

Personalization Jumpstart Program™

Omnichannel Personalization, Simplified.

Activate omnichannel personalization quickly, measurably, and without overengineering.

The Personalization Jumpstart Program™ is a fixed-scope, outcome-driven accelerator that helps organizations move from personalization ambition to activation.

The program brings clarity by aligning business goals, content strategy, audience definition, and measurement before activation. We identify high-impact opportunities, define a focused starting point, and launch a measurable use case with confidence — and a clear path to scale.

What's Included

Personalization Health Check

Readiness + setup alignment

Workshop & Strategy Alignment

Goals, content strategy, use-case selection

Audience & Segmentation Strategy

Segments + definitions

Modular Content Variation Patterns

Built to scale

Omnichannel Personalization POC

Activation + measurement

Measurement & Performance Dashboard

Analytics + performance visibility

Scale Roadmap

Includes flows, experimentation, optimization

Why This Works

Real-Time. Modular. Measurable.

Digital platforms enable real-time, audience-driven, personalized experiences — but success depends on orchestration. This program removes complexity by sequencing delivery into clear, measurable steps so teams can prove value fast and scale confidently.

Who This is For

Digital Teams Ready to Prove and Scale Personalization

Best Fit Scenarios

- Want to activate personalization but need a clear starting point
- Have customer data or audience insights but aren't sure how to use them
- Experimenting with personalization but lack repeatable results
- Need to align teams around goals, audiences, content, and measurement
- Want to prove value before expanding personalization across channels
- Launching or improving a digital experience and want personalization built in the right way

Benefits

- Clarifies readiness, gaps, and priorities before activation
- Aligns business goals, audiences, content, data, and measurement
- Launches a live, measurable personalization use case quickly
- Reduces complexity and avoids over-engineering
- Builds confidence with proof before broader rollout
- Creates a scalable roadmap for ongoing optimization and growth

Why SilverTech

Digital Experience, Transformed.

SilverTech helps organizations move beyond platform implementation to build connected growth systems where insight, content, data, personalization, and optimization work together to drive measurable results.

We don't just activate tools, we activate outcomes. We help teams see clearly, move confidently, and grow predictably with proven, data-driven personalization that works.

The Framework

Steps 1 - 4

Step 1

Personalization Health Check

Confirm the foundation is built correctly to support personalization — and fix what's missing before activation.

Focus Areas

Platform setup, content structure readiness, data configuration, and measurement instrumentation.

Outcome

Clear fix list and recommendations so the program doesn't stall later.

Step 2

Workshop + Strategy Alignment

Align business goals, journeys, and omnichannel opportunities — with content strategy built in from the start.

Focus Areas

Business and experience goals, content modeling for variation, audience definitions, decisioning logic, and success metrics.

Outcome

Readiness scorecard, prioritized opportunities, recommended POC use case, and KPIs.

Step 3

Proof of Concept: Activate + Measure

Launch one real-time personalization use case tied to a meaningful outcome.

Focus Areas

Audience setup, modular content variations, decisioning logic, and analytics/reporting.

Outcome

Live personalized experience, performance visibility, and clear insights on what works.

Step 4

Orchestrate at Scale: Expand + Adapt

Scale proven personalization across channels and journeys.

Focus Areas

Cross-channel orchestration, segmentation-driven experiences, experimentation, and ongoing optimization.

Outcome

A scalable omnichannel personalization roadmap aligned to your digital ecosystem.

Personalization that Performs

"We partnered with SilverTech to rebuild every layer of our digital experience — from architecture and design to content and functionality. By introducing personalization, predictive analytics, and AI-powered capabilities, we've seen stronger engagement, longer sessions, and fewer support calls. Most importantly, we now have a digital experience that truly reflects who we are."

— **Mindy Dyk** VP of Digital Marketing | Independent Bank

Getting Started

Duration

3-4 weeks (Health Check + Workshop + POC)

Model

Fixed-scope, outcome-driven accelerator to prove value fast before scaling

Scale & Growth

Seamless transition into orchestration, experimentation, and ongoing optimization (Optimize Plan optional)