4 data categories

that drive user experience

WebMD Ignite™

Consumers want (and demand) a personalized experience

In a survey by Statista, the average time spent consuming digital media was 439 minutes - just over seven hours - in 2022, and is projected to increase to close to eight hours in 2025.[1] For marketing departments, this is good news. With a strong website and SEO strategy, you're that much more likely to make a strong impression and maximize the opportunity to drive traffic. The problem is that high-volume traffic is ineffective if those visitors quickly stray off their path to conversion, looking for content more relevant than what they found on your site.

As a healthcare marketer, it's one of our biggest challenges: *"How do I make our product, services, or providers stand out in a world where the competition is just a Google search away?"*

To convert browsing consumers into patients, website personalization is key. Your content should vary according to the needs and expectations of each consumer or consumer group, and personalization tools from a leading content management system (CMS) can make the process fairly simple.

Attract consumers by giving them what they want

Personalized content is a must for any healthcare marketing strategy. Research shows that 71% of consumers expect personalization, while 76% get frustrated when it's missing.[2] Anything less than optimal and they will most likely walk away.

Data typically holds patterns that reveal a lot of information about your consumer base. Even with today's changing data privacy and security standards, you can support HIPAA compliance and protect healthcare consumer privacy, while accessing valuable consumer engagement data points. Take it a step further by categorizing data into useful and manageable segments, and you'll have enough information to personalize your website in truly targeted ways.
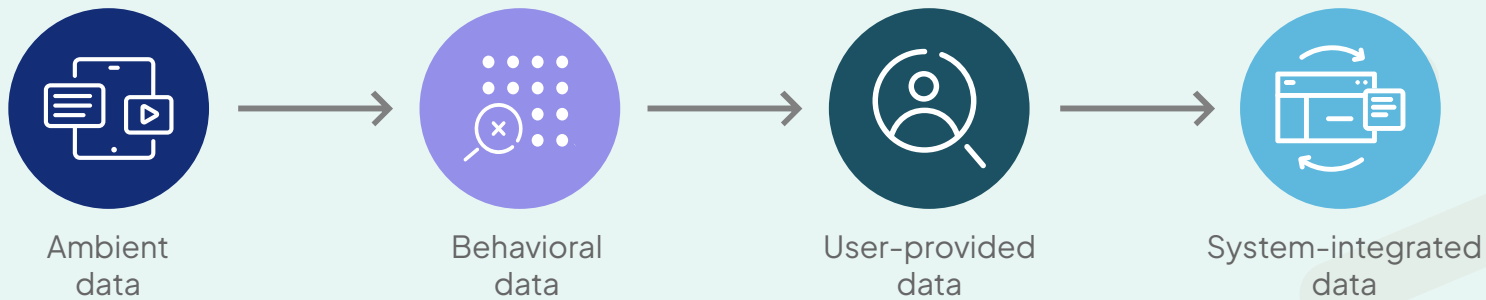
71%
of consumers expect companies to deliver personalized experiences

Four data categories that drive user experience

To increase your opportunity for conversion, utilize these consumer engagement data points to personalize the experience:

Ambient data → Behavioral data → User-provided data → System-integrated data

①

Ambient data

helps you tune in to where your consumers are, what devices they use the most, and what times of the day or week they are most active on your site. Are they searching about heart health during a leisurely lunch break or during a potentially more frantic 2 am search? If you have this information, your website can provide different kinds of content at different times. While general heart health information appears during the day, content that's focused more on what to do in an emergency can be prominent overnight.

- Geographic location
- Device
- Browser
- Operating system
- Date and time

②

Behavioral data

includes click paths and other consumer search history, so you can see what pages were visited, and in what order. It also identifies relevant points, such as if the consumer signed up for any events or downloaded content from your site. This kind of data allows you to personalize content, helping consumers believe that your organization understands their concerns.

If consumers frequently register for health seminars on certain pages, structure the pages with more prominent event information or call-to-action buttons.

- Searches conducted
- Pages visited
- Information viewed
- Content downloaded
- Event registrations
- Forms completed
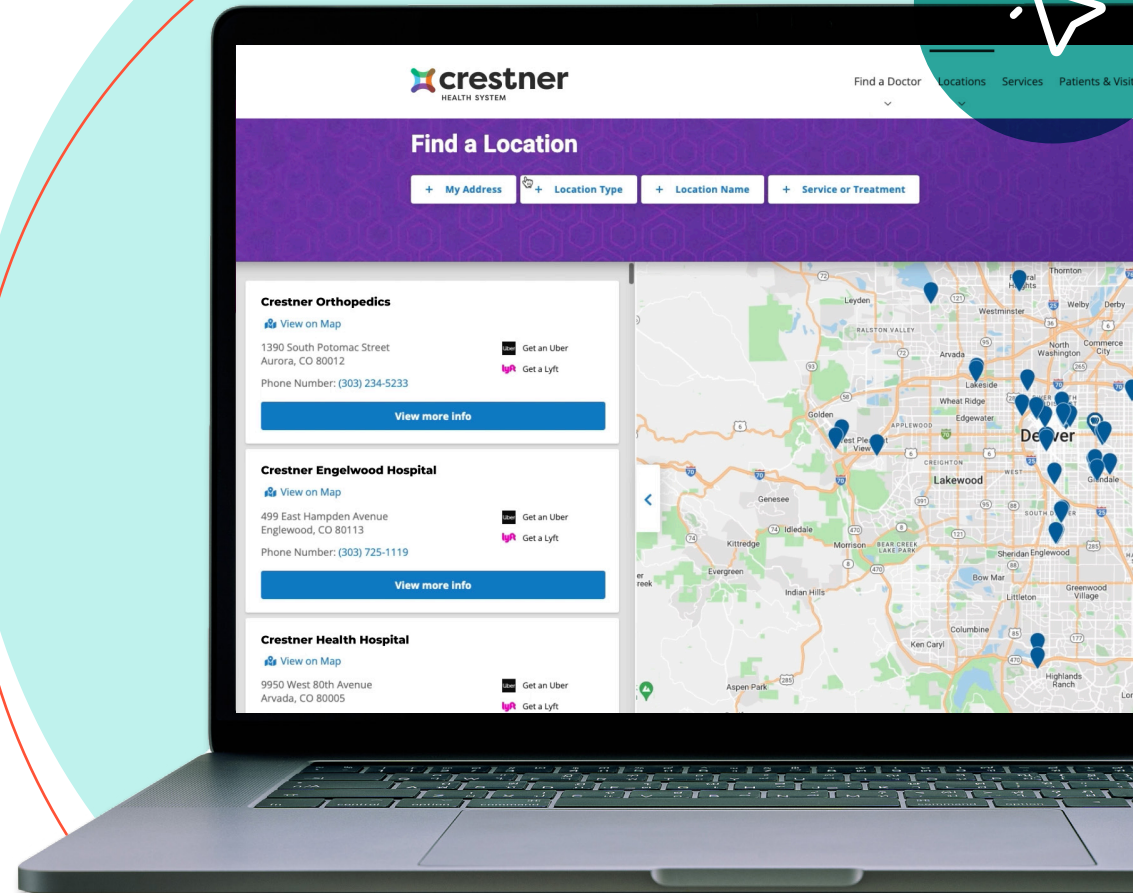
③

User-provided data

gives you clear information about what an individual wants. If a consumer requests information about fitness after 40, you have information to better target relevant content with banners, suggested blogs, or email newsletter signups directly related to this interest.

- Form data
- Social autentication data

④

System-integrated data

that correlates relevant points like median income, health concerns, and family status offers a way for healthcare marketers to place personalized messaging on the website that feels useful (not intrusive). This data brings together all the information your organization collects, from Facebook interaction with your site to your healthcare customer relationship management (CRM) software. System-integrated data helps you craft targeted messaging that makes your consumers feel valued, cared for, and understood.

- CRM system data
- Marketing automation system data
- Legacy application data

Conclusion

Each of these categories will help you identify distinct consumer behaviors, habits, and tactics to personalize your website. Understanding your consumers builds trust and loyalty with them, helping your organization achieve personalization success.

Gather insights about consumers and current patients through programs like Google Analytics and your CRM. Be sure to ask these key questions:

✓ Are visitors arriving from social media platforms?

✓ Are they focused on a certain service line or procedure?

✓ How long are they sticking around?

✓ Are they triggering multiple requests or only single-page sessions?

✓ How often do online visits lead to booked appointments?

✓ What care are they seeking, either for themselves or on behalf of someone else?

✓ What services do they need now, and what are their likely outcomes and next steps?

Does your website meet modern demands?

With rising consumer expectations and evolving digital tools, it's time to take a hard look at your website's digital user experience performance. It might feel intimidating, but knowing where you stand is an essential first step. We can help. A member of our WebMD Ignite DX Project Management and Strategy team can walk you through the items to consider and questions to ask. Then you'll be able to choose the solution that meets your needs and provides a completely connected experience for your consumers.

Sources:
1. https://www.statista.com/statistics/565628/time-spent-digital-traditional-media-usa/
2. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

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