



Social personalization: **Why it's a must for all brands**



Why personalization? Because consumers expect relevancy.

With the latest innovations in social personalization, your marketing teams can rest assured that a concept previously considered impossible (or quite complicated at best) is now simple and fully automated.

No matter the content, consumers are becoming conditioned across all devices to expect unique moments specifically tailored to their tastes, especially when it comes to the ads they're seeing on their favorite social platforms. (Think of switching on Netflix after a long day to be greeted by a curated lineup of shows and movies just for you.)

Consumers want and now expect a personalized and connected approach from their favorite brands. For this reason, social has skyrocketed to the top of the media plan priority list. It's vital that brands get social right and capture this opportunity.

Some say attention spans are dwindling, but consumers have never been more engaged and have never expected more from the content they consume. Personalization has become imperative.



Consumers expect relevant experiences

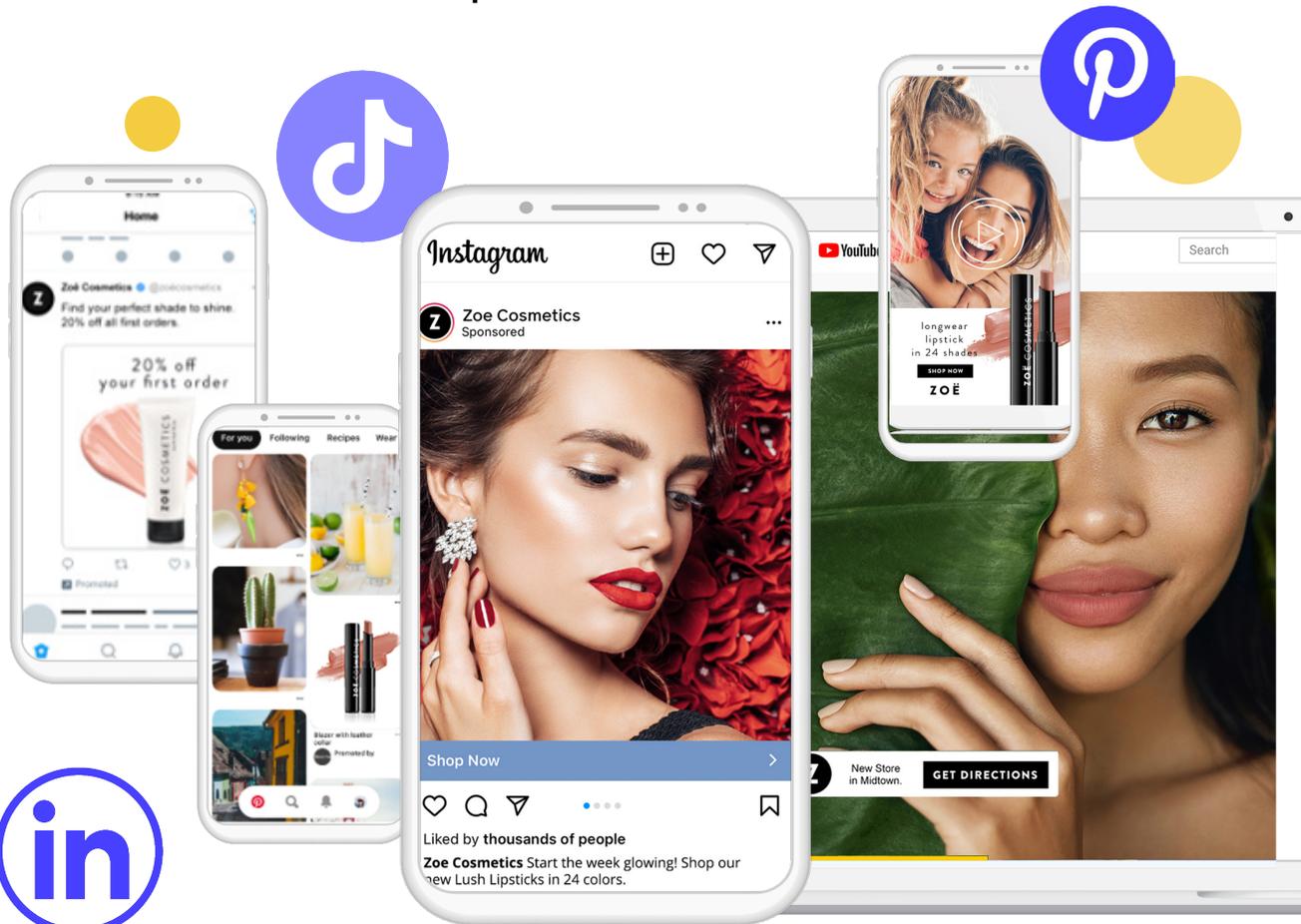
Brands must deliver consistently inside and outside walled gardens



Meet Madeline

- 32 years old
- Working professional
- Passionate stylist

“Make an unforgettable connection,
unique to the moment”



Social personalization is the leading driver of important success metrics. It contributes 47% of all sales lifts. And those creatives delivering advanced personalization tactics see an average of 20-to-1 returns.

Yet for most brands, personalization is something of a pipe dream, and typically off the table. The goal of this guide is to help you reconsider, and spawn ideas, because once correctly implemented, the performance of social personalization is truly mind-blowing.

Social personalization is a necessity

47%

Of all sales lift contribution comes from creative content – double, triple the impact of reach, brand, and even, targeting¹

\$20 ROI

The average return marketers see when using advanced personalization tactics²

53%

Of digital experience professionals believe they lack the right technology to activate personalization

Social personalization drives results



Improved performance

367%

Higher conversion rate with real-time data



Improved brand effectiveness

107%

Improved ad favorability



Improved business result

50%

Increase in ROI with personalized creative



Increased time in market

10+

Days saved in media downtime through social personalization

¹ Westwood One / Advertiser Perceptions, 2021

² Relevancy Group, 2022

Activating on social is challenging



Limited creative capabilities

Native platforms lack design flexibility and cannot create versions efficiently



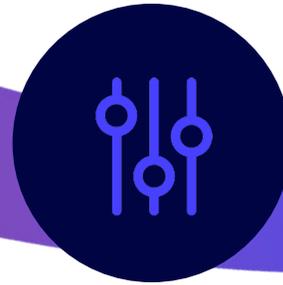
Inconsistent audience targeting strategy

Default audience segments provided in native platforms are not tailored for brands



Manual personalized messaging

Dynamic creative activation is time-consuming, error-prone and complex for setup



Siloed activation & optimization

Multiple social platforms result in disjointed, bulky campaign workflows



Inefficient reporting & analysis

Cross-platform reporting is often manual and delayed with inconsistent metrics

Activating media on the most basic level can be hard enough on its own. Then add in creative complexities and dynamic creative and the process gets even more challenging.

Because social platforms do not share audience-level data outside their closed environments, social personalization leans heavily on creative production elements for support. And teams are often faced with a variety of workaround activation workflows.

Creative pain points

Production perspective

- Time spent working with creative teams on versioning
- Gaining approvals for revisions/versions
- Creative assets in separate, multiple locations for final sign off
- Toggling between creative design tools, asset management, and publishing platforms is time-consuming and error-prone

Brand perspective

- Lack of total unification between all the different digital touch points
- Because of time and resource constraints, creative is often recycled or reused leading to consumer fatigue

Various teams experience headaches around creative, whether it's production, or the brand's media team setting up the creative across multiple channels and social platforms.

Sometimes vital creative minds spend time versioning creative and are bogged down by workflow and approval inefficiencies like assets in disparate locations. Siloed design and publishing tools lead to a lack of unification.

While creative teams often feel pressure to push creative live as quickly as possible, media teams may be at odds and have tunnel-vision for publisher specs. The result is often creative and consumer fatigue.

Reusable templates accelerate automation. The templates produce in-market updates by using available brand data, powering real time content refreshes and performance optimizations. Team efficiency improves dramatically.

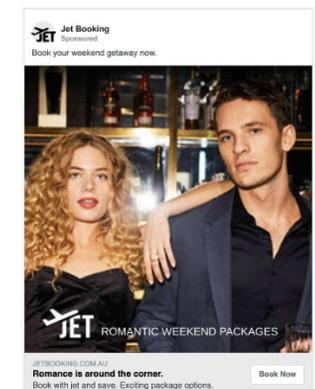
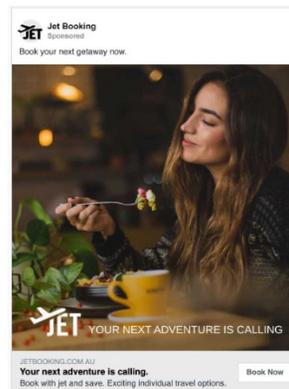
Consumers expect advertisers to know what they like, who they are, what they need, and when they need it in their lives. But creating all these iterations, manual setups, and specific requirements across different social platforms can often deter brands from even thinking about going beyond the simple core audience segmentations.

Automation is key

Tech partners and central creative frameworks drive workflow performance

	Days saved on creative production workflow	Time required to make creative revisions	Time needed to implement creative optimizations
Primary text	It's Friday night and the feeling's right. Add a touch of sparkle to your night out as you say buh-bye to the work week.	Whether logging a run or just enjoying the great outdoors, protect your skin with a dermatologist-recommended SPF moisturizer.	
Display link	www.ZoeCosmetics.com	www.ZoeCosmetics.com/SPF	
Headline	Zoë Cosmetics Sparkle Lip Gloss	All-day sweat-proof SPF coverage.	

70% of consumers expect brands they interact with to know their needs and preferences



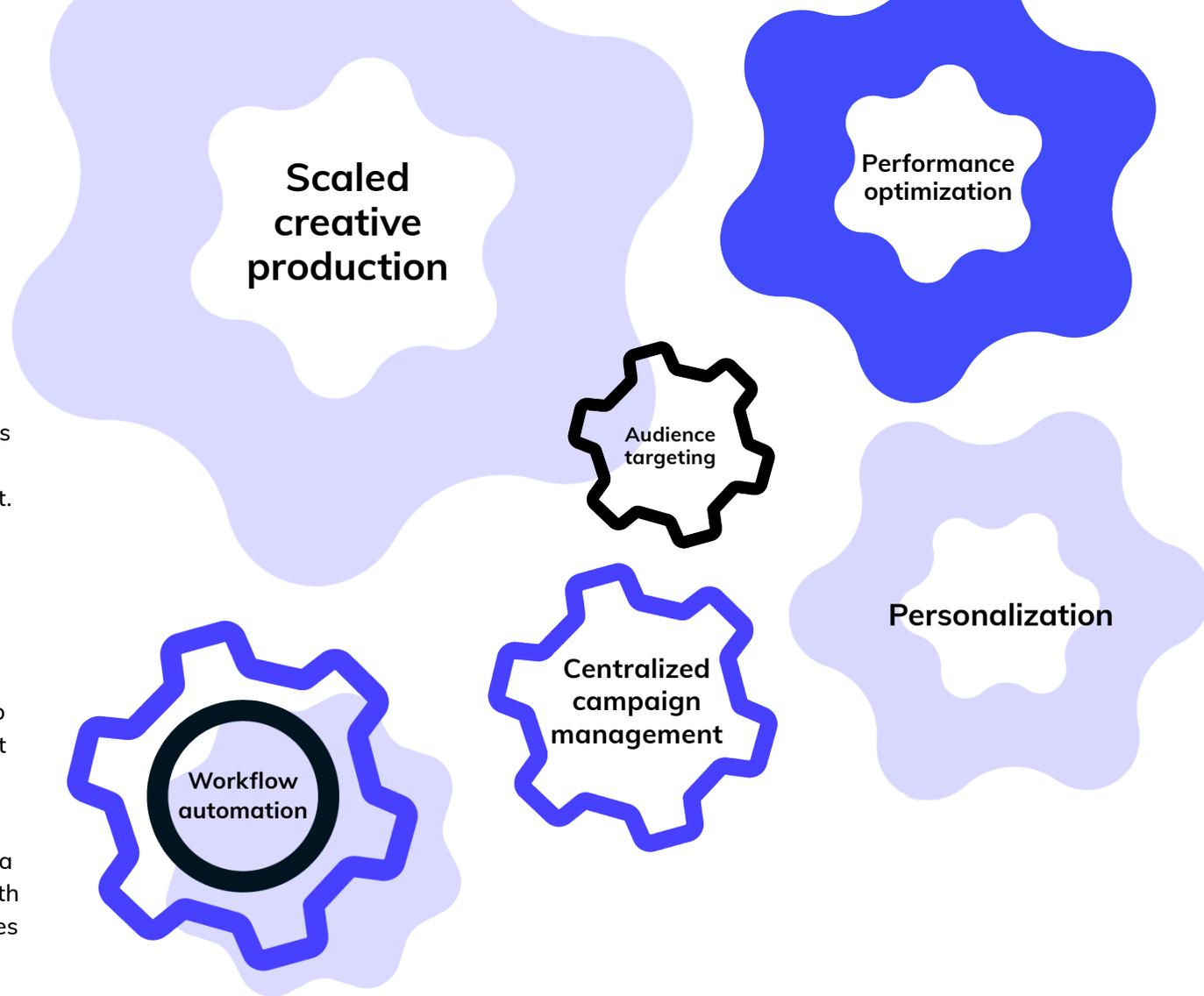
Connecting the gaps

A core infrastructure between cross-functional teams and technology platforms is imperative to seamlessly deliver on the promise of personalization.

For brands to streamline workflows across teams and have all the necessary levers in place to activate personalization, it all starts with content.

Creative is the driver. Creative teams should be empowered to do what they do best: create. It's important to align creative and media development to drive the process. Collecting insights from data, sharing inspiration, defining platform specifications, suggesting data feeds to consider, and defining success and measurement beforehand to drive development of creative: all are crucial.

The media and brand teams who control the data and audience segmentation must collaborate with creative teams very early in the process – it makes an enormous difference.



It starts with empowering the creative

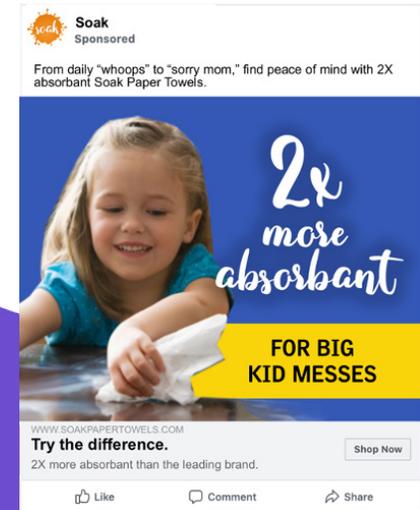




College students



Parents



Define your core audience message

Who doesn't need a paper towel? It's a broad product and applies to some of the top purchase segments, like college students and parents. Once you know who to target and where to find them, the question becomes what to say to them.

You can have the right person at the right moment, but if you show them the wrong message, or a one-size-fits-all generic message, you've missed the opportunity.

That's where personalization comes in. It allows you to specifically message your core audiences in just the right way.

Expand to include personalized themes and concepts



Home



In car



Client focused



At work



Time of day



Weather



Story telling



Killing time



Holidays



Day of week



Location



Desktop



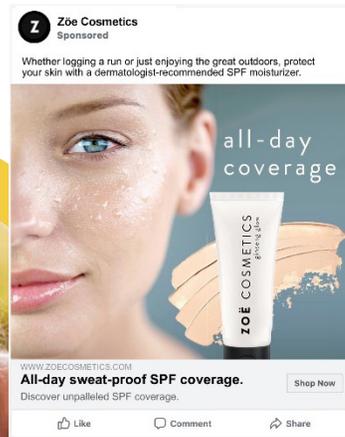
Live moments



Product sets

Ads that tell a story

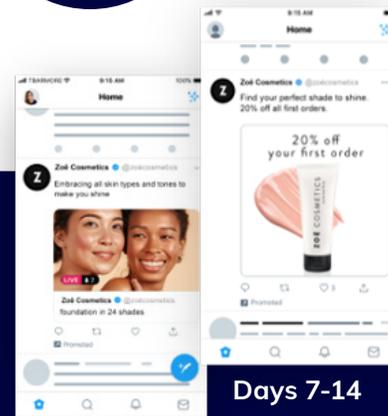
Personalization enables ads that tell a story, day or night, through sequential messaging and serving the right content within the window of exposure.



Maximize moments of exposure



Amplify creative performance



Days 0-7

Days 7-14



Ads based on real-time trends

Incorporate data like trending topics. Update your creative automatically through templates connected to that data source. Capture the moment to leverage real time trends and convert a new customer.

	A	B	C
1	Title	Genre	Category
2	Adventure Time	Family	Series
3	Succession	Drama	Series
4	Elf	Family	Movie
5	Ballers	Comedy	Series
6	Real Housewives	Reality	Series
7	Wentworth	Drama	Series



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Start today for free!
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Book now
Sponsored
Electricity and gas

Total Plan
You can save
*20% electricity discount,
*16% gas discount

EnergyAustralia
Compare and Save!
*Your estimated monthly savings. Based on low usage.

ENERGYAUSTRALIA.COM.AU
With a guaranteed discount.
Compare plans

Like Comment Share

	A	B	C	D
1	Postcode	Balance plan	No Frills	Total Plan
2	2000	9% electricity discount, 8% gas discount	24.2 cents per kWh, 2.86 cents per MJ	20% electricity discount, 16% gas discount
3	2043	9% electricity discount, 8% gas discount	24.2 cents per kWh, 2.86 cents per MJ	20% electricity discount, 16% gas discount
4	2089	9% electricity discount, 8% gas discount	24.2 cents per kWh, 2.86 cents per MJ	20% electricity discount, 16% gas discount
5				



Hyper-relevant based on location

Use localized client data feeds to populate the actual true customer savings within the creative for the ultimate impact and personal connection.

Start by building your creative framework

Begin with a creative framework that can flex and work across audiences and moments. Consider creative management platforms that allow for creative flexibility within the actual content piece, create a stronger impact in the full screen experience, and enable a robust pipeline of creative options to continually optimize and refresh the content.

Default ad components

Primary text

Display link

Headline

Description

Z Zoe Cosmetics
Sponsored

We know your schedule is busy, to say the least. No reason you shouldn't look like a superwoman while being a superwoman!

keeps going strong
as long as you do.

WWW.ZOECOSMETICS.COM
Longwear Lipstick in 24 Shades.
To last you through all your moods *and theirs.*

Shop Now

Like Comment Share

Composite image or video

Copy overlay

Audience

Product

Default ad components

Primary text	It's Friday night and the feeling's right. Add a touch of sparkle to your night out as you say buh-bye to the work week.	Whether logging a run or just enjoying the great outdoors, protect your skin with a dermatologist-recommended SPF moisturizer.
Display link	www.ZoeCosmetics.com	www.ZoeCosmetics.com/SPF
Headline	Zoë Cosmetics Sparkle Lip Gloss	All-day sweat-proof SPF coverage.
Description	80 ways to sparkle.	Discover unparalleled SPF coverage.



Assemble a digital asset library

Once you have that framework in place, you can build centralized brand asset toolkits to create an endless number of variations for easy distribution.

Composite image or video

Logo < ZOË Z ZOË ZOË COSME >

Copy overlay < keeps going strong as long as you do weekend shine youthful radiance at any age all-day coverage transform your skin overnight >

Image < [Image 1] [Image 2] [Image 3] [Image 4] [Image 5] >

Product < [Product 1] [Product 2] [Product 3] [Product 4] [Product 5] [Product 6] >



Consider dynamic templates

Dynamic templates not only maximize flexibility to create variations per audience, but they also serve to automate in-market updates based on available external data.

The smartphone screen shows a mobile ad layout with the following items:

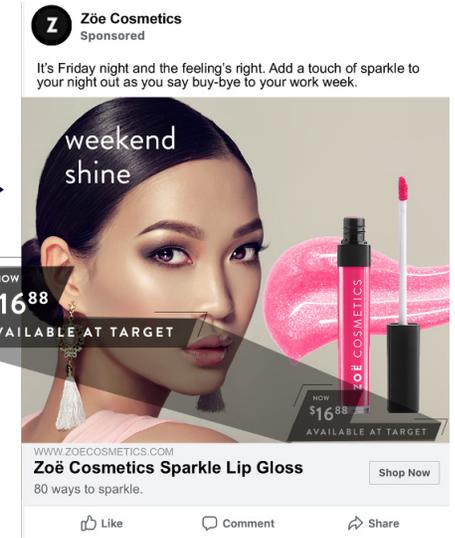
- Peach Blossom Lip Gloss** \$22.00
- Naturally Nude Longwear Lipstick** \$28.00
- Mocha SPF60 All-Day Coverage** \$52.00
- Azure Shine Dusty Eye** \$18.00

Surrounding assets include: ZOË Z logo, copy overlays like 'keeps going strong as long as you do', images of people, and various product images.

Automate content in real-time based on data and circumstance

This creative template incorporates pricing and retailer feeds into the actual image components and the overall creative framework. Depending on the brand's needs, data inputs on product availability can be pulled in hourly. The same template can be used to swap a different product in real time based on website trends or featured weekly promotions.

	A	B	C
1	Product	Price	Availability
2	Sparkle Lip Gloss	\$16.88	Target
3	Sparkle Lip Gloss	\$16.88	Amazon
4	Age-Defying Serum	\$36.88	Target
5	Age-Defying Serum	\$36.88	CVS
6	Age-Defying Serum	\$34.88	Amazon
7	SPF Moisturizer	\$24	Sephora



Ensure workflows support all social platforms

Keep in mind, any framework you're considering should incorporate all the social platforms, pulling from that same central asset location to ensure streamlined and automated build and distribution workflow.

C	D	
CTA	Logo	Bg image
Shop now	logo-white.png	zoe-model.png
Shop now	logo-white.png	zoe-model.png
Learn more	logo-black.png	leaf-scene.png
Shop now	logo-large-white.png	zoe-model.png
Learn more	logo-white.png	big-scene.png
	logo-white.png	
	logo-black.png	
	logo-large-white.png	
	logo-large-black.png	



Additional considerations

There's a plethora of personalization use cases and no brand is exempt from needing to speak directly to the consumer. Any brand with multiple products, product sets, unique selling propositions, pricing information, and more will benefit from creating on-brand impactful creative.

Brands with many locations and offers should consider scaling their message to that

location – plus time of day and location offer availability – all while preserving branding within the actual creative.

Personalization can also mean maximizing reach: serving an expanded variety of creative thanks to more efficient creative production workflow. It will help avoid creative fatigue through content velocity and automated creative refreshes.

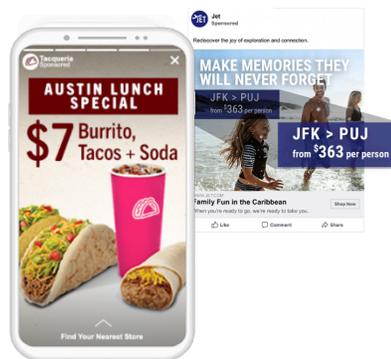
Products and Pricing

Create on-brand videos that dynamically pull in unique selling propositions from product feeds and landing pages, prices, reviews, discounts, and more.



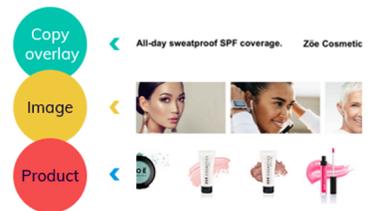
Locations

Scale market-specific creative that optimizes for location-specific details while preserving branding.



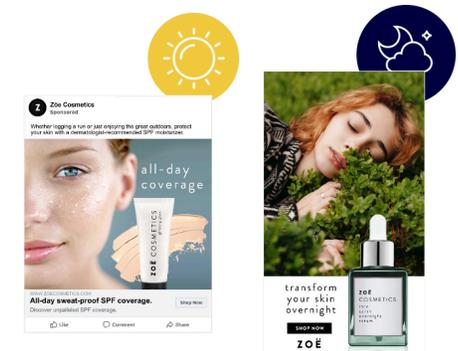
Maximizing reach

Serve audiences compelling, relevant creative based on variables you want to test.



Content velocity

Proactively plan for ongoing creative refreshes to maintain performance without burdening creative teams.



Creative tips by platform

Will your message resonate without sound? Are you designing with each platform in mind? Remember that social is a quick-hit environment. Respect your consumers' time and paint on the canvas each platform provides.



Capture consumer attention with full screen vertical video ads in Facebook & Instagram Stories.

Highlight key elements at the center frame.

Add compelling CTA's to drive results.



Brand early and often. Be clear and concise.

Static and video work best together.

Consider if video works with sound off experience.



Stand out with video and take advantage of full screen ad formats like Max Width Video.

Showcase products and content in a simple vertical or square image format.

Consider "How to guides" and rich instructional content.



Vertical video is specifically designed for a quick swipe mobile experience.

Showcase a Series of Products with shoppable ad formats.

Crop for clear focal point.



Promote your video in-feed or align your brand with premium content.

Make it timely and employ text and graphics to nail the CTA.

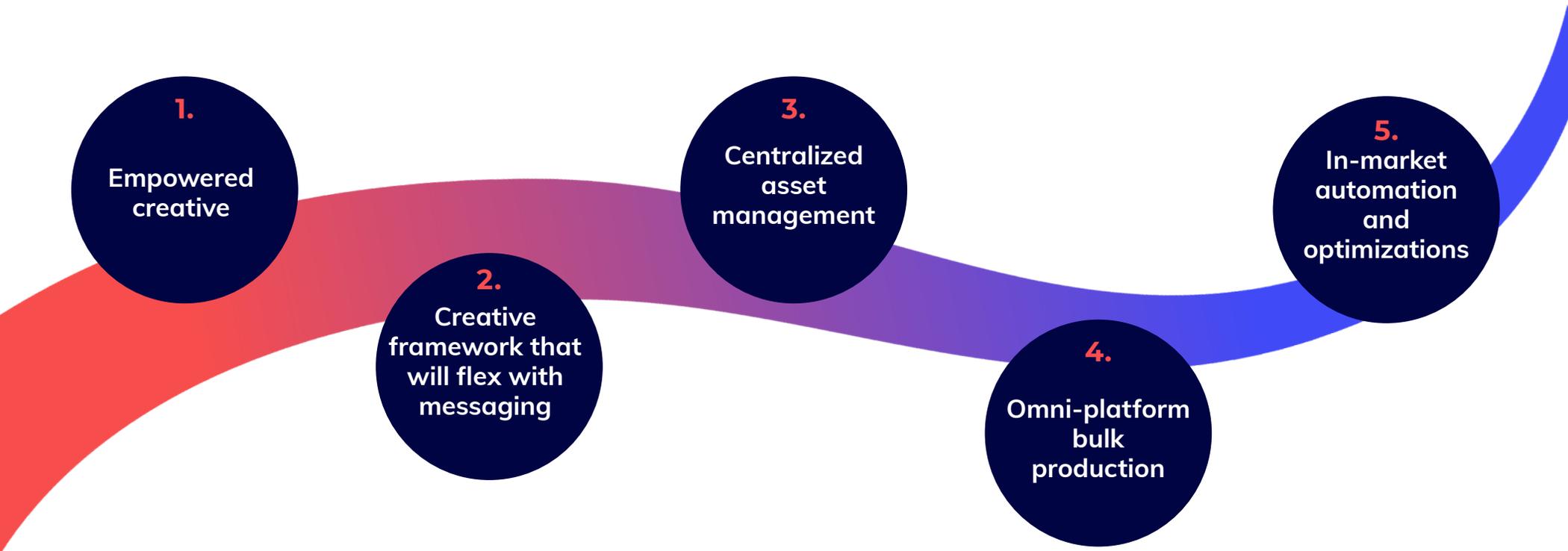
Ads can support image, video, carousel, and moment ads.



Ensure video is optimized for 9:16 vertical placement with captions.

Make sure it's short and sweet with immersive full-screen experience.

TikTok is home to a vast array of subcultures, which means there's a place for all kinds of creativity.



Quick summary

Empower creative teams, form creative frameworks with a messaging matrix, centralize assets and workflows, save creative and media setup time with bulk production, and enable automation while tapping into every available data resource.

Stay relevant, drive consumer adoption, and foster brand loyalty. It's easy: Get personal!

About Flashtalking

Flashtalking unleashes the power of creative to make media work better. As the leading independent ad tech stack for relevance and activation across all digital marketing channels, our technology bridges the gap between creative and media. We provide automation to connect the silos between teams and deliver more efficient production, versioning, and distribution of creative. We enable personalization to ensure the most relevant and impactful brand message reaches the right consumer at the right moment. And we deploy intelligence for a deep understanding of what messages are connecting with different audiences and environments with granularity and transparency of data. Our solutions operate at scale across CTV, Video, Display, Social, Native, Audio, and Retail Media channels. And we integrate with existing technology stacks to optimize campaigns through DSPs, DAMs, ad servers, verification providers, measurement tools, and more. As part of Mediaocean, Flashtalking is tied into the ad industry's core system of record for planning, buying, and billing.

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