

# Deepen Your Engagement Marketing

Segment, Personalize, Automate for  
Higher Campaign Conversions



 **Attentive.ly**

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## Introduction

### Email marketing is a fantastic tool, when it works.

The beauty in email marketing is that every step of the process has metrics to support the actions marketing teams need to take. Campaigns can go out weekly, multiple times per day, depending on the urgency of the “ask” -- and the return on that investment is almost immediate.

The problem is when open, click through and conversion rates decline, those same metrics only show what is happening, not how to fix the problem. This can be difficult for teams to deal with when you are doing what’s always been done, and it worked once, but doesn’t anymore.

One of the main reasons for declining numbers is a lack of personalization. Your supporters don’t like to feel like they are one of a million; they need to feel like they’re one in a million.

The questions digital teams ask themselves revolve around the following:

- How do we get to know our audience better?
- How can we give them content that is more relevant to their needs and interests?
- How do we make them feel like the only person who matters, even in an email?

“Deepen Your Engagement With Social Data” will help you get to know your supporters better, so that you can adopt a personalized approach with your digital marketing going forward.

## What matters to your supporters?



To have your supporters walk away feeling good.

Ultimately, marketing isn't about driving social media engagement metrics upwards, increasing open or conversion rates. It is about making audience feel good about what your organization does. As former Apple Chief Evangelist, Guy Kawasaki puts it:

**“When you enchant people, your goal is not to make money from them or to get them to do what you want, but to fill them with great delight.”**

– Guy Kawasaki, former Chief Evangelist, Apple, currently Co-founder, Alltop.com

Today's modern marketing tools can help you listen to, understand, and engage in an ongoing dialog with your supporters — at scale. Three key ingredients for a campaign that drives conversions are:

1. Automation tools,
2. Segmentation, and
3. Engaging content

## Email Marketing, as it is Currently Done, Isn't Working

Email has been a highly effective way of targeting and engaging supporters for years – and it is still the backbone of most digital targeting strategies. Large organizations, the majority with over \$500m revenues, have already implemented email campaign strategies which embody a lot of what this book talks about, which is the start of more widespread adoption. However, despite email's maturity, most marketers are not leveraging the channel to its fullest potential.

Today, there are two prevailing story lines about email marketing that seem contradictory:

1. Email has the best ROI of any digital marketing channel.  
Email marketing has an ROI of 4,300%.<sup>2</sup>
2. Email marketing is dead.<sup>3</sup>  
Email ROI has Declined 30% in Recent Years.

In fact, both stories are true. 84% of Americans check their email every day; 61% of social engagers are more likely to be active emailers. And 71% say email is their preferred channel to receive marketing communications.

Yet we all have experience with the flip side of this email-centric culture: email overload. As individuals get more and more email, they are

archiving, deleting and unsubscribing to manage their Inboxes. And the ISPs who serve them are getting pickier about what to deliver.

How can digital marketers overcome email overload? The answer is to deliver highly relevant messages to just the right person, at just the right time.



## Email Marketing, as it is Currently Done, Isn't Working

### Automated

While many nonprofits often don't have the resources to implement full-scale marketing automation, some degree of triggering marketing communications based on audience behavior online pays off.<sup>4</sup> Marketers who take advantage of automation — which includes everything from cart abandonment programs to birthday emails — have seen conversion rates as high as 50%.<sup>5</sup> Companies using marketing automation see 53% higher conversion rates than non-users, and an annualized revenue growth rate 3.1% higher than non-users.<sup>6</sup> 78% of successful marketers cite marketing automation systems as most responsible for improving revenue contribution.<sup>7</sup>

### Personalized

In a study of 650 multi-channel marketing campaigns,<sup>8</sup> personalized campaigns consistently and overwhelmingly beat out static campaigns in generating high response rates. So not surprisingly, personalized emails generate up to 6 times higher revenue per email than do non-personalized emails.<sup>9</sup> Why? According to the Aberdeen Group, 75% of customers today say they want brands to personalize messaging and offers — are even willing to give up a degree of privacy to enable it. Yet 70% of brands still aren't personalizing emails to subscribers.<sup>10</sup>

### Targeted

Email segmentation based on demographics and interests led to a 244% increase in email opens 161% increase in click through, and a 330% increase in revenue per mailing.<sup>11</sup> ModCloth.com, a fast growing fashion brand, found conversion rates went up 100% and customer acquisition increased 167%<sup>12</sup> with targeted emails, based on location, interests and social media data.

### Multi Channel

It's an old saying that it takes 7 touches to get someone to take action. Supporters and donors are clicking and searching with over half of their decision making already done. They have already done their homework, which more often than not means asking their friends and family. Social proof is an essential part of your supporters decision making process. You might think they are early in the process, but in reality many supporters are already near the end when they you first encounter them. As a result, outbound email campaigns for most sectors (including nonprofits) have seen a 30% drop in ROI in the past 5 years — and in some industries, 20% list churn each year is the norm. Imagine the impact of that on your donor base, or maybe you don't have to imagine - maybe this is why it is getting harder to increase donations using tactics which used to work?

So how can nonprofits overcome email overload? The answer is to deliver highly relevant messages to just the right person, at just the right time.

## MomsRising Case Study

### Targeting for 100% Conversion

MomsRising is a nonprofit organization comprising over one million members and over a hundred aligned groups, all working to increase family economic security, end discrimination against women and mothers, and build an America where families and businesses can thrive.

They wanted to send a message to Congress about the damage toxic chemicals do to our families. MomsRising used Attentive.ly to find out who, in their million-plus member database, really cared about the environment.

**“We used Attentive.ly as our high tech secret weapon for old-school organization.**

– Sarah Francis, Campaign Director, MomsRising

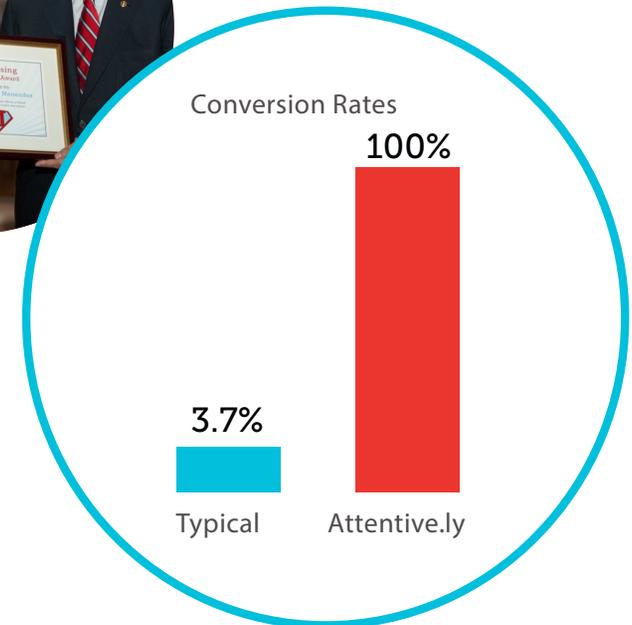
When mothers and children gathered in front of the offices of US senators wearing capes they were supported by tens of thousands more online. The most influential, who cared about the environment, sent 3 Tweets per-day during the campaign — a 100% conversion rate. Normally, for a similar campaign, they would only get 3.7%.

### The Result

This was a huge win for MomRising and the environment: they succeeded in getting the word out about damaging toxic chemicals and caught the attention of politicians around the country.



Image Credit  
MomsRising on Flickr



## MomsRising Case Study



**MomsRising + Attentive.ly**

**“We had 100% conversion. Everybody we reached out to was super excited to be part of the campaign.”**

MomsRising wanted to back up the parents and children across the country who put on their super-hero capes to gather in-person at the offices of U.S. senators in hopes of protecting America’s children and families from toxic chemicals.

MomsRising did its part by creating a landing page to encourage its members to send a message to their senators.

campaign, they used Attentive.ly to target the most enthusiastic and likely supporters from amongst their list. They got incredible results.

“We used Attentive.ly as our high-tech secret weapon for old-school organizing,” said Sarah Francis, campaign director at MomsRising. “We searched our supporters’ Tweets and Facebook posts to find out who really cared about environmental health. We then asked those members to commit to 3 Tweets per day or 1 Facebook post per day during the campaign. We had 100% conversion. Everybody we reached out to was super excited to be part of the campaign.”

**Dear Senator,**

**Today, moms and kids across the country will be putting on their super hero capes and gathering at the state offices of their U.S.**



### Email is not dead.

But emails that aren’t segmented, personalized with good timing are. The key is to combine social media profiles with email databases to create highly segmented, automated and personalized campaigns. This is what this guide is all about:

- The benefits of personalization.
- How segmentation and personalization can work on a large scale.
- How to scale your automated marketing, without blowing a hole in your budget.
- The benefit of marketing automation for nonprofits.

And much more. We bring in case studies from numerous industries, sectors, corporate email campaigns and presidential elections.

You will have a wide selection of ideas you can implement right away. Share this guide with your team!

See more case studies here:

<http://attentive.ly/customers/>

## Lifting The Anonymous Veil With Personalization

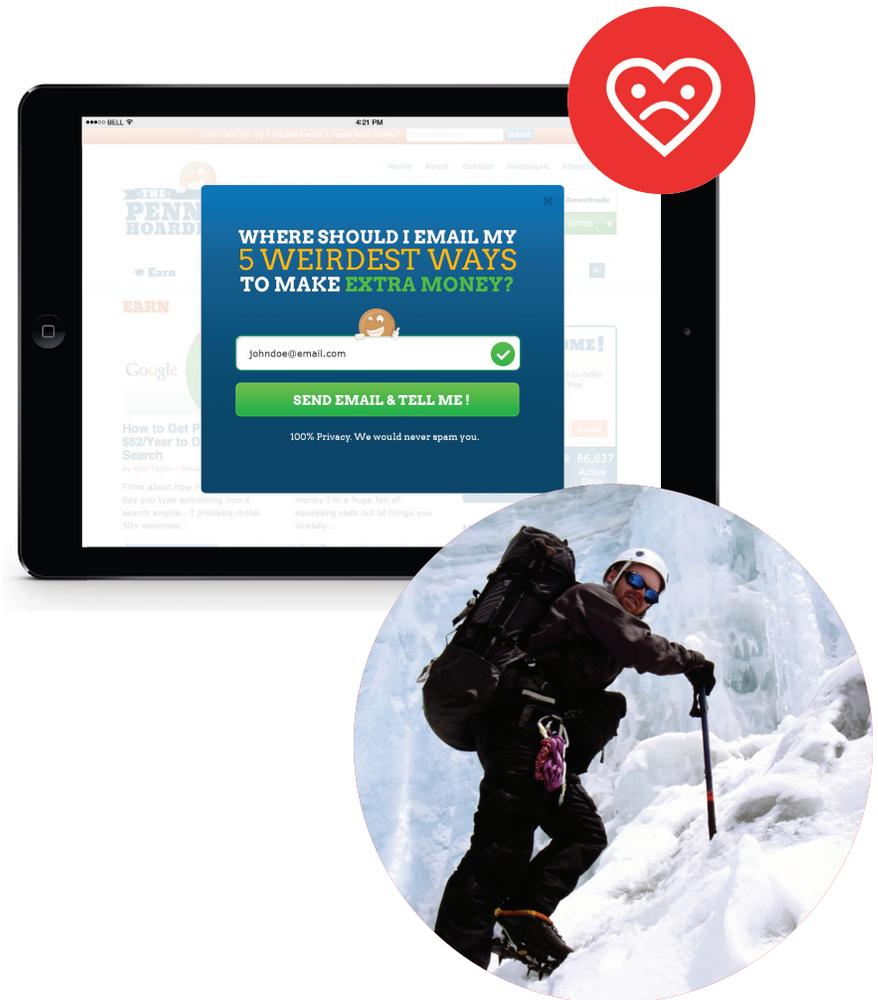
The amount spent on digital advertising is enormous.

Currently, 22% of all advertising budgets goes online, which amounts to \$109.7 billion globally (out of a total \$503 billion spent in 2013, according to the Publicis-owned agency, ZenithOptimedia)<sup>13</sup>, up 19% on 2012 spending. In the US, mobile ad spend is currently \$6.2 billion, which accounts for 3.7% of all budgets. Digital and mobile ad spend is set to increase to \$545 billion in 2015, according to the latest figures forecast from ZenithOptimedia.

However those numbers, while impressive, aren't shocking.

According to Solve Media, the average person is more likely to climb Mount Everest then click on a paid Ad.<sup>14</sup> Ask yourself: when did you last click on one? Furthermore, Janrain, the customer profile management software firm, found that 98% of people are constantly bombarded with advertising which is not relevant to them.<sup>15</sup> According to the Aberdeen Group 75% of people say they want brands to personalize messaging and offers — the are even willing to give up a degree of privacy to enable it.

One of the main reasons is that targeting anonymous web visitors based on IP address information, the browser they used, location, web pages visited, time spent and clicks only gives you a vague idea of who this potential customer is. Anonymous web visitors don't hang around long, and if you think an online registration form will solve the problem, then you're wrong. Research shows that 86% of people will abandon a site if asked to fill out so much as an email address.<sup>16</sup>



# Lifting The Anonymous Veil With Personalization

## How Personalization Improves ROI

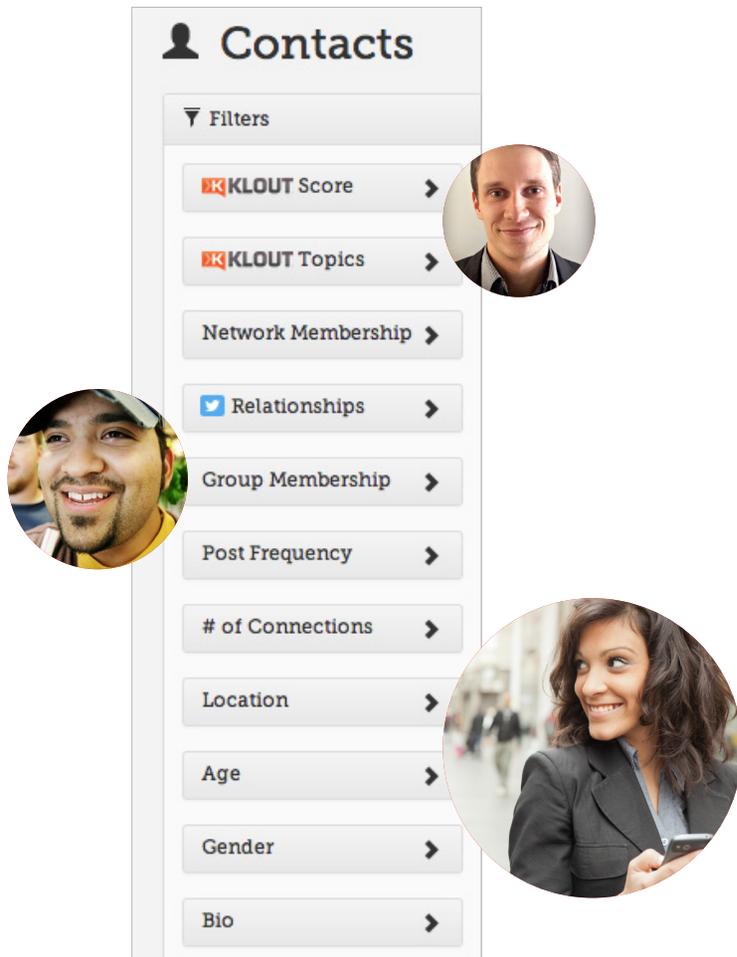
The only way to defeat these odds is through personalization, which starts by matching your email files with social data.

That way your anonymous web visitors become people, with lives and jobs, families and friends, interests, hobbies and passions. Allowing you to target them with personalized content.

Here at Attentive.ly, personalization starts with creating a unique identity profile for each individual supporter, by matching their email address from your CRM to their social media profile(s), which we can match from over 100 social networks. The identity and audience insights can be used as data for highly personal behavior-based, triggered touches or automated communications. The best part is that all you need for a rich social match is an email address, which you already have.



## Lifting The Anonymous Veil With Personalization



### 3 Reasons Why Personalization Gets You A Higher ROI

1. Personalized product recommendations lead to a 30% increase in conversion rates on e-commerce websites.<sup>1718</sup>
2. Email segmentation, which depends strongly on affective personalization of content, when demographics and personal interests are used as filters, results in a 244% increase in open rates, with a subsequent 330% in revenue per-campaign.<sup>19</sup>
3. And finally, using targeted advertising based on social and email data results in 2.7x more revenue compared to non-targeted ads<sup>20</sup>

The more you know about your audience the more revenue you will generate. The more able you will be to pinpoint them with laser like precision, so that it is no longer about hitting as many people with the same message, but hitting a small group with a much more relevant message.

# Can Segmentation & Personalization Work on a Large Scale?

## Lessons from President Barack Obama

Ever since the 2008 presidential primaries, the world has marveled at one of the most effective use of digital strategies ever deployed by a political campaign.

As a refresher, President Obama went on to the deploy those strategies time and again, in political fights over healthcare, budget deficit debates, and once again in the 2012 elections, where they were used to defeat GOP nominee, Mitt Romney. Obama has successfully harnessed three aspects of modern digital marketing in a way which is unprecedented compared to previous residents of the White House, but also, in comparison to most large organizations.

Only surpassed by the Ellen DeGeneres 10 person Samsung sponsored Oscar selfie<sup>21</sup> (which got over 1.2 million re-tweets) was this Tweet when the 2012 election was called for Obama, which got over 750,000 re-tweets.

The three aspects of digital marketing the President has harnessed to such great effect are: personalization, content, and big data. Not only do these methods still work - after all the world hasn't changed that much since 2012 - but they are highly effective for nonprofits when trying to achieve similar results.



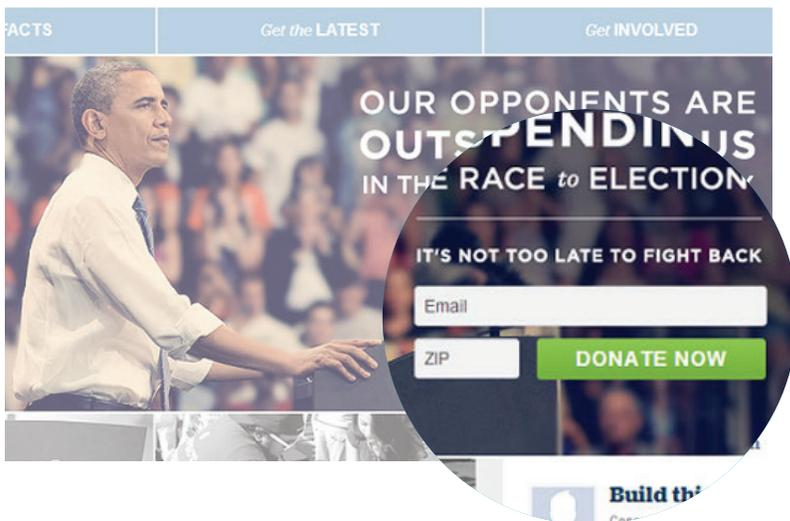
## Can Segmentation & Personalization Work on a Large Scale?



### Personalized Landing Pages

Much like President Obama's "Between Two Ferns"<sup>22</sup> appearance, his use of communication channels which other office holders wouldn't normally consider, resulted in the president answering questions for 30 minutes on Reddit.com.

Both before and after, his campaign team deployed personalized landing pages, which were very successful (right). Notice the line of sight, between Obama and the sign up form, which draws viewers directly to that form. As with many of these landing pages the copy was personalized for the Reddit audience, making people more likely to sign up.



### Opt-in Data Collection Forms Work, With Personalization

Obama's campaign and political communication teams are very good at one thing: collecting email addresses. Okay, that's not the only thing they're good at, but they have mastered this particular skill.

Landing pages with call to action style copy, like "Take Action" and "I'm In!", along with personalized opt-in pages, depending on the audience and location, all drive web visitors to eagerly hand over their email addresses.

## Smart Money Spinning Follow Up

Ever notice how saying “yes” to a little favor can quickly result in a request for a second, bigger favor?

If you said yes to one, how can you possibly say no to the next? It’s called the foot-in-the-door-technique. Honey, can you do the dishes, and then pretty please take out the trash and recycling? Works every time.

On BarackObama.com the sign up page leads to a “Thank You” page, where, during campaign season, visitors were asked for a donation in small denominations (in terms of campaign spending).



## A/B Testing Key Messages

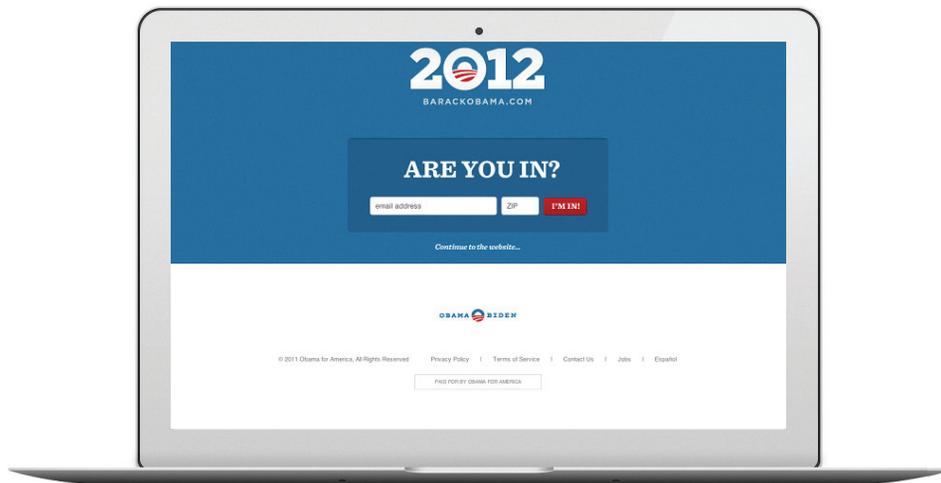
### BarackObama.com

Whether through email marketing or on different versions of websites (especially e-commerce) the testing of different messages, designs, and even tiny tweaks on landing and opt-in pages can make a huge difference in terms of sign ups and conversions.

The BarackObama.com website was A/B tested in thousands of different ways. Here's just one example:

And thus, with an image and “line of sight” style design implemented, which again is drawing people to the sign-up form.

One day a politician, non-profit campaign, or brand, will surpass the example of the Obama campaigns and the consistent use of personalized content which they've implemented since 2008. But for the moment, there's a lot we can learn if we are looking to achieve results on the same scale.



## How To Scale Without Blowing A Hole In Your Budget

"Advertising is based on one thing, happiness. And you know what happiness is? Happiness is the smell of a new car. It's freedom from fear. It's a billboard on the side of the road that screams reassurance that whatever you are doing is okay. You are okay."

– Don Draper, MADMEN  
Smoke Gets In Your Eyes  
AMC



### Marketing Automation

How do you connect a conversion to the marketing source? Is it when a prospective supporter initially has a 'touch point' (an interaction) with your marketing campaigns, or is it the final point, just before they take action? Most would maintain the traditional thinking — that it is that first interaction point. Which would be fine, if the marketing strategies of Mad Men applied to the modern world.

Supporters now engage anywhere between 5 and 23 touch points, before taking action or making a donation. So if you have a wide range of marketing campaigns — and they are all segmented according to your audience demographics and the various points in the engagement cycle — then how do you quantify that initial point of interaction? The fact is that interactions should be continuous. You are no longer talking at your audience. You are in a continual dialogue with them, across multiple channels, and it never ends. It evolves. Like any relationship.

Every interaction can positively, or in some cases, negatively, influence a supporters journey.

Where then, does automation fit in?

## A Responsive Framework

### You have a framework for responsive marketing

If you have:

1. The knowledge (about your donor base, broken down into segments) and,
2. The assets in place (e.g. the right content for the right time and you can deploy across multiple channels: mobile, web, email, social, etc.) — then you can play offense.

You can respond and react in real time, rather than sending your supporters spray and pray message blasts on your timescale, you can be sending them information when it is a good time for them to react.

For example, busy parents can be reading about fun things to do with their kids on their tablets, after the children have gone to bed on a Wednesday evening, when they are starting to think about the weekend, instead of 11:00am on a Tuesday morning when they're at work.



## A Cumulative Impact

Hearing the same message multiple times across multiple channels has a positive impact.

Providing the right person is getting the right message at the right time. Which is where segmentation comes in. Automation allows you to keep sending messages according to wherever a supporter is along their engagement journey, allowing you to stay on their mental radar. So that when, for example, they're ready to make a donation in order to get an extra end-of-year tax break, they'll have your organization on their mind. That's providing you have been sending messages with relevant content across various channels during the last few months.



## Greater Control

The ways people consume media and content has changed.

Many people are not tied to a specific screen (e.g. desktop). We live in a world where multiple screens serve as a point of interaction at various times of the day. This puts your audience in greater control. It also does the same for our marketing strategies. You no longer have to worry someone will miss the message because you have greater control over how and when they interact with your organization.

Automation increases the level of control you have because a response to a certain trigger (e.g. a supporter talking about one of your campaigns on social media) can be set up in advance, ensuring no opportunity is missed. Automation allows for controlled, responsive, reactive marketing, giving you the ability to deploy the right materials in such a way as to interact with a supporter at a time when it's good for them. The alternative is for your marketing/communications to be operating 24/7, which automation far more cost effective.

## Leverage The Power of Personalization With Storytelling

### Marketing the Moon

David Meerman Scott, author of the best-selling book on marketing, *The New Rules of Marketing & PR*, has a second obsession: the Apollo space program. He has now published *Marketing the Moon*, alongside Richard Jurek, which tells the story of how NASA, the White House, and other government organizations sold the space program to the US public and international community.

If you are as interested in humanity's early missions into space then this is a book well worth reading, but for any marketing professional it is full of useful lessons.



## Selling Aspirations

### NASA

In 1961, when US President John F. Kennedy announced to the world that America would put a man on the moon within a decade there was barely a NASA, never mind a space program. The White House knew enough to be confident to make the announcement, but not enough to know it was definitely possible. Kennedy ran on a message of hope, of new ideals and new possibilities, but the proposed moon mission was by far his most ambitious dream yet.

It is said that people don't buy products or services, they buy better versions of themselves. President Kennedy was selling a better version of America: stronger, more intelligent, more powerful than Russia, able to overcome its domestic issues if reaching the moon was possible. The public bought the idea. America landed a man on the moon before the decade was out.



## The Power of Storytelling

These days we are used to everything from rocket launches to secret NSA surveillance programs being made public sooner or later. In the early 1960's there was a strong faction, mainly those with a more cautious scientific background, within NASA who didn't want the public to know what was going on with the space program until they were ready to make positive announcements.

A different faction - those who wanted to make matters public - won the argument, and so PR and content marketing became an ongoing part of how people learned about space.

Everything, from flight transcripts to pictures of astronauts having a drink of fruit juice (Tang was one brand which got a boost in popularity from the space program), was used in telling the stories of the brave, intelligent men and women who made the moon landing possible.



**The Gemini Astronauts drank Tang...like this.  
You can drink it from a glass.**

The Gemini Astronauts drank Tang in space. Tang has been carried on the Gemini flights... including the 7th rendezvous mission. Tang is the instant breakfast drink with more vitamin C and A - more than orange juice, tomato juice or any juice. And Tang with natural orange flavor is the breakfast drink your whole family will go for. Mix them some Tang tomorrow morning.

Demonstration photograph. Gemini illustration, courtesy McDonnell Aircraft.



## Reach for the Stars



Combining content marketing with positive, aspirational storytelling is an effective way of weaving your message in with the lives of your customers.

When it came to the space program the lives of all those involved were our lives. The hope that President Kennedy sold in 1961 was felt ever more keenly across the world when Neil Armstrong and Buzz Aldrin, landed on the moon in 1969.

For your marketing to deliver an affective message in the same way the story should be strong, concise and aspirational, providing the product lives up to those expectations.

## Summary

Email is not dead (not with a 4,300% ROI), but neither is it completely healthy (not with an ROI decline of 30% in recent years and 9 of 10 marketing emails unopened). The problem is that the way most nonprofits and brands do email marketing doesn't work like it used to.

Your audience expect more. Bland, generic emails get ignored. As a result ISPs become more careful about what gets delivered and email churn is higher than ever.

For supporters to pay attention and take action, they need a continuous personalized, targeted, automated, multichannel approach - aka engagement marketing.

You need to know what they care about, not just your latest campaign.

This can be achieved by combining data from social networks with the information we all already have in our CRMs. One of our customers, MomsRising, achieved 100% conversion rates using this approach.

In this guide, we have covered how this can work on a large scale, how to create a good narrative, and how to get past any doubts or concerns about the value of marketing automation and segmentation. Make your supporters feel like they're one in a million, not one of a million.

## How it Works



### Email List

Start with your CRM.



### Social Match

Match to 100+ social networks.



### Social Listening

See what they're saying on social



### Marketing Automation

Automate email & social marketing.

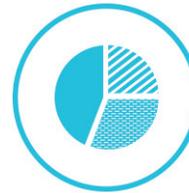
## About Attentive.ly

Attentive.ly drives engagement with your campaigns by turning your quiet supporters into vocal advocates. We show organizations what people in your CRM are saying on social media, and who is influential, so you can better target via email and social media to radically increase engagement and reach of your campaigns.



### Track Keywords

Track interest in key topics, including your brand, over time, and add “watched words” to track and filter.



### Beautiful Statistics

We turn your list into an Infographic showing the reach of users' networks, influential people, popular cities, popular times to post, and more.



### Export to CRM

Increase your Facebook Page following, and promote a campaign on Twitter.



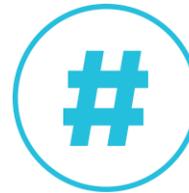
### Search User Posts

Find out who is already talking about a campaign topic or your brand, and engage the most influential people.



### Influencer Engagement

Does your email “house list” have top bloggers, celebrities, even Members of Congress? Find the influentials hidden in your list.



### See What's Trending

Stop guessing, and use your audience's hashtags to join the conversation.

## Want to try Attentive.ly?



**Statshot**

Your network reaches over **88,037,570** people via **6,042** contacts matched on **104** different networks averaging **20,813** connections each

**Recommendations**

- Time to import**  
It's time to import new contacts from the MailChimp list "Paying".  
[Do it](#)
- Contacts used a watched term**  
Respond to Dana Rohrabacher, Marc Gunther, Kevin Brady, Steve Israel, Dr. Glen Barry, Jordyn Bonds, Patrick Benko, Josh

**Saved Search Trends** (This week)

Category	08/18/14	08/19/14	08/20/14	08/21/14	08/22/14	08/23/14	08/24/14
giving tuesday	~10	~10	~10	~10	~10	~10	~10
climate	~100	~120	~100	~120	~80	~60	~50
gun	~10	~10	~10	~10	~10	~10	~10
healthcare	~10	~10	~10	~10	~10	~10	~10
neworganizing	~10	~10	~10	~10	~10	~10	~10
retirement	~10	~10	~10	~10	~10	~10	~10

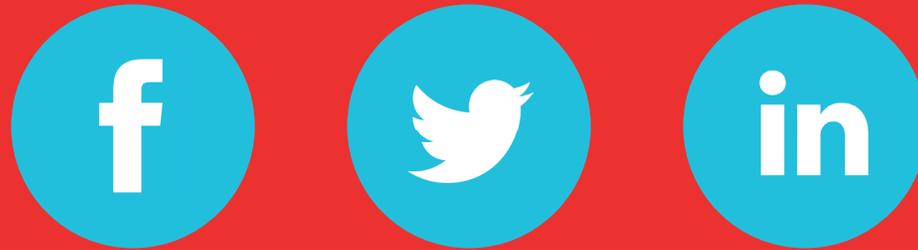
**Recent Saved Search Posts**

- Zachary Shahan** @zshahan3 69m  
Meet Your Friendly Neighborhood climate Bully <http://t.co/t06PJV44Dd> on @cleantechica
- Kurt Steiner** @charityhowto 4d  
#Free #nonprofitwebinar How to Get Your Nonprofit Ready for giving tuesday

**Terms Trending Today**

- week 49
- school 43
- brown 42
- music 40
- year 37
- moming 37
- black 36
- start 35
- beyonce 35
- white 35

# Connect With Us



hello@attentive.ly

703.988.3549

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14. <http://blog.hubspot.com/marketing/horrifying-display-advertising-stats>
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17. <http://janrain.com/blog/how-to-cure-consumer-mistargeting/>
18. <http://resources.monetate.com/ios/books/93781591book93781591.pdf>
19. <http://www.silverpop.com/clients/silverpop-case-studies/>
20. [http://www.networkadvertising.org/pdfs/Beales\\_NAI\\_Study.pdf](http://www.networkadvertising.org/pdfs/Beales_NAI_Study.pdf)
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