

# The Student at the *Center* of Personalization



## Your Presenter



# Trent Gilbert

*VP Enrollment & Marketing Solutions*

Dad of three (On their first trip to Disney)

---

Toured 250+ College Campuses

---

Applied to drive the Oscar Meyer Wienermobile

# Today's Agenda

Why Personalization Matters

---

Methods of Personalization

---

Your Personalization Experiences

The Most Personalized Experience

---

Let's Get Personalized

---

Methods to Personalize

## Why Personalization Matters

It's important and works.

+

89%

Leaders believe personalization will be key to their business' success in the next three years (Twilio Segment survey)

+

59%

Americans say the majority of the emails they receive are not useful (Ad Age)

+

26%

Increase in email open rates when there is a personalized touch (Forbes)

+

72%

Consumers only interact with marketing materials that are customized to their unique interests (SmarterHQ)

## 5 Marketing Methods for Personalization

### Segmentation-based personalization

---

Segments built around the identify similarities between customers based on interests & preferences, transactional activity, recency of purchase, frequency of purchase, and other customer activity.

### Event-triggered personalization

---

Automatically trigger onsite messaging, emails, mobile push notifications, and other communication based on specific customer activities and events. Goal is to connect them with the right message, at the right time.

### Real-time personalization

---

Respond to customer behavior and intent in real-time, activating personalized messaging and advertising that understand customer intent.

### Omnichannel personalization

---

Using interconnected channels to create seamless customer experiences that connect with customers via their preferred channels, Allows for increased traction and engagement, maximizing each available touchpoint with your audience.

### AI-based personalization

---

Maximize customer engagement by using AI that automatically optimizes customer journeys, message copies, and customer experiences in real-time based on customer behavior, customer activity, and use case.

# What Companies Personalize?

## Starbucks

What is your drink?



Your drink  
*experience*

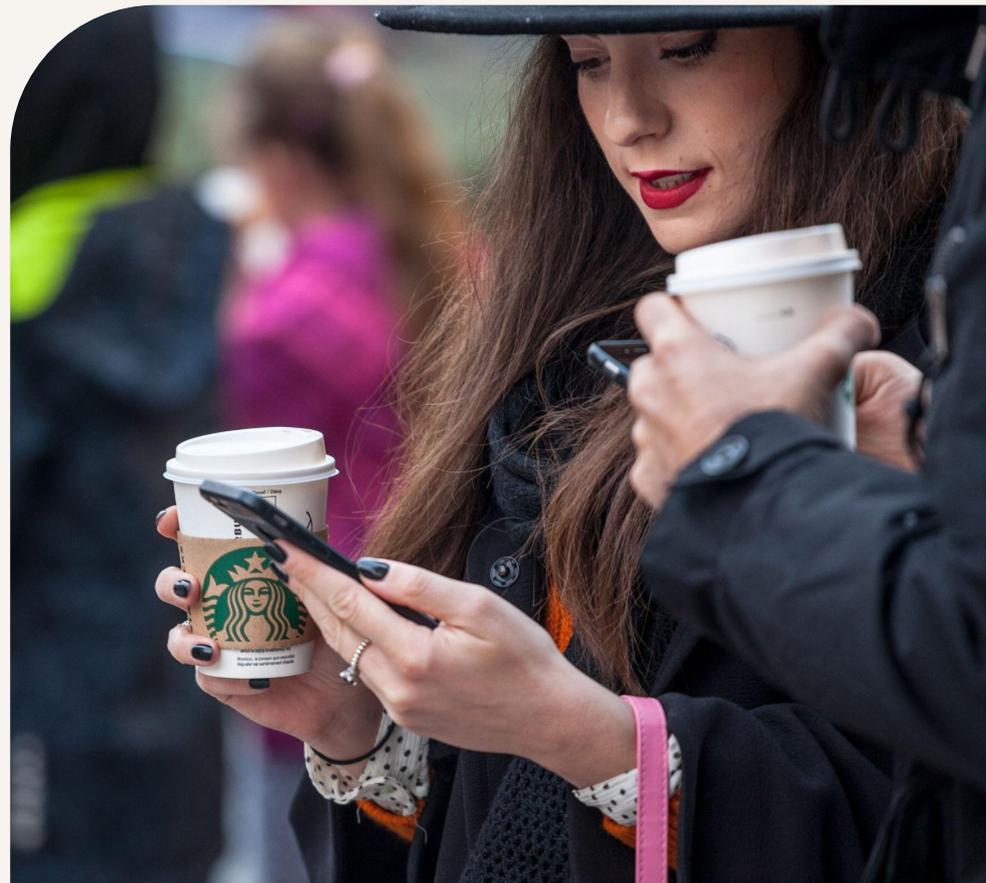
170,000+ drink options  
to make your “coffee”  
personalized.

Unofficially, there are  
300,000,000,000  
combinations



Your marketing  
*experience*

Starbucks creates  
400,000 variations of a  
single marketing  
message. When,  
where, what, offer, etc.





## Spotify

62% of users will abandon the brand without personalization



Your listening options

100,000,000 songs  
7,000,000 podcast titles  
350,000 audiobooks

+112,000 tracks added  
*daily*



Your listening experience

Your daily mix is personalized, auto-generated playlists that blend your favorite familiar tracks with new, similar recommendations.

4:11



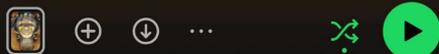
Daily Mix

05

Lifhouse, Nickelback, 3 Doors Down and more

Made for Zoomys

About recommendations and the impact of promotion  
3h 24m



**Hanging By A Moment**  
Lifhouse

**Gotta Be Somebody**  
Nickelback

**It's Not My Time**  
3 Doors Down

**Tengo Tu Love**  
Sie7e



4:09



Daily Mix

04

Mark Amor, Noah Kahan, Field Guide and more

Made for Hope

About recommendations and the impact of promotion  
2h 51m



**Belong Together**  
Video • Mark Amor

**Northern Attitude**  
Noah Kahan

**You Were**  
Field Guide

**Rivers and Roads**  
The Head And The Heart



10:05



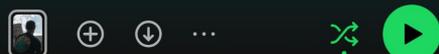
Daily Mix

01

The Elevators, Dirty Heads, Coyote Island and more

Made for Lindsey8707

About recommendations and the impact of promotion  
3h 0m

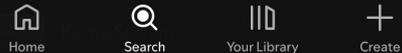


**Castaway**  
The Elevators

**Dance All Night**  
Dirty Heads, Matisyahu

**River**  
Coyote Island

**Come a Little Closer**  
Cage The Elephant • *Lossless*



4:21



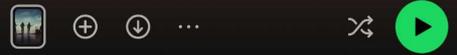
Daily Mix

04

The Fearless Flyers, Lettuce, Nate Smith and more

Made for M.F. Bolton

3h 19m



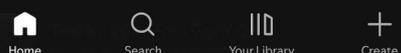
**Ventura**  
The Fearless Flyers

**Breathe**  
Lettuce

**COUGH DROP**  
Nate Smith, Kiefer, CARRTOONS

**Tarova**  
Snarky Puppy

**Pass Me By**  
Sharon Jones & The Dap-Kings



2:41



Daily Mix

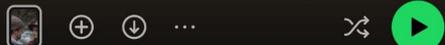
05

Ocie Elliott, Gregory Alan Isakov, The Paper Kites and more

Made for **mike.j.keane**

About recommendations and the impact of promotion

3h 10m



5:10



Daily Mix

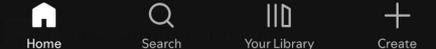
02

Olivia Dean, Betsy Phillips, Paul McCartney and more

Made for **joriantuma**

About recommendations and the impact of promotion

2h 52m



3:59



Daily Mix

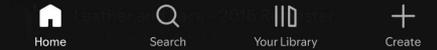
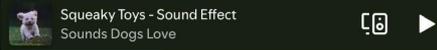
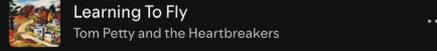
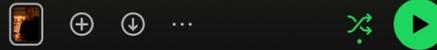
05

Hootie & The Blowfish, Tom Petty, Tom Petty and the Heartbreakers and more

Made for **Gilbert.trent**

About recommendations and the impact of promotion

3h 32m



8:34



Daily Mix

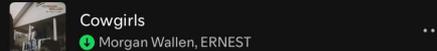
02

Morgan Wallen, Dylan Marlowe, Chris Stapleton and more

Made for **chelsieshack**

About recommendations and the impact of promotion

2h 56m



How do most  
Institutions *Personalize*?

Thanks to our obsession with seeing people through the lens of “demographics” it’s possible that you are spending millions in ways that will, at best, leave them cold and, at worst drive them away.

*One Hundred Thirteen Million Markets of One: How the New Economic Order can Remake the American Economy*

Demographics:  
Not very  
*personal*

Higher  
Education is  
one of the most  
transformative  
*personalized*  
experiences.

Modality. Class Schedule. Activities.  
Meal Plans. Living Situation. Major.  
Study Methods. Social Life.



# Let's Get *Personalized*

No right or  
wrong answers.  
Go with your gut.

Don't cross  
a tape line.

Meet those  
around you.

Have fun.

Not choosing an option  
is not an option.

# Let's Get Personalized







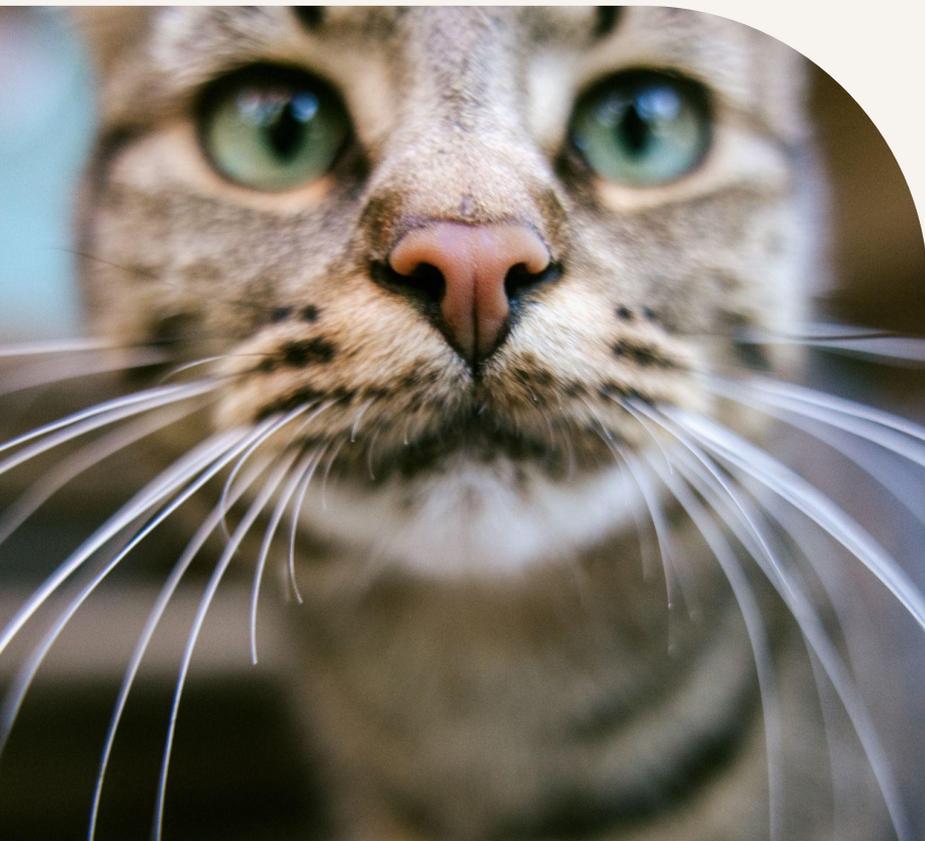








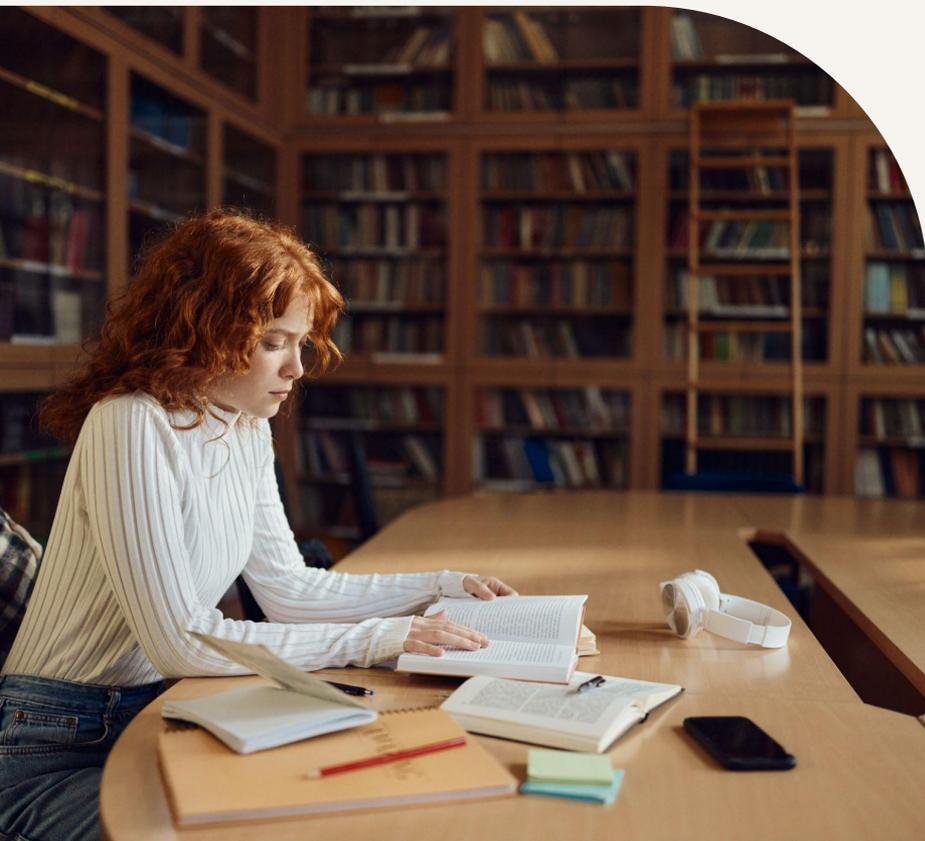


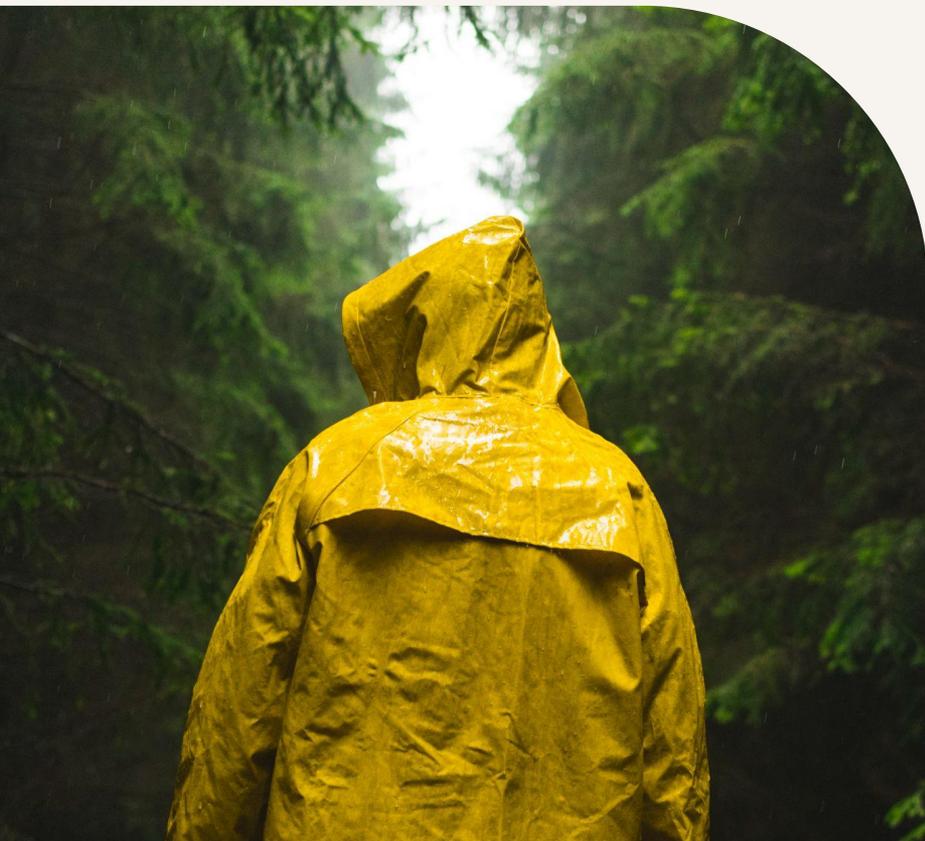


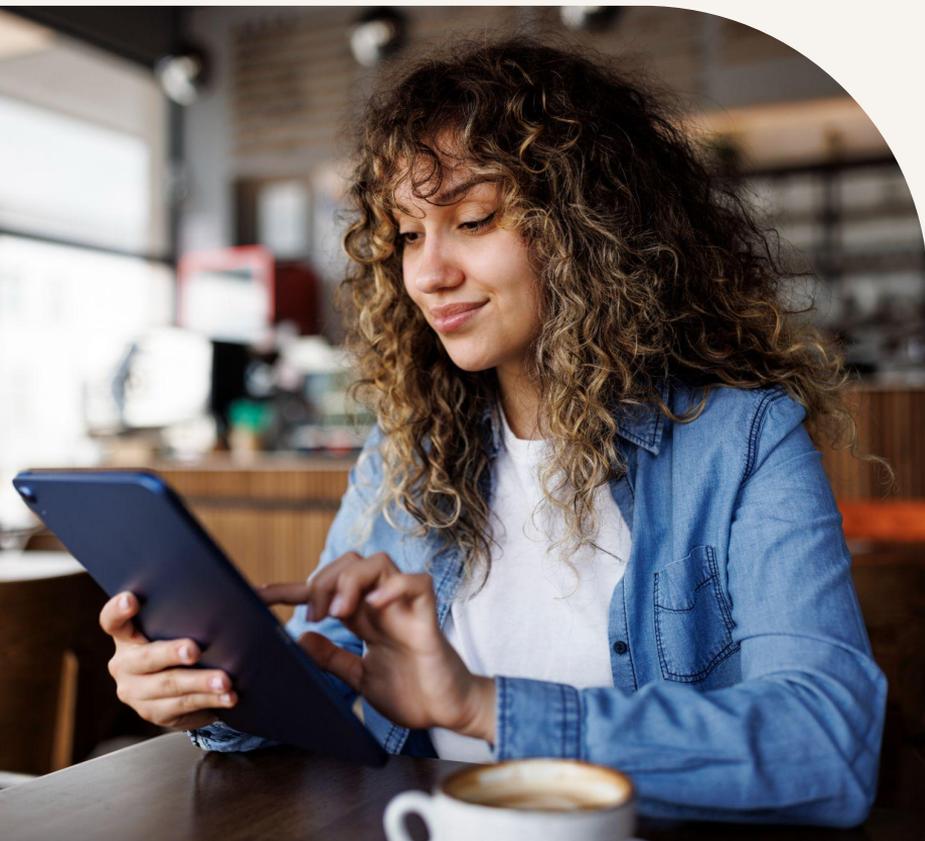












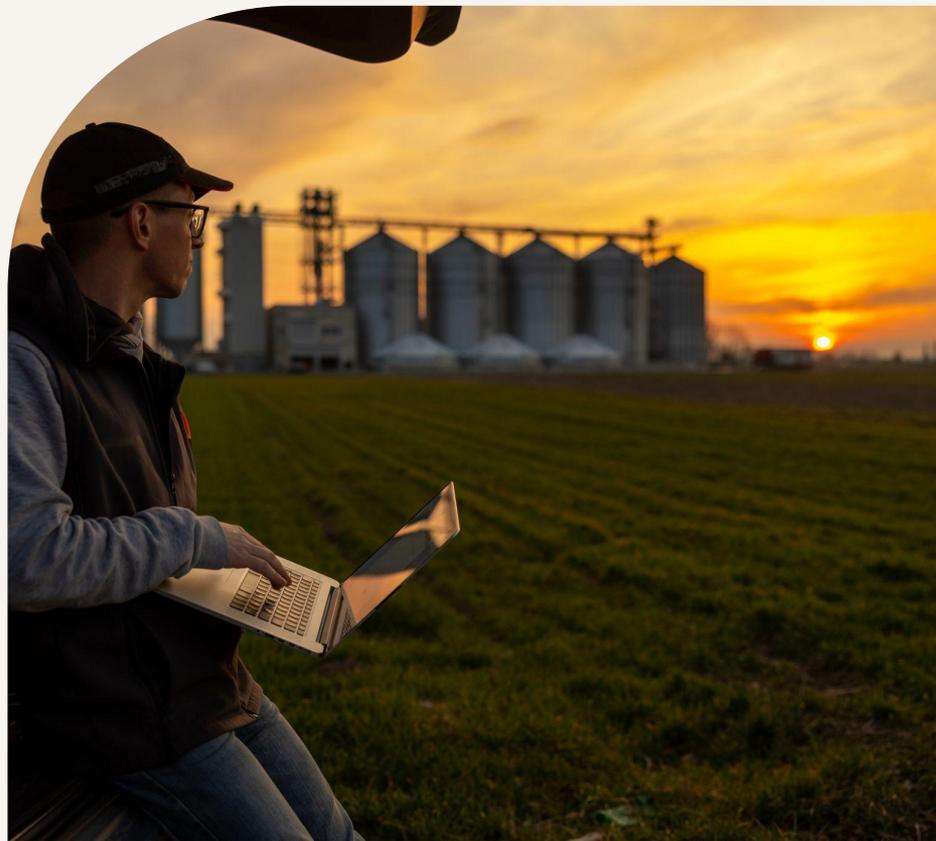
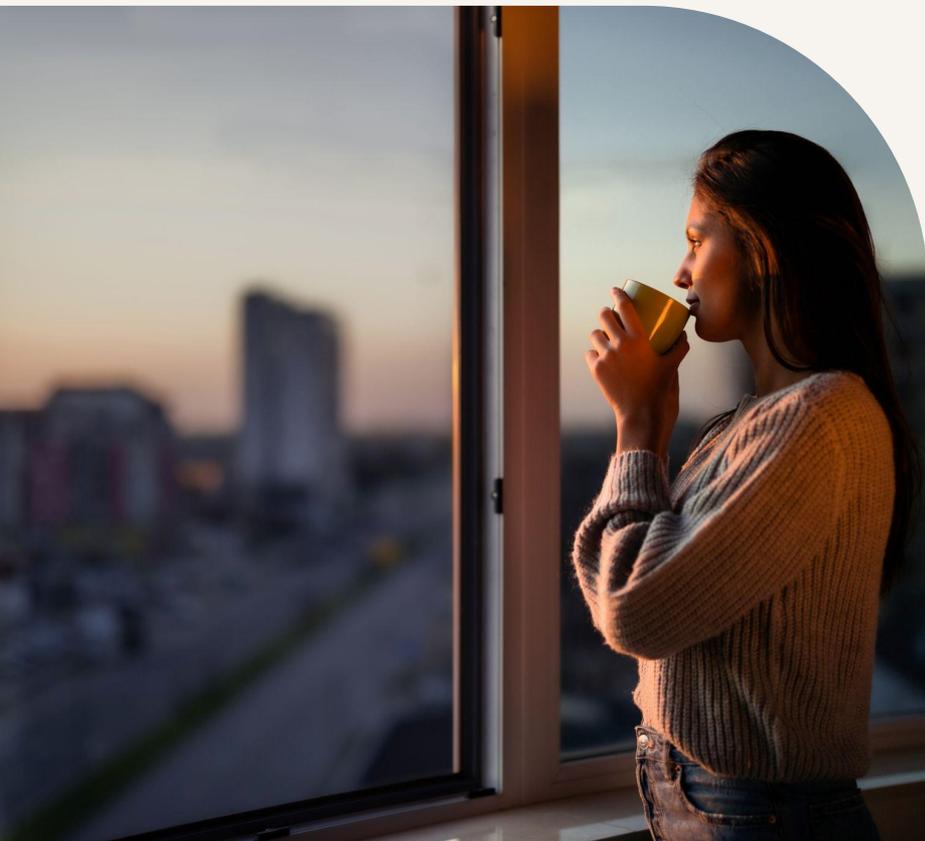














“I am not Starbucks or Spotify. How do I make sure I personalize *all* aspects of the student experience?”

*Many of you sitting here right now*



## How to Personalize for Students



### Demographics = Who

Use demographics to take your list and narrow down audience.



### Psychographics = Why

Use Psychographics (Motivators or Darts) to really generate a message that connects with the students desires.



### Website Personalization

Leverage demographic, psychographic and behavioral data points in tools like Carnegie Clarity to personalized web content.



### AI Driven Search

Results are personalized answers that shape individualized student journeys, making Answer Engine Optimization essential for visibility and relevance.

<sup>THE</sup>  
Carnegie  
Conference



Thank you.

Trent Gilbert

[tgilbert@carnegiehighered.com](mailto:tgilbert@carnegiehighered.com)

210 Littleton Road, Suite 100 Westford, MA 01886

978-692-5092 | [info@carnegiehighered.com](mailto:info@carnegiehighered.com)

[carnegiehighered.com](http://carnegiehighered.com)

CARNEGIE