



# Personalisation in 7 Dimensions

Thunder Day, Hamburg 2017

---

Richard Jones, CTO

Invika



# The Competition for Space



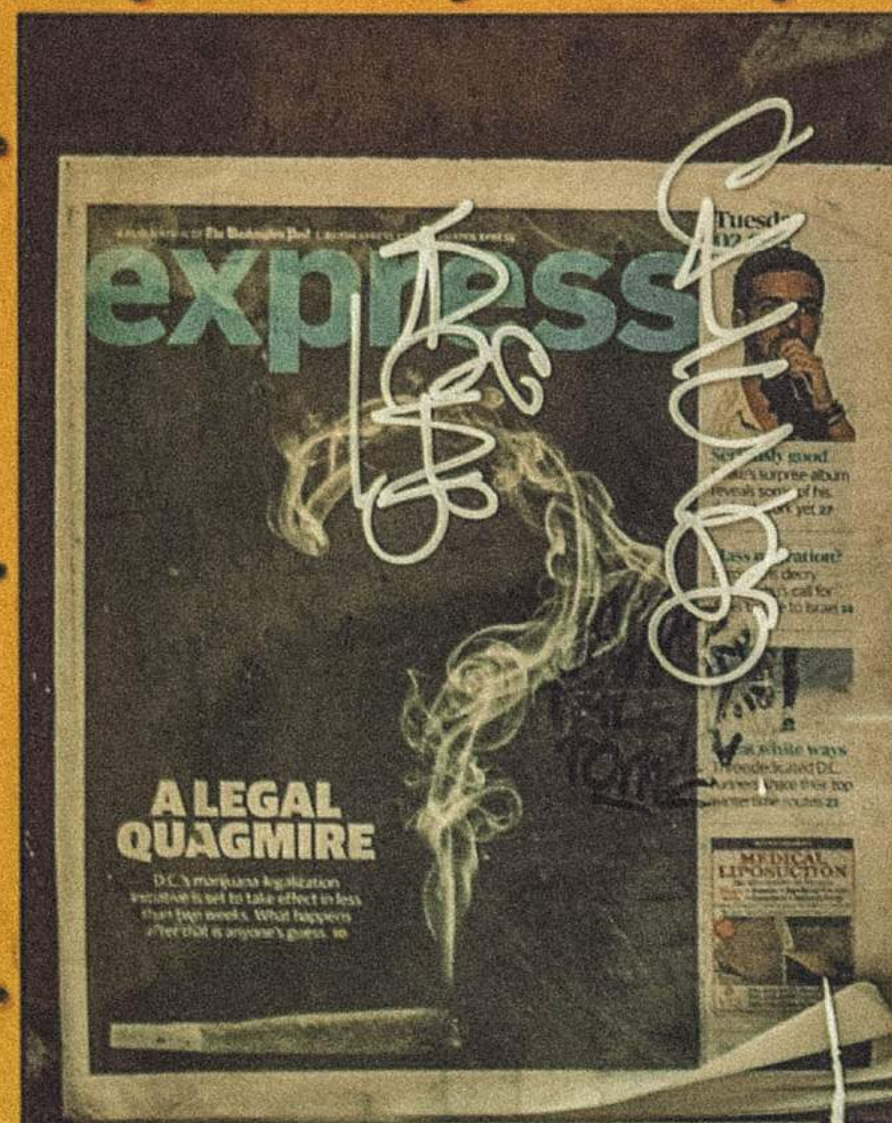


# Competition for Page Real Estate





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## 臺監獄人質挾持事件 6囚自戕落幕

【本報記者王淑芬台北報導】台灣監獄發生的一起人質挾持事件，在經過六天的緊張對峙後，終於在昨天（廿四日）落幕。六名被挾持的囚犯，在監獄內自戕身亡。事件發生在位於台北的某監獄，當時有六名囚犯挾持了兩名獄警。經過六天的談判，雙方最終達成協議，六名囚犯在監獄內自戕身亡。事件發生後，台灣當局表示將加強監獄的安全措施，並對事件進行調查。

## 紐約華裔警誤殺黑人案開審 梁彼得否認全部指控

【本報記者王淑芬紐約報導】一名在紐約被控誤殺黑人的華裔警察，昨天（廿四日）在法庭上否認了全部指控。這名警察名叫梁彼得（Peter Liang），現年34歲，是紐約市警察局的一名巡邏警員。他被控在2014年3月，在曼哈頓區的一條街道上，誤殺了一名黑人男子。梁彼得在法庭上表示，他當時正在執行任務，並對自己的行為感到後悔。他否認了控方提出的所有指控，並表示他將繼續為自己的行為負責。

## 中紀委通報26名企 央媒發文稱 大老虎顫抖

【本報記者王淑芬北京報導】中央紀委昨天（廿四日）通報了26名涉嫌貪污受賄的企業家，其中包括多名知名企業家。中央紀委在通報中稱，這些企業家涉嫌在經濟活動中利用職權謀取私利，嚴重損害了黨的形象和國家的利益。中央紀委表示，將對這些企業家進行嚴肅處理，絕不姑息。同時，央媒也發表了評論文章，稱這些企業家的行為是「大老虎顫抖」，並呼籲社會各界加強對企業家的監督。

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# Promoting an Action



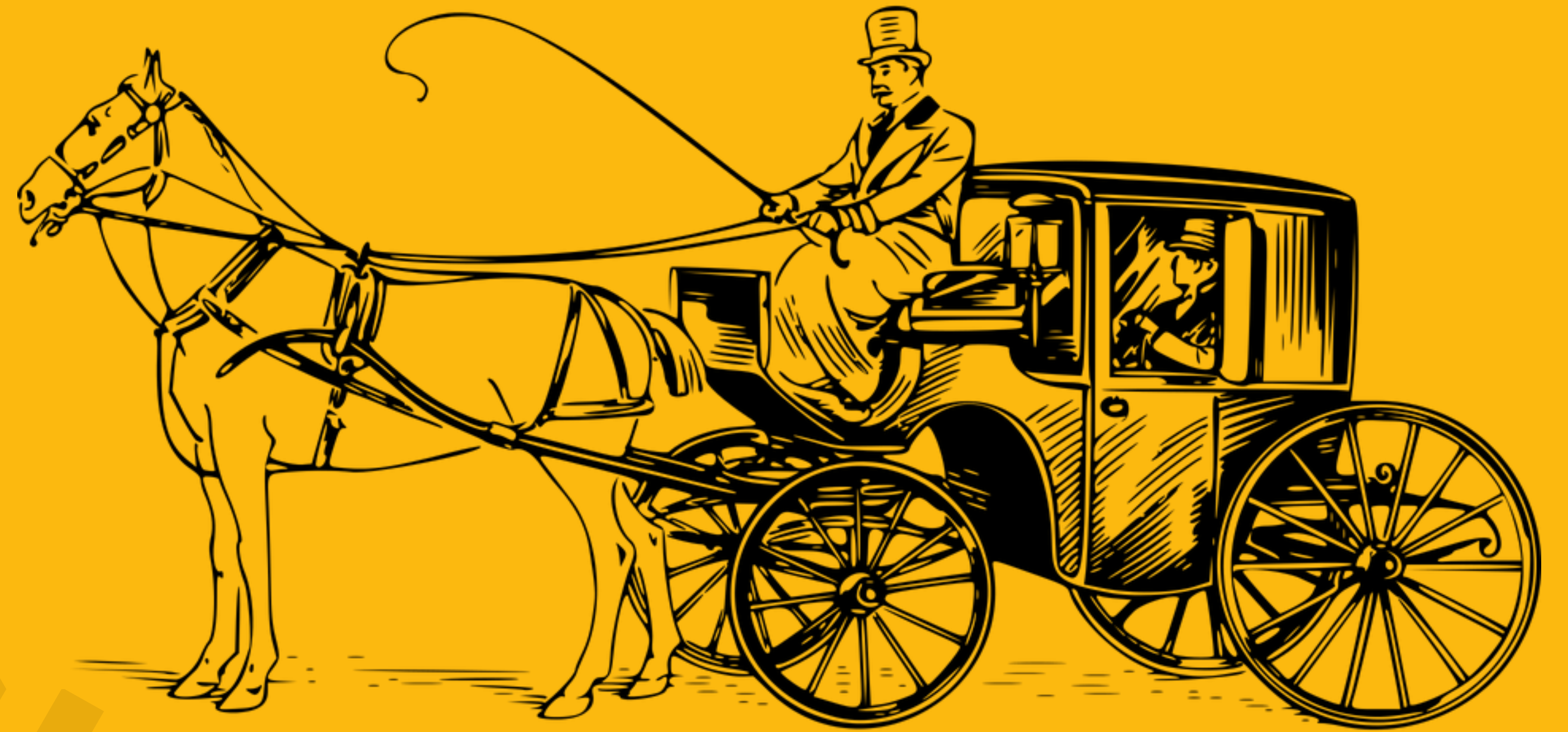


# The Evolution of the Web





Despite being  
incredibly creative...



the human mind is not  
very good at taking  
giant leaps.



NEW  
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# The New York Times

ON THE WEB

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celtics  
one on one  
newyork.boston.com

"All the News That's Fit to Print"

Tuesday, November 12, 1996

## SECTIONS

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- Editorials/Letters • Op-Ed
- Arts & Leisure • Travel
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## NEWS BY CATEGORY

CLASSIFIEDS | FORUMS

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TABLE OF CONTENTS



Crowds Looking for Food in Zaire

## LATE NEWS UPDATE

Two Aircraft Collide  
In Air Near Delhi,  
Killing About 350

## IN CYBERTIMES

Europe Bet  
Self-Regulate  
Control the

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# BBC NEWS

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國際新聞 粵語廣播

Tuesday, December 1, 1998 Published at 04:50 GMT

## Front Page

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## Front Page



### Tax splits EU

Plans to harmonise tax policies across the European Union are placing its members' finance ministers on a collision course.

ALSO:

[EU finance ministers split](#)

[Tax harmony within EU?](#)

[Brown threatens veto over tax](#)



### Top of the class

Tables showing how English secondary schools did in their exam results have been published, but teachers say these comparisons are



One Hundred Years of  
C S Lewis



World Aids Day



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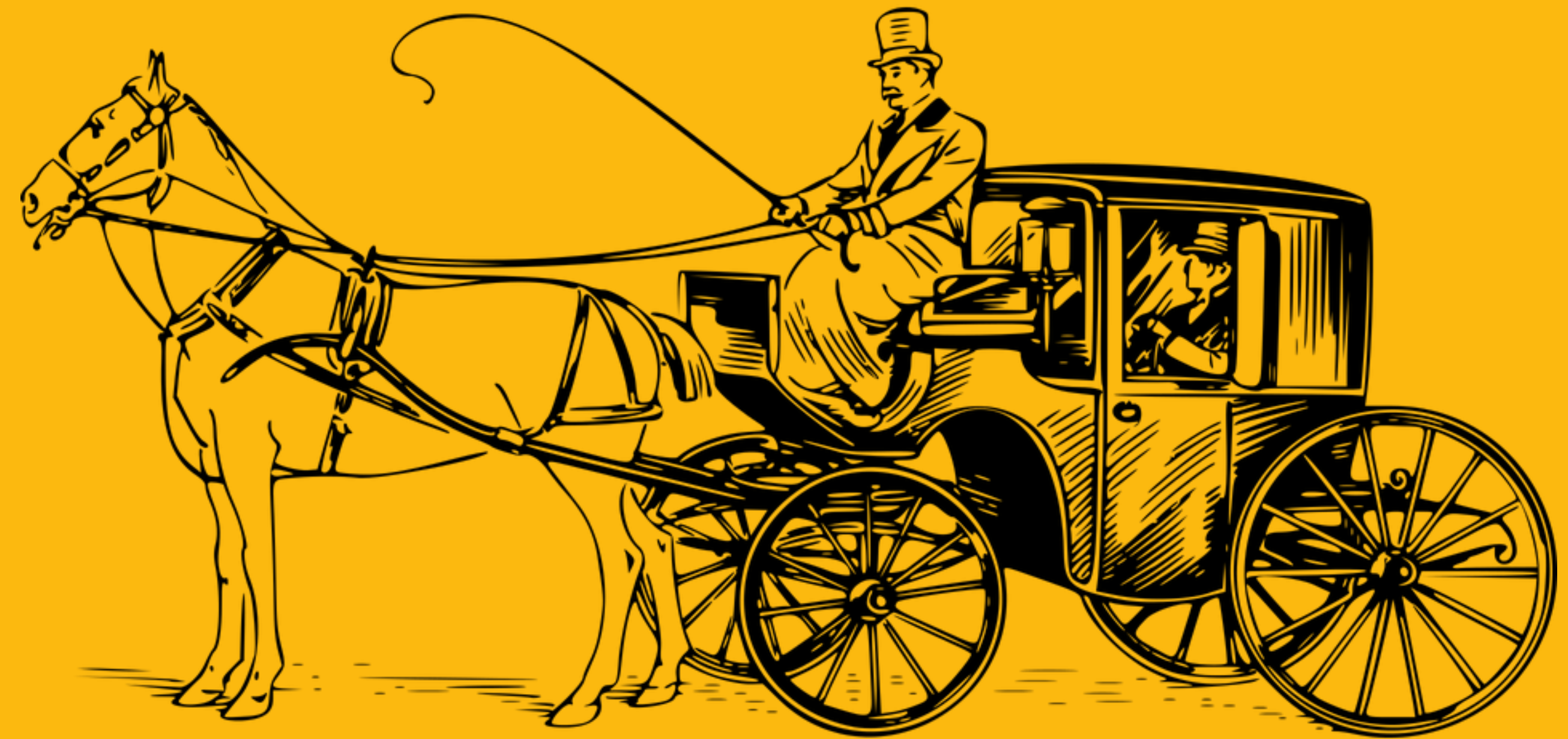
# The Present Day

M	T	W	T	F	S
		1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28				





We couldn't go from  
here to here -  
not just through  
lack of imagination...



but also a gap in technology



A person is lying on their back on a light-colored wooden floor. They are wearing a dark blue t-shirt and dark blue pants. Their right leg is bent, and they are wearing a green sock with a black and white striped pattern. Their left arm is extended towards a black tablet device that is lying on the floor. The floor is covered with various electronic devices, including several smartphones, a tablet, and a laptop. The person is smiling and looking towards the camera.

# What's changed?

## The Medium

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# What's changed?

Back to site

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admin

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Appearance

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Content

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- Any -

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- Any -

TITLE

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Enter a comma separated list of user names.

LANGUAGE

- Any -

PROMOTED TO FRONT PAGE

- Any -

STICKY AT TOP OF LISTS

- Any -

FILTER

ACTION

Delete content

APPLY TO SELECTED ITEMS

	TITLE	CONTENT TYPE	CHANNEL	STATUS	PUBLISH ON	IS LOCKED	LOCK OWNER	UPDATED	OPERATIONS
<input type="checkbox"/>	Default Partner Dashboard	Dashboard configuration		Published		No		10/02/2017 - 15:48	<div>Edit</div>
<input type="checkbox"/>	MyBrand	Dashboard Panel		Published		No		10/02/2017 - 15:47	<div>Edit</div>
<input type="checkbox"/>	SAM	Dashboard Panel		Published		No		10/02/2017 - 15:46	<div>Edit</div>
<input type="checkbox"/>	MyInsights	Dashboard Panel		Published		No		10/02/2017 - 15:44	<div>Edit</div>
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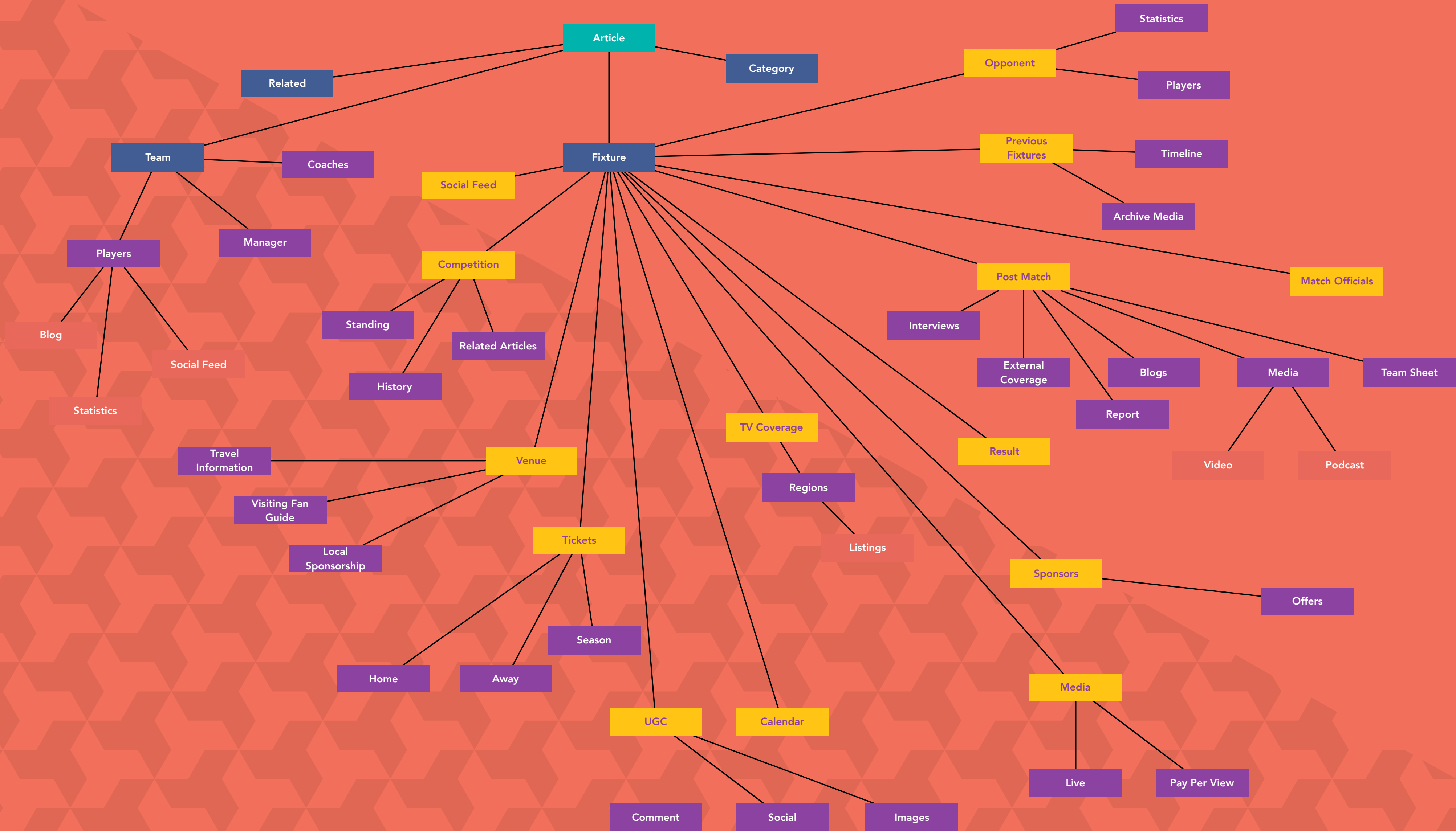
The Delivery System

@richardjones

for inviga

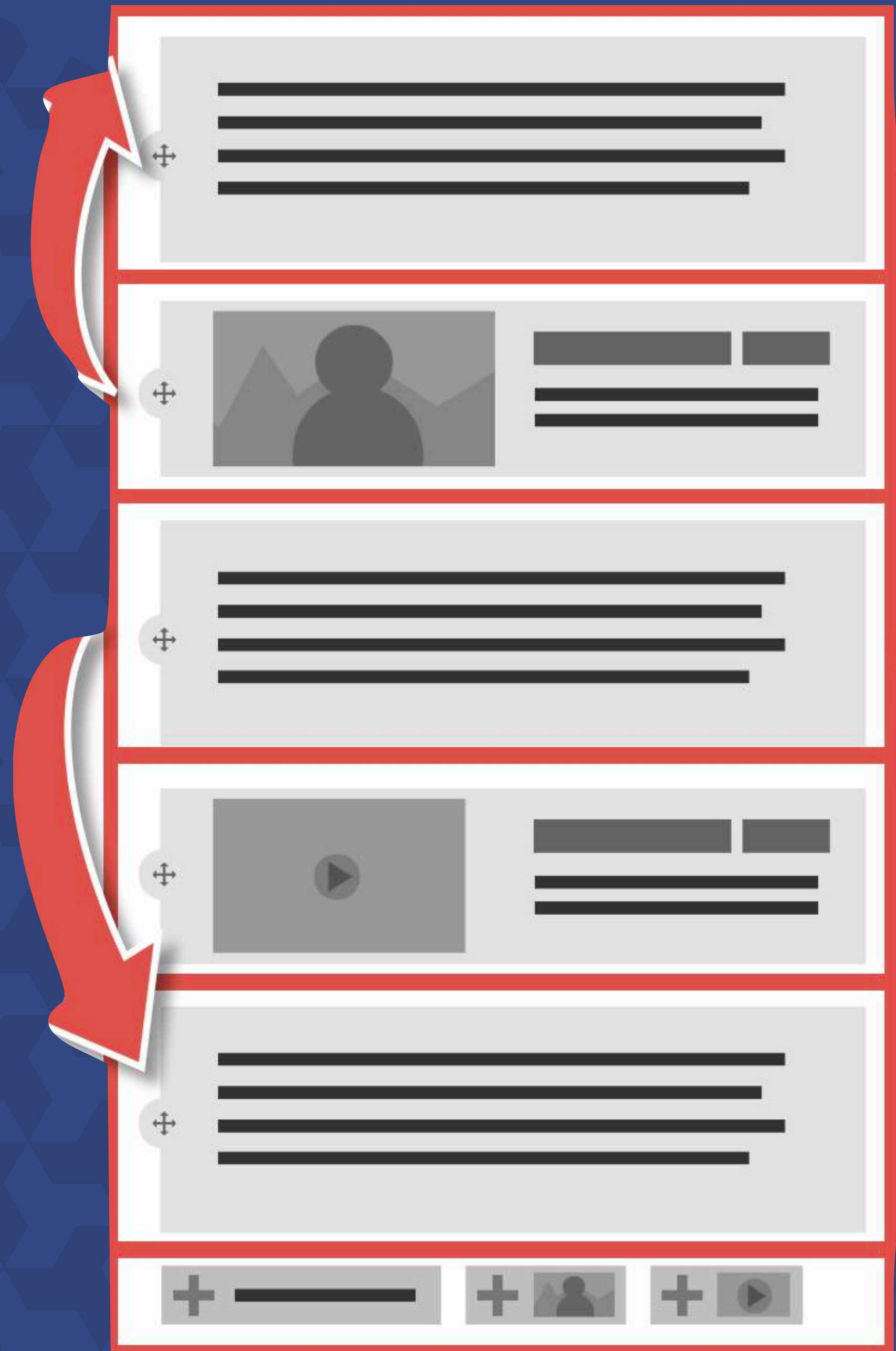


# Modelled Dynamic Content





A page is no longer  
a physical thing





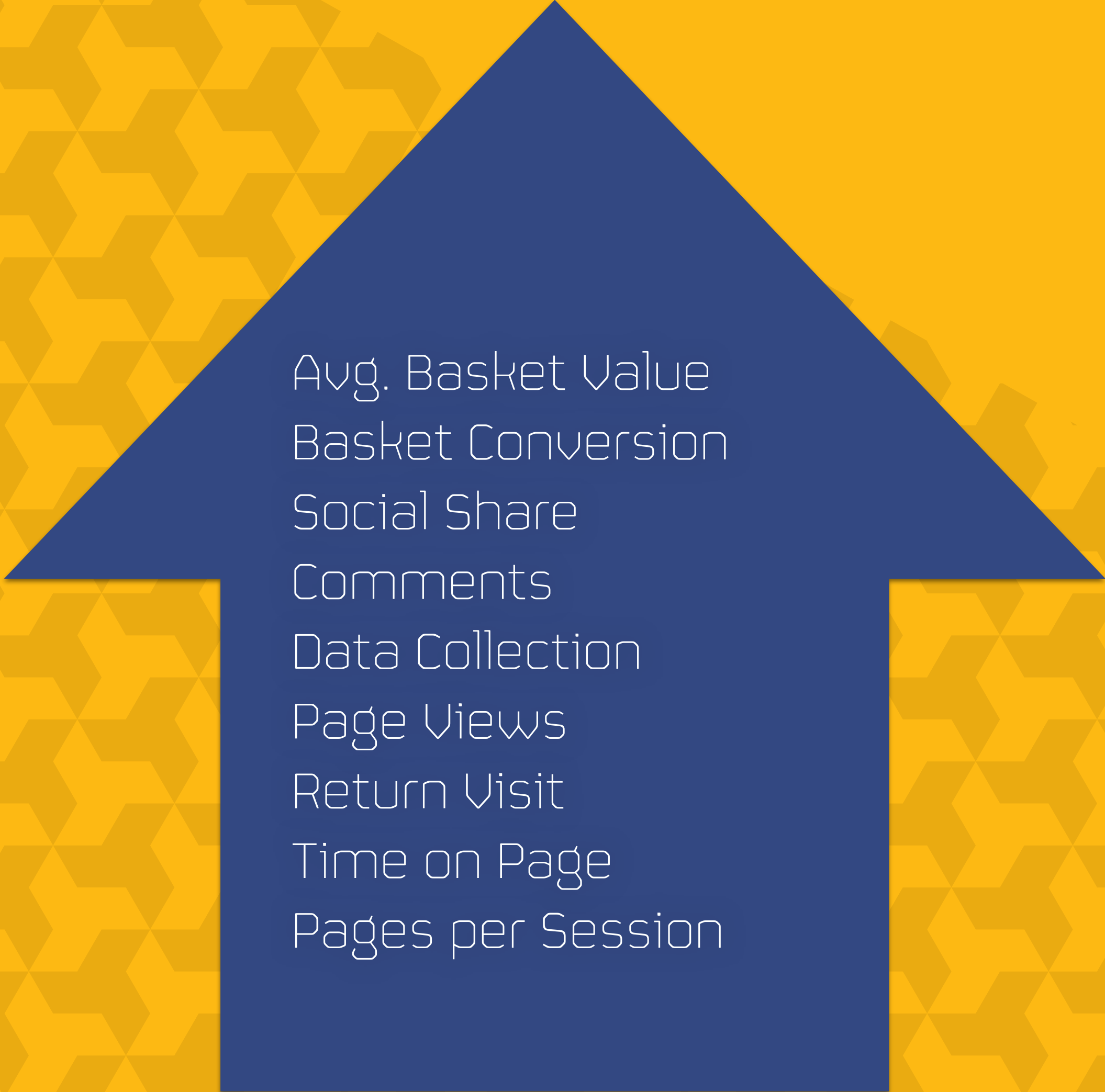
# What's changed?

## The Call to Action





# Definitions of Success



Avg. Basket Value  
Basket Conversion  
Social Share  
Comments  
Data Collection  
Page Views  
Return Visit  
Time on Page  
Pages per Session



Bounce Rate  
Basket Abandonment  
Partial Reads  
Irrelevant Ad Display





Intelligent personalisation  
can increase these  
opportunities  
by an infinite number

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Each Person's Experience  
Can be Different

More effective  
and BETTER







We use these unique  
experiences to aim towards  
our desired outcome

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# A Model of Personalisation



# A Traditional View



Related to items you've viewed [See more](#)





# Personalisation Model





# Signals

Signals

Persona

*Personalised  
Experience*

Engagement

Targets



# Types of Personalisation



# Implicit

Data we have collected or implied  
about the user

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# Explicit

Data the user has provided



# Visible



Hi, Richard

Your Orders  
1 recent order

Included with Prime  
For you in Prime Video ›

Audible Exclusive Offer  
Get 3 free audiobooks ›

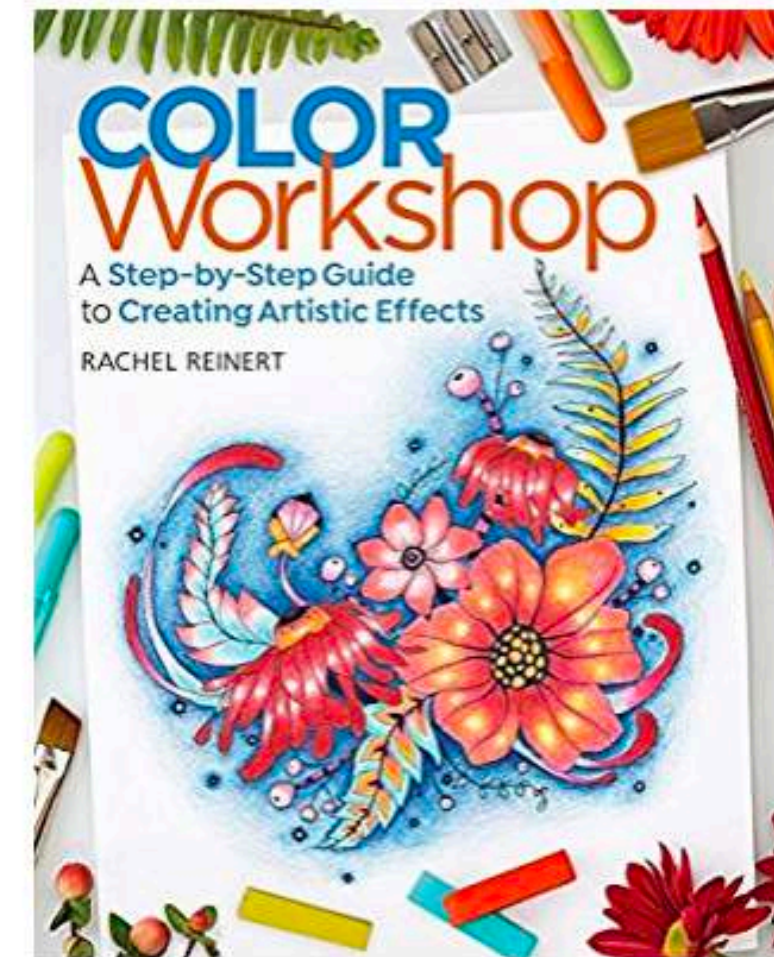
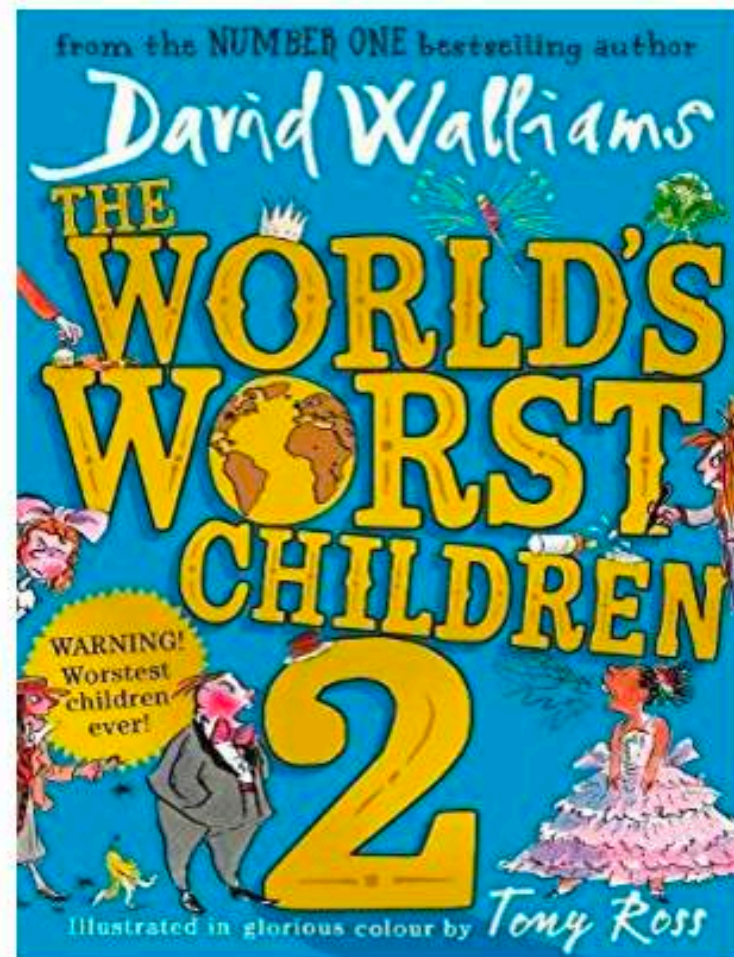
Customer Since  
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sneaky pete



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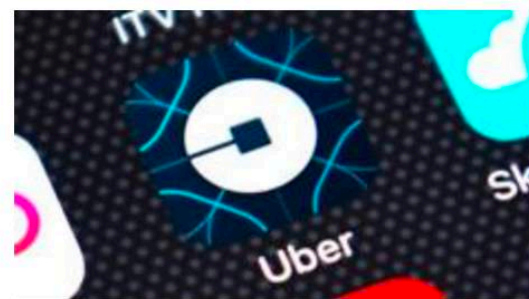


Personalisation that is obvious to  
the customer



# Invisible

## More from BBC News



### Business

Uber fires staff over sexual harassment



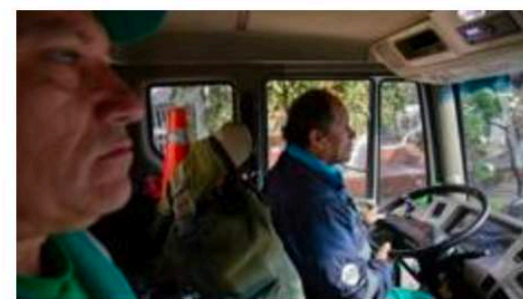
### UK Politics

**LIVE** Election latest: Newsbeat Youth debate



### Health

London attack: Goodwill and planning got NHS through



### Education & Family

Dustbin man's library of discarded books



### Technology

Apple HomePod speaker challenges Amazon



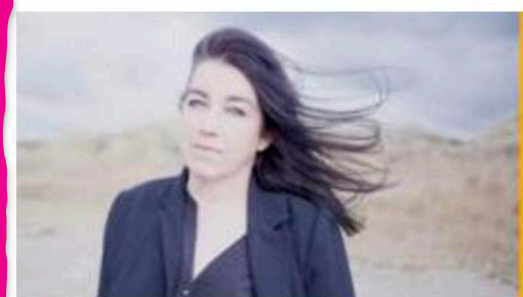
### Science & Environment

Planet is 'hotter than most stars'



### Entertainment & Arts

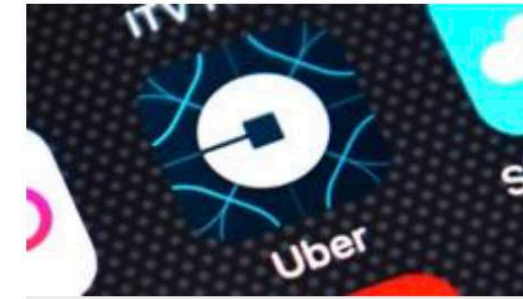
Who is still watching Big Brother?



### Magazine

How a woman from the far-right fell in love with a migrant

## More from BBC News



### Business

Uber fires staff over sexual harassment



### UK Politics

**LIVE** Election latest: Newsbeat Youth debate



### Health

London attack: Goodwill and planning got NHS through



### Education & Family

Dustbin man's library of discarded books



### Technology

Apple HomePod speaker challenges Amazon



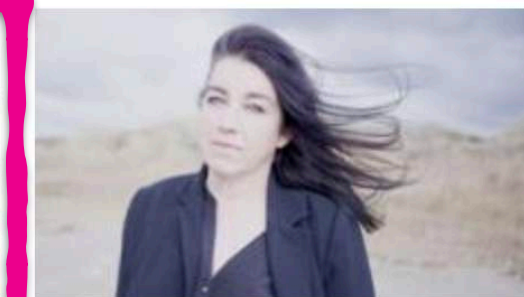
### Science & Environment

Planet is 'hotter than most stars'



### Entertainment & Arts

Clooneys welcome twins Ella and Alexander



### Magazine

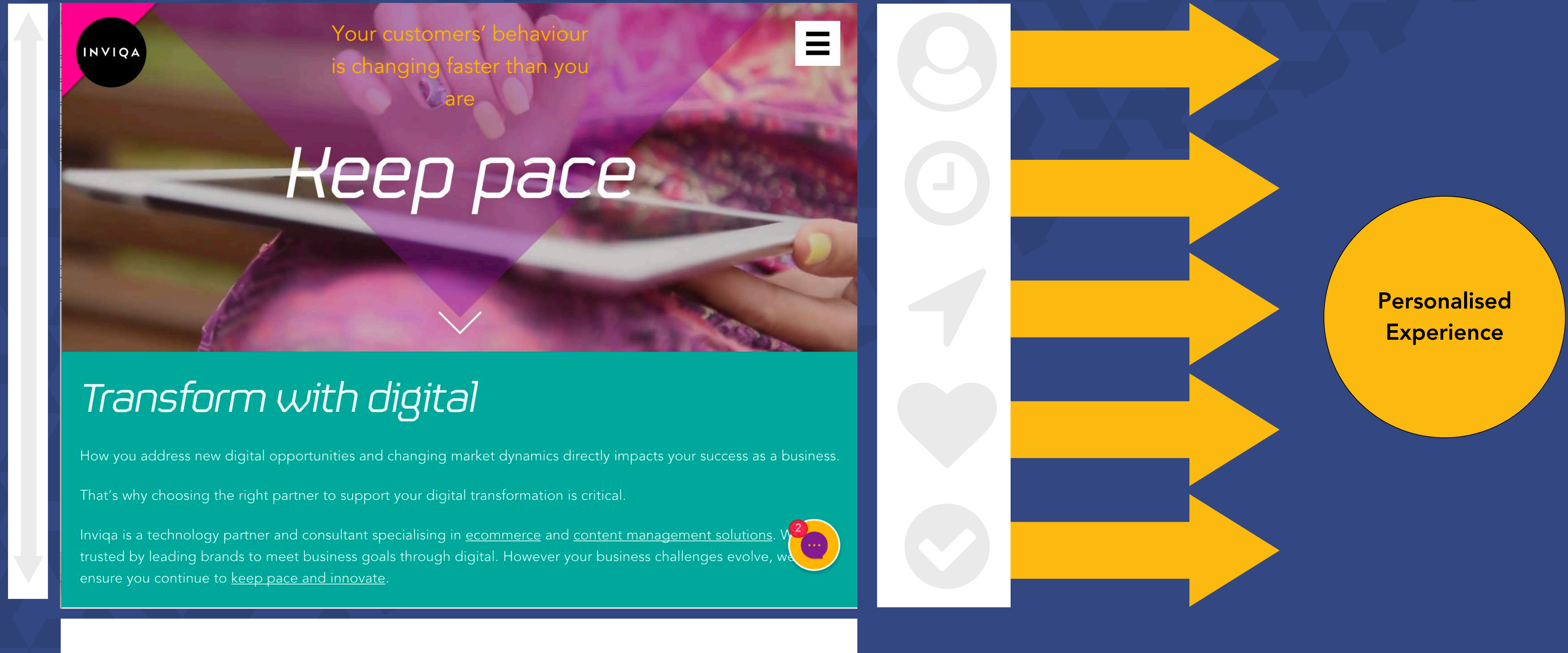
How a woman from the far-right fell in love with a migrant

# Unintrusive Passive



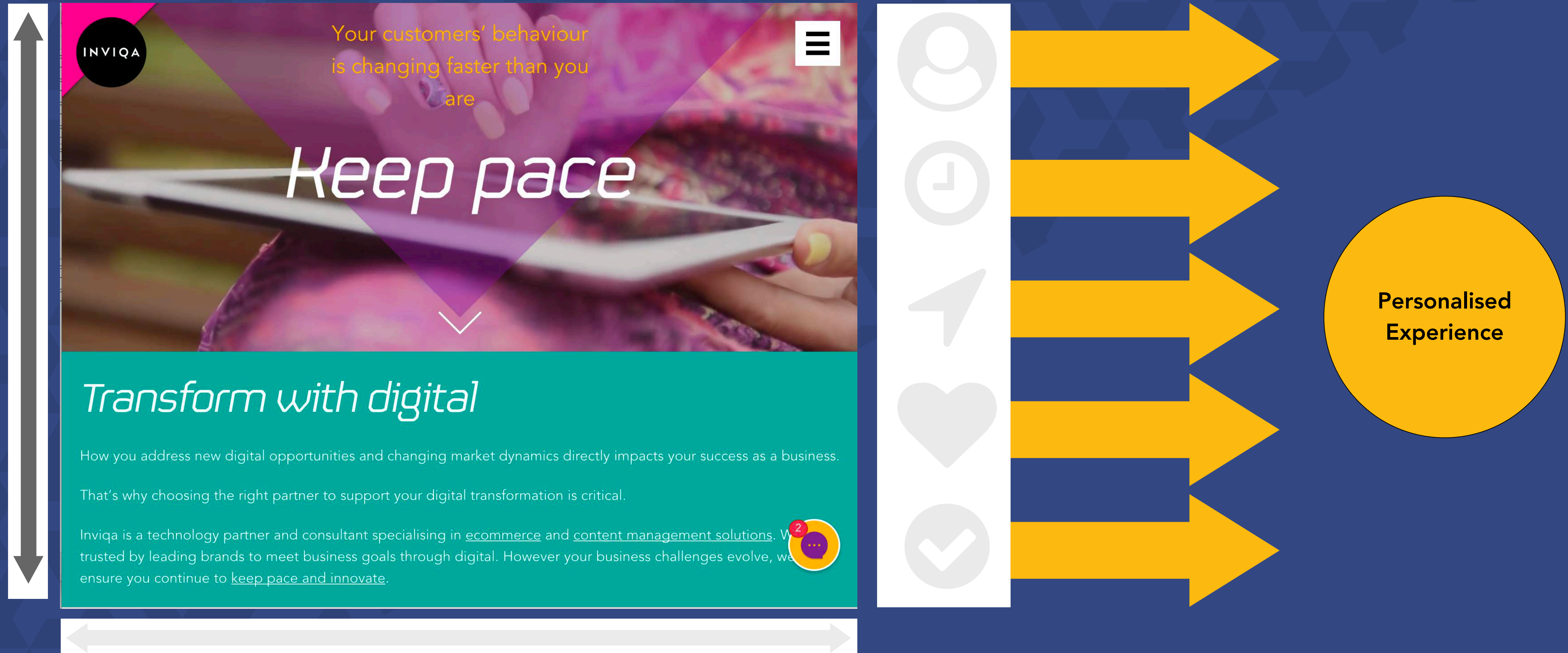
We need to model our  
content to meet these  
perspectives





# Thinking in 7 Dimensions





# 1) Vertical Page





# News

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## Politics >



Woman who took on EDL gets backing

**Jeremy Corbyn** ✓  
@jeremycorbyn

52m

Inspiring to hear from Saffiyah Khan at our rally in Birmingham this evening, a young woman who has stood up to intolerance, [#ForTheMany](#)



## Business & Finance >



**Forbes** ✓  
@Forbes

20m

Want to be happier? Spend your money on experiences, not things [on.forbes.com/60108gNLe](#)



122



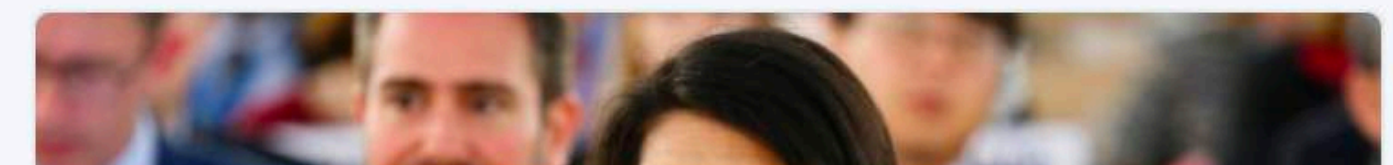
191

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Sign up now to get your own personalized timeline!

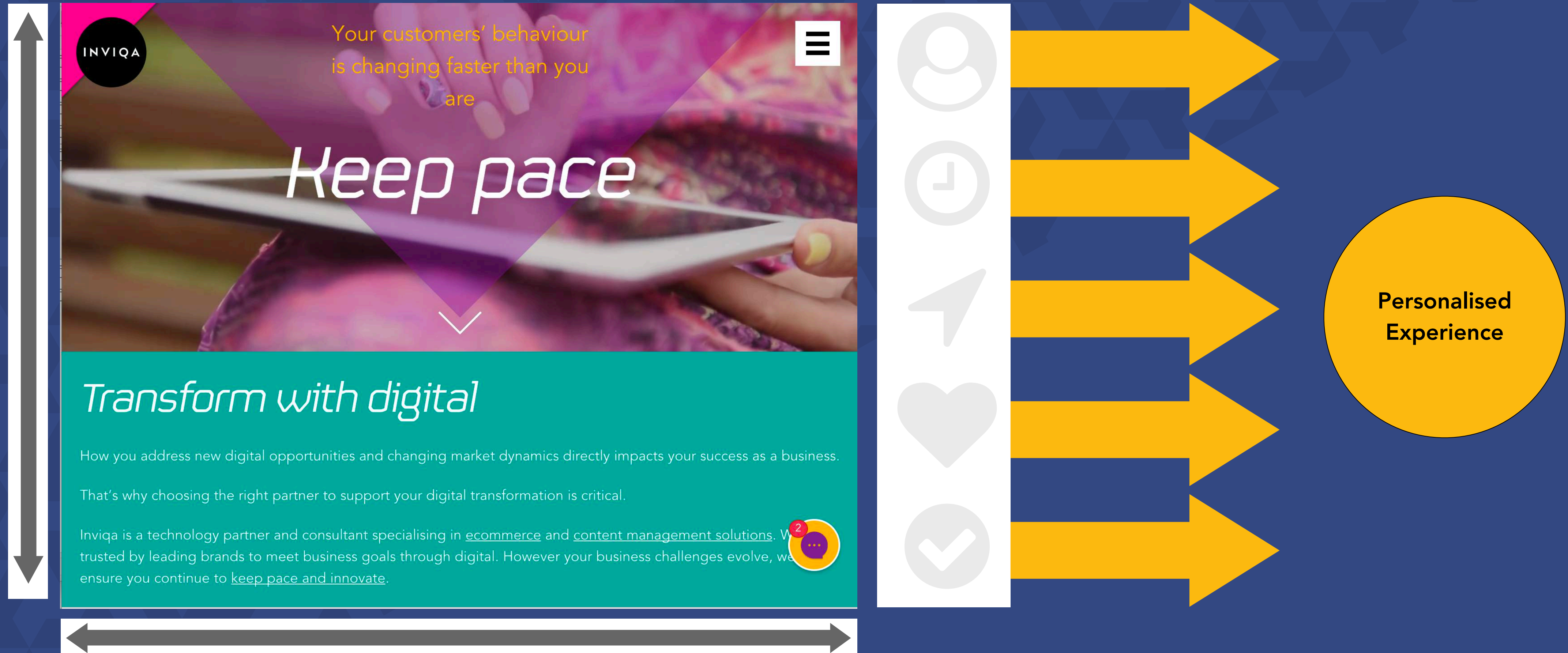
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## 2) Horizontal Page





Producing the meat and dairy we eat causes  
30% of the loss of our natural world



Back

Next

Slide

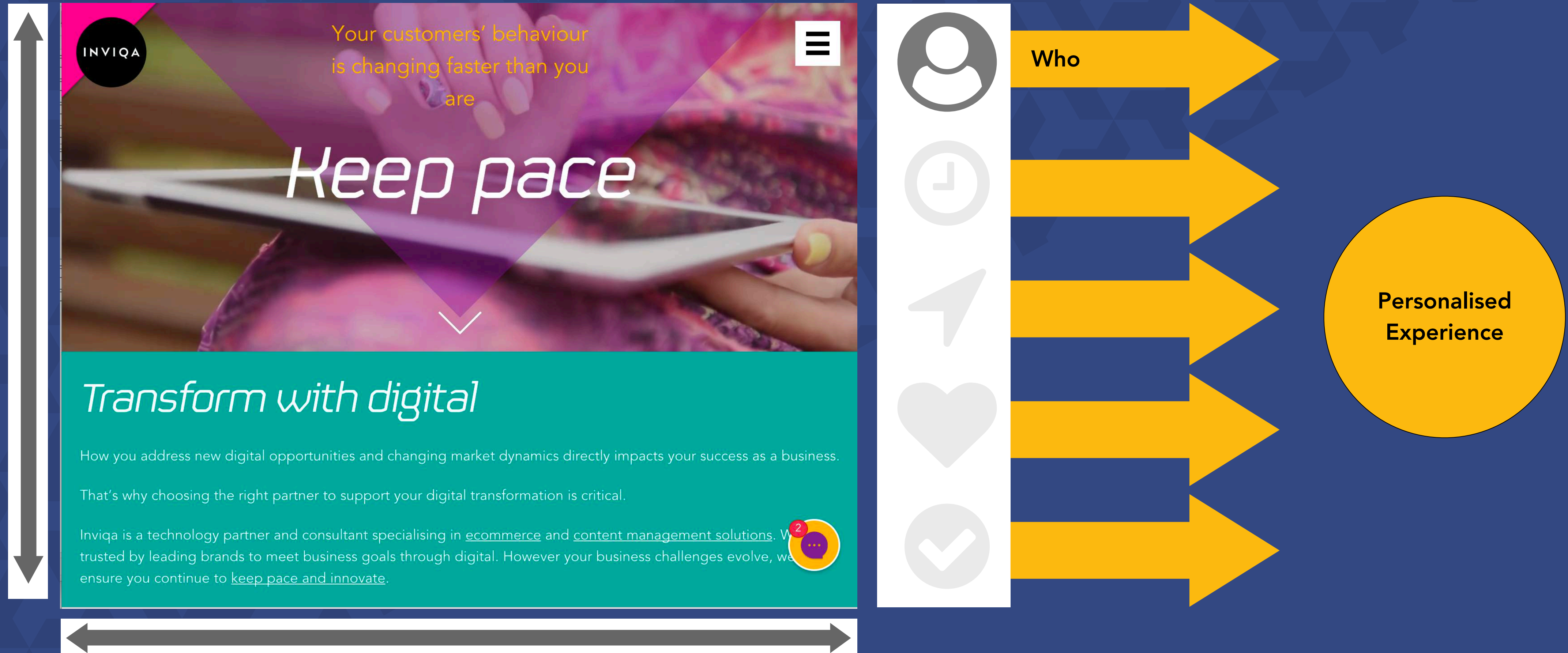
00 • 00 • 00 • 00  
Days Hrs Mins Secs



Let's change - take action!

Switch off your lights at  
8.30pm on Saturday 31 March





3) Who





"I'm buying the kids their Christmas presents. I've been told by the other Mums what the kids like. There might be quite a few so I need them delivered when I'm in."

User-profiling

**Primary goal** Creating a Christmas list

**Secondary goal** Store visit

Age: **30**

Shopping list mum



Profile

**Customer type** Returning

**Location** Amersham

**Recipient** 2 kids (6 boy & 8 girl)

**Purchase reason** Christmas present list

**Device preference** Tablet

**Touchpoints** Site & delivered.

**Customer info** Julie is at home, creating a list. Will build it and then check basket etc.

Product

**Product interest** Mixture, but some referred from social.

**Expenditure** £150-200

**Likelihood of purchase** Medium

Priorities

**Quality**



**Price**



**Style**



**Service / Performance**



Interaction

Browsing

Searching

Referral

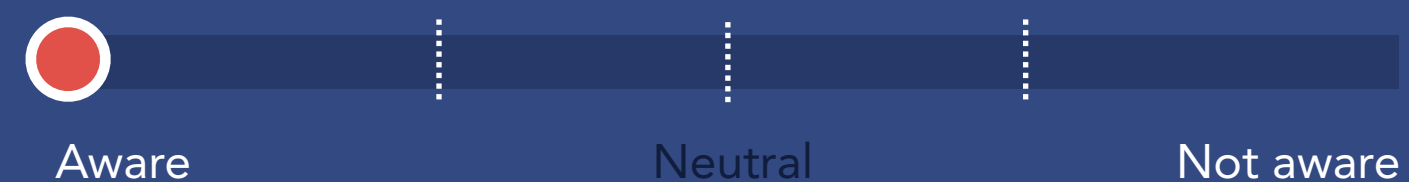
Discovery

Engagement Style

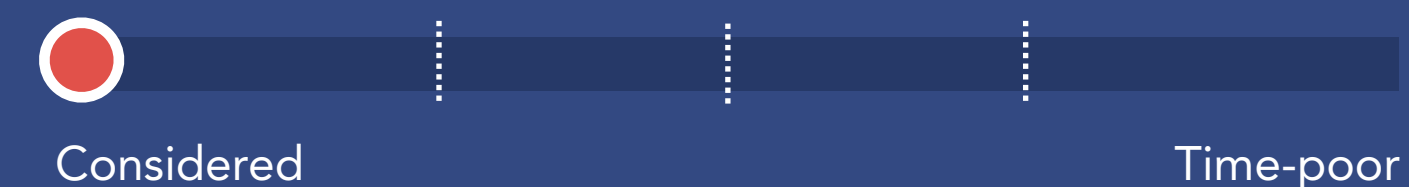
**Psychographic** Why are they visiting?



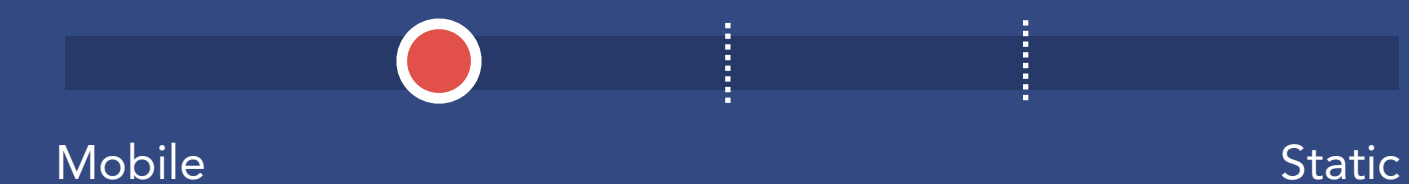
**Awareness** Awareness of The Entertainer/product?



**Behavioural** Style of engagement?



**Contextual** Device type?



Engage



Decide

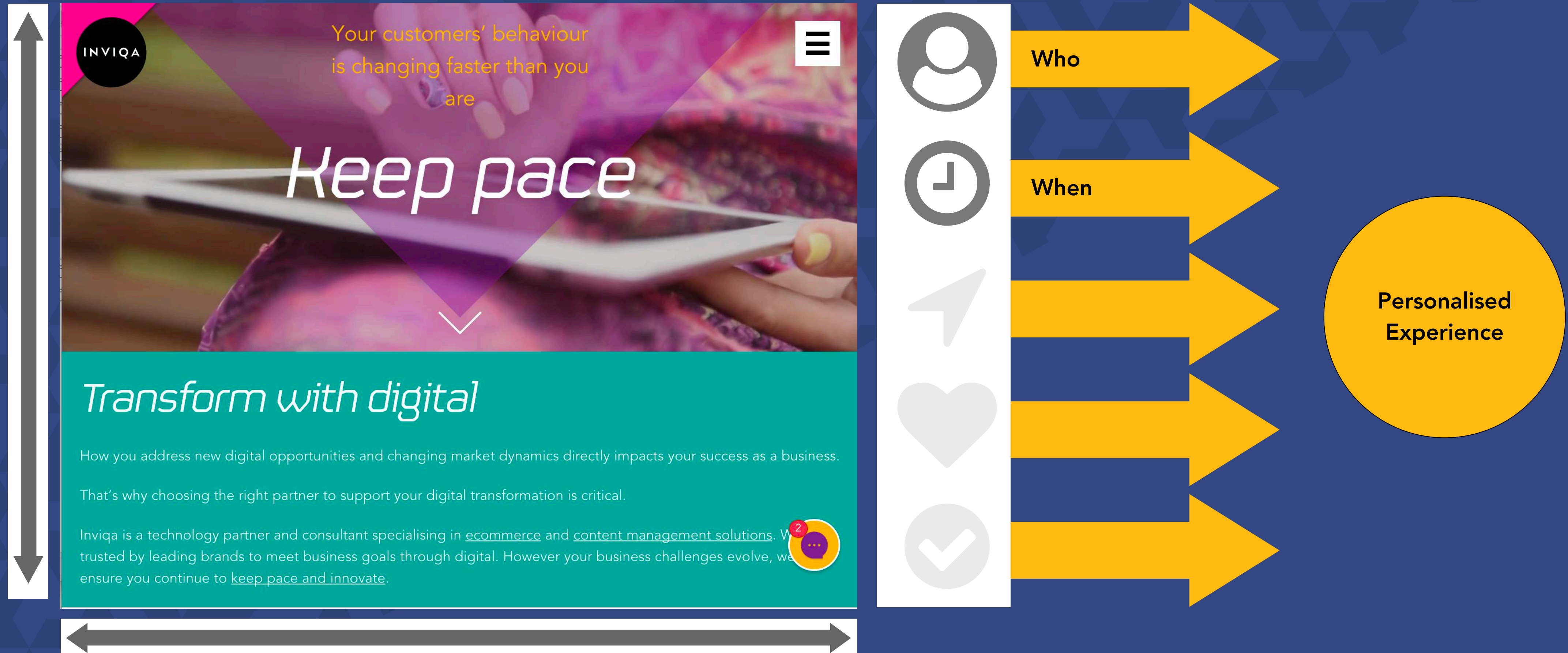


Buy



High Level focus: Level of Importance (1 - 5 highest)





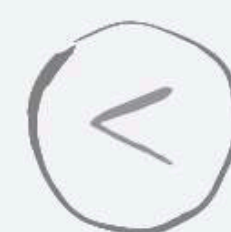
4) When



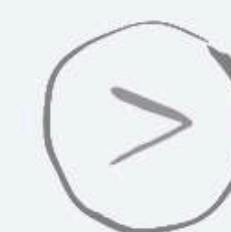


# The Pool

NEWS & VIEWS FASHION BEAUTY LIFE WORK HEALTH ARTS & CULTURE PEOPLE FOOD & HOME



## TODAY'S PROGRAMME



09:30

11:00

THE NEWS DROP

NOW

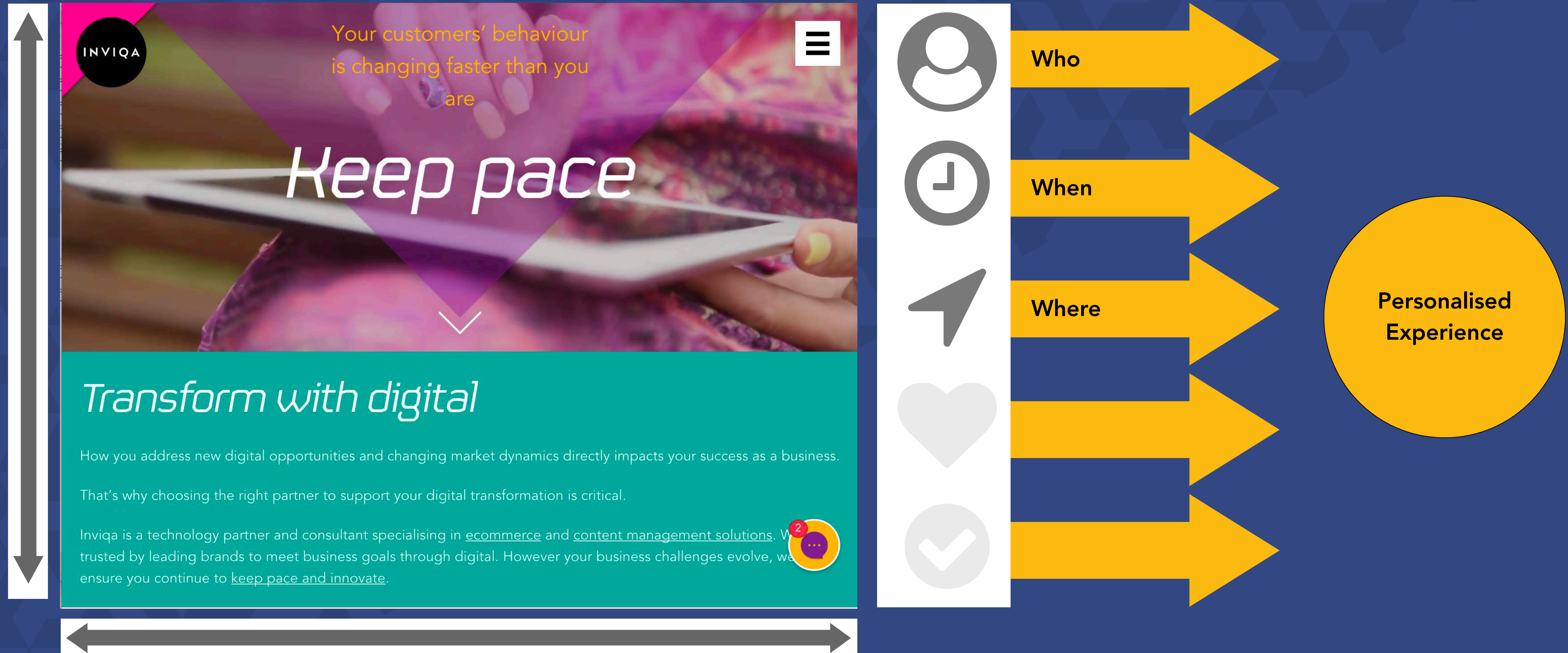
13:15

SHOPPING FIX

14:00

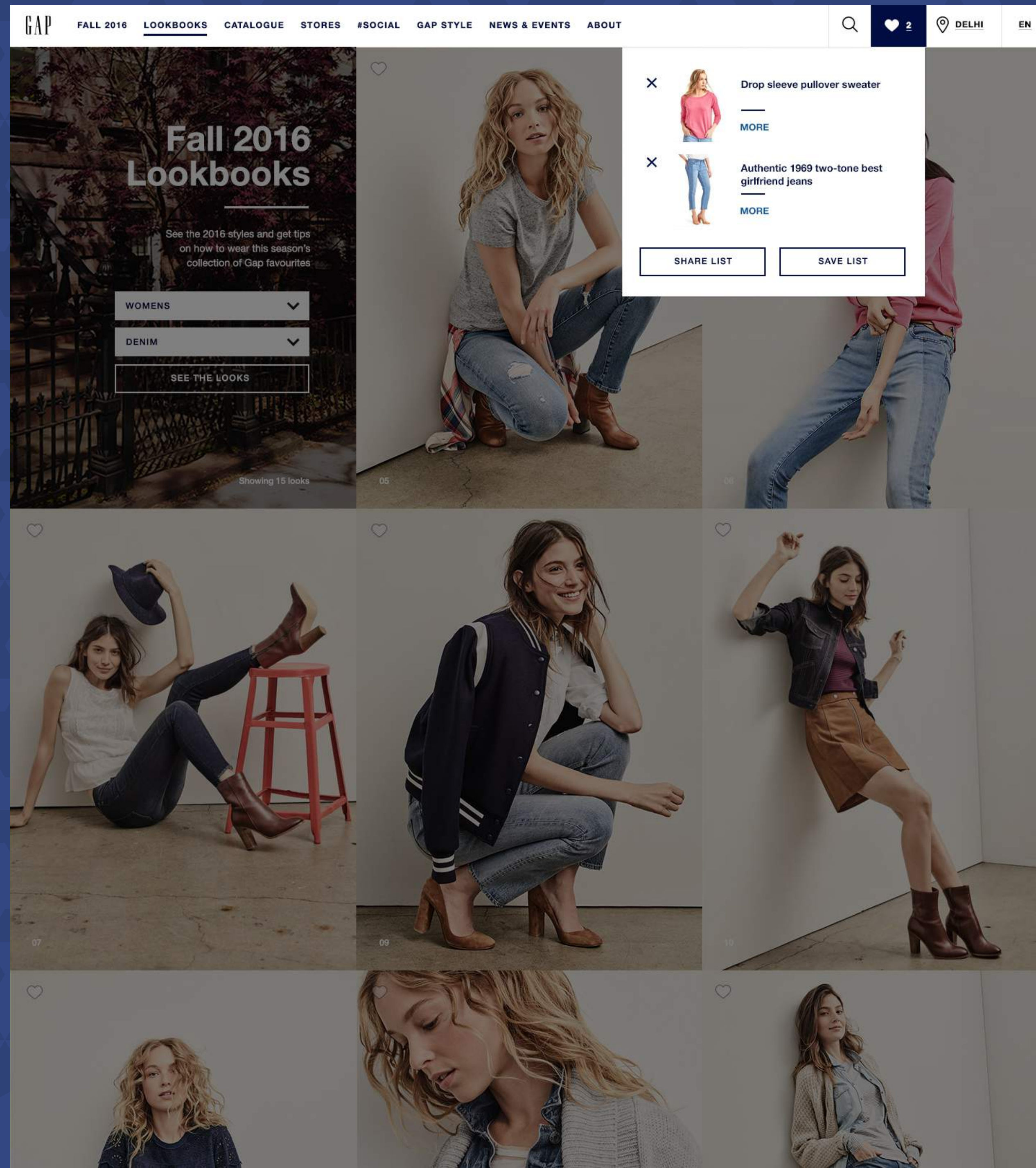
SOMETIMES IT'S THE LITTLE THINGS





5) Where

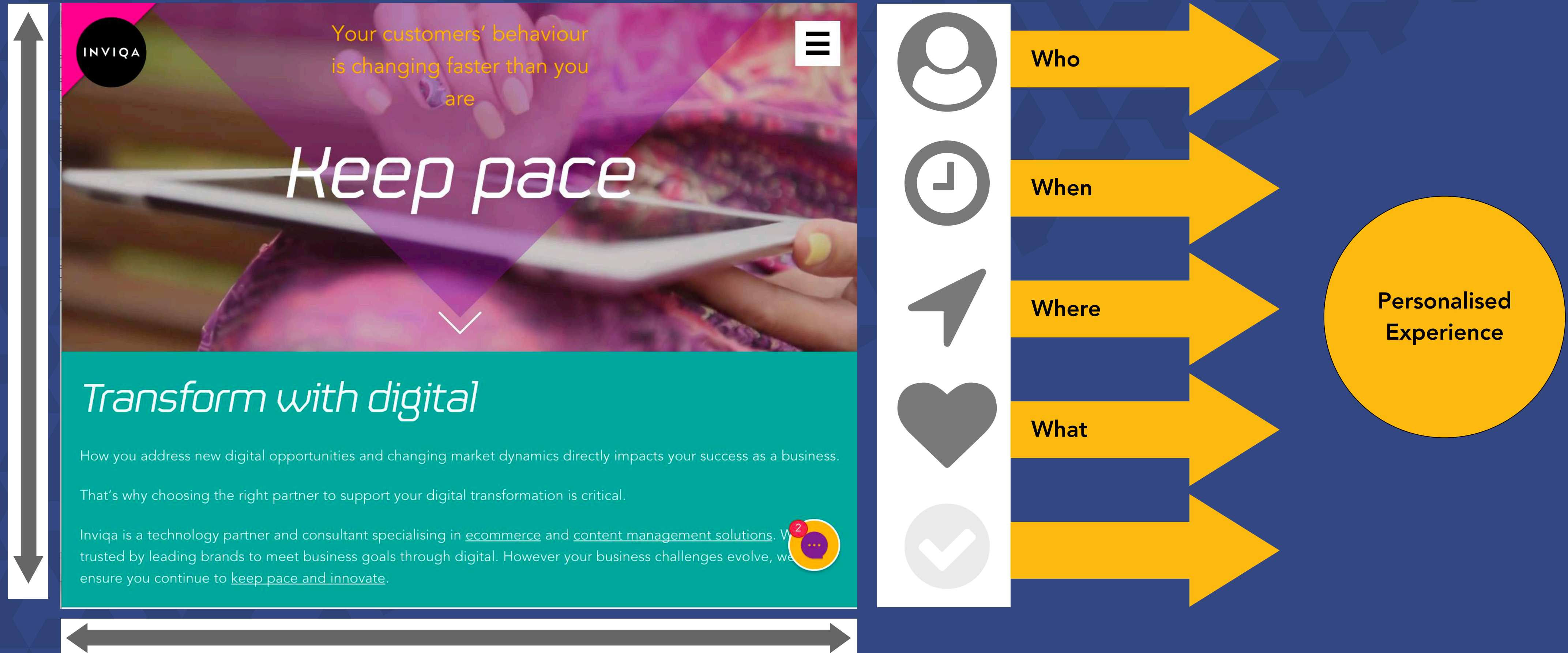




What's the season ?

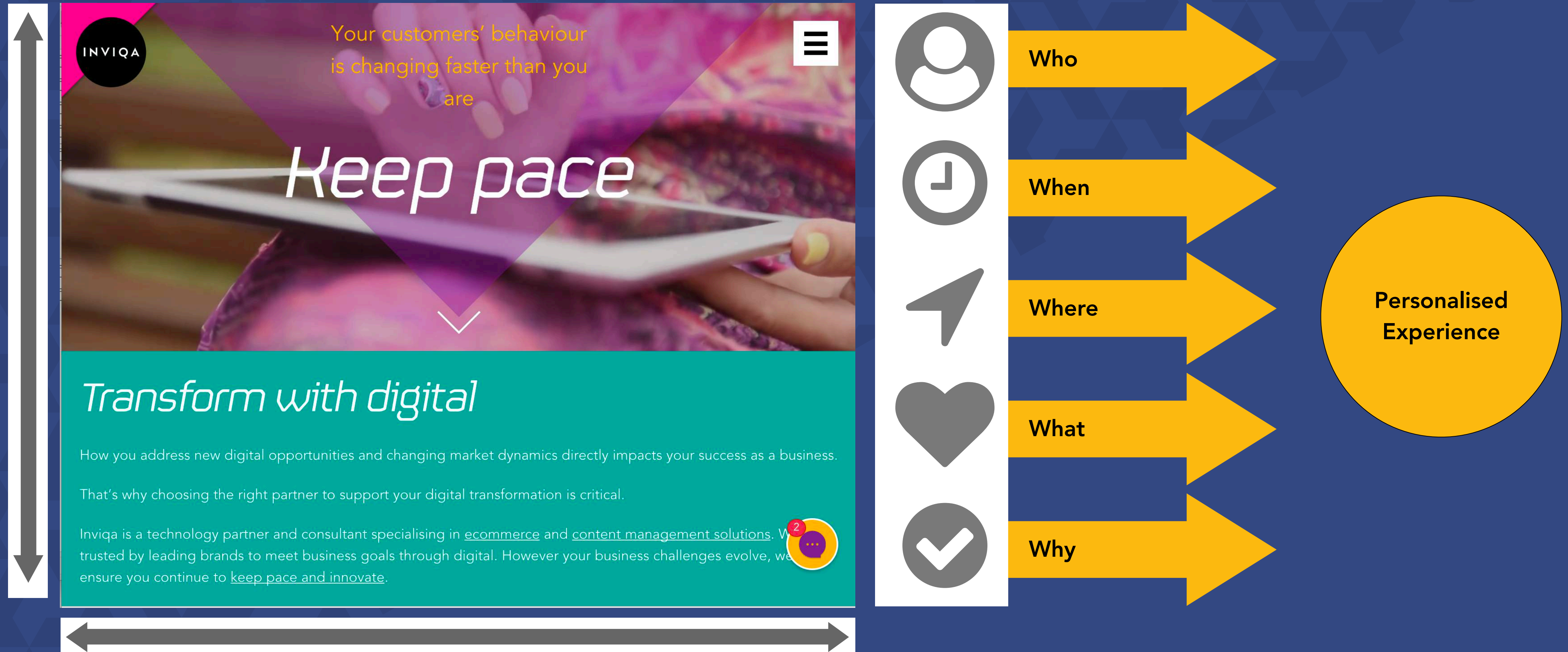
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## 6) What





7) Why



# Persona

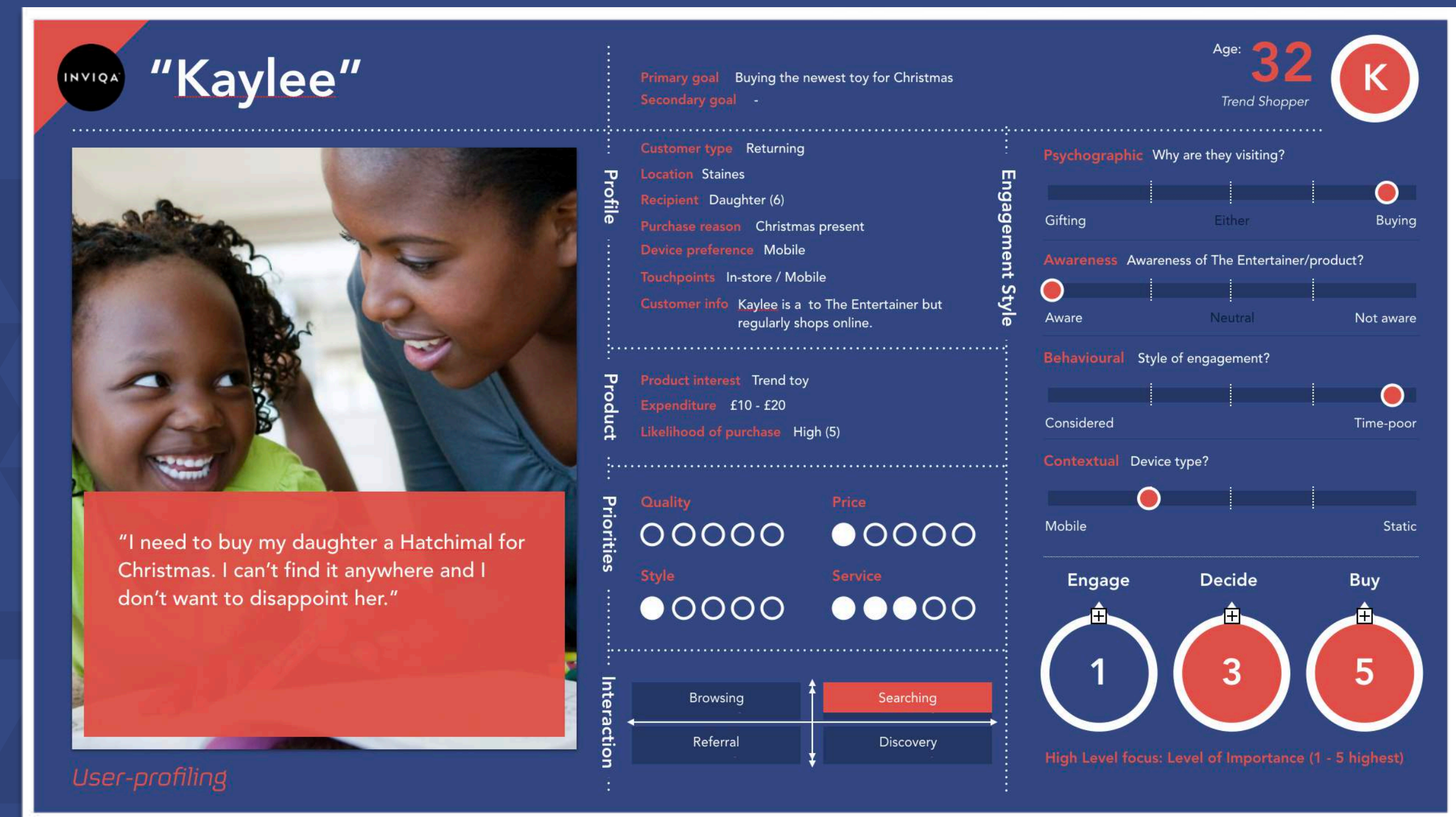
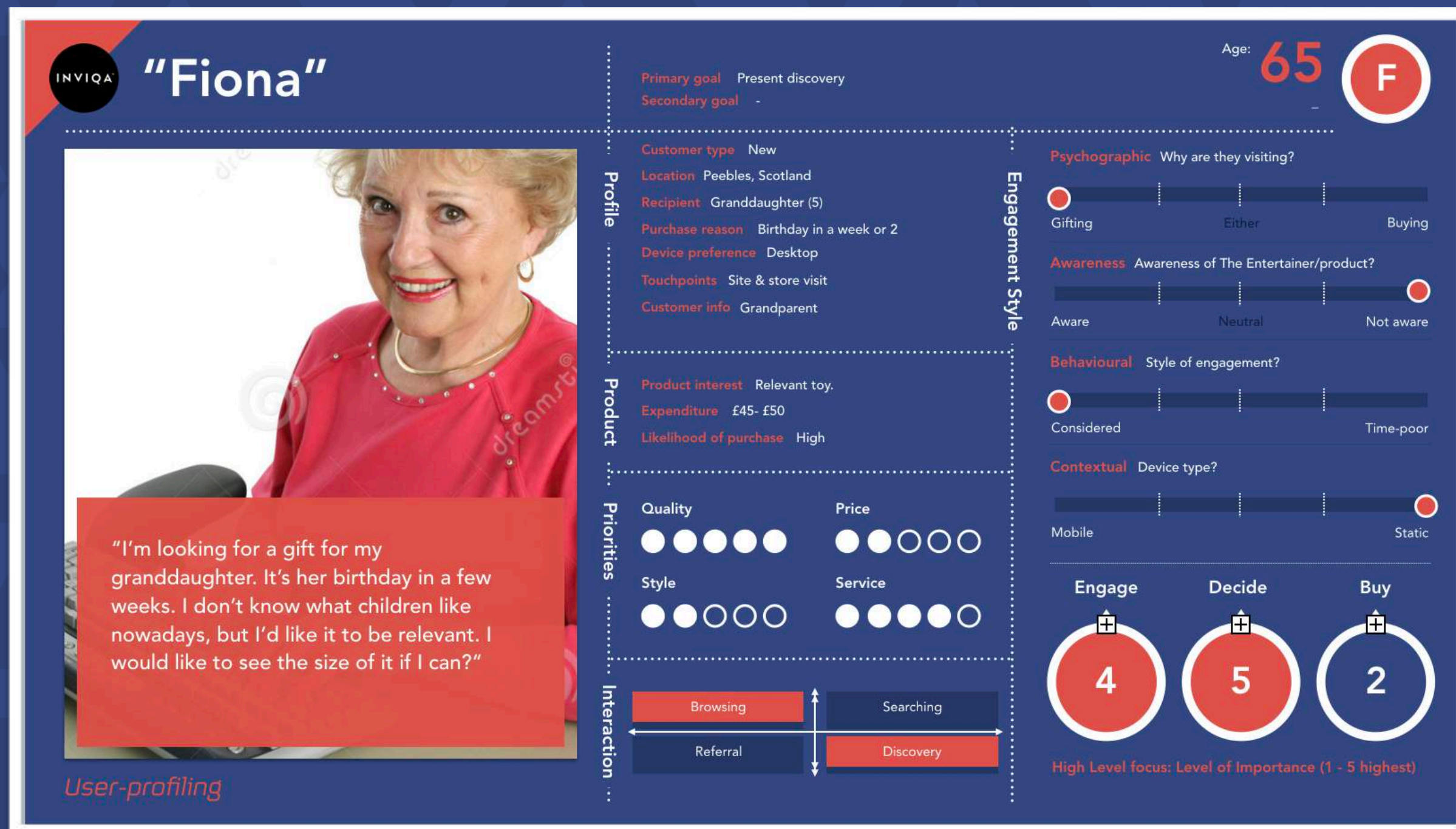




# Building a personalisation strategy



# We need to extend our traditional persona definitions







"I'm looking for a gift for my granddaughter. It's her birthday in a few weeks. I don't know what children like nowadays, but I'd like it to be relevant. I would like to see the size of it if I can?"

Primary goal Present discovery

Secondary goal -

Customer type New

Location Peebles, Scotland

Recipient Granddaughter (5)

Purchase reason Birthday in a week or 2

Device preference Desktop

Touchpoints Site &amp; store visit

Customer info Grandparent

Product interest Relevant toy.

Expenditure £45- £50

Likelihood of purchase High

Quality



Price



Style



Service



Browsing

Searching

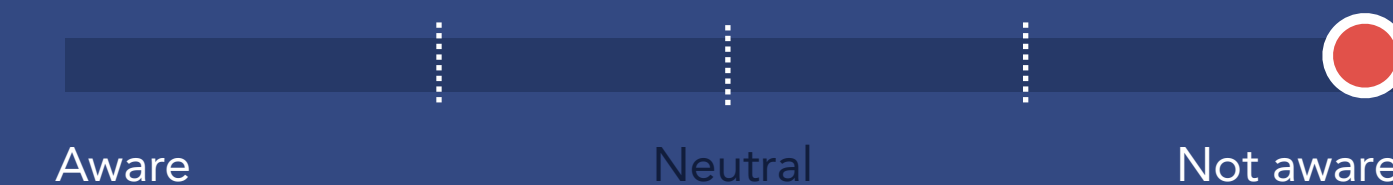
Referral

Discovery

Psychographic Why are they visiting?



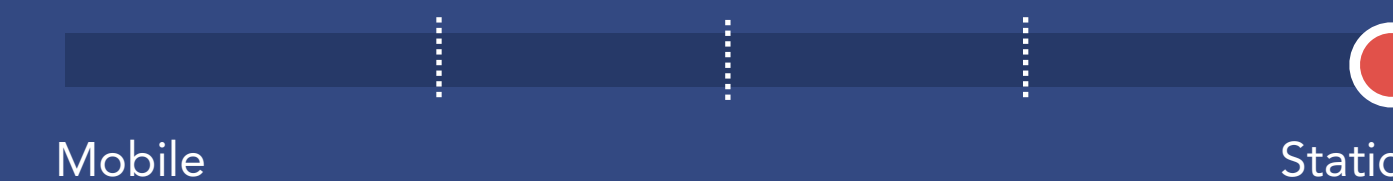
Awareness Awareness of The Entertainer/product?



Behavioural Style of engagement?



Contextual Device type?



Engage



Decide



Buy



High Level focus: Level of Importance (1 - 5 highest)



Without context our persona  
are insufficient



Targets

Signals

Persona

*Personalised  
Experience*

Engagement

Targets



# Home Page





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By MICHAEL D. SHEAR and CORAL DAVENPORT 9:38 AM ET

- The decision would make good on President Trump's campaign pledge, but would weaken the landmark accord



### The Opinion Pages

#### ROSS DOUTHAT The 'Manchurian' President?

Donald Trump's bizarre Russian romance might be a little more normal than it seems.



- Editorial: Trump's Insult to History
- Bruni: How We Really Die

#### OP-ED CONTRIBUTOR The G.O.P. Health Care Bill Is Fixable

By AVIK ROY  
The Senate should listen to Trump and "add more dollars."



- Should the President's Words Matter in Court?
- Why It's O.K. to Lie About a Secret Channel





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## Are these the sassiest parents EVER? Hilarious photos snapped by mothers and fathers who mock their children - including one who made her son mop RAIN when he didn't clean his room

Found u this phone case  
at the store today. U  
have a lot in common.



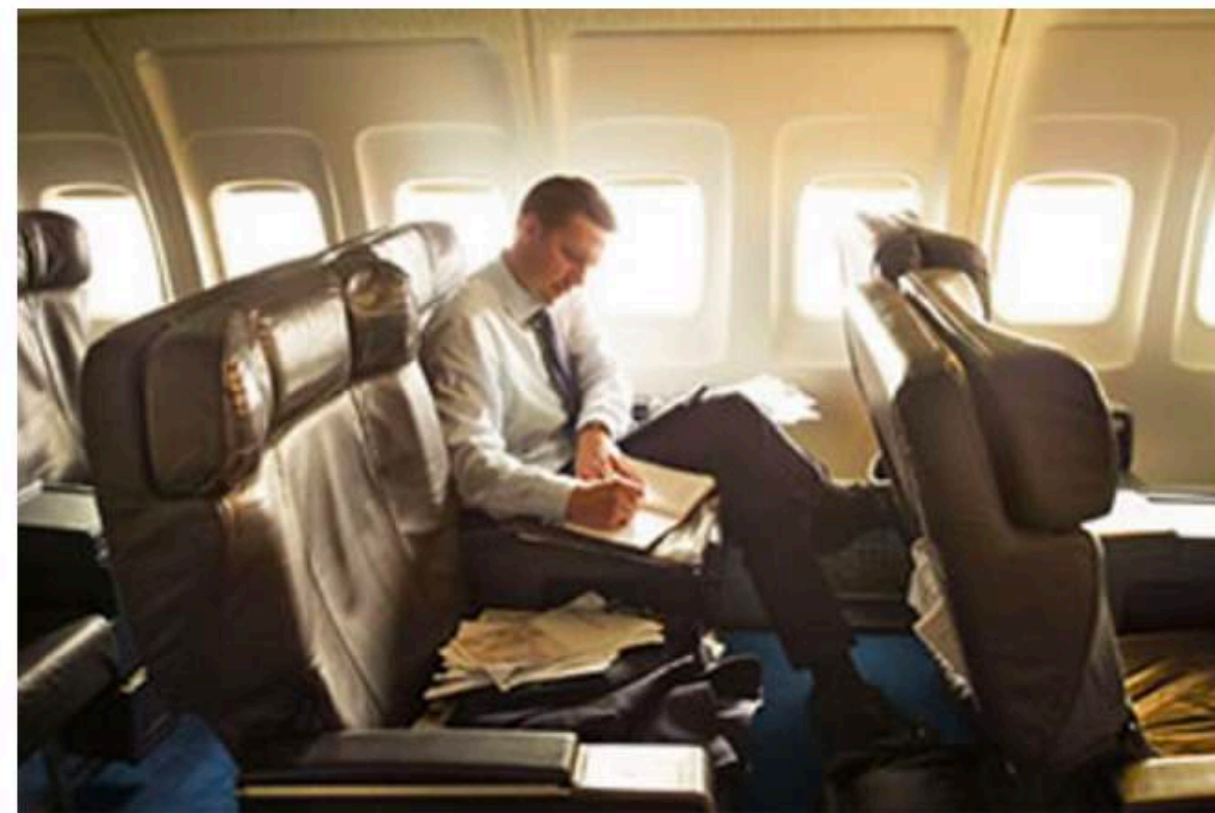
My son wanted "cold hard cash" for his birthday



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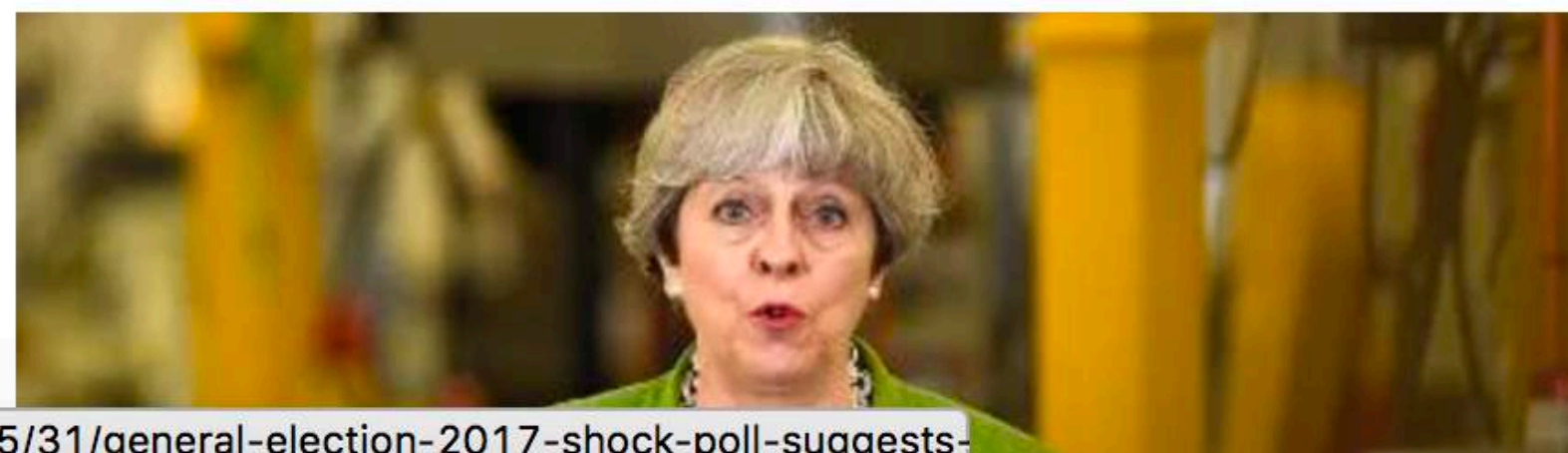
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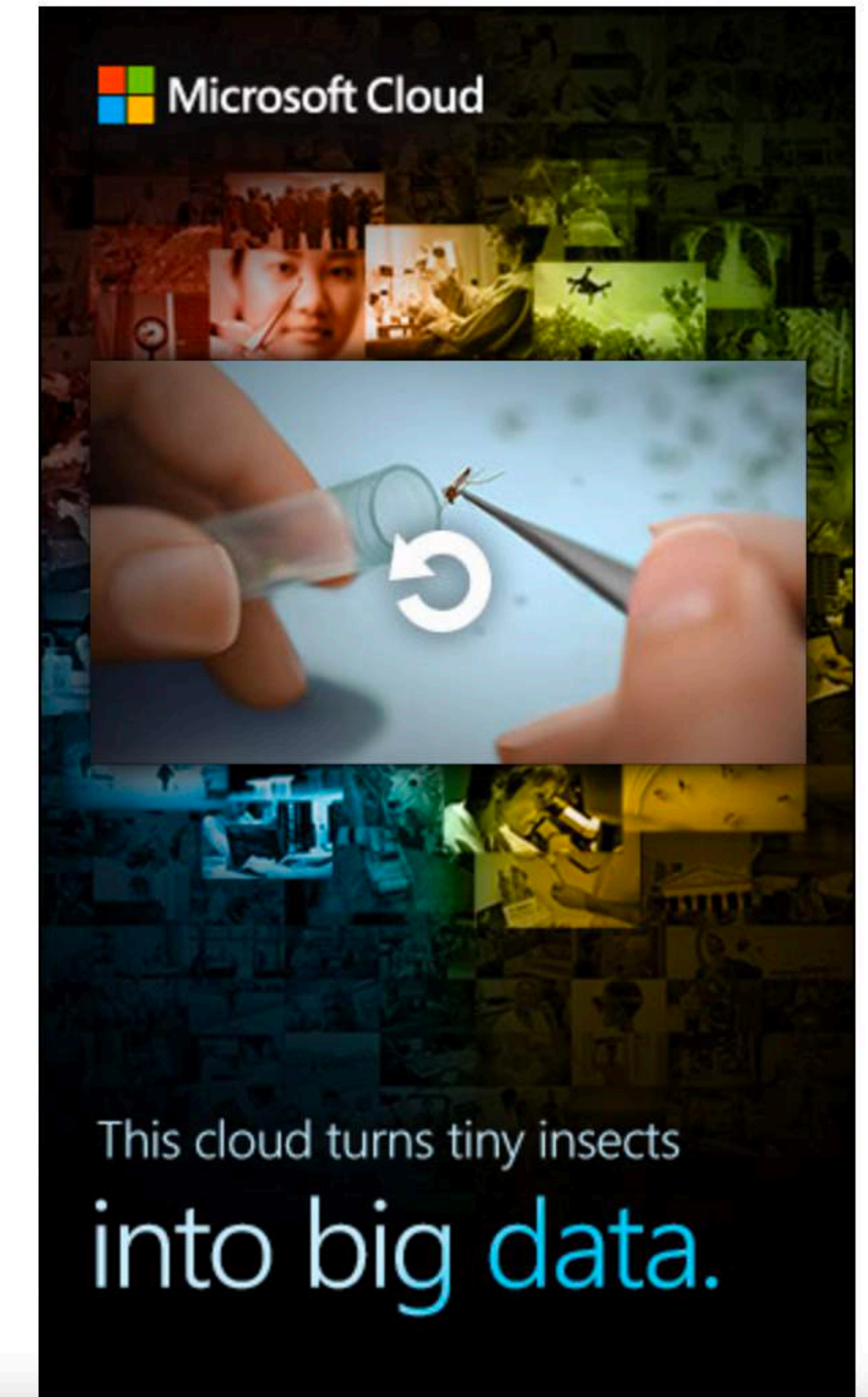
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# Engagement

Signals

Persona

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# Measuring Success





# Tab abandonment - Do we really read the articles we open?





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the articles we  
share?

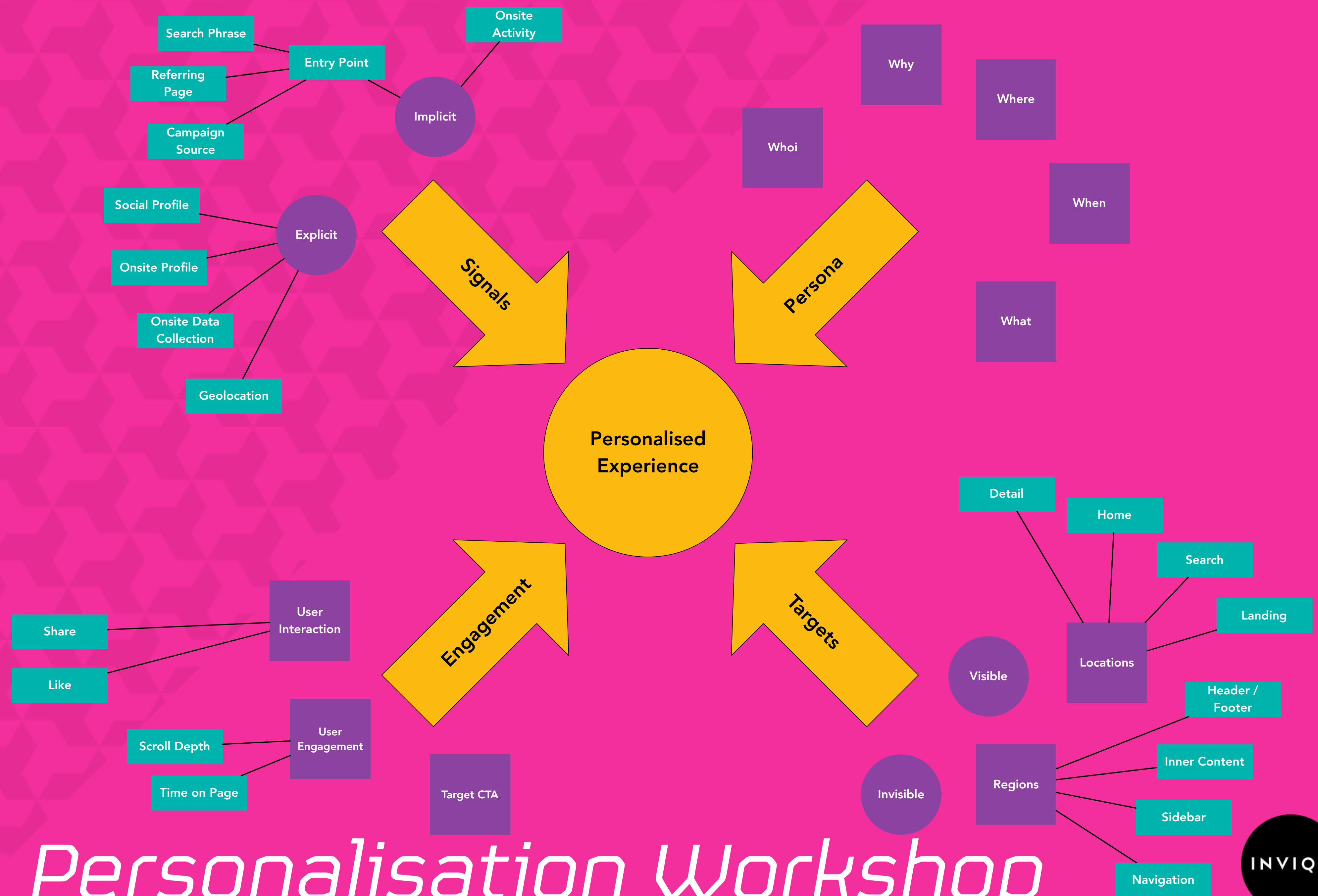




# Engagement Metrics

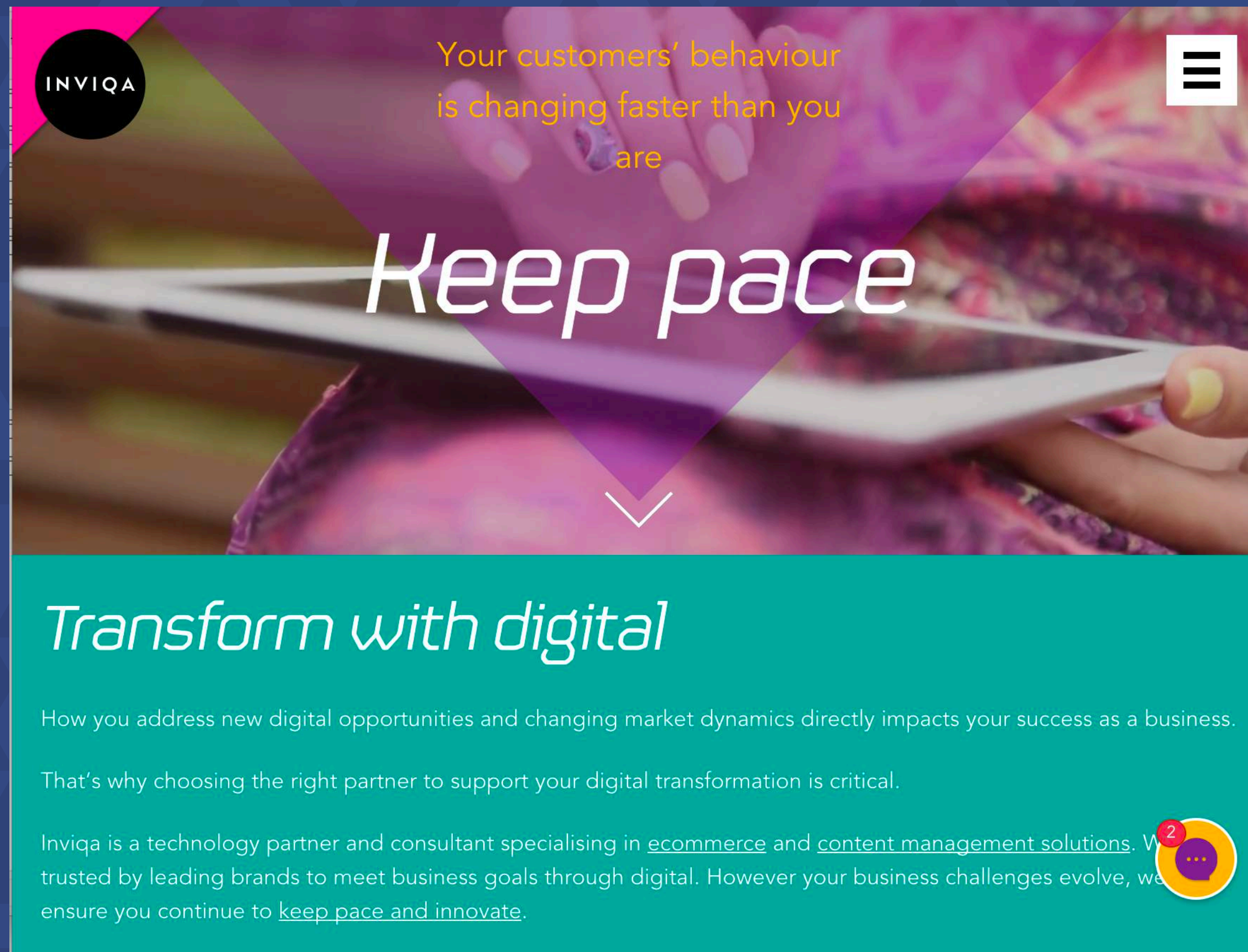
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## 1. Vertical Scroll



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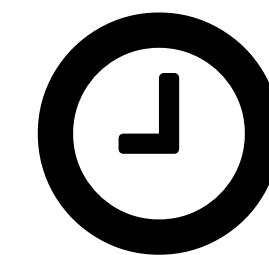
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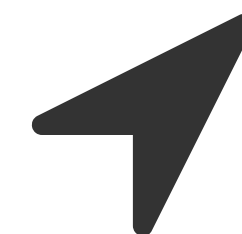
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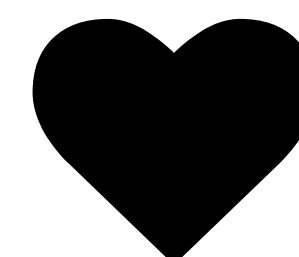
3. Who



4. When



5. Where



6. What



7. Why

Personalised  
Experience



# The Dark Side





# Echo Chambers and Filter Bubbles



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THIS WERE  
FAKE NEWS.

THIS SHAN  
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WALLS  
NO BANN

doesn't turn  
away  
those in  
need

We Are  
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more

Thai Pacific

# Influence and Agenda

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# Can we Practice Ethical Personalisation?



Can personalisation be  
reversed to burst the filter  
bubble?





# Action Points



# Identify Personalisation Targets for key properties



# Enhance persona for additional dimensions



# Modify the content model



# Focus content to persona



Be responsible





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Thank you!

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