



AI-POWERED PERSONALIZATION

How Marketing Leaders Can Deliver
Tailored Experiences at Scale



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Introduction: The Age of Personalization

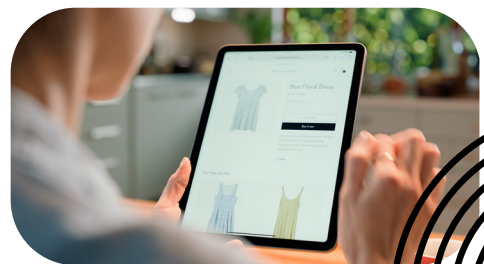
As marketing and customer experience experts for over 50 years, we can tell you the secret to winning business: your customers want to feel seen, heard, and catered to in their interactions with your brand.

In 2024, **Forbes** reported that 81% of customers prefer companies that offer personalized experiences. Not so surprising, as most business leaders know that delivering a sense of personal resonance to prospects and customers is key to developing long-term, profitable relationships.

But while the promise of personalization has been clear for years, the reality of delivering it at scale, seamlessly, across every channel, has been mired in complexity. Data piles up faster than it can be processed. Teams wrestle with disconnected systems. Opportunities get lost in the gaps.

To overcome these challenges and elevate their personalization efforts, many teams are embracing **artificial intelligence (AI)**. By integrating AI into their tools, processes, and systems, organizations empower machines to analyze data, identify patterns, and make informed predictions or decisions.

For marketing and customer experience leaders, **AI offers the ability to automate personalization at scale, ensuring every interaction feels intentional and impactful across channels.** From analyzing behaviors to crafting dynamic content, AI empowers brands to connect with their audience and truly resonate with each individual.



The Building Blocks of AI-Powered Personalization

For true personalization to work, companies need clear, concise, and accurate data on their customers and prospects. Data on its own is just raw potential, scattered across systems and touchpoints. To unlock its true value, you need to bring it together into a single source of truth that provides a complete, accurate view of your customers.

This foundation allows you to connect the dots between behaviors, preferences, and interactions, which in turn allows you to deliver relevant experiences. Without this clarity, personalization efforts can feel fragmented and inconsistent, leaving customers disengaged. Building this solid groundwork is the first step toward creating meaningful, data-driven connections that drive loyalty and results.



Data as the Foundation

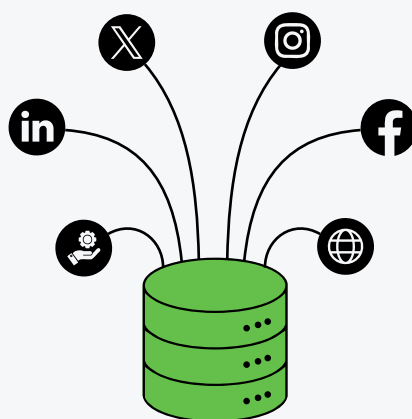
Every interaction has a story to tell. Maybe it's as simple as a click in an email, or as meaningful as the close of a multimillion-dollar deal. Multiply those moments by thousands across your website, CRM, social channels, and purchase records, and you unlock an unmatched resource for understanding what matters to your customers.

Yet, most companies struggle to see the whole picture as data lives in silos, incomplete or out of sync. **The first, essential step: bring everything together.** Build a single source of truth. When sales, marketing, support, and product all feed the same unified customer profile, you can approach every interaction with a precise understanding of their needs.

High-quality data is the foundation that enables AI to deliver meaningful results. If your data is incomplete, outdated, or inconsistent, even the most advanced AI will struggle to find the right patterns or deliver relevant recommendations. When you **invest in robust data hygiene to verify, clean, and enrich your records**, AI models learn from reality rather than noise, leading to insights you can trust and act on.

At the same time, it's crucial to recognize that AI amplifies what's in your data. If there are biases or gaps, AI can inadvertently reinforce them, making it harder to serve every customer fairly. **Ensure your data is consistently monitored for outliers, imbalances, and blind spots.** Accurate, representative data enables AI to cut through complexity, recognize true patterns, and inform decisions that benefit your entire organization and customer base.

Bringing data and AI together requires tools designed for integration and scalability. Platforms like **Databricks**, one of our trusted partners, make this possible by unifying data engineering, analytics, and machine learning in a single environment. With Databricks, businesses can break down silos, streamline data pipelines, and deploy AI models faster—all while maintaining security and governance. Choosing solutions that connect clean, unified data with advanced AI capabilities is key to unlocking real business value.



AI Tools and Technologies

AI is a broad field of computer science focused on creating machines capable of performing tasks that typically require human intelligence, such as learning, reasoning, and decision-making. There are a myriad of ways to apply AI to solve business challenges, but the most common applications for personalization are:



Machine Learning (ML): Analyzes historical data to recognize patterns and continuously improve accuracy over time. Used to determine who your best customers are, which signals predict churn, and which offers trigger action.



Natural Language Processing (NLP): Converts unstructured customer feedback from reviews, social media, forums, and support conversations into clear, actionable themes and sentiment.



Predictive Analytics: Analyzes past data to recognize patterns and predict future outcomes. Often used to anticipate demand, spot friction, and identify the moments where a targeted message, offer, or intervention will drive impact.



Generative AI: Creates personalized content, product recommendations, and dynamic pricing optimized on the fly, tailored to individual profiles.

Modern Customer Data Platforms (CDPs) and Recommendation Engines take these technologies and put them to work at scale, collapsing complex data pipelines into a single stream of insight. When you invest in the right foundation, personalization stops being a manual effort and becomes a measurable, always-on advantage.



Creating Hyper-Personalized Customer Journeys

With our foundation established, the next step is orchestrating journeys to deliver what's needed, when it matters most.

Predictive Product Recommendations

AI evaluates browsing sequences, buying patterns, and even abandoned carts in real time. The result? Offers and recommendations that feel less like cold calls and more like thoughtful nudges from a partner anticipating what you need, not a salesperson forcing a fit.

REAL-WORLD IMPACT: DOVETAIL FURNITURE

CHALLENGE

Over the course of three decades, Dovetail evolved from a furniture retailer to a wholesale supplier, serving thousands of businesses and designers throughout North America. They needed a CMS and eCommerce platform that could be customized to the needs of this wide customer base.

SOLUTION

OneMagnify developed a recommendation engine via Optimizely, serving both Dovetail's vendors and the vendors' own customers with tailored "You May Also Like" content based on user behavior. Their Service API was integrated to understand relevant data and historical behavior of each user.

RESULT

The new Dovetail site is responsive, streamlined, and fully prepared for future scaling and integrations. Dovetail reaffirms its status as a market-leading supplier for designers and retailers.





Dynamic Content Delivery

Every visitor is on a unique journey. Why force them down the same path? AI can be applied to adapt your web copy, emails, and advertising based on real, live signals. New leads see onboarding content; loyal buyers discover advanced offerings. The result: higher engagement and a sense that every interaction is for them, not just the crowd.

Dynamic Pricing

Pricing used to be static or manual. By applying AI, pricing can be adapted autonomously, reflecting shifts in demand, competition, and customer profile. Particularly for B2B organizations, where every contract can be unique, dynamic pricing becomes a game-changer, delivering fair value for both buyer and seller.

REAL-WORLD IMPACT: REINDERS

CHALLENGE

Reinders was dealing with an outdated website platform that did not allow real-time price and inventory updates. This was especially problematic for B2B clients, most of whom have individual pricing agreements with Reinders.

SOLUTION

OneMagnify replatformed their website to Adobe Commerce and integrated it with their ERP to provide real-time pricing and inventory to all customers, while delivering a more personalized experience to B2B clientele.

RESULT

The project led to reduced customer service overhead and a site that can scale with the expansion of their B2B and B2C customer base.

The Business Impact of AI-Driven Personalization

The most compelling personalization programs create lasting connections with customers that fuel loyalty and long-term growth. By tailoring experiences to individual needs and preferences, these programs ensure customers feel valued and understood. Over time, this deeper connection translates into sustained business value, from increased retention to higher lifetime customer spending.

Customer Retention

Your best customers expect to be recognized. When you use AI to identify and connect with your repeat customers, you turn one-time transactions into ongoing partnerships. Every retention win compounds, lowering acquisition costs and leading to brand advocacy.

Revenue Growth

Personalization focuses your message and your resources:

Conversion rates increase because offers are timely and targeted.

Order sizes climb, thanks to effective cross-sell and up-sell.

Customer lifetime value rises as buyers return, again and again.

The difference is focus. When personalization is applied, companies can allocate resources to what matters most for each customer, each time.

Operational Efficiency

Manual is costly, and AI attacks the inefficiencies head-on:

Automating repetitive segmentation and manual campaign tasks.

Enabling teams to act on clear signals, not gut instinct.

Freeing up creative and strategic bandwidth for high-impact work.



Overcoming Challenges and Barriers

Success with AI-powered personalization is attainable, but not automatic. To achieve it, businesses must start with a clear understanding of their goals and how personalization fits into their broader strategy. Additionally, teams need to be prepared to tackle challenges, such as data privacy concerns, technical limitations, and resistance to change, with a proactive and solution-focused mindset.

Data Privacy and Compliance

Customers give you data in return for better experiences, but that trust is conditional. Losing it can set your business back years. Prioritize data stewardship and governance:

Be transparent about what you collect and how it's used.

Comply fully with privacy mandates like GDPR and CCPA/CPRA.

Give customers real control, not window dressing.

Get this right, and you transform risk into a differentiator: a brand known for both relevance and responsibility.



Integration and Scalability

Anchoring AI to your legacy stack isn't easy, and most companies aren't aiming to start from scratch and rebuild their tech from the ground up. The solution: phased integration through testing, learning, and expansion. Choose tools built for interoperability, not black-box monoliths. Build a foundation agile enough to handle growth so that pilots can become practice, not just proofs of concept.

Change Management

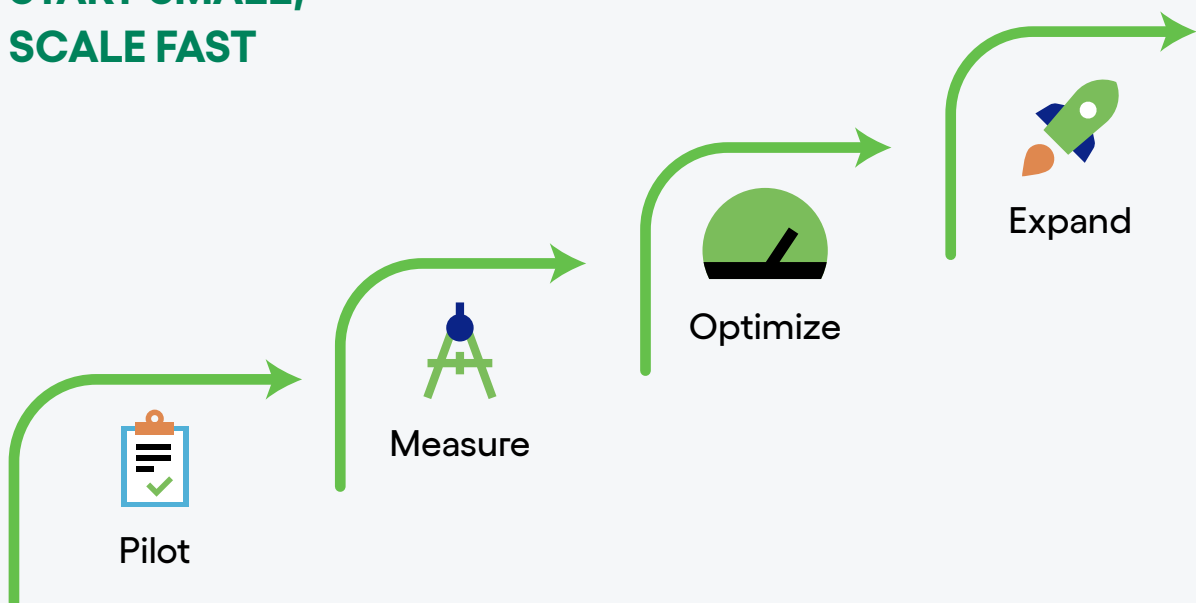
Technology itself is neutral; it's a tool, neither inherently good nor bad. The outcomes it produces depend entirely on how people choose to use it. True organizational change requires alignment, understanding, and buy-in from everyone involved. Without that collective commitment, even the most advanced technology will fail to achieve its potential. People are the real drivers of transformation, and fostering collaboration and shared ownership is what turns possibilities into meaningful progress.

Executive sponsorship sets the tone.

Practical, targeted training turns skepticism into confidence.

Clear communication demystifies AI and keeps teams focused on outcomes, not just new tools.

START SMALL, SCALE FAST



Actionable Steps for Marketing Leaders

AI personalization isn't about big leaps. It's about consistent, focused moves forward. AI personalization

Start Small, Scale Fast

Choose one challenge: a targeted campaign, a segment with room for growth, a particular step in the digital journey. Pilot, measure, optimize, and expand. Use the evidence to accelerate adoption. Move from test to transformation, building success story by story.

Invest in the Right Tools

Don't get lost in the noise. Prioritize clarity when evaluating platforms:

Seamless
integration, with
your stack as it
stands today.

Scalable
architecture,
ready to grow
as you do.

Usability that
empowers,
not frustrates,
your team.

Reporting tied
to business
outcomes, not
vanity metrics.

Pick platforms that bring precision and eliminate distractions, and add tools only when they simplify your workflow or deliver tangible business results.



Measure and Optimize

The only personalization worth investing in is the kind you can measure. Focus on real impact:

Engagement
rates that show
relevance.

Conversion
rates that prove
focus.

Customer lifetime value and churn,
because keeping what you've earned
is just as critical as what you add.

Refine constantly. AI works best when it learns. Let the data guide your next iteration. Refine constantly.



The Future of AI-Powered Personalization

Personalization is evolving fast. Yesterday's segmentation models are table stakes, and today's recommendation engines will soon be legacy systems. The future isn't just about refining what exists; it's about creating entirely new ways for brands and customers to interact, driven by AI that can predict, create, and converse.

The next wave of personalization will move from reactive to proactive, transforming customer service into a system that solves problems before they arise. It will replace static content with generative experiences, where every interaction is uniquely built for the individual. This shift provides a clear competitive advantage by moving beyond simple efficiency to build resilient customer relationships and drive sustainable growth.

Emerging Trends

Generative AI

Building experiences, not just content, shaped uniquely for each user.

Conversational AI

Context-aware, human-like conversations at scale that deliver real help, not canned responses.

Proactive Service

Intervening before issues arise, thanks to predictive patterns surfacing unseen customer friction.

The Competitive Advantage

The distinction between average and exceptional experiences is growing clearer. Early adopters of AI-powered personalization are building a margin that competitors will struggle to close. Focused, evidence-driven experiences become your signature: clear, relevant, and impossible to ignore.





Delivering Experiences That Matter

Personalization, once a lofty vision, is now within reach for companies willing to focus, streamline, and act. AI helps to filter distractions to make every customer feel uniquely understood. By investing in the essentials, brands can deliver experiences that have a real impact.

If your team is ready to take the next steps towards AI-driven personalization, OneMagnify is here to help. Our advanced personalization solutions elevate business performance by making every interaction smarter, more relevant and uniquely aligned to customer expectations, setting your brand apart from competitors.

PERSONALIZE CUSTOMER EXPERIENCES AT SCALE