

# A Guide to Interaction Studio **Web Personalization**

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**bubblebox**<sup>®</sup>  
.CLOUD

# How well do you understand your website visitor?

Marketers recognize that not every person who visits your website is a prospect or immediate customer but you're struggling to make sense of your website visitor and unable to promote relevant content at the right time. For many marketers, this is a major challenge.

## The Challenge:

As a marketer, you would like to:

- Segment your audience and load relevant content on your website that would resonate with these individuals based on their most recent visit on the website.
- Listen and collect data to optimize and identify future use cases to increase your conversions and better engage with your audience.

To support and power web personalization, you need to have real-time insights into each individual's up-to-the-minute behaviors, interactions, and history across your channels. In addition, you need to be able to activate all that data, right as the person is engaging. If this is the case, Interaction Studio is the right tool to help you streamline your efforts and make use of the great data you already possess.



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# What does this look like?

Let's use "Blog Recommendations" as our example.

Your web users come to the website from various channels and you want to serve up fresh blog content each time they return to your site. In our example, someone who is new to our website will be served up the following three blog options to start.



Remember, when we don't know much about our web users, we're still in discovery mode. Perhaps it's their first time landing on the website and now we begin to learn about and better understand their intent. Intent signals can be collected based on the recent actions they've taken on your website, profile creations, communication preference centers, etc. Each time we gain a little more first-party data insight, we get better at displaying relevant content that will drive engagement.

The screenshot shows the Allant website header with navigation links: SOLUTIONS, MARKETS, RESULTS, ABOUT, BLOG, and CONTACT. Below the header is a section titled "BLOG RECOMMENDATIONS" featuring three article cards:

- Growing Customer Lifetime Value**  
Learn best practices for overcoming data and organizational challenges related to customer lifetime value, so you can win, serve, and retain more customers.  
[READ MORE](#)
- The Value of Marketing**  
Download our eBook today to begin leveraging advanced analytics to create and convert opportunities.  
[READ MORE](#)
- Finding Relevance in Data**  
Learn how to stay relevant to consumers by leveraging the vast amount of data available to you.  
[READ MORE](#)

Below the recommendations is a light blue box with the following text:

The concept can be applied across many industries such as retail, ecommerce, and financial services. Retail marketers may want to recommend products or offer promotions while industries like financial services may want to promote financial wellness blogs, etc.

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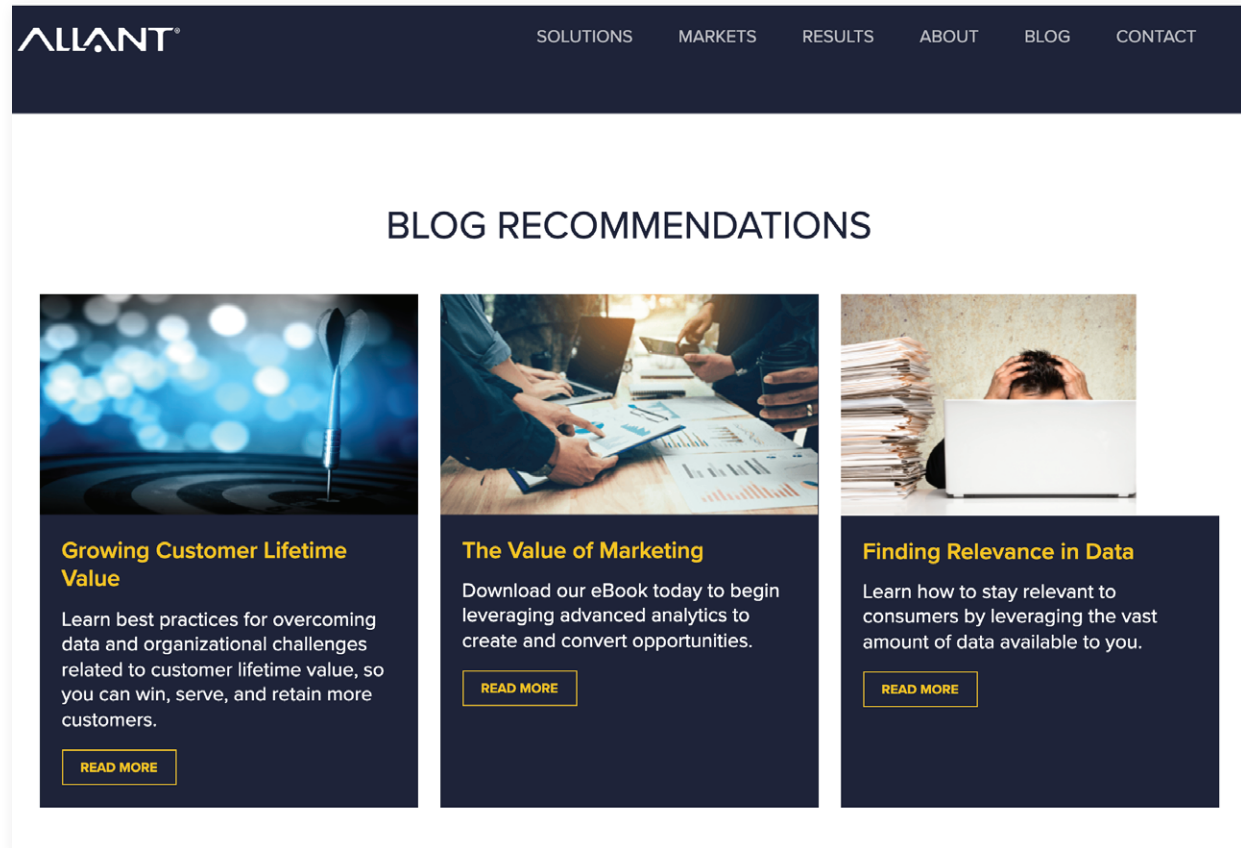
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**Let's use an example of one of our owned websites:** In this case, a first-time web visitor will be shown our homepage along with a generic set of blog recommendations. As the web user engages with the website, we begin to learn their intent of visiting our website.



Allant Group is the parent company of Bubblebox. Allant is a marketing services provider focused on supporting mid-market and emerging brands through a holistic set of offerings in support of marketers' customer engagement needs, including data integration and management, martech system integration, analytics and other application-layer integrations. Visit [allantgroup.com](http://allantgroup.com) to learn more.



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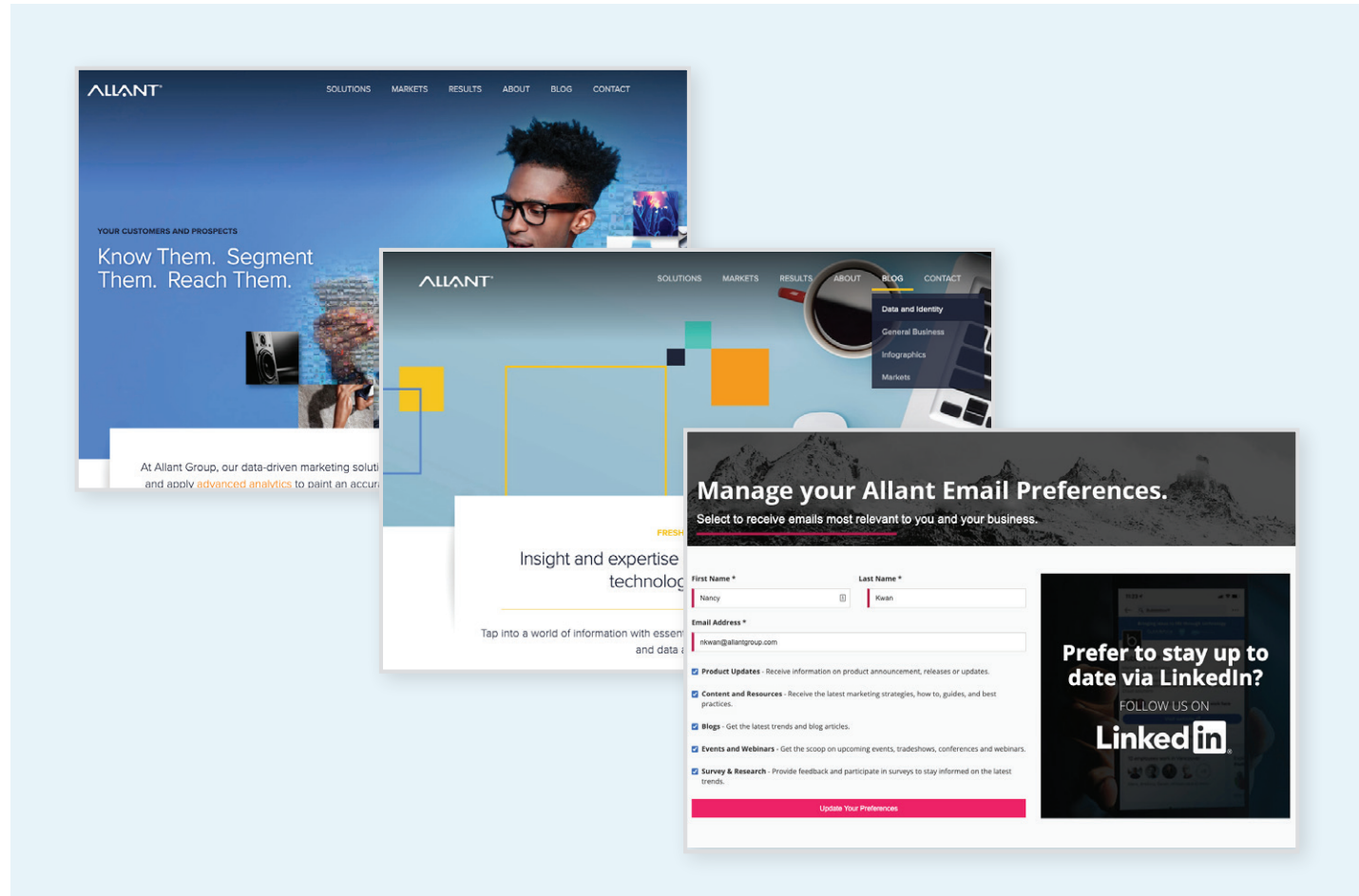
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After a few clicks and return visits driven by other marketing channel efforts, we begin to discover that a user may have an interest in learning more about developing audiences and building out segmentations based on their recent activities.

As a result, each time the person revisits our website (whether it's through a return visit from our newsletter, them updating their communication preference topics, etc), we begin to identify the relevant content within our blog inventory that we could serve up.



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A few days later, the prospects receive a newsletter bringing them back to the website. Having now learned that they have recently been previewing content or providing data points that indicate they have an interest to learn more under the “Data and Identity” category, we have the ability to serve up blogs that are relevant to this category.

**ALLANT**SOLUTIONSMARKETSRESULTSABOUTBLOGCONTACT


## BLOG RECOMMENDATIONS



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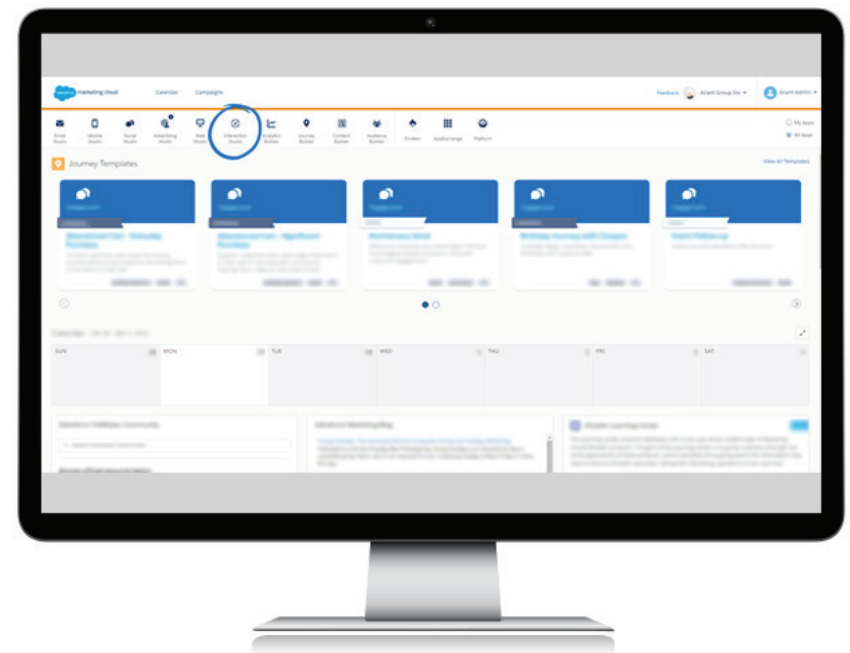
# How does Interaction Studio work?

Interaction Studio is powered by data. It combines data-based behavioural analytics and advanced machine learning, helping you gain insight into each and every customer and prospects. You can then use that data to deliver relevant, individualized experiences that test and ultimately improve a customer's journey with your company.

Bubblebox enables your marketing team to present personalized web content leveraging visitor data and intent-indicators to present web offers relevant to visitors and the ability to listen for future use cases.

## This includes:

- Working with you to add Interaction Studio to your web domains
- Mapping the website to enable Interaction Studio to listen to web events and web visitor behaviours on the website
- Develop, test and deploy web personalization campaigns
- Leverage the customer's website domain to render the campaign on the website



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# Why use Interaction Studio?

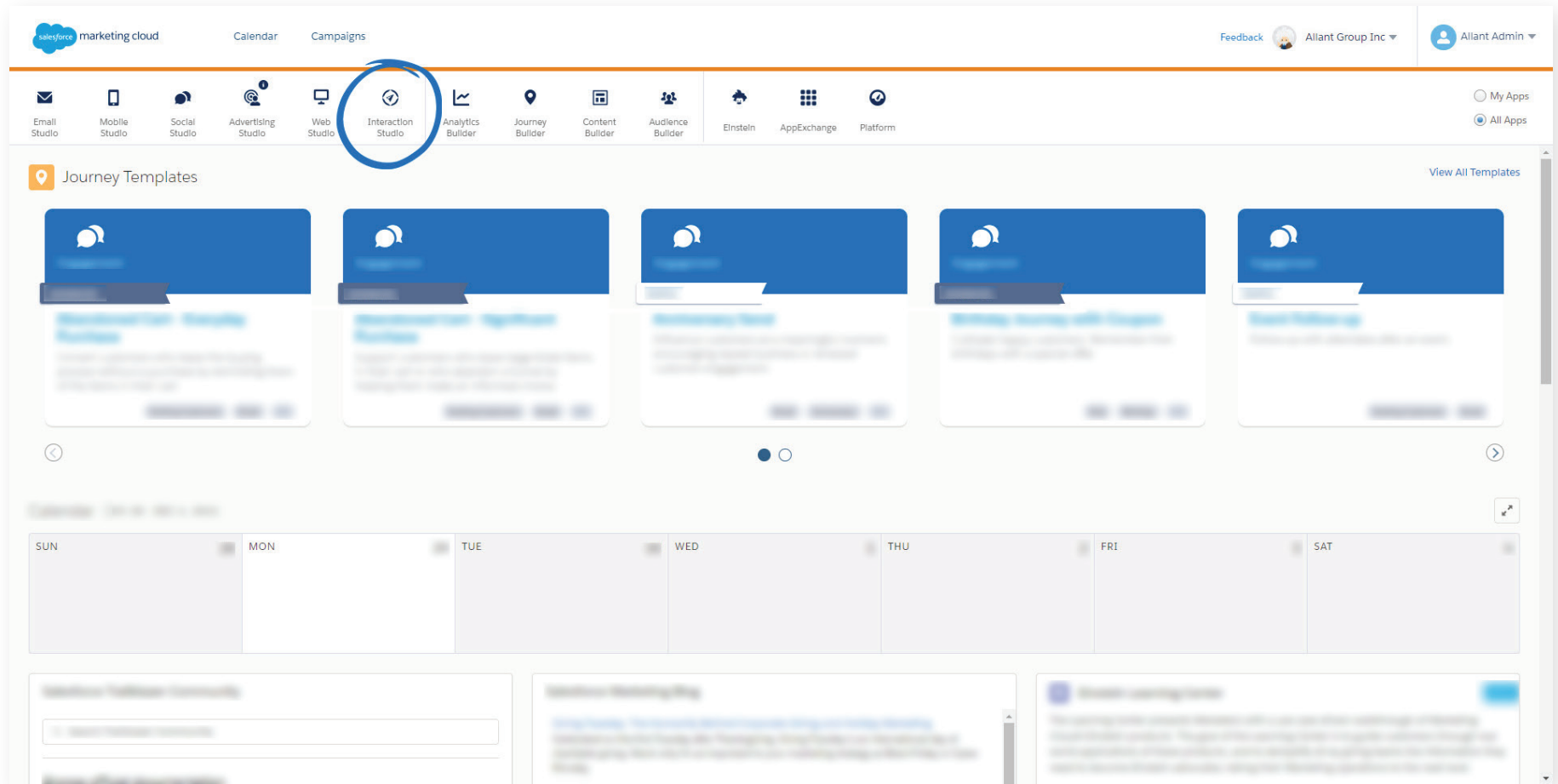
Interaction Studio enables marketers to connect data and create personalized experiences across every touchpoint, including your company website, mobile apps, emails, onsite locations, and more. With increased data-based marketing, you'll start to identify patterns in visitor journeys that can shorten your sales cycle, e.g. visitors tend to read 3 specific pieces of content before filling out your contact form. By leveraging Interaction Studio, you can take visitors through these web journeys sooner, allowing you to close them faster.

## In short, Interaction Studio helps marketers:

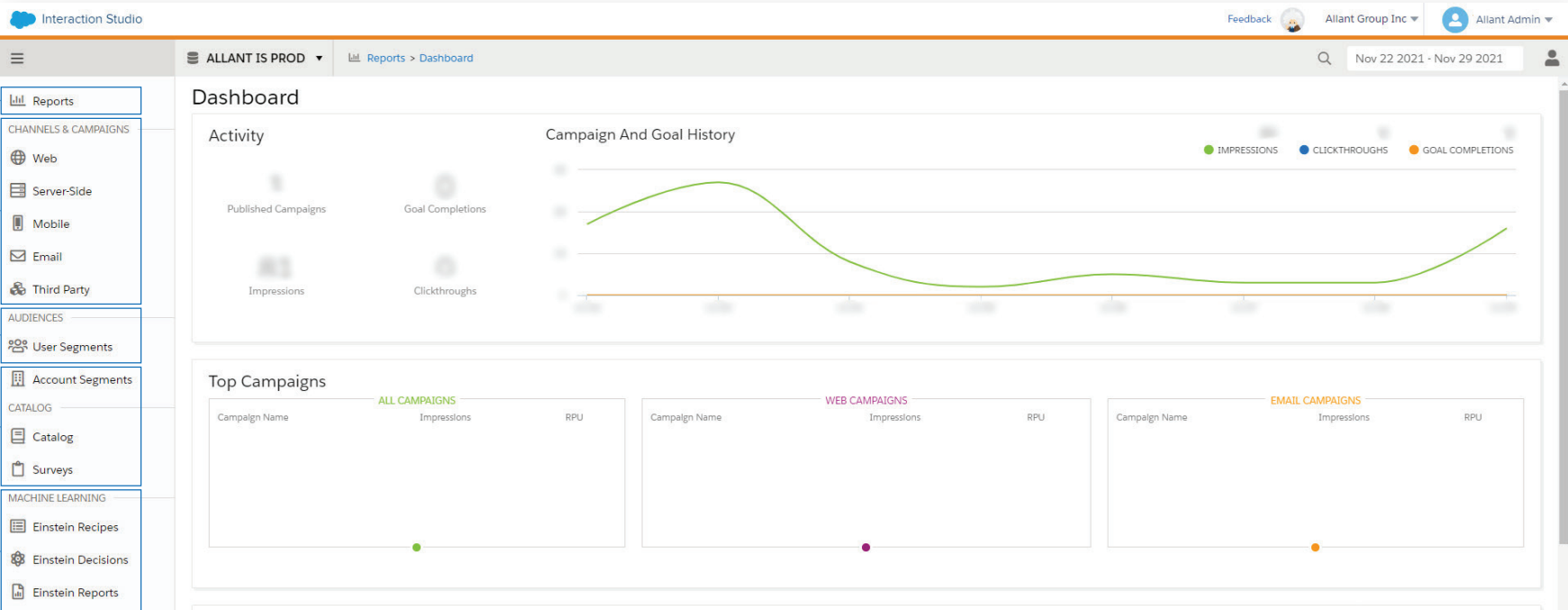
- **Listen** to how customers interact with your brand across channels
- **Understand** what to do next based on rules set by the business
- **Act** on insights gathered to provide customers with the best experience



**Let's continue with our example** and leverage our blog recommendation scenario. In Marketing Cloud, you'll see Interaction Studio in your top navigation.



Once in Interaction Studio, the first screen you'll see is your dashboard, which includes various views of your account activity. Let's quickly break it down:



The screenshot shows the Salesforce Interaction Studio dashboard. The left sidebar contains several sections: Reports (1), Channels & Campaigns (2), Audiences (3), Catalog (4), and Machine Learning (5). The main dashboard area displays 'Activity' with a line chart for 'Campaign And Goal History' showing Impressions (green), Clickthroughs (blue), and Goal Completions (orange). Below the chart is a 'Top Campaigns' section with three columns: ALL CAMPAIGNS, WEB CAMPAIGNS, and EMAIL CAMPAIGNS, each showing Campaign Name, Impressions, and RPU.

1

**Reports**

Enables us to see website revenue, activity, top campaigns, visitors, web events, geography and purchase breakdown

2

**Channels & Campaigns**

List of real-time personalized campaigns across all channels including web, email, mobile and any third party system

3

**Audiences**

This is the area where you go to find users and segments that you are targeting with personalized campaigns

4

**Catalog**

List of all parts of your website that can be tracked. This includes articles, blogs, products, promotions and page categories

5

**Machine Learning**

Using Einstein Recipes, a user can create algorithms to track customer behaviors, evaluate which experiences have the highest likelihood of engagement, and ultimately make real-time recommendations in a specific channel, like web in this instance

For our example of blog recommendations, we'll be selecting **"Catalog"** and creating a Catalog called "Blog Post". When configuring Interaction Studio category objects, best practice is to align your catalog to different categories that exist on your website. It's how a user will most likely navigate across your website. These web categories are used for reporting and segmentation, so plan for how you wish to visualize these.

Category	Viewed ↓	Avg View Time
all content	26	26 seconds
all content	5	26 seconds
all	4	22 seconds
marketing and advertising technology	3	48 seconds
customer preference management	3	22 seconds
measurement frameworks	3	26 seconds
analytics and insights	3	9 seconds
campaign management	3	27 seconds
catalog objects	26	22 seconds
blog posts	26	26 seconds
categories	22	26 seconds
all content	26	26 seconds
tracking customer engagement	3	27 seconds
improve customer targeting	3	22 seconds
insurance financial	3	3 minutes 9 seconds
entertainment	3	26 seconds
increase response rate	3	22 seconds
marketing technology	3	22 seconds

The concept can be applied across many industries such as retail, ecommerce, and financial services. Retail marketers may want to recommend products, while financial services might want to promote lifestyle blogs or promotions.



Before you jump to build in Interaction Studio, it's important to define what parts of your website are relevant for web personalization. Do you need personalized product or blog recommendations, offers, articles, hero images, pop-ups or others. Also, define and refine segmentation rules to apply to the web personalization areas.

From here, we have the ability to leverage your website's sitemap to populate the Interaction Studio Catalog. Alternatively, you can import all the information from a file but leveraging the sitemap is best practice due to real-time updating.

Interaction Studio

Feedback Allant Group Inc Allant Admin

Nov 22 2021 - Nov 29 2021

filter by keyword or filter by segments

Categories

Categories Word Cloud

Category	Viewed ↓	Avg View Time
all solutions	26	28 seconds
data solutions	5	28 seconds
data	4	27 seconds
marketing and advertising technology	3	48 seconds
customer preference management	2	37 seconds
measurement frameworks	1	28 seconds
analytics and insights	1	7 seconds
campaign management	1	27 seconds
CATALOG OBJECTS	18	27 seconds
Blog Posts	18	36 seconds
Categories	18	36 seconds
all solutions	18	36 seconds
boosting customer engagement	1	27 seconds
improve customer targeting	1	31 seconds
insurance financial	1	2 minutes 11 seconds
entertainment	1	30 seconds
increase registration rate	1	31 seconds
health technology	1	37 seconds

Select a category to see its summary and stats.

Best practice is to have automations in place that show content on various channels as soon as it is uploaded, e.g. automatically showing a just-published blog post in a newsletter that is being sent to a user that has indicated interest in the topic. This will ensure that you're capturing your users' interactions along with the content available in real time.

The screenshot displays the Salesforce Interaction Studio interface. On the left, a navigation menu includes sections like 'CHANNELS & CAMPAIGNS', 'AUDIENCES', 'CATALOG', 'MACHINE LEARNING', and 'GEARS'. The 'Catalog' section is expanded, showing 'Blogs'. The main area displays a table of blog posts under the heading 'Blog Posts'. The table has columns for 'Blog', 'Viewed', and 'Avg View Time'. A hand cursor points to the first row, which is titled 'Model Mayhem: Analytics in the Aftermath of COVID-19'. To the right of the table, there is a detailed view of the selected blog post, including a thumbnail image, the title, a brief description, the URL, and an 'Activity' section with a timeline.

Blog	Viewed	Avg View Time
Model Mayhem: Analytics in the Aftermath of COVID-19	0	0
Do you want to Winback Lost Customers?	0	0
Engage Your Information 1st Agent Group	0	0
Know the What, When and How to Reach Your Best Customers 1st Agent Group	0	0
Customer Court Ship - Manage the 1st Agent Group	0	0
The Value of Customer Lifetime Value	0	0
Social Media Ad to Your Best Your Best World Everytime When It Comes To CR 1st Agent Group	0	0
The Persuasive Power of Personalization 1st Agent Group	0	0
Personalizing Higher - Analyzing Where To Invest 1st Agent Group	0	0
Agent Group among the ten most significant Customer Analytics Service Providers 1st Agent Group	0	0
Uncover "The Value" in Customer Lifetime Value	0	0
Dynamic Email Personalization 1st Agent Group	0	0
Keep Your Eye on the Prize - Is It Really Time to Embrace the CRM?	0	0
When the customer behind the data? It's a question all marketers are trying to solve	0	0
Agent Group With Changes to Third-Party Cookies, The First-Party Revolution is About to Begin	0	0
The Top 10 Questions to Ask When Choosing a Predictive Analytics Solution	0	0
What Do You Mean By "Analytics"? 1st Agent Group	0	0
The California Consumer Protection Act (CCPA): How We Can Use Privacy Laws to Be Marketing Leaders	0	0

**Model Mayhem: Analytics in the Aftermath of COVID-19**

COVID-19 has accelerated the marketing model evaluation process, but regular review is something brands should have been doing all along.

Views 0

URL <https://www.allantgroup.com/blog/data-and-identity/marketing-model-evaluation-analytics-in-the-aftermath-of-covid-19>

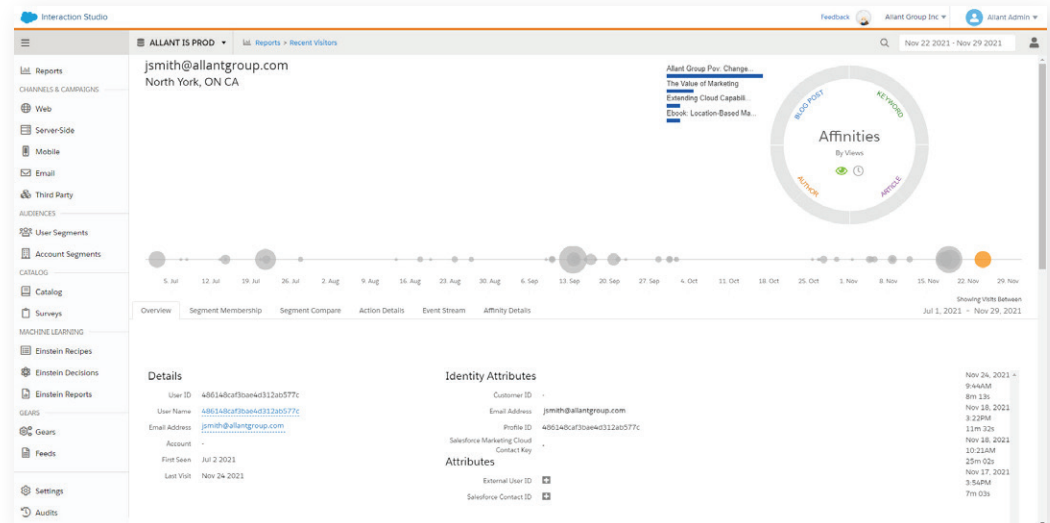
Activity

Date

# What does the data that we collect look like?

In Interaction Studio, using the **Event Stream** and **Recent Visitors** feature, we have the ability to see in real-time what web users are seeing organically vs what they're reading based on the recommended products. Information will be collected anonymously until you've been able to collect information and begin to create a unique identifier. An identifier is defined by your business, such as an IP address, email, lead or contact ID.

In our example, email was used as an identifier. Here we can see "jsmith@allantgroup.com" is a known identifier which could have been collected from signing up to events, making an online purchase, subscribing to a newsletter, etc.



The concept can be applied across many industries such as retail, ecommerce, and financial services. Retail marketers may want to recommend products based on their interest based on a number of factors such as material, size, type etc, or say for financial services having the ability to understand factors such as lifestyle, interest, behaviour, life stages, health and wellness interest, to present relevant content.

Below, under **Event Stream** or even Recent Visitors, you'll notice that any "recommended" blogs generated via Interaction Studio are flagged with the little comment bubble along with "recommended" for you to listen and analyze for future engagement and conversations with your customers.



Interaction Studio Premium License holders have the ability to push and pull data from Marketing Cloud

Interaction Studio to the Salesforce CRM. This enables your marketing, sales and service teams, via Sales Cloud, to view your customers web engagement and communicate to your segments accordingly. The full web and sale cycle view of the customer allows your teams to sell more efficiently by leveraging these known web behaviours and provide a better customer experience.

The screenshot displays the Salesforce Interaction Studio Event Stream. The main table lists events with the following columns: Timestamp, Action or URL, User Name or Email, and Company. The events include visits to various pages like 'Contact Us Page', 'solutions Page', and 'About Page', as well as 'Recommended Blogs'. A sidebar on the left provides navigation for different sections like Reports, Channels & Campaigns, and Audiences. The right sidebar shows detailed information for a selected event, such as the User ID, URL, Client IP, and User Agent.

# The Results:

Now you have the ability to to serve up content on your website that:

- your audience hasn't seen or spent a long time consuming
- is relevant based on their intent-signals
- will lead to engagement based on their intent signals
- collects additional data for you to analyze for future decision making
- closes customers faster based on previous visitor patterns

## Get Started with Interaction Studio and Bubblebox

Start a conversation with a Bubblebox Solutions Consultant to better understand your customers and business goals to implement Interaction Studio into your environment and get web personalization launched in just a few weeks.

Here's a sample timeline of what to expect when implementing one use case in Interaction Studio.

