provides you with industry-leading tools and unmatched support that will allow you to build brand loyalty with your customers like never before.

Sitecore's ability to personalize digital experiences is second to none. We learn from all interactions - online, offline and anonymous - and we apply that data and insight in real time across channels at scale. No one else can do this—it's just one of our key differentiators. Let's talk about the others. For more information, follow us at [@sitecore on Twitter](#) and [Instagram](#) or [visit sitecore.com](#).