



## What is Bi-Directional Personalization?

### The Uniqueness of ShareDirect’s Bi-Directional Personalized Engagement

Recent studies show 65% of business buyers are likely to switch brands if a vendor does not personalize communications to their company. So, building personalized engagement with your customer is not an option but an imperative. **ShareDirect** has the unique mission of providing your organization **Bi-Directional Personalization**.

First, **ShareDirect** creates a conduit to customers with a unique, scalable networked engagement site for each company representative that helps support them as **Subject Matter Experts (SMEs)**. This might be an individual sales person or company representative or a team that manages a particular set of customers or prospects. These people are clearly shown with contact information on their individual engagement sites.

Secondly, **ShareDirect** creates a touchpoint with your customer, anytime, anywhere - mobile and online. Our machine learning platform is a cloud-based, rapid deployment technology with the latest in AI techniques using adaptable content based on real-time engagement analytics. And **ShareDirect** can use a variety of enterprise-generated content and data as well as outside influencer content, studies, etc. Our automated platform changes content based on customer interaction with each personalized site. So, each customer has their own unique site.

The screenshot displays a vertical stack of content on the ShareDirect website:

- Building Marketing Techniques: Read Overcash**: A featured article with a small image of a person and a quote: "It's a hard reality when the lead list and lead list..."
- Discovering Data Accelerated Revenue Traction: Doing More With Data - Executive Overview**: A report overview with a date of "Updated January 1, 2018".
- Study Executive Overview**: A section with a "View Full Report" button.
- Biggest obstacles faced in extracting value from internal data assets**: A section featuring a bar chart with various colored bars representing different categories.
- Platform Preview: Learn more about ShareDirect**: A section with a "Learn More About ShareDirect" button.
- What is ShareDirect?**: A section with a "Learn More About ShareDirect" button.
- Stop Waiting! Start Engaging!**: A section with a "Learn More About ShareDirect" button.
- Intermingling Marketing Reports**: A section with a "View Document" button.
- Inside Group - State of Marketing 2018**: A section with a "View Document" button.
- Baseline Report - Annual State of Marketing 2017**: A section with a "View Document" button.
- The Age of the Adaptive Marketer**: A section with a "View Document" button.

The bottom of the page features the **HERON MARTech** logo.

Bi-directional Personalization satisfies the requirement that customers want messaging relevant to their needs. It's a simple, self-service, scalable architecture built for Agile Marketing.

### **Benefits for the Sales Team**

- Better, more frequent personal engagement with customers
- Each sales person enhances their relationship with each customer
- Personalized to each customer user
- Highly automated for high-touch or low-touch
- Makes current time more productive
- Automated monthly metrics report or can access at any time
- Builds a profile around each customer for improved targeting
- Federated dashboards and reporting with full metrics and exclusive **“Engagement Score”**

### **Benefits to the Customer**

- Receives regular information about products/services/sales info based on each customer's interests and needs that can help them
- Information comes directly from their regular company representative as the expert
- Provides a site that simplifies the corporate site specific to their needs and acts as an overlay to that site
- Saves time for customers who have to sift through too much non-relevant content sent their way

Learn more about ShareDirect and other  
Engagement Marketing trends on my site:  
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