

The B2B website personalization playbook

10 proven plays for improving business
outcomes with personalization

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Modern B2B marketing demands personalization

The B2B marketing landscape is shifting as Millennials and Gen Z – now the majority of business buyers – bring consumer-style expectations to the buying process, including personalization and autonomy. The modern business buyer prefers to research on their own terms, engaging with content before interacting with Sales. The result? Sales gets involved later in the funnel, reducing direct opportunities to engage leads 1:1.

How can demand gen marketers influence buyers in the largely asynchronous journey?



59%

of marketers believe personalization increases customers' positive brand sentiment

Source: [Webflow State of the Website Report 2025](#)

Personalization at scale separates marketing leaders from laggards

Personalization used to require input and support from Design, MOps, Web Dev and Brand because the underlying technology was complex. This often led to confusion about who drives the personalization process, creating a logistical hurdle that prevented marketers from moving quickly.

Thanks to emerging technology and tools, marketers are increasingly able to design and implement strategies to thrive in this dynamic. This doesn't mean you don't need buy-in from other teams, of course, but the ability to move effectively and nimbly is greater than ever.

This playbook will help you plan, prioritize and execute powerful optimization and personalization strategies based on your tech stack and goals. It breaks down 10 detailed plays that you can swipe and implement. Each is built to solve a specific, common marketing challenge.

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Why personalize?

Personalization is not just about using your buyer's name or company in an email. It's a way of giving them an experience that's tailored to their particular needs and concerns at a specific moment in their buying journey.

It's also about having the flexibility to represent your brand accurately to different audiences. For instance, you might be marketing to professionals in two industries. Instead of watering down your messaging to try to appeal to both audiences, personalizing the page for each vertical allows you to speak more directly to each audience individually without the need to create multiple versions of your pages by hand.

Specific messaging, focused content and consistency across channels all help buyers on their journey. Ultimately, personalization keeps them engaged and taking deliberate steps along the path to conversion while validating that they're in the right place and your organization is the right fit for their needs.

9/10

decision makers believe
personalization is crucial to
business success in the
next 3 years

Source: [Segment](#)

49%

average lift in visitor
conversion on websites
using personalization

Source: [Webflow](#)

96%

of marketers report that
personalized experiences
have increased sales

Source: [Hubspot](#)

The tools in your toolbox

Modern marketers have a whole constellation of tools at their disposal. From your CRM to your CMS to your ABM platform and beyond, your tech stack works together (ideally) to drive growth for your business. It also provides a wealth of data that can be used to creatively power personalizations.

Most, if not all, of the tools below are likely already part of your marketing stack. By integrating them with a personalization platform, you can create experiences that better serve the audience segments that matter to your business — and deliver them to known and unknown visitors automatically and at scale.

The challenge of personalization is figuring out which attributes to leverage and how to use them to create experiences that feel fresh and highly tuned. This playbook will show you 10 tried-and-true plays that every demand gen marketer can use to solve real-world marketing challenges. But once you fold personalization into your process, the possibilities are endless! We hope you will use this as a starting point to explore additional ways to personalize your buyer's journey.

Measure

Drives targeted traffic through paid channels like search and display ads.

Example: [Google Ads](#)

ABM Platform

Enables personalized, account-level marketing by identifying high-value target prospects across channels.

Example: [Demandbase](#)

Sales intelligence

Delivers real-time company and contact data to improve outreach, lead scoring and sales motions.

Example: [Clay](#)

CRM

Centralizes contact data and manages interaction history across channels and teams for pipeline tracking.

Example: [Salesforce](#)

Marketing automation

Automates email campaigns and lead scoring to streamline engagement and conversion workflows.

Example: [Marketo](#)

CMS

Builds and manages website content, typically without heavy developer involvement.

Example: [Webflow](#)

Behavioral analytics platform

Tracks user actions and engagement on your website to optimize content, messaging and conversion paths based on actual behavior.

Example: [Clarity](#)

Personalization tool

Utilizes audience data in real time to deliver custom website experiences based on user behavior, audience segmentation and other parameters.

Example: [Webflow Optimize](#)

How to create your personalization strategy

Successful optimization and personalization can vastly improve the user experience on your site, driving better outcomes. But “better” is subjective. To drive efficient results, marketers need to be objective. To do so, you need a measured, analytical approach. You need to be a scientist. And scientists conduct experiments.

Don't let the terminology put you off. When we say “experiment,” we just mean any test of any aspect of your website. This is the A/B testing you're familiar with, and which underpins all website optimization.

In order to be systematic, you need to be consistent about what goes into an experiment and how to pick what you test.

The components of a personalization experiment

Challenge

What's not working? Why not? What do you want to improve?

Goal

What outcome do you hope to see? Why do you want to improve it?

Hypothesis

What change(s) do you think will make the desired impact?

Solution

What ingredients (tools) are you going to use? What specific steps are you going to take?

Personalization tool

How are you going to measure success? What metrics will tell you if the experiment was successful?



How to get data to fuel your personalization

Personalizing your web content requires zeroing in on specific attributes of your audience. The first place most people probably think to look for this information is their CRM. With good reason! This is the place to cut slices of your audience by dimensions like job title, industry or region. The modern tech stack, however, allows you to expand past your own dataset to impact unknown visitors. Here are some other ways to segment your audience:

Adtech. The keywords or ad groups your target audience has seen.

ABM platform. The journey stage the audience is in, or what intent signals they're sending.

Sales intelligence. Advanced firmographics like marketing team size and last funding round.

CRM. Advanced attributes from your CRM like deal size, pain points or current solution.

Marketing automation. Attributes like device type, visitor location or role and department.

Personalization tool. Visitor data like device type, new/returning user and location.

How to decide what experiment to run

In the interest of being methodical and efficient, it's helpful to have a rubric to evaluate possible experiments. After all, you have infinite choices, but not infinite time or resources. When assessing potential tests, answer the following questions:

- What seems like the most fruitful audience attribute to test?
- How much effort will it take?
- Who will this test benefit?
- Will this directly impact our organizational or department OKRs (outcomes and key results)?
- Will the tested attribute be in a high traffic location?
- Will a large volume of visitors see it?
- What other teams are needed to execute (Dev, MOps, etc)?

Having a system in place to document and compare your ideas will help you prioritize the experiments that will provide the clearest results and/or the best ROI. Use our free [personalization experiment roadmap template](#) to track and prioritize your own experiments, or use it as a base to create your own tracker.

The personalization experiment roadmap template

iron·horse						
Experiment name	Part of a campaign?	Experience type	Priority	Hypothesis / goal	KPIs to measure	Campaign document
Increase conversions Play 1	☒	Personalization	P1	Improve SEM landing experience by personalizing homepage content based on ad group intent to increase conversions, boost CTA engagement and reduce bounce rates.	Lift in landing page primary CTA conversions	Link
Increase conversions Play 2	☒	Personalization	P2	Increase conversion rates from display campaigns by personalizing landing page content based on UTM parameters to align with ad messaging and reduce friction.	Conversion rate lift from U	Link
Accelerate pipeline velocity Play 3	☒	Redirect	P1	Accelerate bottom-of-funnel leads by personalizing post-webinar registration experiences to drive more Contact Us submissions and sales-qualified meetings.	Increase in contact us sub	Link
Accelerate pipeline velocity Play 4	☐	Personalization	P1	Reactivate stalled opportunities by using personalized onsite prompts for returning visitors from late-stage accounts to increase re-engagement and accelerate deal progression.	Increase in reactivation rat	n/a
Improve account engagement Play 5	☐	Landing page	P1	Drive deeper engagement and more demo requests from target accounts by creating personalized landing pages with account-specific branding and messaging.	Increase in demo requests	n/a
Improve account engagement Play 6	☐	Landing page	P2	Increase meeting bookings and reduce lead response time by replacing generic contact forms with personalized sales rep landing pages that enable direct scheduling.	Improvement in lead respo	n/a
Boost content consumption Play 7	☐	Personalization	P2	Boost content consumption and engagement of target accounts by personalizing the resource center for specific intent signals to surface the most relevant resources first.	Increase in content engag	n/a
Boost content consumption Play 8	☒	Personalization	P3	Increase content engagement and CTR by serving targeted professional services ads (i.e. image blade) to top 150 accounts within blog posts, guiding them toward deeper, more relevant content.	Click-through rate (CTR) o	Link
Increase event registration Play 9	☒	Pop-up	P1	Boost regional event registrations by using location-based personalization to surface targeted popups for local ICP visitors without disrupting the broader site experience.	Increase in event registrati	Link
Increase event registration Play 10	☒	Pop-up	P2	Increase event registrations from high-intent accounts by using exit-intent modals triggered by content engagement to capture interest at the moment of site exit.	Increase in event registrati	Link

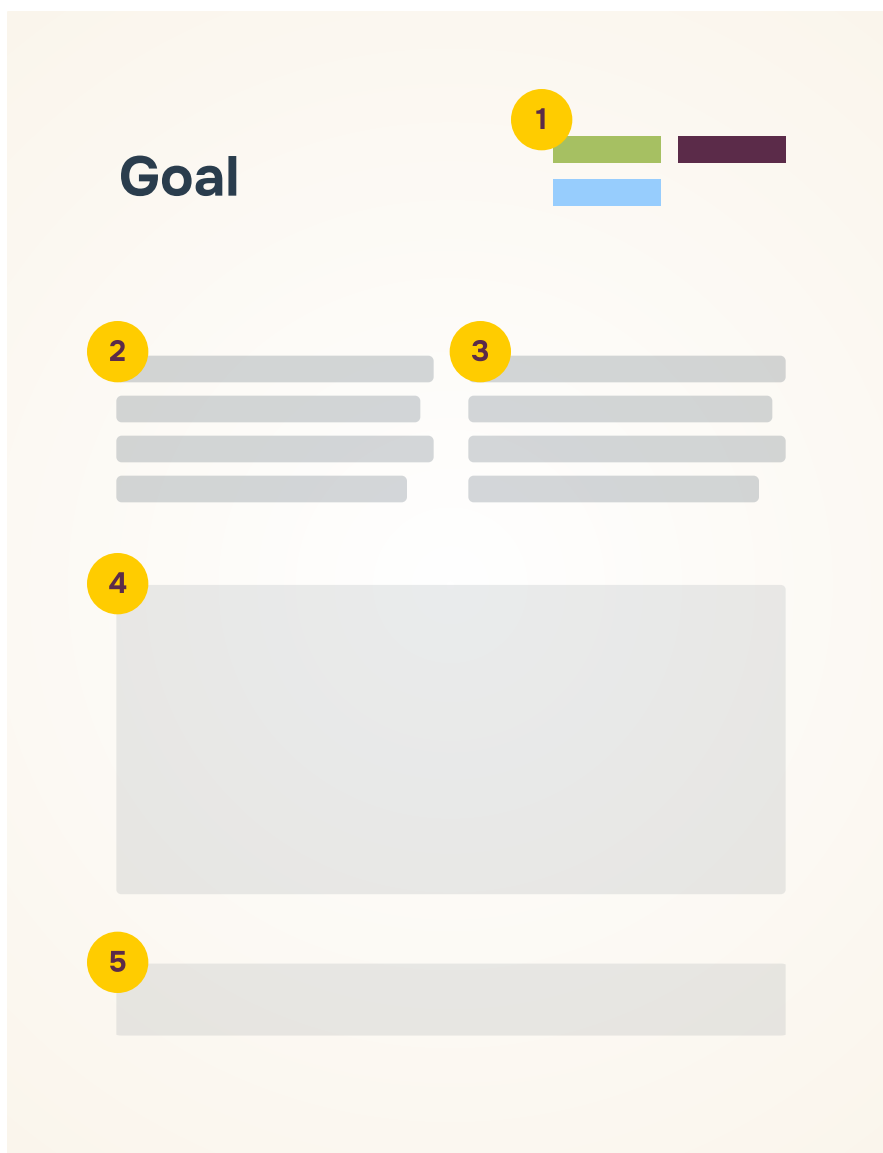
Download template 

The plays

The following 10 personalization plays are grounded in outcomes – they go beyond telling you what ingredients you can use to show you how to use those ingredients in service of specific goals. This isn't just "test your CTAs." These are real-world examples of actual common business challenges, and proven strategies to address them.

For each marketing goal, we've provided two plays you can use right away or adapt to meet your own needs. Each play includes the following components:

- 1. The play diagram.** A visual representation of the text description. At a glance, you can see the specific tool types to use and which attributes to pull from each tool to build your audience. Always consider building your own version, with different or additional tools and attributes as needed.
- 2. Challenge.** The specific roadblock or marketing shortcoming.
- 3. Solution.** The specific combination of tools and steps to take to address the challenge. This includes the tools to use as well as the individual attributes to pull from each to trigger your personalization.
- 4. The play in practice.** These plays are road-tested – and we'll prove it. Here, you'll see real-world examples of how we put these plays into action.
- 5. What to measure.** Suggested metrics to use to gauge success.



Best practices

Keep these tips in mind as you build your own personalization and optimization experiments.

Use a strong segmentation strategy

Use your tools to build specific, focused audiences. Segmentation ideas include:

- Firmographic data (industry, company size, revenue)
- Behavioral signals (repeat site visits, content type consumed)
- Campaign source and creative
- Account-level data (pulled from CRM or marketing automation)

Align personalization with your funnel goals

Tie each personalized experience to a specific, measurable objective. For example:

- Increase conversion rate for demo requests
- Improve engagement time on service pages
- Improve ABM campaign performance with better site content relevance

Prioritize high-impact pages

Don't try to personalize everything right out of the gate. Focus on:

- Homepage
- Solutions/services pages
- Pricing page
- High-traffic landing pages
- Case studies

Monitor, iterate and scale

Compound impact with continual, incremental improvement. For example:

- Review personalizations on a regular cadence
- Use insights to influence ad creatives, nurture sequences and social media
- Templatize and duplicate winning personalizations

How to increase conversion rates

When your landing page doesn't echo the promise of the ad that brought your target audience there, visitors sense that disconnect, lose trust and bounce — taking your ad dollars with them. The plays in this section show you how to get tight alignment between pre-click and post-click experiences to deliver a smoother, more relevant experience for each user.



“Any known onramp — paid search, social media, email — should minimally match the messaging with destination page messaging.”

Uzair Dada, CEO, Iron Horse

Increasing conversion rates

PERSONALIZATION TOOL

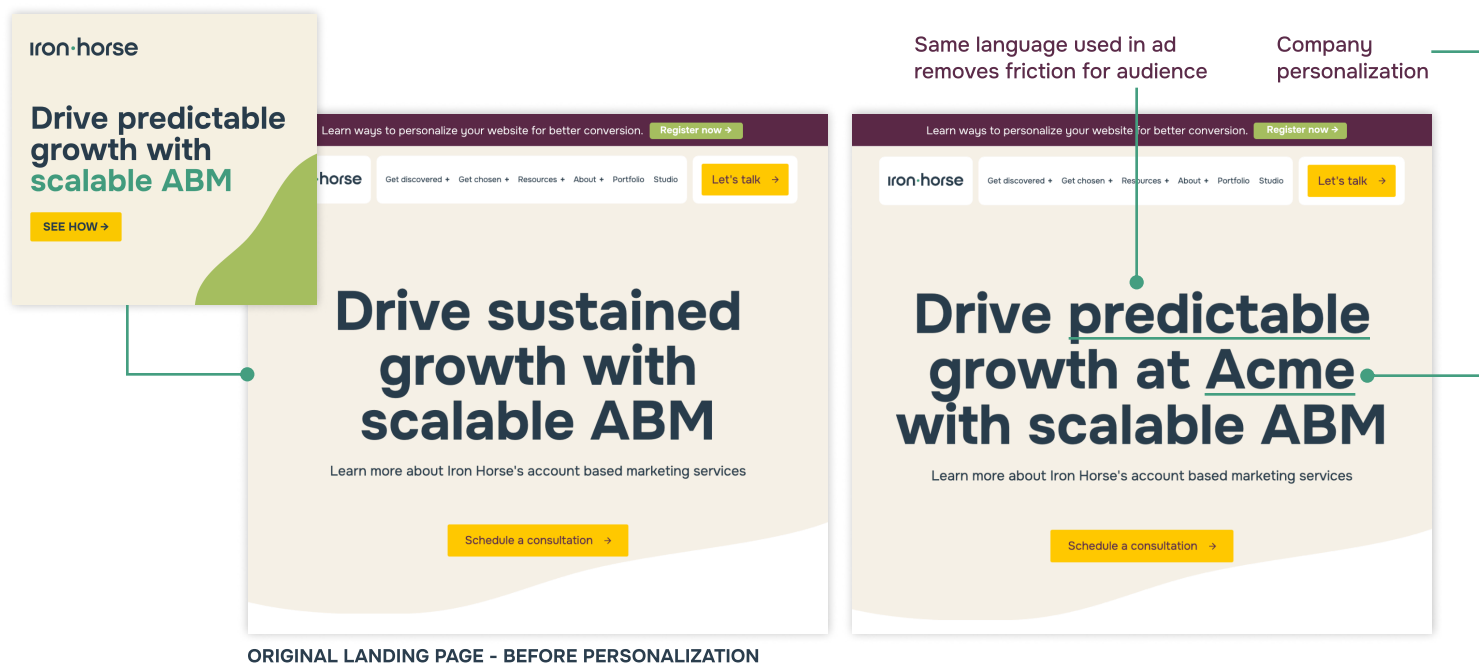
UTM CAMPAIGN

CHALLENGE

Visitors who click your SEM ads aren't converting at the pace you expect. The ad copy speaks directly to their needs, but the page they land on fails to echo the message that drew them in. This mismatch prompts them to bounce before reading anything else on the page.

SOLUTION

Close the gap by pulling the "ad group" data from your **adtech platform** for every visitor. Use your **personalization tool** to instantly update the corresponding landing page headline to echo the exact messaging of that ad group. If your landing page pushes visitors to a hero asset, you can also hot-swap it to match audience interest.



What to measure

1

Bounce rate reduction from paid media traffic

2

Conversion rate lift from UTM-personalized pages vs. default

3

Increase in time on page or scroll depth

Increasing conversion rates

AD TECH

PERSONALIZATION TOOL

AD GROUP

CHALLENGE

Your display campaigns funnel traffic to a generic landing page, but you aren't seeing strong conversion rates. Visitors who click your paid ads don't immediately find the alignment between the message that caught their eye and the content they land on. That friction nudges them to drop off, and the disconnect between ad and page saps your overall performance.

SOLUTION

Use UTM parameters from your display ads – like campaign name – as triggers in your **personalization tool**. Map those parameters to specific on-page elements, such as the headline, imagery and CTA. Write variations that mirror the exact promise of the ad. Configure rules so the platform swaps the appropriate elements in real time as a visitor arrives.

The screenshot shows an Iron Horse landing page. On the left, a sponsored advertisement is shown with the following details: "Sponsored", "Iron Horse", "https://ironhorse.io", "Reach and Engage Your Developer Audience | Hit Your Goals.", and "B2D marketing that drives the outcomes you want." Three green lines connect these details to corresponding elements on the landing page: the headline "Reach your audience. Hit your goals.", the subhead "B2B and B2D marketing that drives the outcomes you want.", and the CTA "Take the assessment →".

ADVERTISMENT

Sponsored
Iron Horse
https://ironhorse.io
Reach and Engage Your Developer Audience | Hit Your Goals.
B2D marketing that drives the outcomes you want.

ADVERTISING COPY

Subhead copy matches the specific ad the visitor clicked on

CTA

CTA is for an asset that matches search intent

iron·horse

Get discovered + Get chosen + Resources + About + Portfolio Studio

Let's talk →

Reach your audience. Hit your goals.

B2B and B2D marketing that drives the outcomes you want.

See how we can help →

Is your developer marketing strategy ready?

Take the assessment →

What to measure

1

Lift in primary CTA conversions

2

Increase in click through rates to asset

3

Decrease in bounce rate

How to accelerate pipeline velocity

Prospects signal buying intent, then stall because your one-size-fits-all follow-ups don't match their urgency. By steering high-intent accounts toward the next logical action while guiding others along a slower track, you surface the right step at the right time and move qualified prospects through the funnel faster. These plays use journey data and real-time personalization to seize momentum and help your target audience along their journey.



“Personalization is not just about tailoring content, it’s about engaging each prospect to meet them where they are in their journey with you to create more intuitive, relevant experiences, turning a casual click into meaningful engagement.”

Nitya Bhaskar, Senior Product Marketing Manager
for Emerging Products, Webflow

Accelerating pipeline velocity

ABM PLATFORM

PERSONALIZATION TOOL

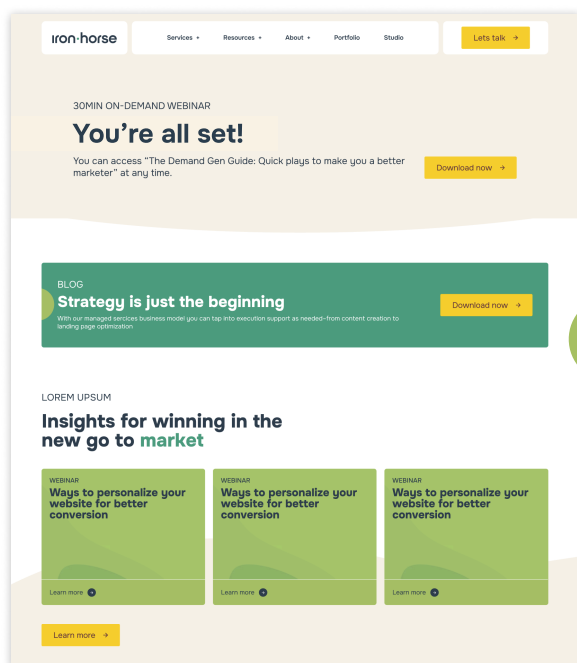
JOURNEY STAGE

CHALLENGE

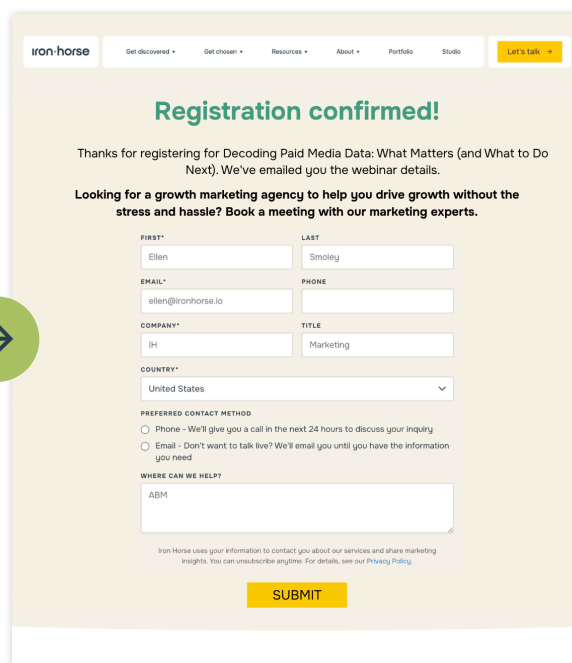
You're losing opportunities to drive high-intent prospects down the funnel by treating every webinar registration as a top- or mid-funnel engagement, no matter where the contact actually sits in the buying journey. Bottom-of-funnel prospects sign up for your webinars but land on the same thank-you page as early-stage contacts — a missed moment to steer them into a sales conversation.

SOLUTION

Use your **ABM platform** to pinpoint each webinar registrant's journey stage. Use your **personalization tool** to dynamically redirect these contacts from the standard registration confirmation page to a Contact Us page designed to encourage direct engagement with your sales team. For everyone else, keep the default thank-you page in place, offering related resources that continue nurturing.



General confirmation page



Dedicated contact page for BOFU contacts offers a journey-appropriate experience after registration

What to measure

1

Increase in Contact Us submissions

2

Increase in sales-qualified meetings

Accelerating pipeline velocity



CHALLENGE

You're noticing late-stage opportunities stall because key decision-makers go quiet. They return to your site but browse anonymously, giving you no clear signal to re-engage. Your current nurture path is passive, missing the chance to reignite momentum and push these prospects forward.

SOLUTION

Use your **CRM** to identify stalled opportunities (e.g., open opportunities older than 30 days with no recent activity). Use your **personalization tool** to flag if site visitors are new or returning. When someone from one of these stalled accounts returns to your website, serve a personalized modal or banner with a direct CTA.

Customized Hello Bar message for returning high-intent contacts offers a low friction way to restart conversations



What to measure

- 1 Increase in reactivation rate for stalled opps
- 2 Increase in account velocity to the next stage

How to improve account engagement

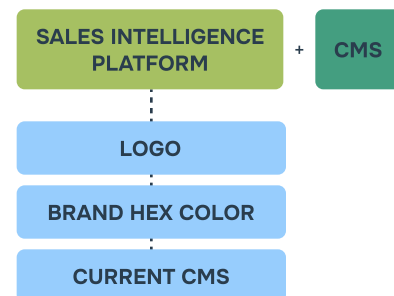
In a crowded market, even your high-intent accounts ignore outreach and website experiences that feel generic. Target accounts skim your pages and exit when nothing feels built for them, and reps lose momentum in slow form-fills. The plays below use rich account data to spin up one-to-one landing pages and instant meeting links, keeping prospects engaged and helping them keep taking steps in their buying journey.



“It’s about creating a frictionless, intelligent digital experience that respects where the customer is in their process. In any competitive space, that kind of precision isn’t optional — it’s strategic.”

Alicia Hale, SVP Growth Marketing, Demandbase

Improving account engagement



CHALLENGE

You are successfully driving traffic to your landing pages, yet key target accounts bounce quickly and take no action because the experience offers little relevance or immediate value. You need to cut through the noise and prove your message is specifically for them.

SOLUTION

Begin by tapping your **sales intelligence platform** to pull account data, like company logo, brand hex colors, existing tech stack, inferred pain points or current CMS. Use your CMS to generate personalized URLs (PURLs) that pull in the data attributes to personalize the page.

Logo dynamically updates to use target account logo

Turn **Logitech's** website into a growth engine

from Adobe Experience Manager to deliver personalized experiences that drive conversion

See our Webflow services →

Copy references the current CMS the target account uses

Font color matches account's brand color to grab attention

	T Account Name [input]	Logo	T Website Tech St...	T Hex
1	Box		Contentful	#0061D5
2	Honeywell		Sitecore	#EF3125
3	Logitech		Adobe Experience Manag...	#00FFEF

CLAY TABLE

What to measure

- 1 Increase in average time on page
- 2 Increase in demo requests from target accounts

Improving account engagement

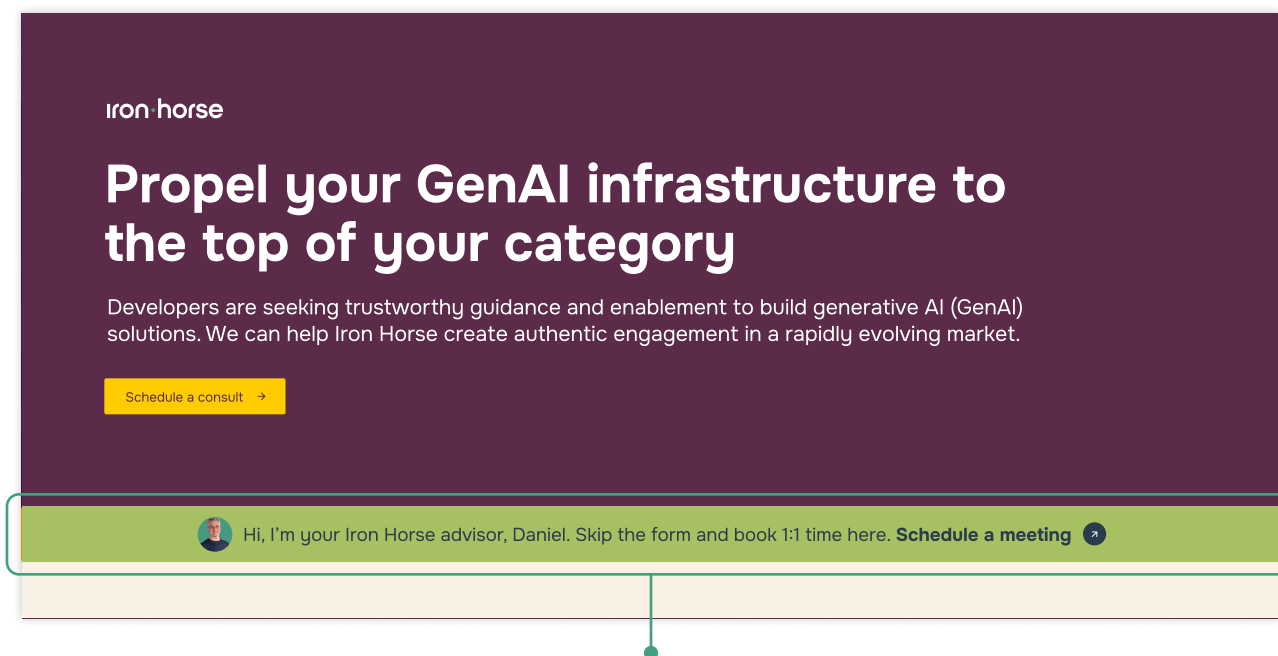
PERSONALIZATION TOOL

CHALLENGE

Your sales team is struggling to engage prospects because your standard Contact Us form doesn't allow for direct scheduling with the right rep. Prospects can be hesitant to fill out yet another form, and delayed responses or protracted scheduling back and forth leads to disengagement and missed opportunities.

SOLUTION

Use your **personalization tool** to create dedicated landing pages for each sales rep, with their photo, name and a unique Book a Meeting link tied directly to their calendar. Give each rep this PURL to share in emails and social outreach, offering a better way to connect directly and schedule meetings.



Customized page element with sales rep info and picture boosts engagement by removing friction for target audience

What to measure

1

Increase in meeting bookings or conversions from outreach emails

2

Improvement in lead response time

How to boost content consumption

Your audience doesn't want to spend time and energy finding the content that's relevant to them. Every friction point for them is another point you can lose them. These plays will help you ensure your target audience has easy access to the content that will help them progress in their buyer's journey.



“Prospects are more likely to find your content and experiences actually useful rather than spammy when you’ve personalized based on everything you know about their actual needs, their stage in the buying process and what you offer.”

Guy Yalif, Chief Evangelist, Webflow

Boosting content consumption

ABM PLATFORM

PERSONALIZATION TOOL

INTENT SEGMENT

CHALLENGE

Your resource page isn't effectively driving engagement with key content. Many accounts don't access the resources that are most relevant to their interests, or do so only after digging. As a result, they miss out on valuable content that could spark deeper engagement and lead to more conversions.

SOLUTION

Using your **ABM platform**, create a targeted segment of accounts showing intent for a key term that aligns with one of your content tags. When these accounts visit your resource center, personalize their experience by surfacing resources with that topic first, instead of the default content.



THE RESOURCE CENTER WITHOUT PERSONALIZATION



Developer marketing content blade moved to top of page to make engaging with relevant content quicker and easier

What to measure

1

Increase in content engagement (e.g., views, downloads or time spent on the relevant resources)

2

Improvement in content consumption behavior (e.g., number of relevant resources viewed per visit)

Boosting content consumption

MARKETING
AUTOMATIONPERSONALIZATION
TOOLTARGET
ACCOUNT LIST

CHALLENGE

Your display campaigns funnel traffic to a generic landing page, but you aren't seeing strong conversion rates. Visitors who click your paid ads don't immediately find the alignment between the message that caught their eye and the content they land on. That friction nudges them to drop off, and the disconnect between ad and page saps your overall performance.

SOLUTION

Use UTM parameters from your display ads – like campaign name – as triggers in your **personalization tool**. Map those parameters to specific on-page elements, such as the headline, imagery and CTA. Write variations that mirror the exact promise of the ad. Configure rules so the platform swaps the appropriate elements in real time as a visitor arrives.

CTA placed prominently near the top of blog points to content relevant to a specific audience to help them continue their buyer's journey with us.

The response flows directly into your CRM. Now you have the context to improve messaging and nurture paths. You'll be able to better segment your promotion and follow-up. Imagine, for instance, you've captured info about project timelines. For one group, your messaging could focus on staying top of mind with helpful content, while for another your messaging might drill into specific implementation information for your solution.

And with the modern tech available to marketers, personalization can even extend beyond direct outreach, turning your website into a 1:1 touchpoint.

10 proven website personalization recipes you can swipe.

[Download playbook →](#)

5. Provide context to Sales.

When you do decide a lead is warm enough for direct 1:1 outreach, it needs to be a continuation of the conversation you've been having asynchronously across your marketing material.

That means it's crucial to give your sales team the necessary context about the lead's journey:

- The persona data for the lead
- What content they've consumed, in what order
- Why they engaged with specific content
- How they fit into their persona's conversation arc
- The timeline over which this all took place.

Marketers often skip this step, making it hard for Sales to have an informed conversation. Your goal is to help Sales build a productive, *advisory* relationship with the lead.

The Iron Horse Insight.

Nobody purchases a six-figure SaaS product minutes after downloading a white paper they haven't read. Your first touch is exactly that—a first touch.

What to measure

1

Increase in content consumption (e.g. time on page, number of resources consumed per visit)

2

Click-through rate (CTR) on the blog ads

How to increase event registration

Broad, generalized messaging on your site won't convert at a high rate because it lacks specificity, making it hard for your audience to make the "purchase decision" to attend your event. But serving every visitor highly specific information will alienate users with other goals. These formulas solve this challenge.



"Marketers now have the power to deliver personalized, measurable experiences without waiting on other teams. Personalization is a tactic. Relevance is the outcome — helping audiences make decisions and move confidently through their journey."

Adrian Rosenkranz, Chief Revenue Officer, Webflow

Increasing event registration

PERSONALIZATION
TOOL

CITY

CHALLENGE

When promoting regional events, you face a tradeoff: featuring the event prominently – like in a global Hello Bar – risks irrelevant exposure to visitors outside the target region, while limiting promotion to the events page means your local ICP visitors may never see it. This reduced visibility can hurt registration numbers from top target accounts in the region.

SOLUTION

Use your **personalization tool** to identify site visitors from a specific city in your target area. Then serve a personalized popup to visitors from that city, ensuring immediate visibility without cluttering the experience for others. This enables you to tailor the promotion precisely to the right audience, increasing urgency and driving up registrations from your most valuable prospects.

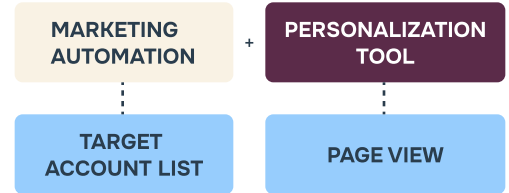
Pop-up served to visitors in Boston and surrounding cities creates urgency and excitement for those who haven't seen promotions in other channels



What to measure

- 1 Increase in registration rate from target accounts in the event region

Increasing event registration



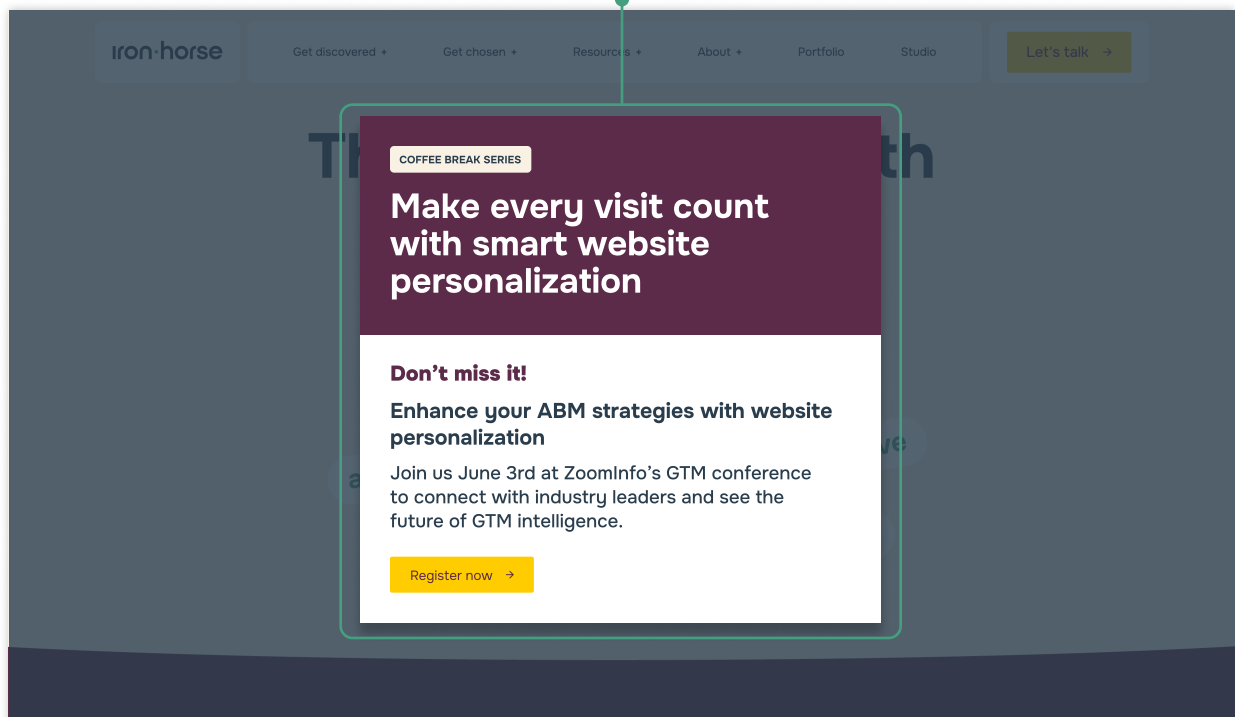
CHALLENGE

Some of your highest-intent accounts are engaging with relevant content on your site, like blog posts, case studies and product pages, but they aren't converting on your event registration forms. You know these visitors are a great fit for your upcoming event, but without a timely nudge, they slip through the cracks.

SOLUTION

Use behavioral data from your **personalization tool** to trigger an exit-intent modal promoting your upcoming event. When a visitor from your target account list views key content – like pages related to the event theme or product line – and starts to leave, display a personalized message with a CTA to register. This lets you recapture attention and drive registrations.

Pop-up triggered by specific onsite content consumption captures our audience's attention when they are already in "learning mode"



What to measure

- 1 Exit-intent modal click-through rate
- 2 Registration conversion rate from the modal

Turn your website into a growth engine

Take the next step

Learn more about how to use these plays to drive pipeline

Watch the webinar 

Get more ideas for optimizing and personalizing your website

Read the blog 

Find out what it's like to work with us on your personalization strategy

Let's talk! 

iron•horse

Iron Horse is a B2B growth marketing agency that combines digital marketing expertise, a growth hacker ethos, and strategic use of AI to help companies get discovered and get chosen. See what's possible at www.ironhorse.io.

Webflow

Webflow is a Website Experience Platform that empowers modern marketers to visually build, manage, and optimize stunning websites, helping them drive higher conversion rates and measurable growth. Learn more at www.webflow.com.

DEMANDBASE

Demandbase is an ABM platform helping B2B enterprises target the right customers, at the right time, with the right message. A unified view of intent data helps growth teams align and execute. Learn more at www.demandbase.com.