



# Personalization:

## A Strategic Imperative for Modern Digital Experience

Personalization has become a core expectation for customers navigating digital experiences. A 2025 report from the Digital Experience Association (DXA) found that 78% of consumers are more likely to engage with brands offering personalized interactions, while McKinsey's 2025 State of Personalization study reported that companies leading in personalization strategies capture 40% more revenue than competitors. Today, personalization is not a marketing trend; it's a strategic requirement for building meaningful connections and sustaining long-term growth. For midmarket and enterprise organizations, the stakes are higher than ever. Customers expect seamless, relevant experiences at every interaction. Meeting these expectations requires a structured approach to understanding audiences, anticipating needs, and delivering content that resonates at the right moments.

### SilverTech Personalization Solutions

SilverTech partners with brands to create personalization strategies that strengthen engagement, improve conversion rates, and drive measurable results across digital channels.

#### Our Personalization Scope Includes:

# 1

#### Personalization Strategy and Plan

- Discovery sessions to align on goals and challenges
- Definition of KPIs to measure success
- Identification of target audiences and primary traffic sources
- Competitive assessments (when applicable)
- Mapping of relevant content types for engagement

**Deliverable: A strategic personalization plan and presentation deck**

# 2

#### Persona Development & Scoring Matrix

- Creation or refinement of detailed personas
- Demographic, psychographic, and behavioral data modeling
- Development of a scoring matrix to guide targeting strategies

**Deliverable: Documented personas and a scoring framework**



## 3

**Persona Set-Up and CMS Implementation**

- Technical configuration of personas within the CMS
- Planning for integrations with CRM platforms like Salesforce or HubSpot

**Deliverable: CMS-based persona infrastructure ready for deployment**

## 4

**Campaign Connection, Content Creation, and Deployment**

- Strategy and design of personalized landing pages or campaign-specific areas
- Wireframe and user flow design
- Optional content creation in collaboration with client teams

**Deliverable: Campaign-specific briefs and deployed personalization assets**

## 5

**Ongoing Reporting and Analysis**

- Monthly analysis of personalization campaign effectiveness
- Strategic optimization recommendations, including A/B testing
- Site-wide analytics reviews to uncover additional opportunities

**Deliverable: Interactive dashboard and monthly performance reports**

## Start Building a Personalization Strategy That Works

Contact SilverTech to schedule a conversation or request a tailored quote for your web-based personalization needs. Let's build a road map together that moves your customer experience forward.

We offer flexible pricing models—choose a flat-fee engagement for project-based needs or an ongoing monthly retainer for continuous optimization and reporting.



## About SilverTech.

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SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems. SilverTech has worked with national and global brands such as Segway, Drexel University, Nova Scotia Power, Fulton Bank, State of New Hampshire Travel and Tourism and Conservation International.

**Contact Us for a Customized Personalization Package Today.**



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