# Getting Started with B2B Website Personalization

## HOW THE BEST B2B MARKETERS USE DATA TO GROW FASTER

# Introduction

## Any marketer worth their salt understands the power of personalization.

You know that speaking to a lead's particular situation is much more compelling than spouting the same spiel to anyone who wanders in. You know that persuasive pitches are tailored and specific — leading to faster conversions, stronger relationships, and happier customers.

You also know that, these days, people are getting better and better at tuning out noise and scanning for relevance. 57% of consumers will mark an email as spam just because it's irrelevant or they want to reclaim their time from a multi-email drip sequence. You have just 10-seconds to capture a lead's interest when they visit your website. And overall, buyers are less reliant on calls and meetings, and more reliant on online and self-driven research.

Yet! So many B2B SaaS company websites remain generic and one-size-fits-all.

We understand that the struggle is real. Personalizing a website can feel like a huge project that takes time and resources. But done right, web personalization facilitates the path to conversion for the leads you most care about.

In this article, we'll break down how to make dynamic web personalization possible, tailoring your website for your ideal customers from the very first visit. You'll learn five different ways to personalize your website and find out how two B2B SaaS companies successfully increased conversion with their personalization efforts.

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# Define your target personalization audience

You can't connect with anyone without understanding who they are. First, you'll have to define your personalization audiences. An audience in this context, as [marketer Cara Harshman explains](#), is "a group of site visitors with a specific need that deserves a unique experience."

There are three types of data you can use to build your personalization audiences:

1. **Behavioral data**: Did your website visitor browse your product plans? Click on a certain CTA? Read a couple of blog posts? Download an ebook? Behavioral data will give you insight into how visitors have interacted with your site — it's like your conversation history with them.

2. **Demographic or firmographic data**: Who is your visitor? What company do they work at? What industry are they in?

3. **Contextual data**: This is information about a person's situation when they visit the site — like what device or browser they're using, whether they're new or returning, or what source or referral they're coming to your from.

For our B2B context, we'll be focusing on building audiences based on firmographic data. Choose how you want to segment your audiences, which will then inform how you'll customize site content. For B2B audiences, this might include [attributes](#) like:

- how many employees work at the company to indicate size and needs (e.g., enterprise, SMB)

- industry or sub industry of a company (e.g., retail, media, tech)

- type of business (e.g., e-commerce, B2B)

- location (e.g., Northeast USA, EMEA)

- what technology the company uses

Again, it's not practical to customize your website for every single group or every audience variant you encounter.  It's quality over quantity: focus on just a few of your top segments, informed by your [ideal customer](#) profile and marketing personas.

A site visitor should "qualify" for personalized treatment (and the effort you put into designing that treatment). So double-check to see if your chosen target segments fulfills these three conditions.

The audience should:

- **be identifiable**: you can technically identify and act on that identity

- **be valuable to your business**:  there's value based on strategic importance, volume, or other measure, like LTV and they're worth the effort of building personalized experiences

- **benefit from special treatment**:  there's a noticeable advantage to creating different messaging or treatment for them. Ask yourself if the audience actually gains any value from a tailored web experience. For example, for a file-sharing tool, a very tiny company has different needs from a very large one, and it won't matter so much whether there's personalization based on being in Maryland versus Connecticut.

## Identifiable audiences check

Hold up.

What do you do if most of your website visitors aren't identifiable? How do you begin to personalize your site if you don't even know who your visitors are? Nearly all of your website traffic is anonymous. (Stats from marketers put the figure at 97 or 98% of traffic. And you can do the math: how much of your traffic is identified or what are

your current site conversion rates?)

IP addresses can tell you a lot about these anonymous visitors. By matching IP addresses from your web traffic with company profiles, a solution like Clearbit Reveal enables real-time website personalization based on over 50 data points, including company name, company size, revenue, and even tech stack. This data gives you a huge advantage: you're now able to speak directly to your target audiences from the very first visit.

This means you can detect if a site visitor fits into your target segments when they visit your site — and then automatically deliver a personalized experience, showing relevant content and calls to action to shape their journey, much earlier. Traditionally, someone doesn't become a lead until they hand over an email address by filling out a form, subscribing to a newsletter, or signing up for a trial or demo. With this Reveal method, you can interact with specific visitors from target accounts as qualified leads, much earlier on.

## Discovery and validation: who are you reaching?

Okay, you've chosen your target audiences. Next up: let's see what types of audiences you're already attracting.

Again, this relies on unveiling those anonymous, mystery visitors with a reverse-IP solution like Clearbit Reveal. Reveal performs a real-time lookup of the visitor's IP address and can pass firmographic data about the visitor into Google Analytics as custom dimensions to create dashboards and reports.

Instead of trying to deal with a mass of mystery people, you'll get a sense of which companies are showing interest in your business and their:

- industry or vertical
- company size
- estimated annual revenue
- company location
- company name
- technologies they use.
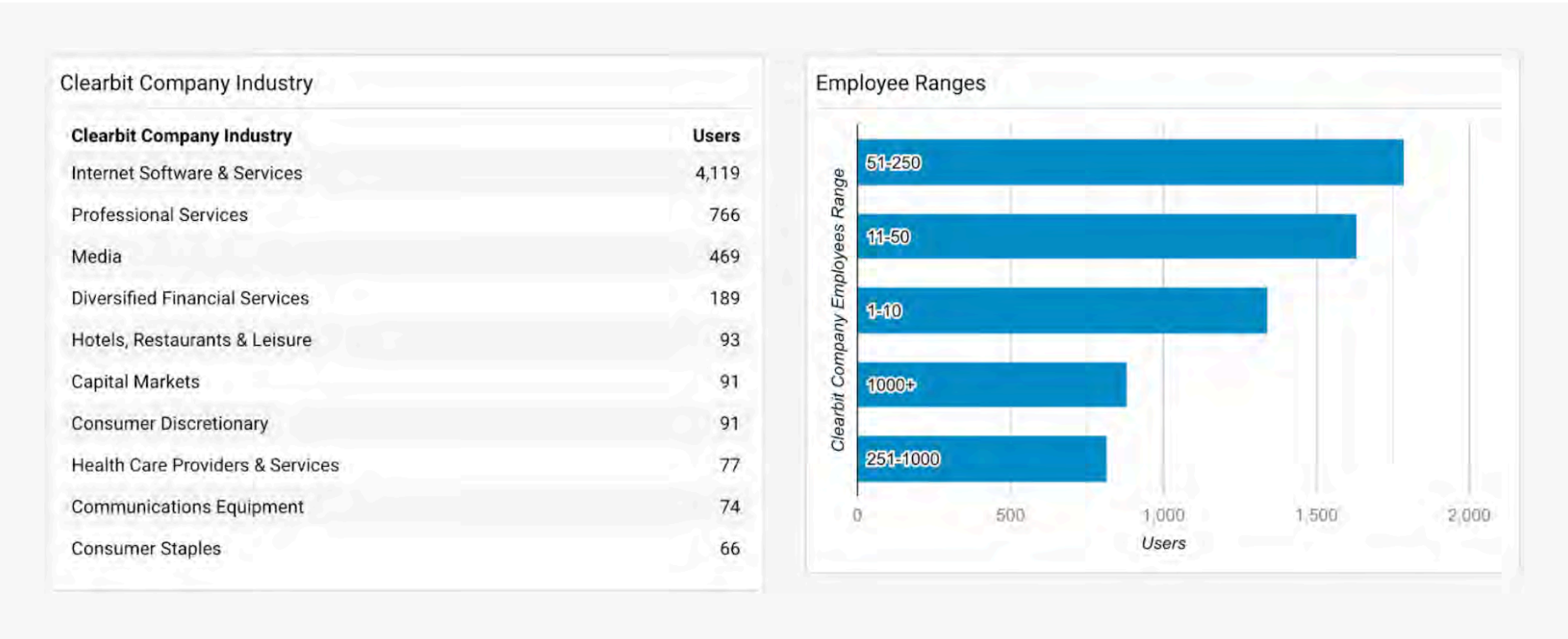


*example section of dashboard*

With this data, you'll be able to see if visitors fit your target audiences, what pages they're viewing, and what campaigns and sources were most successful in driving them there.

**Step 1: Discovery**

Once you have these new visibility powers, start with an audit to get a sense of what's happening. Who's currently coming to your marketing pages? (If your business doesn't have a data-driven ideal customer profile yet, getting insight into organic audiences and who you've been resonating with can be a useful data point to consider.)

**Step 2: Validation**

Once you've done an audit and have a basic understanding of who's coming in where, it's time for a quality check. Do these insights

change how you want to define your target audiences for site personalization or which content you want to focus on?

**Step 3: Create your personalization plan**

Now you can incorporate this into your site personalization planning.

**Step 4: Measure conversion for quality**

Once you've implemented some personalized elements to your site, you can measure conversion with a more specific formula to get a better sense of quantity and quality.

$$\frac{\text{TOTAL CONVERSIONS}}{\text{SAAS COMPANIES, 100+ EMPLOYEES, TOP 10,000 ALEXA RANK}}$$

$$=$$

$$\text{HIGH-QUALITY CONVERSIONS}$$

Marketing often feels like a game of hitting a bunch of big numbers — we want tons of traffic, all the clicks, and loads of leads. And then we want all that activity to turn into lots of revenue. Once you gain visibility into the types of accounts coming to your site, you can design experiences for your target audiences more deliberately and see how traffic turns into qualified engagement and revenue.

# 5 ways to personalize your website content

Once you know who your target audience is and whether you'll personalize for them, it's time to start creating different variations on your website. You can approach website personalization as a modular project, changing various elements to match your audience rather than creating full-scale page or entire site variations.

Decide which types of content to change — it could be just one section to experiment with, or it could be several — and which pages to put into play (high traffic and high intent pages are good places to start).

Let's go through five elements of your marketing site that you can personalize — and ideas for what you can do for each.



HEADLINES AND HEROS

CALL-TO-ACTION

CUSTOMER TESTIMONIALS OR LOGOS

PRODUCT OR PLAN FEATURES

FEATURED BLOG POSTS (AND OTHER CONTENT)

# 1. Headlines and heros

For most site visitors, the homepage and other key landing pages are the first touch point they interact with. The headline here is the best opportunity to speak directly to high-value leads as early in the lead journey as possible.

Check out how Tealium, a customer data hub and tag management platform, changes their headline on the homepage for a site visitor from an e-commerce company:
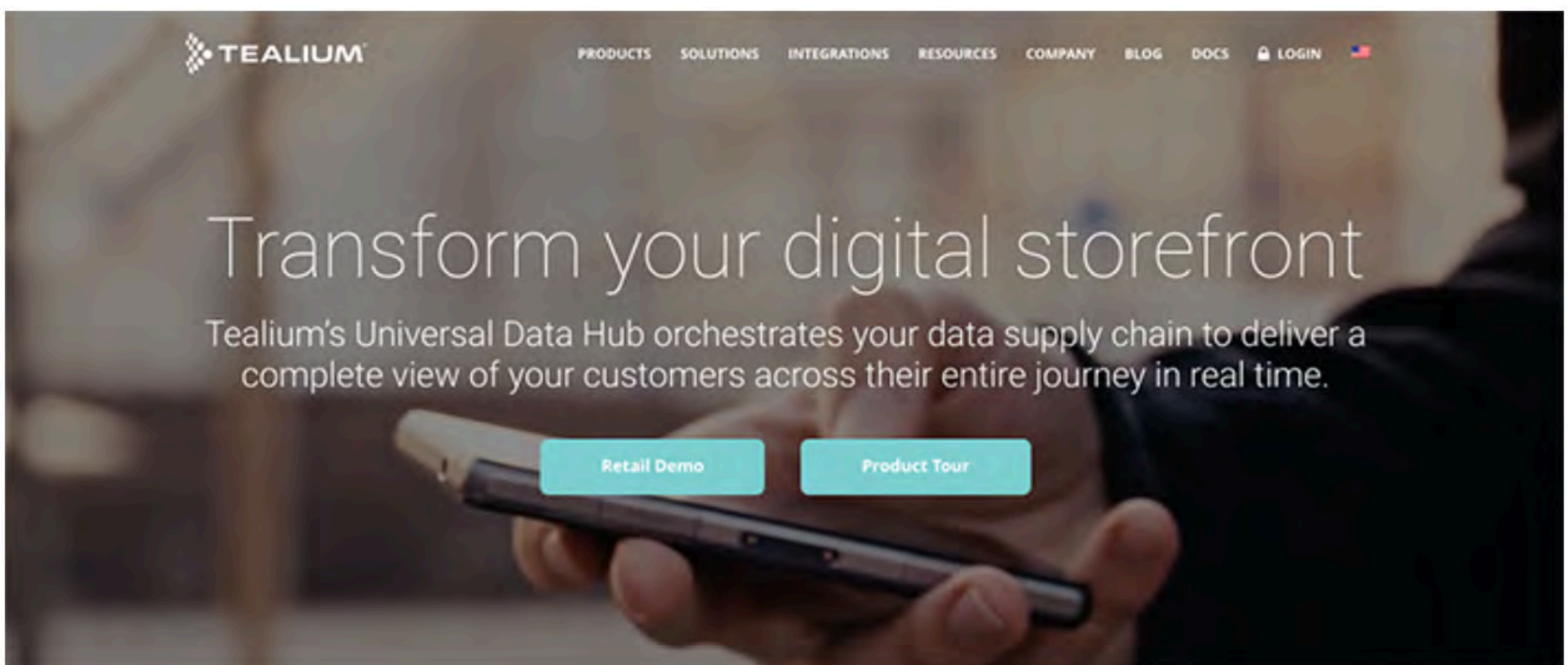


A visitor from a financial company would see a personalized headline that said: "Invest in your customer data."

**Personalization ideas for you:**
Customize your header text and image for specific large companies. Optimizely, for example, personally greets valuable named accounts — using IP addresses to determine the target company to tailor their header accordingly:
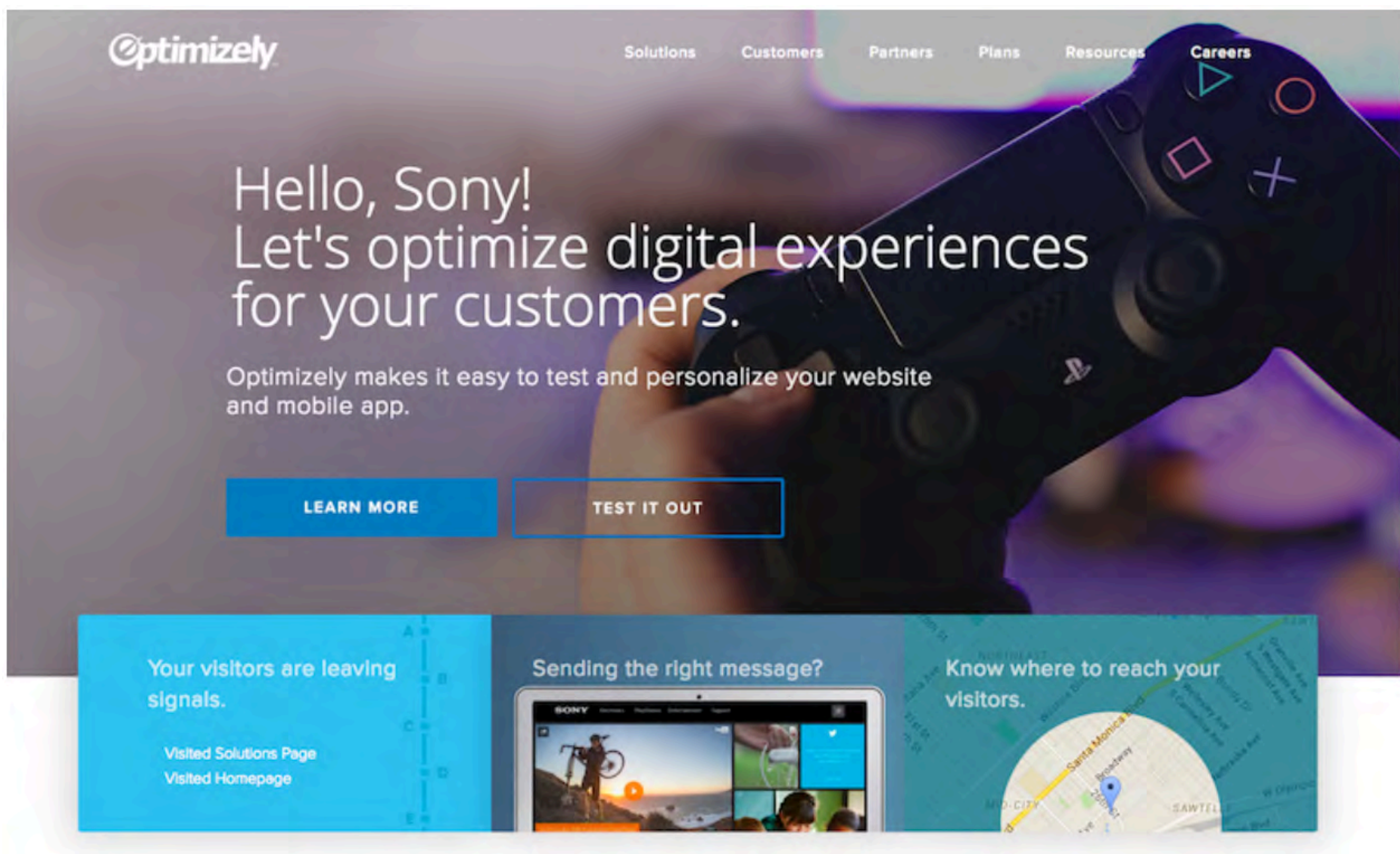
Tailor the subheading beneath your headline for your different customer categories. Create different variations for each key category, using whatever attribute differentiates your target segments (like industry, company size, role). Here's an example from Double Your Freelancing, customizing the subheading message for designers:
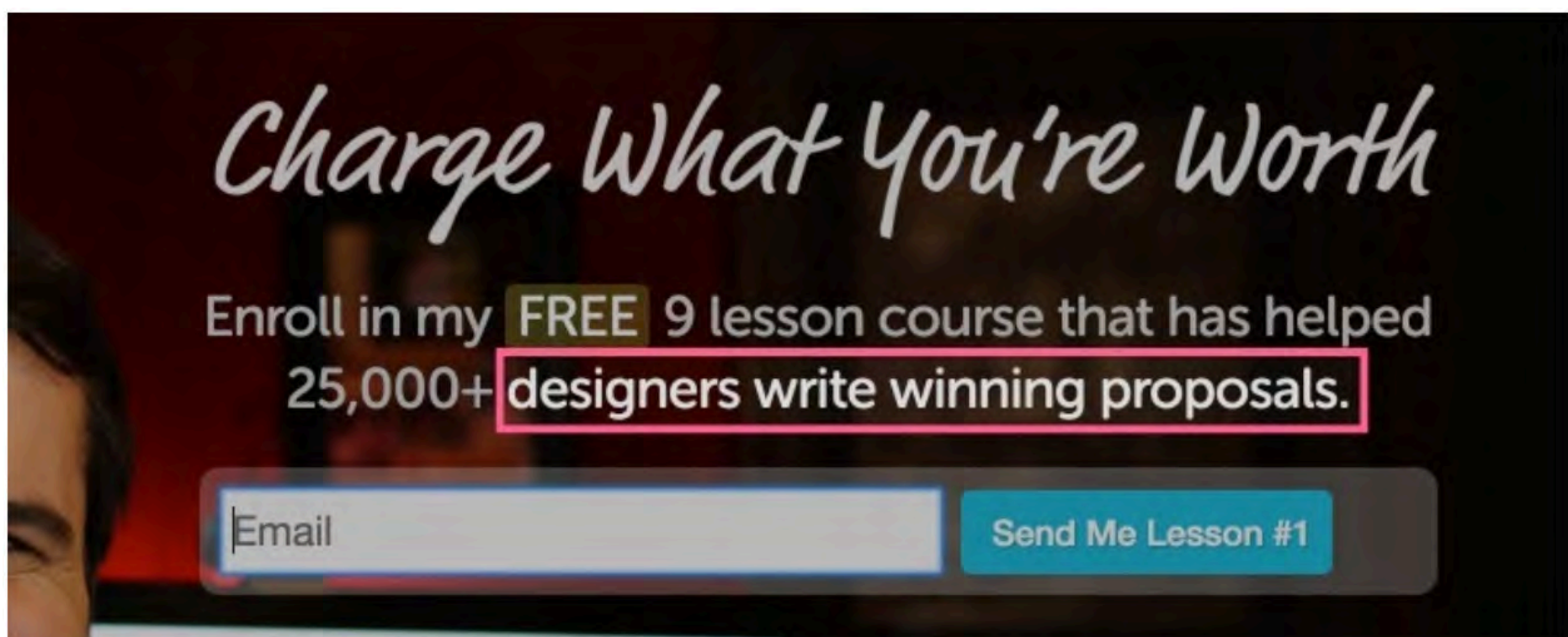


Customize the hero image for your target audiences (where it makes sense) — based on geography, for example, if you have a bookings product, or industry — to reinforce your connection and fit.

## 2. Call-to-action

The CTA is a great spot to personalize — whether it's the last bit of persuasion to get someone to click through or to serve as the door to a different, tailored experience.

Let's say you're a SaaS company that offers two plans: a basic plan and an enterprise plan. You want to talk to larger companies to provide a more custom approach, and it doesn't make sense to spend that much 1:1 time with smaller companies.

In that case, you would use company size (based on employee count) to determine which CTA a site visitor would see, like so:
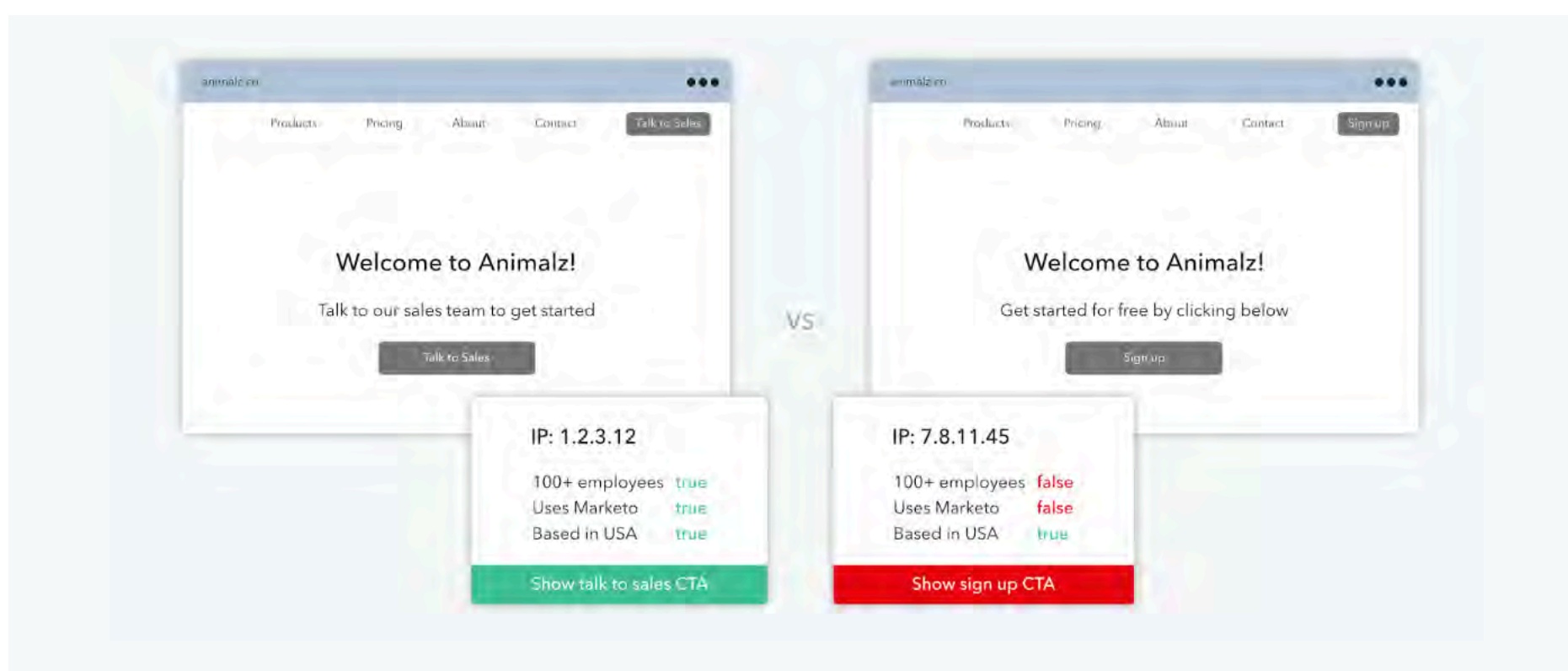


This is what Drift does, as growth marketing specialist, Sara Pion explains. Drift created different calls-to-action "to create a more touchless experience" for bad-fit leads to move forward with creating a free account and "to leverage a conversation" with target leads. This approach generated more meetings booked, which translated into higher MRR.

**Personalization ideas for you:**

Only show certains CTAs (talk to sales, get in touch, demo requests, webinars, etc) to visitors who fit your target audience.

Send known customers to learn about or try a higher-tier plan.

If you have an upcoming event that's happening close to where your site visitor is based, feature a CTA to learn more and register.

Change the CTA on your blog to encourage the reader to sign up for a trial if they're a returning visitor or have downloaded a piece of content already.

## 3. Customer testimonials / logos

Customer testimonials and logos on your website act as social proof, improving conversion by establishing your brand's credibility and relatability.

You can tweak the examples to relate with your audiences, with different buckets of logos and testimonials to match your different audience buckets. Visitors from the tech industry can see customer testimonials from technology companies while visitors from retail see customer testimonials from retail companies.
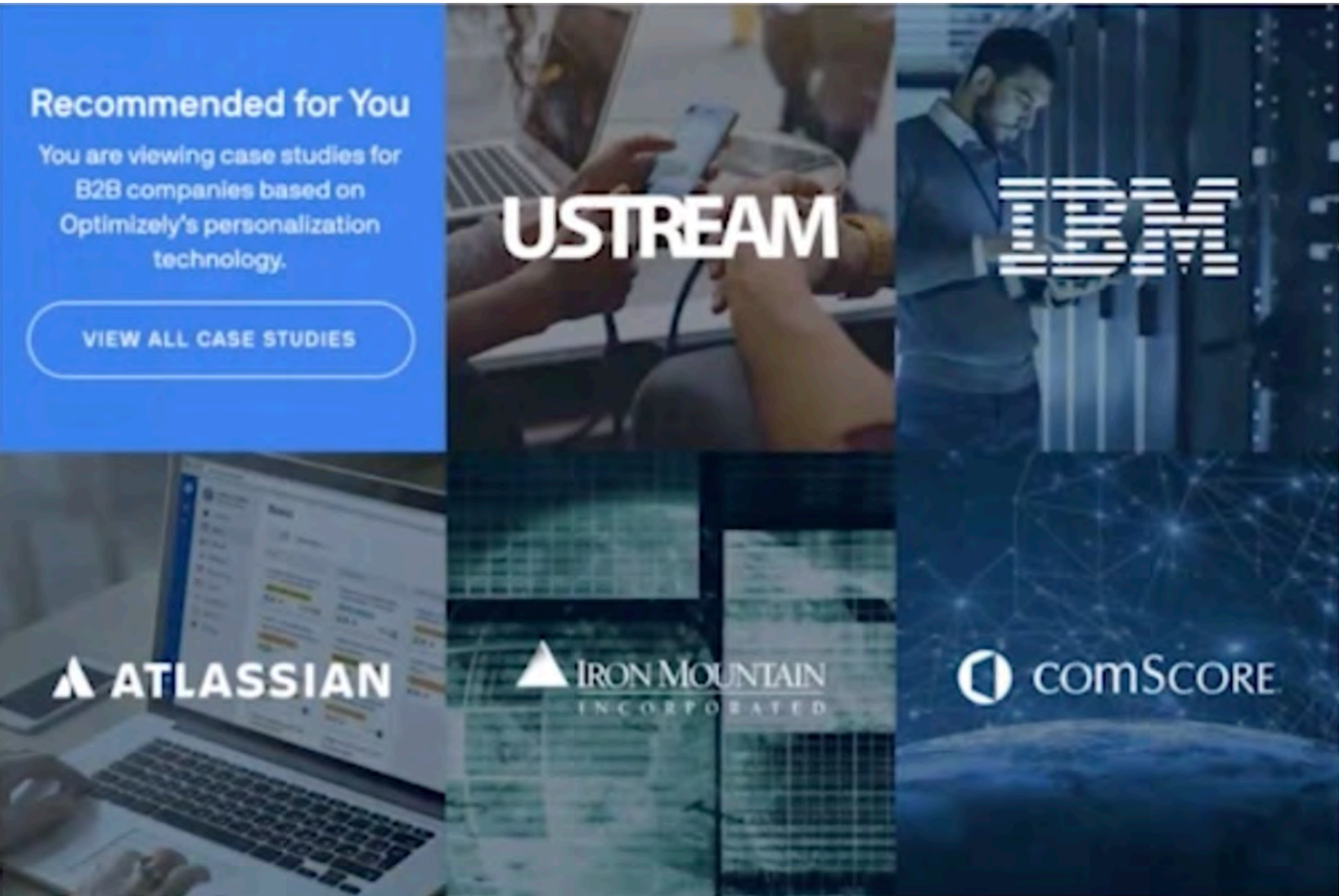


*logos from Optimizely homepage*



*showing more software-related companies*

Here's a peek at an [experiment from Optimizely](#). They displayed case study recommendations based on the site visitor's industry on their customers page — and found that clicks went up by over 40%.



**Personalization ideas for you:**

Personalize logos on the homepage of companies in the same industry or in the same geographic location.

Serve up a customer video testimonial that matches target company size on a /customers page or on the homepage.

Highlight customer stories related to role or business type — to better match the circumstance of your site visitor.

# 4. Product or plan features

If you're catering to more than one type of customer or offer more than one product, highlight specific features or solutions that will resonate most.

For example, when Intercom created landing pages personalized to the use case that drove visitors in from Google Ads campaigns. The landing pages showcased the most relevant product images and features:
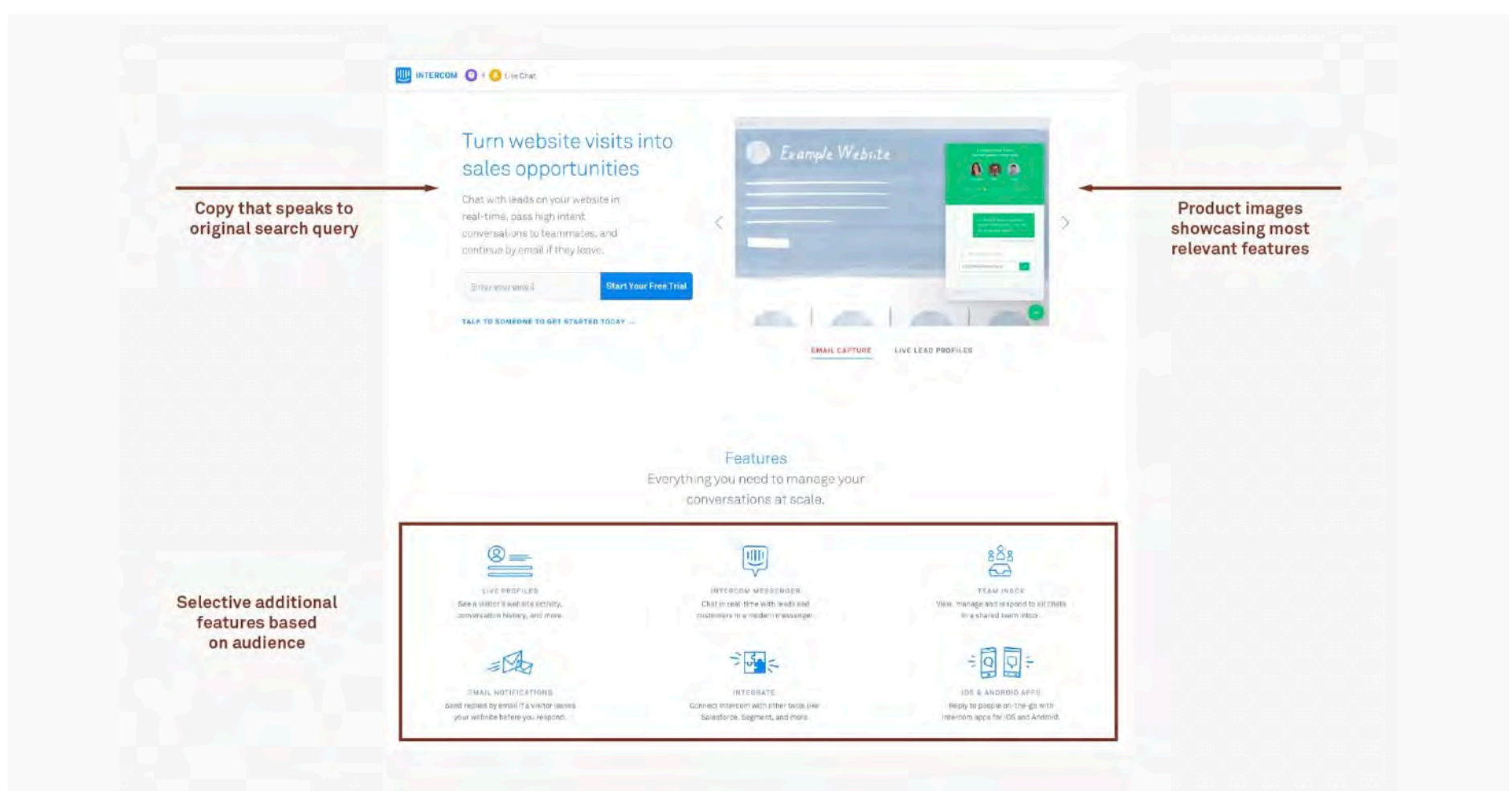


With this approach, Intercom saw more than triple the conversions, compared to a standard landing page.

**Personalization ideas for you:**

Highlight a specific product, features, or plan on key pages based on your audience's firmographic attributes or referral context.

Shuffle the order of product features on the homepage, product, or landing pages to give the highest visibility to the most relevant ones.

# 5. Featured blog posts (and other content)

Blog posts are useful for engagement along the path to conversion. You can personalize your website to feature blog posts that are most likely to engage a certain audience based on specific attributes, including firmographic data, such as the industry a reader works in, and behavioral data, such as the blog posts a reader has read.
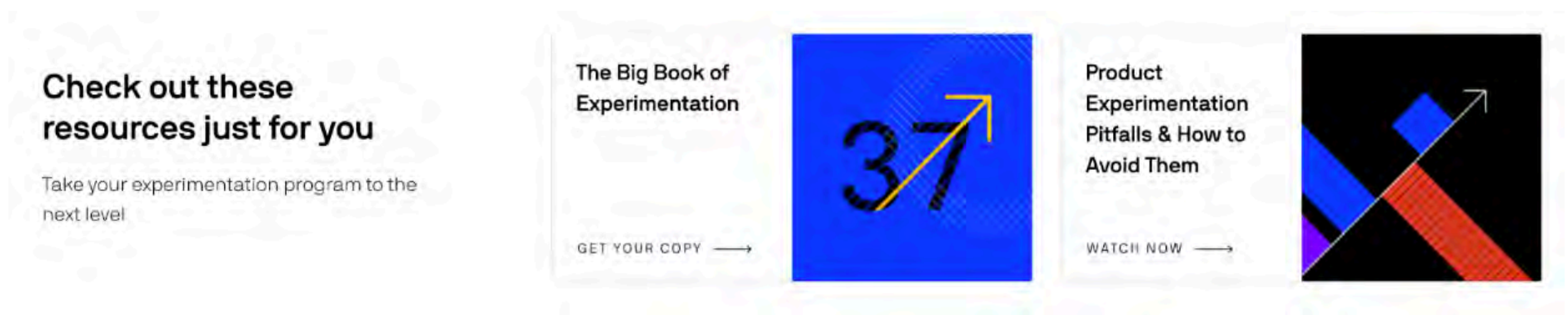


**What you can do:**

Recommend blog post and resources, especially how-to's, customer success stories, and other product-related or educational pieces based on role.

Suggest blog posts that consider previous behavior, such as downloading an ebook or reading about a certain product or plan you offer. Here's another interesting example from Tealium, tailoring the homepage to a site visitor, again from a retail company but who also has history of reading the blog:

Showcase specific posts, offers, and webinars on a log-in page.

On your homepage, keep qualified leads on your site longer by displaying blog posts and lower-funnel content of interest.

# How companies increase conversion

## Speak directly to enterprise companies

It's critical to treat a B2B buyer from a huge Fortune 500 company differently from someone at a tiny company or an individual consumer. Not only do you want your sales team to talk to them, these leads are looking for solutions to specific enterprise needs, like enhanced security, collaboration features, and dedicated support

From the homepage, enterprise content is one click away. But wouldn't it be great if the right version got served up automatically?

Livestorm, which makes a webinar software, needed to talk to two different groups: startups and smaller companies versus enterprise companies. As growth engineer Thibaut Davoult says, "They're so different that it's not possible to have one website that addresses all these needs."
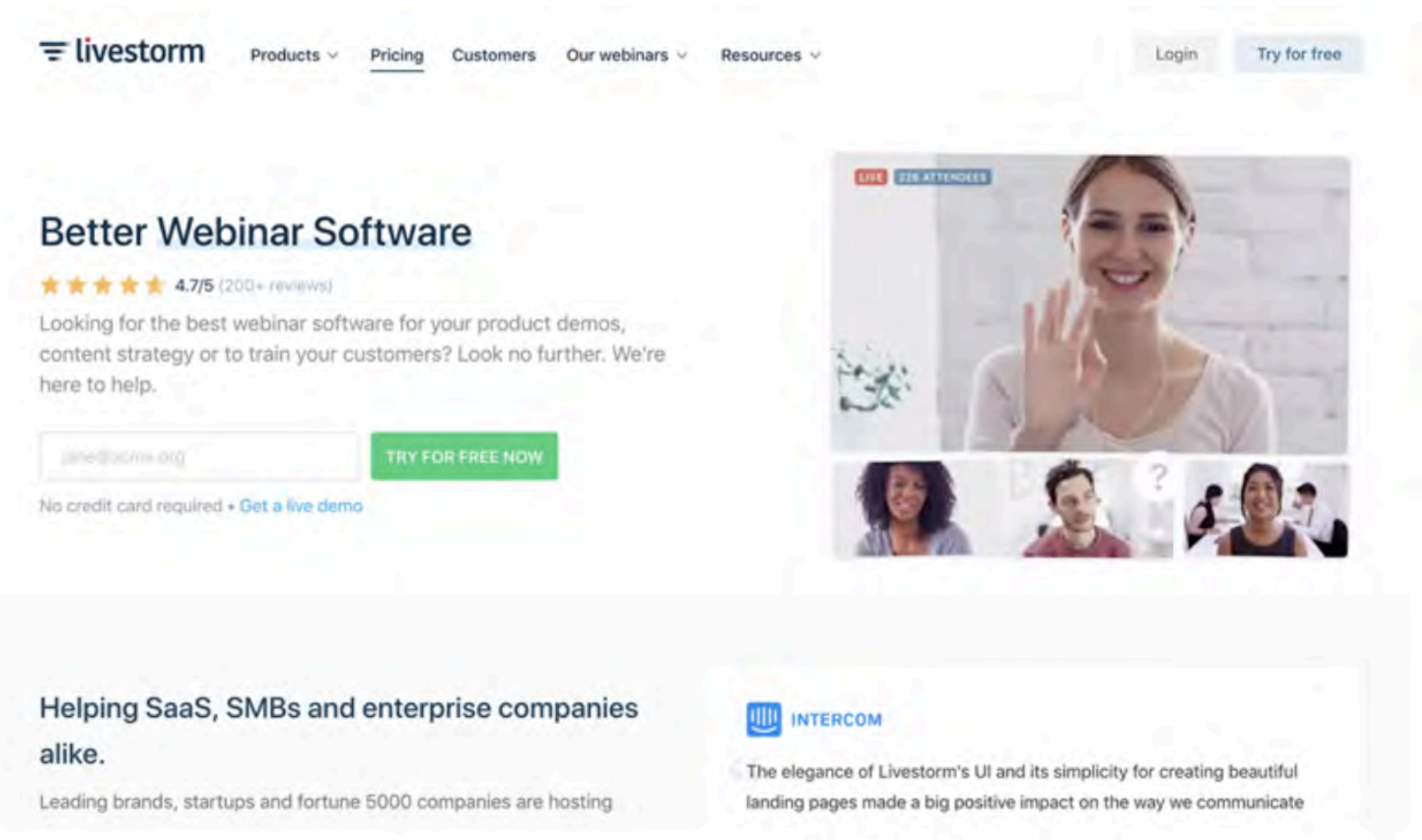


*showing more software-related companies*

Using Clearbit Reveal and the personalization software Mutiny, Livestorm could serve up a tailored experience for enterprise visitors to their site. They customized the homepage's headline, CTA, and value prop messaging for larger companies. By removing pricing from the navigation on the homepage, they also steered enterprise leads to sales.
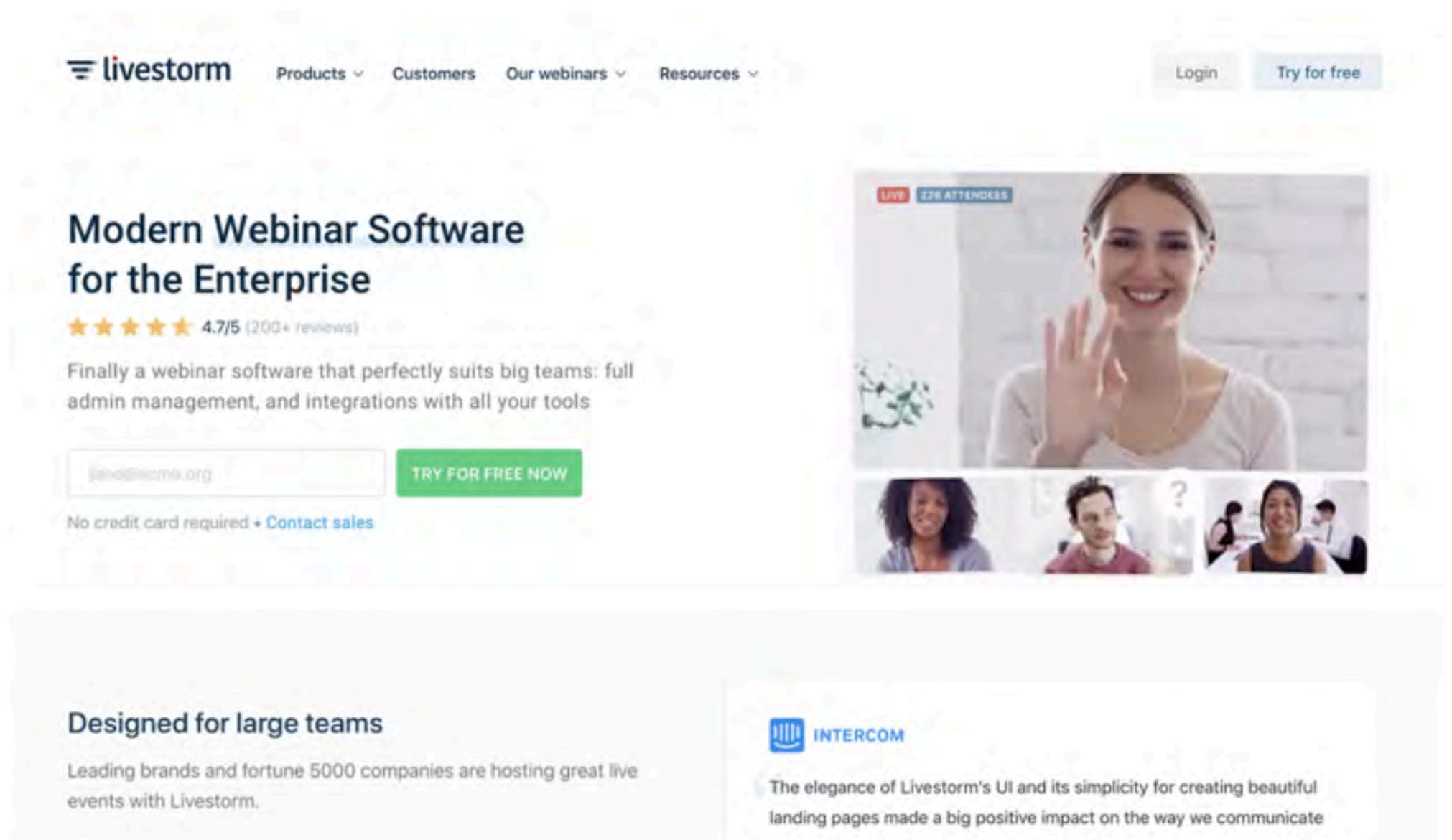


*personalization for enterprise*

The result: **they tripled enterprise signups and increased deal size**. Plus, as Thibaut reports, this site experience paved the way to better sales conversations.

## Give ABM target accounts the personal touch

Yaniv Navot, VP of Global Marketing at Dynamic Yield, was also seeing a problem. They were getting a lot of web visitors, thanks to the efforts of dollars invested in driving traffic — but they couldn't understand the bulk of folks who weren't converting.

Once they could see which accounts were visiting and serve up real-time personalized website experiences for qualified visitors using Clearbit Reveal — they created a "personalized company hub" ABM widget to surface content recommendations based on the industry of target companies.
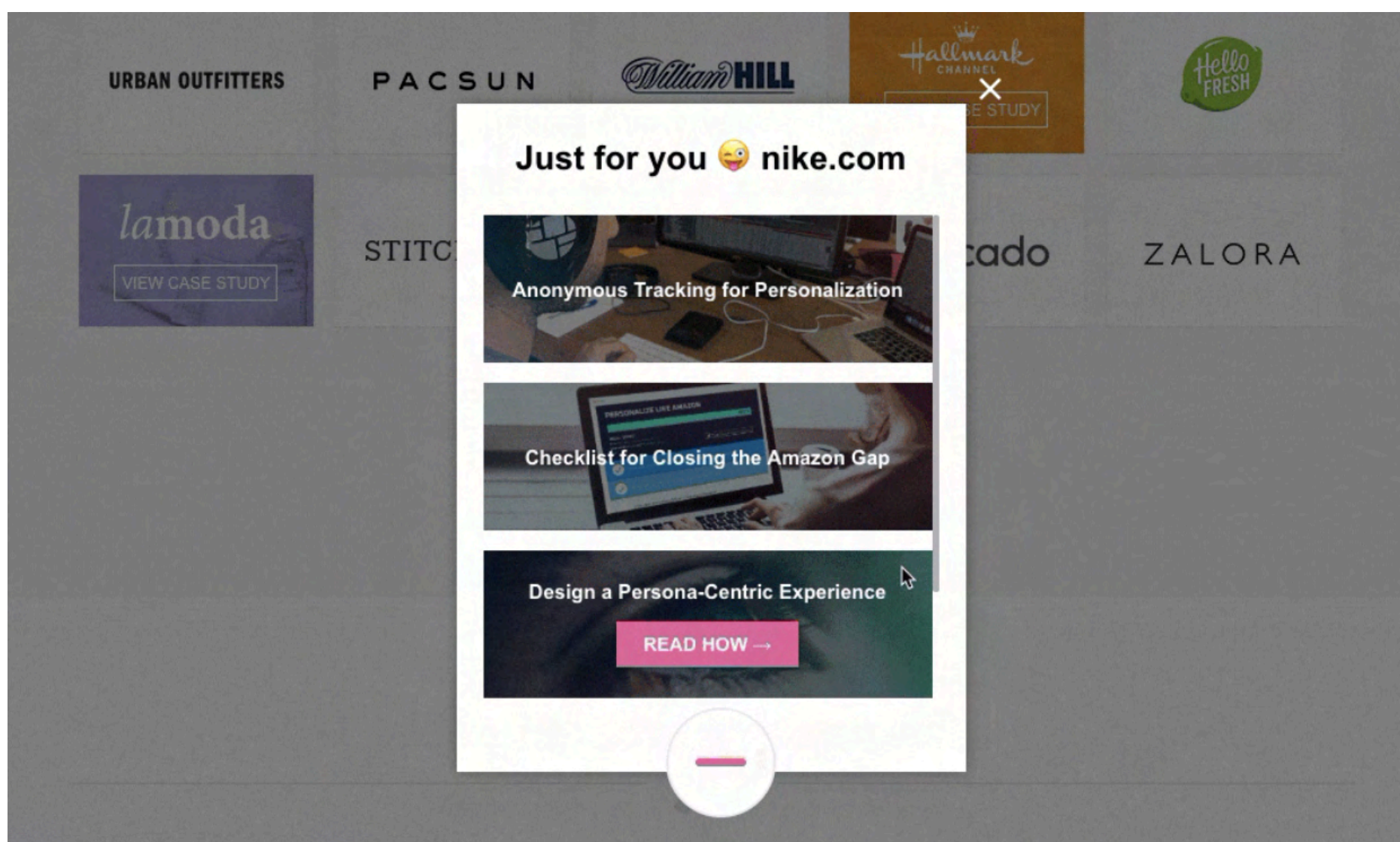


According to Yaniv, the results were impressive. "We saw many good brands, including tier-1 companies that we've been trying to target and get their attention for a while now," he says. For visitors who saw the widget, there was a 40.9% increase in demo requests and a 20% uplift in conversion rate.

# Deliver the best website experience for your best accounts

Personalization is becoming a new standard for B2B and it's no longer just the B2C marketers with the data to pull off personalization. More and more, B2B marketers are realizing that a tailored experience for leads should start right away, talking to target accounts differently from everyone else.

After all, the better you are at proving the value of company to a lead, the better chances you'll have at winning a loyal customer. Websites are the stepping-off point that brings leads to a conversion event, whether that is talking to a sales rep or signing up for a product demo. Personalized websites go the extra mile to make the online experience a little special to guide qualified leads to conversion.