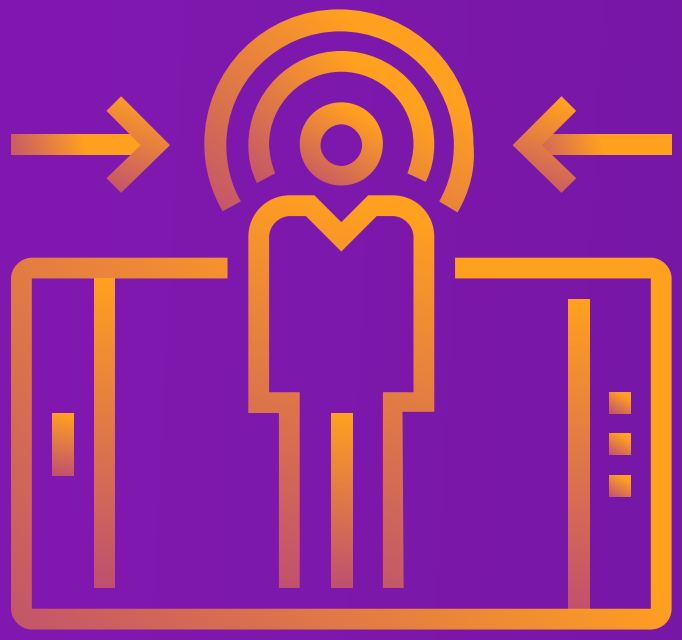


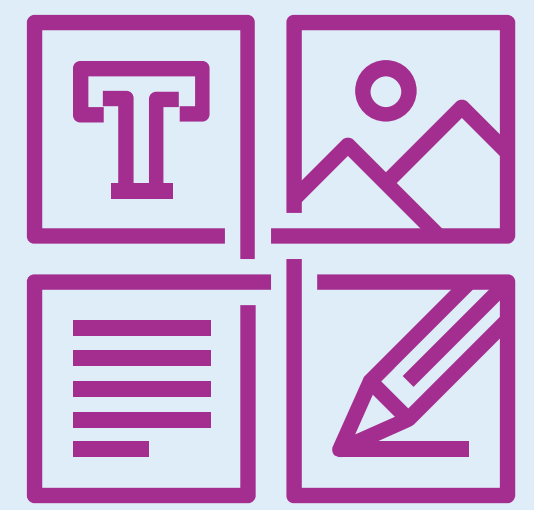
Why Isn't Your



Personalization Working?

You don't have enough CONTENT.

There's more to effective personalization than running a mail merge and hitting send—the content has to speak to your audience.



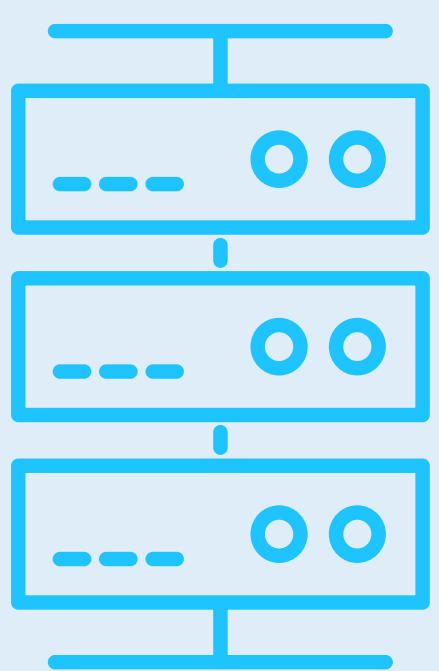
55%

of B2B marketing leaders¹ said that one of the biggest stumbling blocks their personalization efforts face is limited content.

¹ State of Enterprise B2B Technology Marketing, 2022 Benchmark Results.
<https://info.ironhorse.io/resource/tech-marketing-benchmarks-2022>



This doesn't mean you have to start from scratch. Consider repackaging existing content to match the specific audiences you are targeting.



You aren't using the right TECH STACK.

As ABM strategies have become more popular, personalization techniques have been adopted by most major martech providers. If you have a stack, there's a good chance you have what you need to make personalization work.

54%

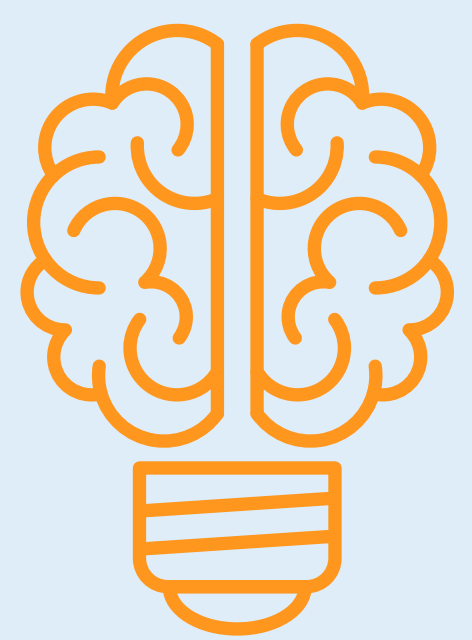
of respondents said their martech stack doesn't let them effectively use personalization strategies. We're not sure that's the case.



A full audit of your tech stack's capabilities—not just what you're already using—will show how you can better leverage personalization techniques without spending more on technology.

You don't have enough BRAIN POWER.

Without someone who knows how to leverage your tech stack, you can't take full advantage of what you're paying for.



50%

of our respondents said a lack of internal expertise on personalization strategies and tactics was holding them back.



Consider a partnership to help make your efforts stand apart from the rest.

Want to take your personalization to the next level - and make your goals a reality in the process?

Find out more and request a free consultation at www.ironhorse.io/contact