PORTFOLIO

Professional Writing Portfolio

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Website

BLOG ARTICLES

Pathmonk is an AI-powered customer journey optimization platform. This software creates hyper-relevant interactions fso businesses can automatically boost marketing results.

Below are a few examples

I created a series of blog articles focused on growth marketing, the transition to a cookieless future, and the environmental impact of digital presence. These articles provided marketers with actionable insights on marketing automation, funnel strategies, retargeting without third-party cookies, and building sustainable digital footprints.

By addressing challenges in the digital marketing landscape and emphasizing data-driven strategies, I positioned the blog as a key resource for adapting to industry changes and fostering long-term growth, while also encouraging a shift toward eco-friendly practices in digital marketing.

1 Growth Marketing Articles

2 Cookieless Future / Retargeting Articles

3 Digital Footprint Articles

Growth Marketing Articles

Article 1:

The Best Website Customer Journey Analytics Tools for 2023

Published: February 1, 2023

Marketers are navigating a digitally complex, always-changing era. As our websites and digital presence play an even bigger role in our customer journeys, marketers have become excited about the opportunity to track and analyze customer behavior and engagement. In this digital world, we have the opportunity to gather data and leverage customer journey analytics like never before. We can finally gather valuable insights so we can improve the customer experience and drive conversions.

But we have to work hard to keep up with the demands of our consumers while keeping up with emerging technologies and revolutionary marketing tools. We're supposed to feel empowered by website data; to use it to make result-driven decisions, implement actionable insights, improve our user experiences, and enhance lead generation efforts. But lately, data feels like more of a nemesis.

With our expanding digital world, sophisticated websites, disparate data sources, growing online audiences, data privacy, complex tools, and algorithms, lack of expertise and resources, and just simply, data overload, we're losing control of our customer journey analytics.

But we must collect and analyze strategically to have any real impact. And as is with any adversary, we can contain and control it with the right tools. But finding the right tools is a barrier in itself. Some with technical complexity and steep learning curves, make it hard to adapt and embrace, while others have limited actionable insight or change suggestions. Some don't comply with growing privacy concerns and complicate analysis with messy and unscalable data. So we'll dive into the benefits and limitations of some of the most popular customer journey analytics tools out there. But first…

What Makes a Good Website Customer Journey Analytics Tool

Real-time data: Real-time data and insights, allow you to make quick decisions and respond to customer needs in key-decision moments. This is data that goes beyond just website visits. From clicks, geolocations, scrolling behavior, bounce rates, and more, it's essential data that helps us keep up with our consumer demands. To optimize buying experiences and meet prospects where they are in their buying journeys to ultimately increase conversions.

Privacy Compliance: While we work hard to better understand the way our prospects buy, we must also work hard to meet the demands of the users we serve. Our consumers demand privacy, control, and protection. So as we gather critical data we must ensure it is privacy compliant. Privacy-friendly analytics provide you with more powerful data while establishing brand trust and credibility.

Machine Learning and Artificial Intelligence: Machine learning and artificial intelligence are becoming staples in our day-to-day work. Helping us automate, remove inefficiencies, and revolutionize customer journey analytics. A powerful tool should be able to use machine learning algorithms to make predictions, find patterns, and automatically generate insights.

Integration: Marketers have a vibrant and diverse collection of tools. They're often empowering, effective, and helpful. But collecting so many tools can become overwhelming and all-consuming. And to make it worse, tools that are isolated and don't play nicely with others, make our jobs harder. So your customer journey analytics tool must integrate with other tools such as CRMs, and marketing automation software. You'll be able to have a holistic view of your customer data and make better data-driven decisions.

User-friendly interface: As I mentioned, tracking, collecting, and analyzing data is getting complicated. The last thing we need is a complicated tool to complement that. Your customer journey analytics tool should have a user-friendly interface that allows you to navigate, filter, and analyze data easily.

Data visualization: In connection to the point above, we want to simplify customer journey analytics so we have control and can leverage its true power without getting lost in messy data. A good customer journey analytics tool should be able to present data in an easy-to-understand format, such as graphs, charts, and tables. You should be able to quickly identify trends and patterns from your customer data.

Segmentation: To improve productivity, identify opportunities, and challenges, and personalize and tailor, we need to segment our data. You'll need to be able to group data sets based on attributes, such as demographics, behavior, and engagement.

The Best Website Customer Journey Analytics Tools for 2023

So now that we know what makes a good website customer journey analytics tool, let's dive into some of the options available.

1. Google Analytics

We know it, we use it. I bet it's open on one of your tabs right now. But do we like it? Do we know how to get the most out of it?

[Google Analytics](#) is a free tool that allows you to track and measure conversions across multiple channels. It helps you identify which channels are driving the most conversions so you can optimize your budget accordingly. It allows you to track the number of visitors to your website, where they came from, and how they interacted with your site. It also includes features like e-commerce tracking, goal tracking, and campaign tracking.

Benefits of Google Analytics

- It's free
- Easy to install
- Default reports
- There is an opportunity to dive deeper into website analytics
- Seamless integration with other Google products
- Extensive insights into website behavior
- Mobile app tracking

Limitations of Google Analytics

- There is a steep learning curve
- Overwhelming
- Data sampling can lead to inaccuracies
- Google Analytics has a set of pre-defined reports and metrics, which can be limiting for businesses that need more specific or customized data.
- Doesn't comply with EU data protection laws
- Basic capabilities for predictive analytics
- No built-in machine learning platform
- Defaults to last-click attribution
- Not enough actionable insights
- Only track if users accept cookies

2. Mixpanel

[Mixpanel](#) helps businesses track user behavior, engagement, and conversion rates. It allows businesses to segment their data by user attributes and track the performance of their marketing campaigns. It also includes features like A/B testing and push notifications.

Benefits of Mixpanel

- Easy-to-digest analytics
- Customizable boards and workspaces
- Event tracking, such as button clicks, form submissions, and purchases
- Identify drop-off points and opportunities for improvement.
- Track user retention
- Send push notifications to users based on specific events or user behavior
- Mixpanel integrates with a wide variety of other tools

Limitations of Mixpanel

- With many internal features and tools, it can become overwhelming
- Complex to set up and manage – Requires a software developer
- Too much functionality and no real segmentation
- High price tag
- No improvement suggestions

3. Amplitude

Amplitude has become an increasingly popular customer journey analytics tool. Amplitude is a product analytics platform that allows businesses to track and analyze user behavior and engagement on their website or mobile app. It includes features like funnels, user segmentation, and cohort analysis.

Benefits of Amplitude

- Retention Analysis
- User-friendly interface
- Easy implementation
- Different pricing plans
- Build comprehensive behavioral cohorts and develop buyer personas
- Integrations with other tools

Limitations of Amplitude

- Expensive paid plan
- Difficult to move data in and out of Amplitude
- Long learning curve
- No pre-built dashboard
- Setting up events can be challenging

4. Heap

Heap automatically tracks every user interaction on a website and mobile app, making it easy for businesses to analyze customer behavior. It includes features like automatic event tracking, user session replay, and user-level data export.

Benefits of Heap

- User-friendly and intuitive
- Retroactive and automated tracking
- Real-time insights
- Affordable with a free option
- Collaboration tools
- Cross-device tracking
- Advanced segmentation

Limitations of Heap

- Requires a learning curve for users to configure and generate reports
- Requires basic knowledge of HTML tagging
- Limited configurations and customizations in the dashboards and reports
- Not fully compliant with heavily regulated industries
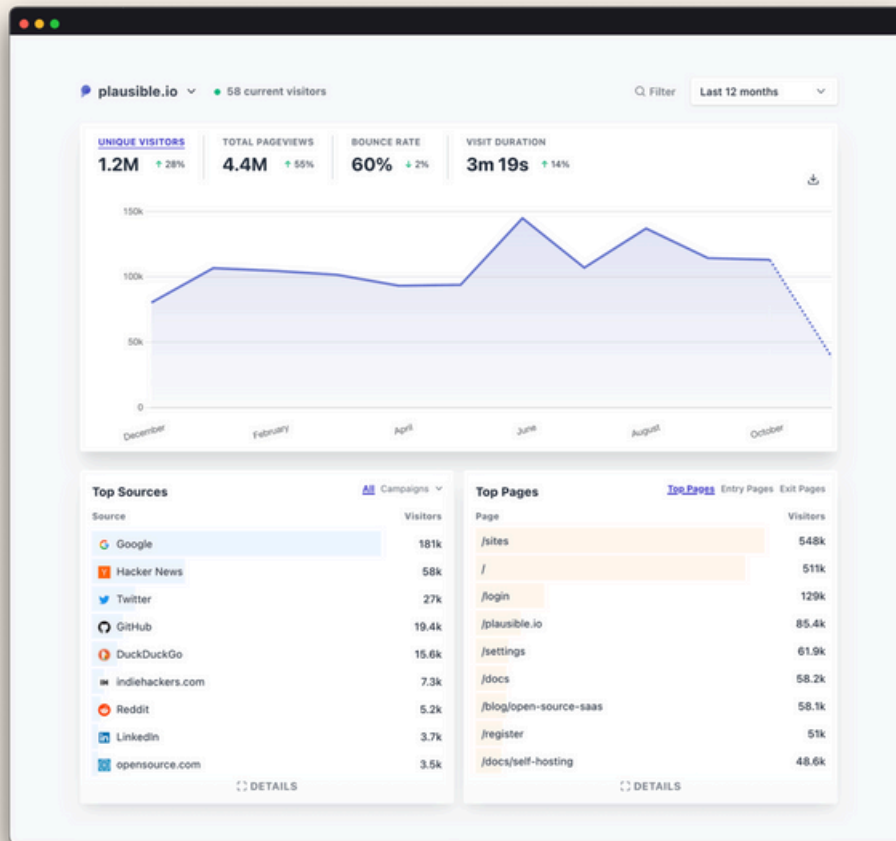
5. Plausible

It would appear that Plausible, like so many of us, are tired of Google Analytics. Plausible is a simple, easy-to-use, privacy-focused web analytics tool. Without collecting any personal information, it provides website owners with insights into their website traffic.

Benefits of Plausible

- For privacy-conscious site owners
- Simple to integrate and easy to use
- Track events, goal conversions, and campaigns
- Collaborative dashboards
- Open source software
- Lightweight tracking scripts
- Accurate data

Limitations of Plausible

- Limited metrics and reports
- No custom metrics
- Limited integration
- No advanced segmentation

6. Pathmonk

Pathmonk is a website conversion platform that helps businesses analyze the actions of website visitors and deliver personalized micro-moments that further optimize visitor conversion rates. Pathmonk offers a range of products. Their powerful privacy-friendly customer analytics tool helps marketers automatically and quickly conduct large-scale data analysis and provides them with money-making insights based on the way visitors behave on their website. Their intent data and micro-experiences allow businesses to power up their website buying journey and automatically customize the conversion funnel for all visitors at every stage and on any device.

Benefits of Pathmonk

- Data based on user intent and buying behavior
- Actionable insights and improvement suggestions
- Simple & easy-to-use interface
- No developers are required
- For privacy-conscious site owners
- It's simply plugged into your website
- Easily integrated with CRM or marketing automation tools
- Predictive micro-experiences and real-time personalization
- Complete automation
- Real-time data
- Enhanced attribution
- Improve lead quality
- Customizable
- Concierge onboarding and setup

-
- Paid service
- An expanding and growing platform so some features are still being developed
- Does not provide details about what company or individual visited your website
- Narrows buying journey focus to just website activity
- Not a usability tool. No heatmaps or session recordings
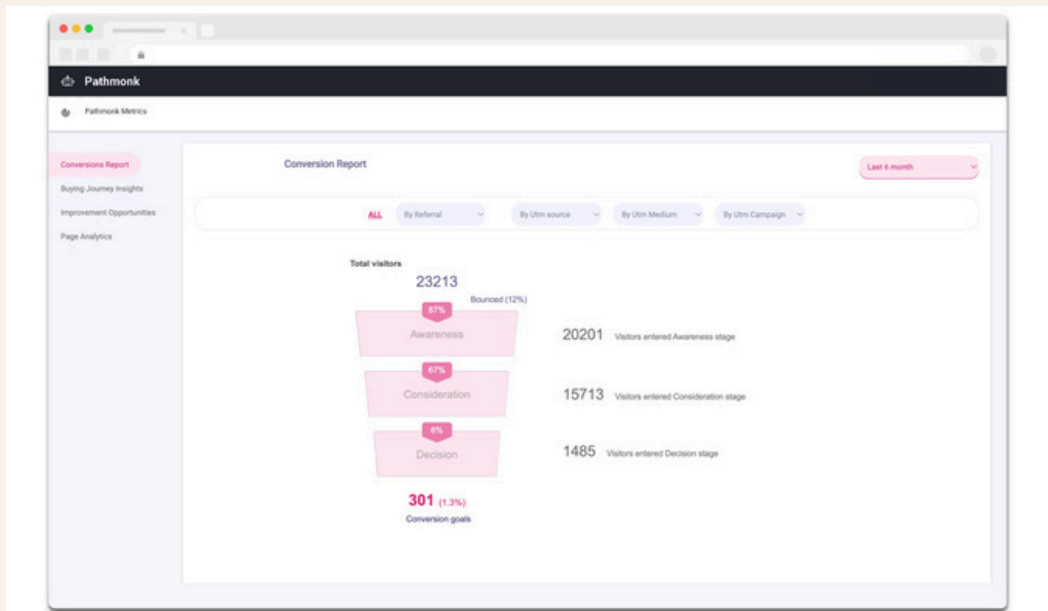
Conclusion

Between budgets, skill sets, and limited resources it can be hard to decide on the tool best suited for you. We can't deny that a free tool is appealing, so Google Analytics is a great option for businesses that want a free, basic web analytics tool. But with that low price tag comes consequences. To do more and understand more with Google Analytics will require you to have a larger budget, time, and skills. Mixpanel and Amplitude are better suited for businesses that need more advanced features and insights but cannot provide improvement suggestions and influence prospects in real time.

Heap is ideal for businesses that want to automatically track user interactions but you may feel overwhelmed with the need for HTML tagging knowledge. While Plausible is perfect for privacy-conscious website owners who need simple metrics but with limitations in customizable and more in-depth metrics and reports. However, Pathmonk, with the combination of powerful analytics and personalized micro-experiences that increase conversions, is a solution that combines real-time analytics, intent prediction, lead qualification, attribution, and real-time personalization. Not to mention their cookieless retargeting solution and commitment to climate change with Pathmonk Climate. Perhaps we're closer to the perfect customer journey analytics tool than we think.

Article 2:

Solving The Top 6 Challenges of Digital Marketing in 2023

Published: January 24, 2023
Live Publication: https://pathmonk.com/solving-top-6-challenges-of-digital-marketing-in-2023/

Digital marketing is getting more complex. With constantly changing consumer behavior and demands, evolving technologies and tools, a lack of resources, talent, and budget, changing privacy regulations, and an expanding pool of competition; it's no surprise that marketers feel like they're drowning. So, we're here to remind you that you're not alone.

We speak to many marketers, growth hackers, and founders on Pathmonk Presents. It gives us a great deal of insight into what works, what doesn't, and most importantly how to adapt to and embrace those challenges. So while we bring you a list of the top 6 challenges of digital marketing, we also bring you solutions and a reminder that facing things together can make it all feel a little better.

1. Solve Conversion Attribution

Conversion attribution is like a balloon. It's filled with all the answers you need but you just can't seem to grab the string as it floats away.

Conversion attribution, the process used to track the effectiveness of marketing campaigns and find which channel led a user to perform a desired action, is one of the biggest challenges of digital marketing today. As our prospects consume in a multi-touch, cross-channel, constantly-on era; 48% of marketers consider conversion attribution to be their biggest challenge. We don't blame them!
And now, with the looming cookieless environment, things are getting even harder.

Solution: Technologies are still evolving to adapt to the dynamic and almost out-of-control world of conversion attribution. But as we draw prospects to our websites (our home base), there is a way to see where they came from. To see what channel led them to take action and find out more about your brand. With the Pathmonk Results platform, powered by artificial intelligence, marketers can identify which ad campaign a visitor is coming from and even deliver a tailored experience that matches that ad. You'll know which ad campaign or type of strategy is worth investing in. Insights like this help us make the right data-driven digital marketing decisions and serve those all-important buying journeys.

2. More Marketing Automation

Well, of course. Marketers are data scientists, creatives, advertisers, strategists, and psychologists. There can be a great deal to cover in one day and the pressure to see results can be insurmountable. From content marketing to email marketing to behavioral targeting to social media management to lead nurturing to website optimization; there are uncountable opportunities to automate.

So in the hopes of simplifying this, let's focus on one form of automated marketing; website optimization. As our website plays the role of our always-on sales guru, available at any given moment if a prospect has a question, requires more information, or needs guidance, we must find better ways to optimize, personalize, and even automate the website user experience. From checking heatmaps, screening online user behavior, reaching out to agencies for assistance, defining your message, and relying on outdated popups, it is time to give our consumers what they want without you having to rely on multiple sources, feel overwhelmed by incoming data, or manually guide and influence a user's path to purchase.

Solution: Automated, predictive micro-experiences. Want to sit back and see your website visitors guided through their buying journey? Do you want to see your prospects automatically provided with information and content that matches their intent and be influenced in key-decision moments? Or save time by automating qualification processes and removing friction from your buyer's journey with a qualification experience that works? Check out an easy-to-install, plug-and-play solution here.

3. Marketing Data in One Place

Fair enough! Leveraging and collecting big data gets messy and it's no surprise it's one of the top challenges of digital marketing. From Google Analytics to Hubspot to Calendly to Contact Forms to Hotjar. We have data everywhere. And although we love and rely on data to make better decisions and drive results it has become an almost scientific practice. We need to collect and analyze strategically to have any real impact. With new technologies, complex algorithms, and statistical applications being developed, we find ourselves working hard to keep up. Struggling to understand and truly use our data.

The control can feel like it's slipping away. But what if you could control even just one element? Your website data?

Solution: It's time to analyze and extract value from data. Forget about complex analysis that requires resources and expertise, simply start taking advantage of the power of artificial intelligence. Drive more conversions by identifying the channels to avoid and the sources to embrace. With actionable change suggestions, first-party data analytics has never been easier. See how it's done here.

4. Understand Website Visitors' Intentions and Emotions

We hear this one a lot. Marketers wish they were mind readers. In fact, the first rule of marketing is to focus on and understand your audience. We get wrapped up in the latest trends, new technologies, and the best strategies to convert. But what's more important than all of that? Knowing who your buyers are, how they buy, and most importantly how they don't buy. Business survival means customers and we create customers by supporting buying journeys. By understanding their intent and emotions.

So, yes, we do research, talk to customers and prospects, or hold focus groups. It's that essential data and those critical conversations that help us improve our products and services, and even influence prospects. But what about real-time data? Visitor intentions and emotions in the moment?

Solution: Through the power of artificial intelligence you can predict the most likely next step of your visitors. Understand if they're more inclined to leave, want to learn more, or sign up. Understand your visitors' buying journey and know why you lose prospects on your site.

5. Leverage AI in Marketing

Well, well, well. If that hasn't been the common thread in our solutions above, now is our time to shine. AI and machine learning are taking over, even creating fear. Will it replace our jobs? Will we become redundant or irrelevant? Instead, it's an opportunity to assist us, aid us in our mission to be better marketers and create better buying experiences; and help prospects get the solutions, services, and products they need. So how can we embrace and leverage AI effectively?

Solution: Pathmonk is all about the power of AI and automation. We want to be a part of your business success; to help hundreds of website owners get better results. By collecting and analyzing thousands of data points Pathmonk can give you the best actionable-change suggestions and predictive real-time micro-experiences all through the power of AI.

6. Successful Lead Generation Despite GDPR and The Cookieless Future

Although more and more technologies and strategies become available, some are taken away. Providing personalized experiences, understanding our customers, and measuring and tracking online interactions are essential to increasing lead generation and driving growth. But for so long we have relied on cookies to do this. So as the digital world, yet again, shifts around us, we have to embrace the cookieless future and our consumers' demands for change. It's time to strike a balance between data ethics and personalization.

Solution: Real-time personalization, increased user engagement, and optimized buying journeys are the future of website experiences and lead generation. We must shift the paradigm to continue to gather consented data and monitor buying intent. That is why solutions without cookies, like Pathmonk Intelligence, are the future of this cookieless era. By leveraging data science and artificial intelligence, you can collect buying-journey data, growth opportunities, and actionable insights. You'll finally have the power to understand why customers aren't converting.

Pathmonk provides a privacy-friendly conversion uplift. No cookies and fully compliant with GDPR. It is built for privacy-conscious website owners. You get up to 1.5x more qualified leads from your website while visitors feel secure and catered to.

Conclusion

We collected this information from marketers with real-life insight and pain points, not only to show you that you're not alone but to show you how we, at Pathmonk, can be a part of the solution. Technologies and tools that help to solve the challenges of digital marketing today are always emerging. But keeping up with those technologies, tools, and strategies is a challenge in and of itself. By listening to our podcast and using tools specifically designed for you, you can keep up-to-date and at the cutting edge of technology and emerging insights.

Article 3:

10 Successful Digital Marketing Funnel Strategies To Start Using Today

Published: April 11, 2022
Live Publication: https://pathmonk.com/10-successful-digital-marketing-funnel-strategies/

"…rapidly rising companies have astonished the global public with their ability to expand and scale at a pace that was previously unknown. From this phenomenon, the term "hypergrowth" was coined." Hypergrowth is a common experience within young markets and start-ups, however, it is a make-or-break scenario. With the digital world offering us so much opportunity, there is much to be done to stand out, create a successful digital marketing funnel, and truly drive online conversions.

The online user experience is everything. By creating a relevant and appropriate user experience that matches the persona's needs throughout the entire buying journey you can heighten that online user experience, leaving no doubt in their mind about your reliability. The digital marketing funnel, also known as the buying journey can help us to understand the stage of our prospects and help us to better understand their needs at any specific moment.

If you want to start to succeed in the digital world and perfect your digital marketing funnel let us guide you with some of our digital marketing funnel strategies shared directly with us on the Pathmonk Presents Podcast. Coupled with our research and real-life insights and tips you should be well equipped with the tools to increase online conversions and thrive in the digital world.

Digital Marketing Funnel Strategies for The Awareness Stage

1. Digital Marketing Funnel Strategy: Community Building

Building and generating a community around the challenges your solution solves is a growing digital marketing strategy that is highly valued by consumers today. The content generated within a community is more trusted, fresher, and real. A key reason that people join a community is to be informed via in-depth conversations with those who care most about a topic.

The online buying world has formed the habit of pushing people further away, missing the human touch from the digital marketing funnel or purchasing journey. With so many solutions and products to try before purchase, communities offer a place for people to research, discover, and recommend products.

Senior Director of Marketing at Bennie, Chris Flores dives further into the role a community has played in their buying journey. At the awareness stage of any buyer, a community can offer relatability, and build brand trust and authority. As Chris states the community not only allows individuals educational opportunities but Bennie can take the opportunity to discuss their solutions and encourage feedback. These community members create an impactful and strong alignment with their product ultimately driving relationships with prospects.

Below you can see an example of their Community landing page and the clear value they offer:

The benefits of building a community:
- Gives your brand a personality and authority. It's an opportunity to highlight your values and let your users take a look behind the curtain
- Meet your target audience. Your community is a reflection of your buyer persona. Use this opportunity and the feedback to adapt your products and your brand to this community.
- Develop loyal and returning customers. With a safe space to express and discuss, people can adopt a loyalty to your brand.
- Access to more data & insights. Communities are an excellent source of information, feedback, and new ideas.

2. Digital Marketing Funnel Strategy: Run a Podcast

We may be a bit biased on this particular strategy but it helps that we've had experience here before advising it as a growth tactic. Getting attention for your product can be daunting; how do you get the word out there? Where is my audience? This new format is a growing way for the modern world to find information and entertainment. PodcastInsights offers us some real-life data on podcasts. With 68 million weekly podcast listeners it seems like a no-brainer to leverage the podcast format for brand awareness and your digital marketing funnel overall.

Helping companies build revenue-generating podcasts is one of our previous guests, JakeJorgovan of Content Allies Outbound leads are unfortunately not built on trust in the same way inbound leads are. We have to ensure that our targeting is accurate, our message is relevant, and that we work to build the relationship with more intentional touchpoints. Listen in to hear how podcasts can be a part of awareness building in the digital marketing funnel.

Take a look at their page below:
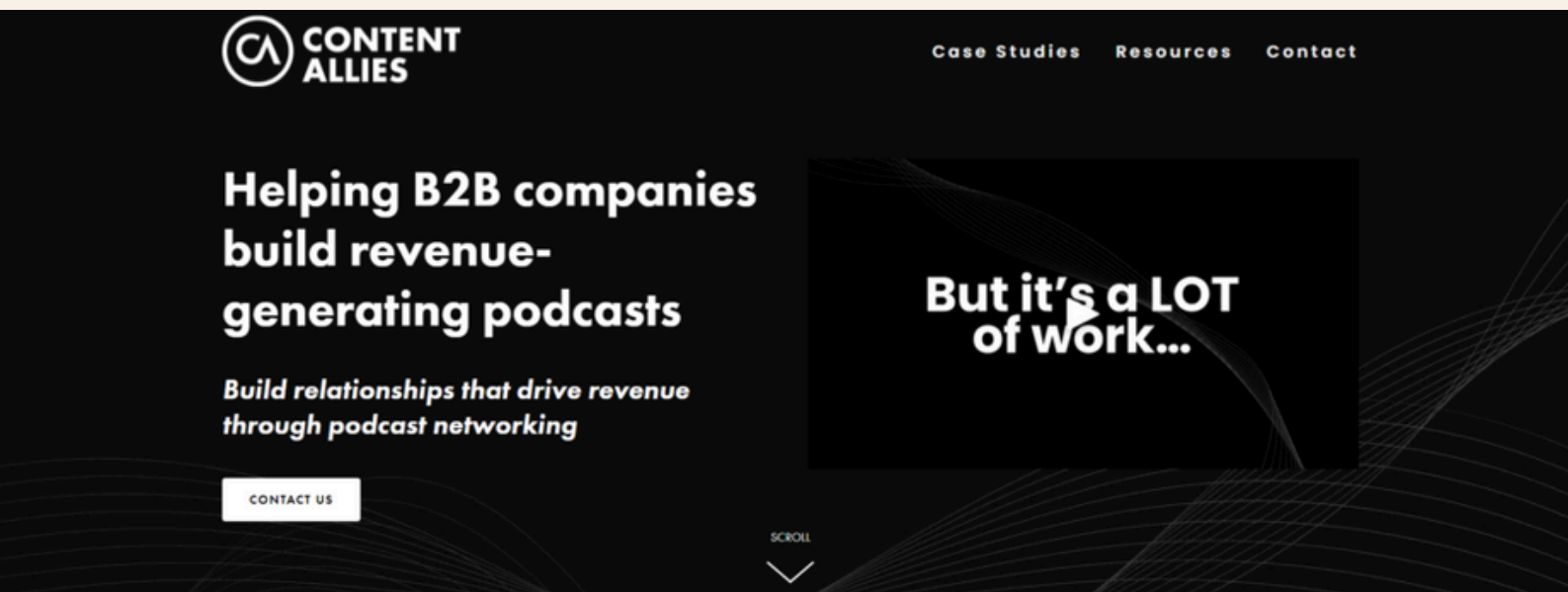
The benefits of running a podcast. We can vouch for them:

- Easy, quick, and affordable to produce. If you have a product or solution you have a challenge that that product solves. Start with an open discussion.
- Curate a niche audience and loyal followers. As soon as you start to offer value you'll generate your very own audience with the added opportunity to highlight your services.
- Build Relationships and trust. People can respect the information you share or like us, the real conversations we have with individuals in the industry. We invite guests to discuss their growth strategies and have the opportunity to start a relationship with them.
- Overall brand awareness. Just by starting a podcast, you've created awareness about your product or service. With our guests, we encourage them to share their interviews and in turn, we are building brand awareness for each other.

3. Digital Marketing Funnel Strategy: Create an Independent Buying Journey with Specific Landing Pages and Value Adds

We must remember that we are not at the heart of the business, our customers are, and placing value over profit, and removing self-interest could bring you more return than expected and help you to thrive with an optimized digital marketing funnel.

With a shift in the way people buy, consumers are becoming more independent and we must adapt and support that in all elements; from copy to CTAs, landing pages to visual assets. Want to get more insight into your buying journey or digital marketing funnel and understand how it's performing? Try our Buying Journey Grader.

With value at the heart of their strategy, low commitment, competitive pricing, and a supportive community, PostHog allows its website to act as a product itself and create an independent buying journey. Understanding what the buyer needs is key to James and he dives into their efforts to better support their buyer. By ensuring value is given, questions answered and information provided their prospects are independent and catered to. They have created a separate landing page to direct their audience to a common question within the industry and help them in their research.

See their landing page below:

The benefits of tailored landing pages:

- Increase Conversions. Having a clear CTA with clear values makes it easier for your buyer to take action. Making the process, easy and frictionless is going to help you and your buyers.
- Improve SEO and drive traffic. Landing pages are a further source of content. Helping you to rank organically and ultimately drive traffic.
- Lead Generation. If every link is directed back to your homepage you're missing out on the opportunity to support a specific stage of your buyer's journey. You can direct and guide them based on their reason to click.

4. Digital Marketing Funnel Strategy: Tap into App Marketplaces (HubSpot, Shopify, Salesforce, etc.)

We're so familiar with these marketplaces but have we considered them as part of our growth strategy and overall digital marketing funnel? Since the pandemic, there has been an increase in consumers turning to digital marketplaces. Finding the right marketplace allows you to tap into a broader audience. Marketplaces provide you with an additional online presence on platforms with established and loyal consumers with whom they have already built trust. This has been a recent venture for us as we have been recently certified as a HubSpot App.

The Director of Product and Data at Spocket, Shreyas Sali dives into their success within the Shopify ecosystem and offers our listeners insightful and practical advice for growing a SaaS start-up. By hyper-focusing on one key channel, such as Shopify, and executing a successful buying journey they were able to grow and develop through other key growth channels and optimize their digital marketing funnel.

You can find them on the Shopify Marketplace:
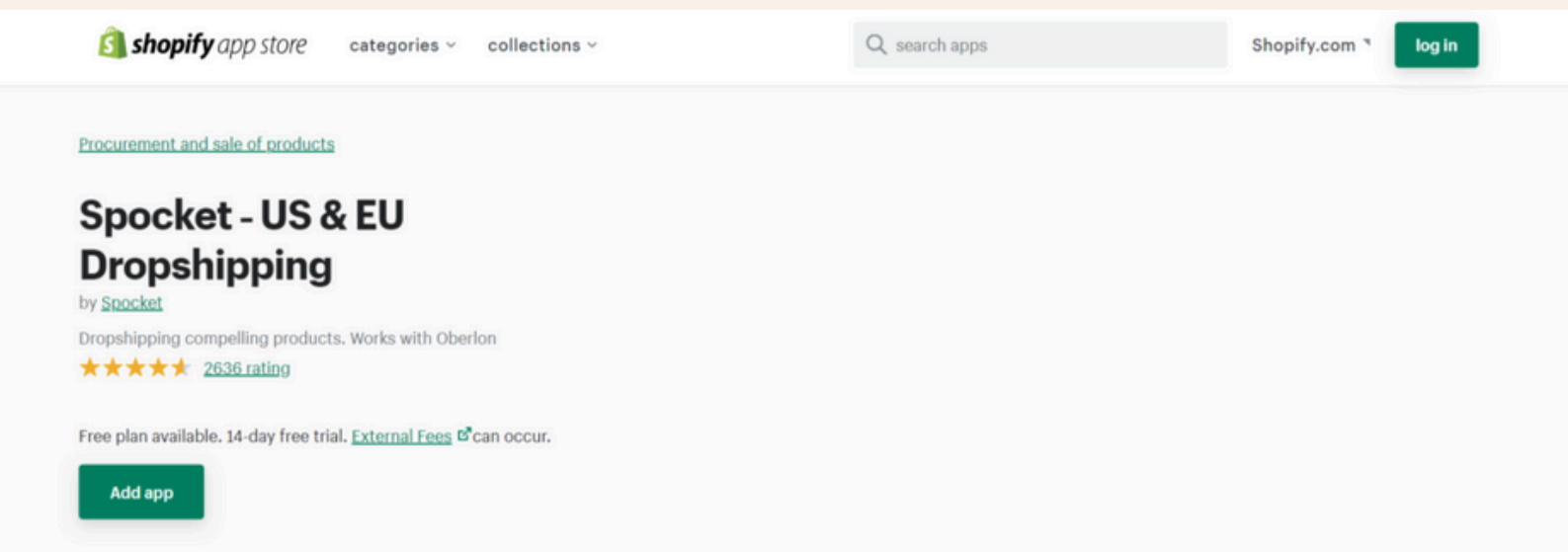
The benefits of leveraging a marketplace.

- Customer Acquisition. In a space that already has loyal consumers, you can tap into a broader audience.
- Guaranteed online visibility. This is another opportunity to appear in your online buyer's search while opening you up to a wider audience.
- Brand authority and trust. By leveraging the reputation of the marketplace you've already allowed your users to trust you more. A marketplace provides convenience and safety for online buyers.
- It's scalable and affordable. Your only challenge is choosing the right marketplace.

Digital Marketing Funnel Strategies for The Consideration Stage

5. Digital Marketing Funnel Strategy: Leverage Intent Data to Better Understand Your Prospects

Intent data is one of the most effective ways to gather the intel needed to understand the digital marketing funnel, your buyers and how they search and consume, and ultimately the direction your marketing should take; revolutionizing your entire B2B strategy.

Pathmonk's marketing and lead conversion expertise are based on industry research and a deep understanding of what the customer sees and needs to see. By understanding the effect that intent data can have on your digital marketing funnel and eventual conversion rate, you can accelerate your B2B growth exponentially.

Intentsify makes intent data actionable, automated, and digestible so you can leverage powerful insights. We weren't surprised to learn that Intentsify takes an active approach to finding its customers by using its intent-driven solution in combination with education-based content. We were happy to learn that Jaymi is looking to improve and increase personalization on their website to ensure visitors can resonate and connect with their solution. Focusing on user experience has increased their inbound leads and we're not surprised.

Check out their website below and activate the power of intent:

Activate the Power of Intent.

Intentsify makes intent data actionable, automating the way B2B marketing teams aggregate, digest, and act on prospects' buying signals.

Learn More →   Book Demo →

Have a question? We're happy to help.
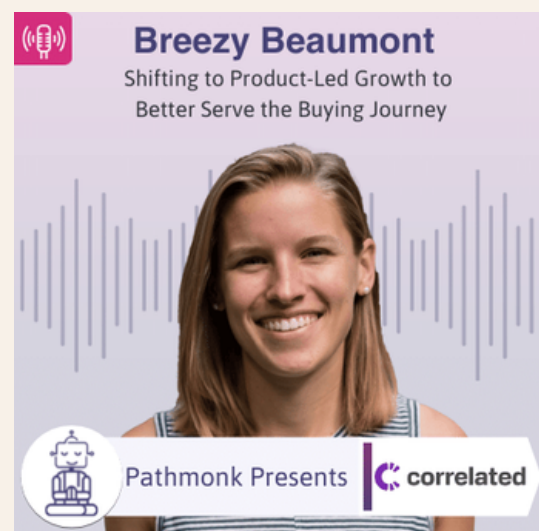
The benefits of leveraging intent data:

- Increased lead generation. Knowing more about your buyers means you can tailor and match their needs. With a heightened experience, you can increase your leads.
- Build relationships with the right prospects. With intent data, you have access to detailed and specific information for each prospect which you can use to target the right buyer persona.
- Create relevant and quality content. Knowing more about your buyers allows you to provide them with relevant content. With quality content, you can increase your qualified leads.
- Save time. You can shorten the sales cycle. Intent data gives you the power to predict buyer purchasing intent with precision and fine-tuned lead scoring.

6. Digital Marketing Funnel Strategy: Let the User Experience the Product

This is an excellent opportunity to enhance and optimize your digital marketing funnel. As online buyers have access to so much information and with questions to be answered and trust to be earned allowing visitors to have an interactive experience with the product can satisfy their needs and offer reassurance during their buying process. Allowing them to get a feel for the solution, and understand the value they'll receive is key in the digital marketing funnel. It is an opportunity to let your product do most of the selling and prove value to users.

The Head of Growth and Marketing at Correlated, Breezy Beaumont dived into how they work to grow and equally leverage product-led growth to suit their customer needs. By shifting to a self-service website coupled with educational content and a witty personality they can successfully produce product-qualified leads.

See their product at the forefront of the buying journey:

Breezy Beaumont
Shifting to Product-Led Growth to Better Serve the Buying Journey

Pathmonk Presents   correlated

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The benefits of product-led growth:

- Faster growth. You're removing more friction and getting to the point. With easy and quick access to experience the product itself, you can reduce the time to the buyer's final decision.
- Customer retention and experience. By allowing your customer to experience the product you're giving them value instantly. They are more likely to be drawn in and trust you. There is no promise of value, there is just value.
- Generating positive feedback. With a heightened user experience, you can create a ripple effect of word of mouth and reviews.

7. Digital Marketing Funnel Strategy: Show Results With a Website ROI Calculator or Case Studies

With endless solutions and a world full of websites, it can be tough to stand out. An ROI calculator on your website might be what you need to give your customers the peace of mind they are looking for, offer reassurance, and guide them through the research and decision process. By adding a return-on-investment calculator to your site, you can build your customers' trust from the start; to build rapport with customers and future clients.

We spoke to Gregor Noltes from AimfortheMoon, who is the marketing lead and a self-developed entrepreneur who knows what it takes to innovate and scale. As Gregor works to grow and expose the business he delves further into understanding their buyer personas. As these buyer personas are innovators they are result-driven. To target and reach this clientele Gregor aims to build trust by showcasing real results through unique case studies. Case studies are another opportunity to really showcase the possibilities with your solution and again highlight your true value.

Here is an example of our ROI Calculator:
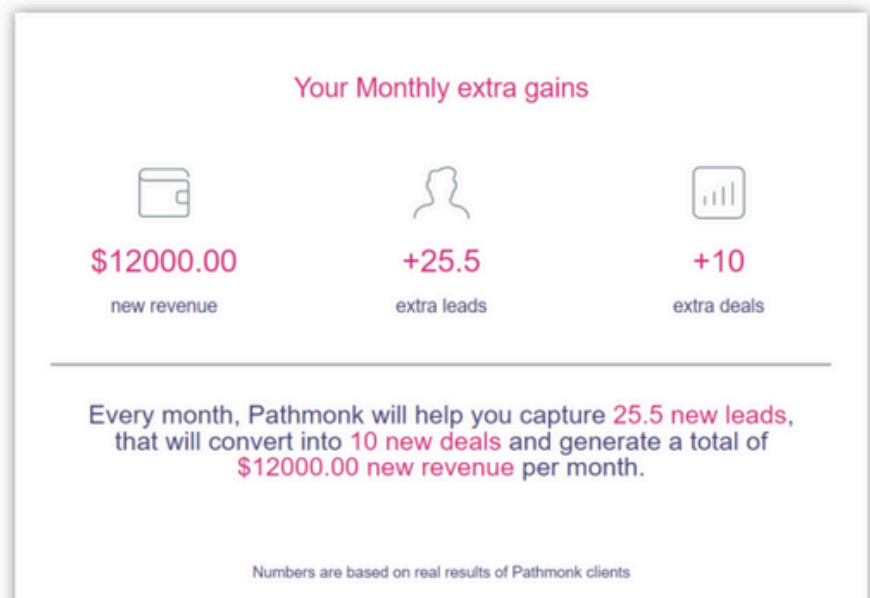
20

Before
Select your current numbers

Leads / month

51

Closed deals / month

20

Average deal value

$ 1200.00

Your Monthly extra gains

$12000.00
new revenue

+25.5
extra leads

+10
extra deals

Every month, Pathmonk will help you capture 25.5 new leads, that will convert into 10 new deals and generate a total of $12000.00 new revenue per month.

Numbers are based on real results of Pathmonk clients

The benefits of an ROI calculator:

- Quick time to value. Allowing your customers to understand the value they can receive is a way to help them to a final decision.
- The focus is on the customer. You're allowing them to do more than read articles but see what you can do for them.
- Enhanced customer interaction. The experience is critical to their buyer journey. Interactive content enhances the retention of brand messaging, according to Ion Interactive
-

Digital Marketing Funnel Strategies for The Decision Stage

8. Digital Marketing Funnel Strategy: Optimize the Website Experience

As B2B marketers have the collective goal of driving conversions from their websites they face the challenge of trying to better understand their online buyers and maintain their interest. We work to understand how our prospects use and search within the online world to engage with them, understand their unique pain points, and ultimately build a bridge from our expertise to those it can help most.

Simply having a website with content is not enough to impress our online buyers, we must ultimately know and understand the buyer journey stage and overall digital marketing funnel to optimize their digital journey. To do this we must leverage data and Pathmonk Metrics can offer you money-making insights extracted from how visitors behave on your website.

Miika Mäkitalo
Leverage Data to Serve
Website Customers

Pathmonk Presents | HAPPYORNOT®

The CEO of HappyorNot, Miika Mäkitalo joined us to discuss his views on serving customers. Happy customers buy more and Miika works to leverage data to serve website customers. For increased conversions, analysis of the buying journey and meaningful data can provide growth opportunities. Miika is always looking to improve their website and understand its buyers to serve website customers more efficiently.

See what Pathmonk Metrics can do for you:
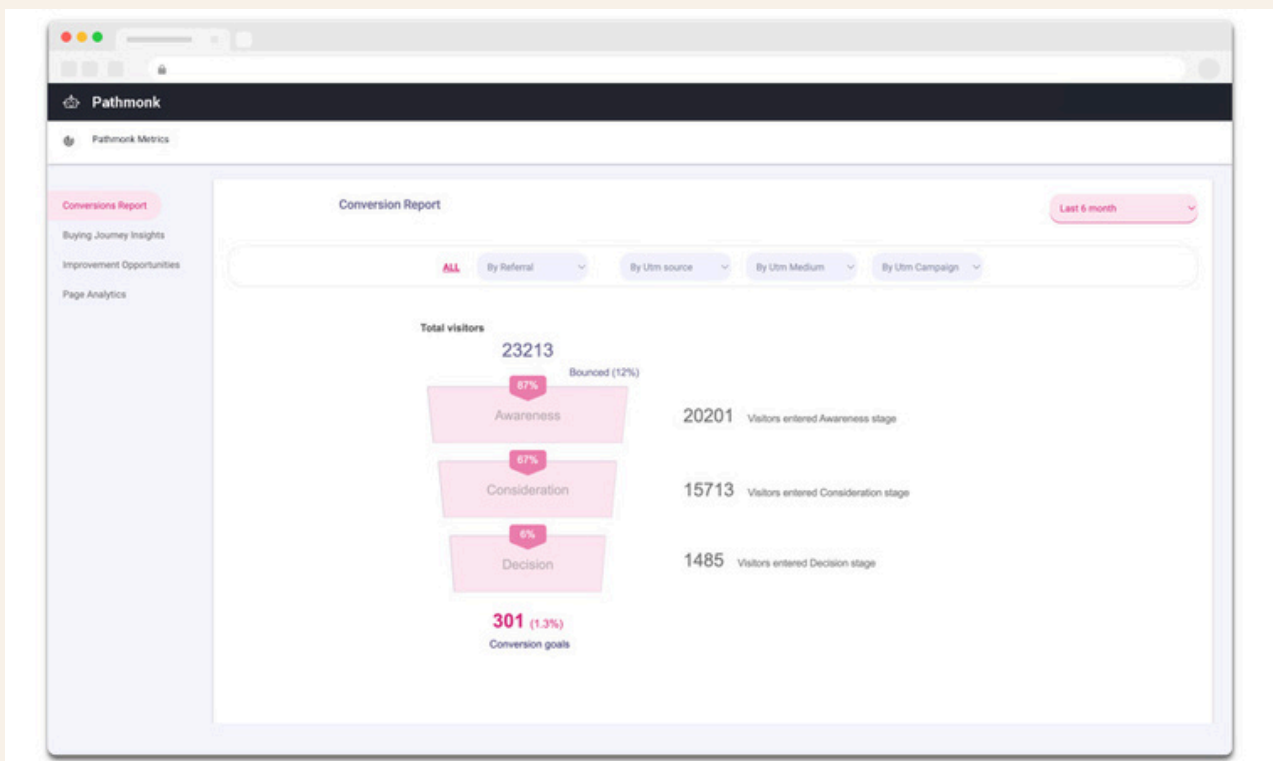
The benefits of optimizing the website experience:

- Strengthen your brand relationship. With a quality experience, your customers can respect and trust your brand. This experience is a direct reflection of your brand.
- Improve first impressions. We have limited time in the fast-paced digital world to impress and stand out. By simply optimizing and maintaining you can gain more online users and retain their attention.
- Optimization means conversion. Accounting for every minor detail and putting yourself in the shoes of the customer, creates a fluid and streamlined experience. You can reduce your bounce rate and increase conversions.

9. Digital Marketing Funnel Strategy: Leverage Micro-Moments

To create a seamless customer experience across all channels while being useful and anticipating users' needs can be supported with micro-moments. Users canvasing the internet for the next-best solution spend time researching and ensuring they are making the best choice. If you are not offering an enhanced user experience it is easy enough for a prospect to move on to a competitor. However, by offering those users appropriate material balanced with a streamlined buying process you can influence your audience in those key intent-rich moments.

Pete Everett joined us from GrowBe. To provide their prospects with a clear value, their website is simple with a confident brand presence and direct calls to action. For future growth, Pete is eager to implement micro-moments. With micro-moments, the team has the opportunity to elicit a quality user experience and encourage more contact. The aim is to ensure the value proposition is received most directly and engagingly. With more engagement comes more direct value communication, ultimately leading to more conversions.

See how Verikai leverages and incorporates a micro-experience into their buying journey:
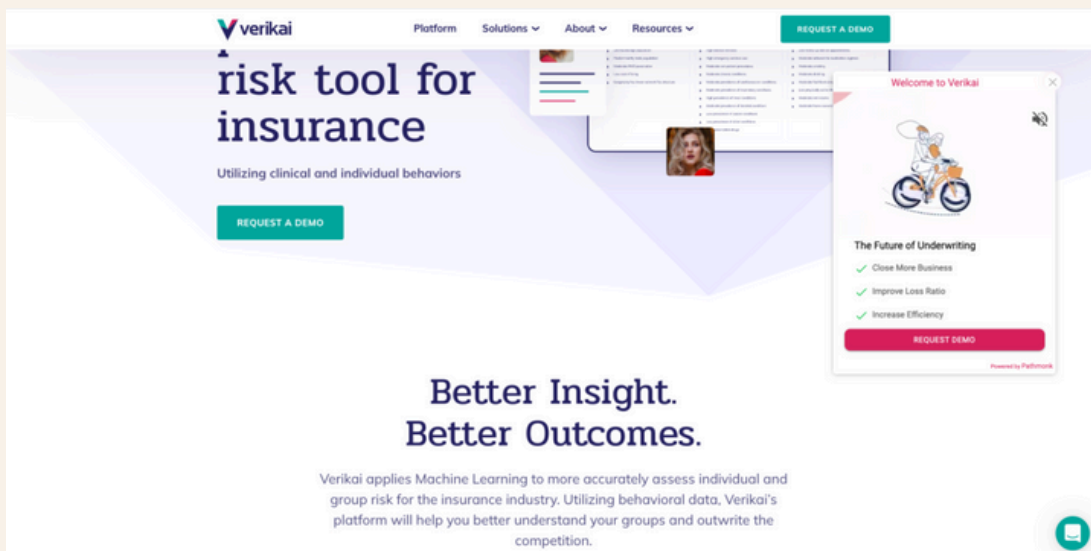
The benefits of leveraging micro-moments:

- Increase website conversions. Each buyer will be at a different stage in their journey and to help support them with appropriate material and content you can leverage a micro-moment to enhance their buying journey. You can influence visitors in real-time to instantly qualify & convert.
- Improve lead quality. By capturing the attention of a prospect you can analyze their reaction to each micro-moment and better understand their intent to buy.
- Heightened user experience. You're meeting the user in their journey and supporting them at the right moment.

10. Digital Marketing Funnel Strategy: Optimize the Conversion Goal

Our conversion goal must match the stage of the buyer. A buyer in the awareness stage may not be ready to experience a demo but rather require more information and resources. Therefore we have the opportunity to take our understanding of the digital marketing funnel and leverage it to better aid the buyer journey stage with optimized conversion goals. Our conversion goals must be an easy decision for our prospects, with little friction and a supported push to final conversion.

As marketers, it is important to understand from a consumer's point of view, what type of content can encourage a user to move from a lead to a customer. To simplify and streamline the buying process with a focus on the buyer journey stage to give prospects what they need is a critical element of the digital marketing funnel.

Optimizing the conversion goal means reducing the time to value. A previous guest, The director of marketing at BrightLocal, Kristian Bannister discussed the importance of reducing the time to value for their prospects with a frictionless and simple conversion goal. With all leads driven through the website, a conversion goal that supports the buyer's journey is essential to the team's success.

See an example of their conversion goal below:

The benefits of optimizing conversion goals:

- A frictionless & streamlined buying journey. By providing appropriate material and resources you guide the users through their journey. You reduce their effort by creating a frictionless and obvious next step.
- Reduce time to value. You help to quicken the buying journey with more tailored content that can quickly satisfy doubts, questions, and needs.
- Building a quality lead. With appropriate conversion goals that have led and influenced your buyer, you do yourself the favor of generating a lead that is ready to buy.

The Bottom Line

There is no right way or one way to support a buyer during their digital marketing funnel and we have covered strategies that have worked best for both us and fellow marketers in the real world. As the online buying world ever evolves and expands, solutions and tools, like Pathmonk, help you to gain control over your digital marketing funnel.

Article 4:

Best Buyer Journey Stage Examples You Need to See in 2022

Published: March 30, 2022
Live Publication: https://pathmonk.com/buyer-journey-stage-examples-you-need-to-see-in-2022/

Best Buyer Journey Stage Examples You Need to See in 2022

The Best Buyer Journey Stage Examples

As B2B marketers have a similar goal of driving conversions from their websites they face the challenge of trying to better understand their online buyers and where to find them. Marketers work to understand how their prospects use and search within the online world to engage with them, understand their unique pain points, and ultimately build a bridge from their expertise to those it can help most. Simply having a website with content is not enough to impress our online buyers, we must ultimately know and understand the buyer journey stage to optimize their online experience.

The buying journey helps us get an overview of how people buy but it's the buyer journey stage that truly allows us to have influence and control. By acknowledging the buyer journey stage we can tailor content and experiences to influence the prospect towards a final purchase.

If you are on a mission to improve the buyer journey experience nothing is more helpful than real-life examples. We have created a list of companies that we love and feel have executed a buyer journey stage with clear CTAs, content, and value. You can see these impressive approaches in action and implement their tactics into your efforts to optimize each buyer journey stage.

Awareness Buyer Journey Stage

The awareness buyer journey stage is the first phase of the buyer's journey and is the process of making potential customers aware of your business, its brand, and products or services. It's important to provide value to your prospects during this stage to build trust. None of the other stages of the customer journey matter if you are not delivering well in the Awareness stage. At this stage, we must help rather than sell, but equally important that we as marketers learn too. It's impossible to be of service to an industry without understanding the context of the industry you wish to serve.

At the awareness stage, we must remember that we are not at the heart of the business, our customers are, and placing value over profit, and removing self-interest could bring you more returns than expected. Here you'll start to value patience as you appreciate that building trust, awareness, and reputation takes time but is critical to the growth we all desire. In this buyer journey stage, it's your job to make these potential clients aware of your brand but ultimately ensure that the value you can offer them is at the forefront in all elements; from copy to CTAs to visual assets.

1. CloudLead

CloudLead provides B2B Lead Generation and Data Enrichment services. Through machine learning tools backed by human researchers, they help marketing and sales scale their outbound processes. With CloudLead, businesses can identify new customer leads, update and improve existing lead databases, and set up managed outbound email processes.

What Works:

- Call-To-Action: Get 30 Free Leads
- Awareness stage goal: We have to match our content and CTAs to the buyer journey stage. Someone at this stage is not ready for a demo but they need to see the instant value. CloudLead offers a no-strings-attached value experience by offering prospects free leads. Online visitors get value easily and are left wanting more.
- Simple and Quick: Time to value is crucial at this stage. CloudLead offers this instantly, ensuring there is no doubt for the prospect, coupled with simplified and clear messaging.

2. Chaser

Chaser is a credit control and accounts receivable software that helps users automate manual tasks and get invoices paid faster, whilst maintaining great customer relationships. It's a win-win solution; ensuring you get the money deserved but in a way that can retain the customer relationship and keep it untarnished.

What Works:

- Call-To-Action: Get Free Email Templates
- Valuable and practical awareness stage goal: This is a great taste of what Chaser can do for their customers. They are leveraging their experience in this department and sharing knowledge rather than just selling. These email templates have already started to solve the problem that users are buying the product for, without asking for anything in return.

Consideration Buyer Journey Stage

Things are really starting to look up. Your prospects know who you are, and what you do and they believe your solution is going to solve their problem. However, there is still much to be done. In this buyer journey stage, your prospect is looking for more information to build credibility and trust. Can they trust you to get the job done? Can they trust that you have their best interest at heart? Have you given them enough confidence to rely on you for their needs?

With these questions hanging over your prospect's heads, they will start to increase their interaction with your brand. Their pros and cons list will determine their level of confidence and engagement. Let's aim to have the pros side overbalance the cons, ok?

The ultimate goal is to be as helpful and informative as possible by leveraging quality content, appropriate CTAs, and interactive online experiences. Below are two companies that put the experience of the product at the forefront. Allowing visitors to have an interactive experience with the product, get a feel for the solution, and understand the value they'll receive is key in the consideration buyer journey stage. It is an opportunity to let your product do most of the selling and prove value to users.

1. Porter Metrics

Automation is booming in efforts to reduce mundane tasks and focus our time on things that truly have an impact. Porter is built to let any marketer without previous knowledge of Google Data Studio automate reporting in a few minutes. In a nutshell, Porter is built for marketers who don't code, want to do things by themselves, appreciate personalized support, and hate bureaucracy.
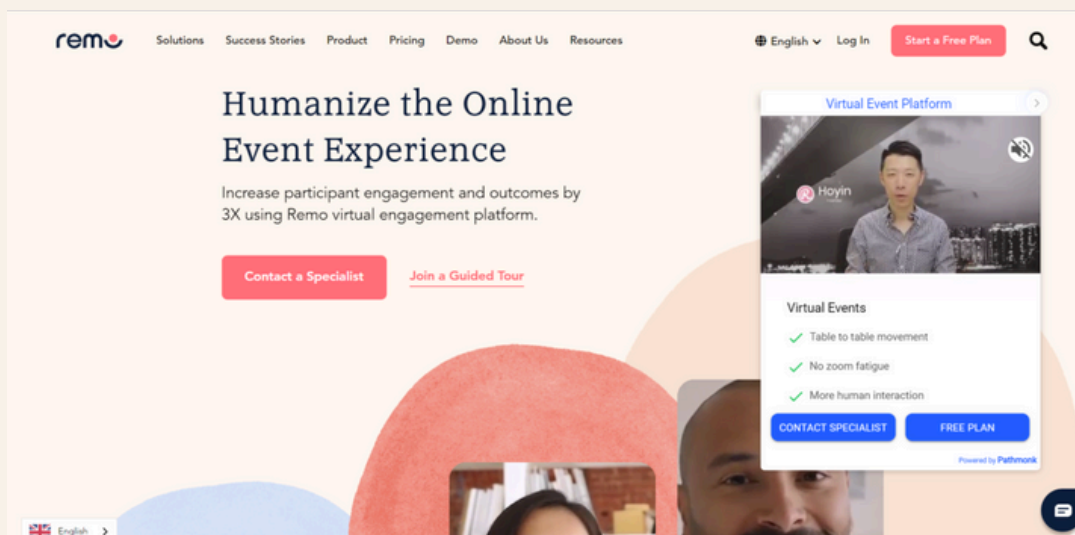
What Works:

- Call-To-Action: Make A Report
- Quick time to value: The proof is in the pudding. Rather than the typical 'free trial' and all-to-common experience, Porter removes any friction and simplifies the CTA with clear value. Porter takes it further by ensuring value is received within a minute before a prospect commits to a final purchase. With 'Make a Report' users are guided through the process with 4 simple steps and are rewarded with a 14-day Free Trial for every successful report. Low commitment, quick value experience, and a reward leave users wanting more from a brand they now feel they can commit to and get value from.

2. Navattic

Our next example of success in the consideration buyer journey stage is [Navattic](#), which appropriately allows anyone to create an interactive demo with their interactive product tour platform. This product does the selling so Navattic can help create experiences that convert while equally ensuring they create their own interactive experience.

What Works:

- Call-To-Action: Try It Now
- Interactive product demo experience: With so much competition and an endless online world of information, solutions, and resources we must always strive to stand out. An interactive website means that you are appealing to your audience interestingly and authentically. With a quick, ungated, and simple interactive demo, Navattic can increase and Streamline the user experience to ultimately lead to more time being spent on their website. Increasing their time-on-page and allowing for a valuable, rewarding, and interactive experience can encourage your visitors to explore your product further and ultimately convert.

Decision Buyer Journey Stage

We all have choices to make but with so much to choose from the freedom of choice becomes much more difficult. It can be tiring and overwhelming as you fear missing out on something that could have been. We know that those big life decisions are hard. But it's the simple things, like trying to pick a movie from the evergrowing list, that can seem just too hard, so instead, you end up watching something you've already watched because you know how it ends. The more marketers and salespeople understand the fatigue of choice the more we can do to make the buying process easier for our prospects.

At this decision-buyer [journey stage](#), you want to set yourself apart from the competition. To stand out on the page or be a key contender for the final choice. This must be an easy decision with little friction and a supported push to the final conversion. After spending time building a quality lead with content that has supported your users during their awareness buyer journey stage and consideration buyer journey stage, it's time to convert. Here are examples of companies that make the decision easy and obvious, reducing friction and simplifying the buying process.

1. Remo

[Remo](#) is an interactive events platform that connects people more authentically. We've all become far too familiar with the online world of communication. Remo's CEO, Hoyin Cheung, like many of us felt a disconnect when leaving an online meeting and he was determined to find a way to connect with people in the same way that he could connect with someone in the real world. Thus, Remo's mission and fuel were born; transform the experience of connecting, communicating, and collaborating with people across the globe by "humanizing" online interactions.

What Works:

- Call-To-Action: Contact A Specialist / Free Plan
- An easy decision: 2 simple choices. Either "Speak to a specialist" or " Start a Free plan". The experience a company provides during the decision-making process is as vitally important as the quality of the actual service or solution. Ultimately, a sales conversation will support the prospect, as they can be guided through this new terrain, ask questions, and be provided with essential information. Setting up a new solution can take time, and we find online users are often on a mission to save as much time as possible so Remo's efforts to compare a 'less' valuable choice with one of higher value makes the decision easier.

  2. Grammarly

We all make typos and as I write this Grammarly has assisted me with accuracy and perfection. Grammarly's digital writing assistant helps 30 million people and 30,000 teams write more clearly and effectively every day. In building a product that scales across multiple platforms and devices, Grammarly works to empower users whenever and wherever they communicate. Communication is essential to any marketing and sales efforts and Grammarly can help you generate quality content.

What Works:
- Call-To-Action: Add to Chrome It's Free
- Easy, Low-Commitment Decision: Rumor has it that they have a 40%+ Conversion rate and that doesn't surprise us. With a simple click, you can have the tool downloaded or added to your Chrome extension with no friction. With our efforts to ease the fatigue of choice and reduce the overwhelming amount of solutions, Grammarly has ensured they remain an easy decision.

Round Up

Selling and marketing have become harder and the lack of control that B2B marketers have in this virtual online world gives the buying journey much more power. We must adapt to stay relevant and the best of us have already started.

Websites must be purpose-built to drive sales performance, supported by providing the customer with what they want and need. As marketers, it is important to understand from a consumer's point of view, what type of content can encourage a user to move from a lead to a customer, and optimizing each buyer journey stage can help. The examples listed above are all unified in the goal to simplify and streamline the buying process. With a focus on the buyer journey stage and their efforts to give prospects what they need in that stage, they have all seen successful conversions.

In our efforts to aid marketers with buying journey analysis and execution of each buying journey stage, you can leverage data and insights with a free month of Pathmonk Metrics. We understand that it's often hard to tell why your site doesn't bring the expected results and what changes you need to make. Pathmonk Metrics highlights what requires your attention and gives actionable suggestions for better results.

To go beyond data and truly generate heightened buying experiences you can leverage Pathmonk's AI-powered buying journeys. With Pathmonk Results, you can unlock +50% more customers, and influence the visitors' buying journey on your website. We offer you a completely automated service without website changes.

Article 5:

The Purchase Decision Stage: Tips and Content to Optimize the Purchase Funnel

Published: March 3, 2022
Live Publication: https://pathmonk.com/the-purchase-decision-stage-tips-and-content/

The buying journey comes with a variety of aliases; from Buying Journey to Purchase Funnel to Consumer Purchase Decision Process to User Journey to Marketing Funnel and more. Their names may differ, some stages vary and even the number of stages changes slightly but the one thing that they all have in common is the unified goal of turning a prospect into a customer with a final purchase decision.

Essentially the buying journey is a journey made up of stepping stones a consumer will go through to make a final purchase. The online buying process is however more complicated and the introduction of the buying journey or purchase decision funnel has allowed marketers to analyze customer acquisition processes, to help you understand how potential customers discover your product or brand and, more importantly, how they eventually become loyal customers. As we begin to understand each stage we can influence the content and gently encourage the potential customer to make a purchase decision.

Before we dive deeper into the purchase decision stage we have to address that this is not the most important stage of the buying journey. Although it is rewarding and essentially the main goal, it is not possible to achieve without optimizing the critical stages before – the awareness stage, consideration stage, and decision stage. Consumers don't simply decide to buy. They are influenced by various factors that you can leverage in the full journey.

A study by HubSpot found that over half of consumers tell friends and family about their favorite products at least once a week or more. With 93% of customers reading online reviews before making a purchase and the discovery of a gap that businesses who are determined to delight customers can fill, it is critical to focus on customer service and truly build trust and enhance the buying experience. From content to social reach to brand awareness to advocacy to referrals to reviews your buyer will draw information and data before making that final purchase decision. So give them that data in a way you can control and execute.

With, what seems like, a never-ending amount of high-quality information and competitor solutions, individuals from B2B companies become armed with varying information, sources, and solutions; prolonging and complicating the purchase decision stage. It's more important than ever to simplify the purchasing stage and provide content and experiences that have one goal in mind: to turn a prospect into a customer.

What is the Purchase Decision Stage?

At this stage, consumers are ready to buy. They have gathered information and resources, weighed up your solution with competitors, discussed the decision with their colleagues, and decided what they want to buy and how they want to buy it. After you have converted your consumer into a demo request, free trial, or website signup you have to push them to their final step; the purchase decision.

What are the Goals of the Purchase Decision Stage?

Some assume that there is little to do at this stage, but your goal is to get your prospect to purchase now, before losing them. They've made their decision, they're going to buy, what more could I possibly do? Unfortunately, it is still possible to lose a prospect at this stage. We may have varying purchasing processes from online to in-person, but either way, the purchasing experience provided is key and can quickly impact their choice to buy. At this stage, you want to simplify the purchasing process.

To better support the purchase decision stage and provide both optimized content and a simplified buying process you have to:

- Remind the customers of the reason behind their decision to buy the product. This could be the reiteration of your great pricing or highlight your value proposition once more.
- Give as much brand information reminding them that you are the best provider and you can fulfill their needs.
- Stick to your promises. Don't give your prospects any excuse to abandon their decision or cart. Avoid hidden fees or misleading feature descriptions.
- Focus on building trust and not distracting with any overselling or irrelevant content.

What Role Does the Purchase Decision Stage Play in the Buyer's Journey?

There can be many reasons as to why a consumer chooses not to purchase. The purchase process can be overcomplicated or unsatisfactory, reviews or feedback can sway that final decision or something even more out of our control; budget cuts, change in business plans, etc. Analyzing this stage more can provide us with insights to continue to improve and optimize this purchase decision stage.

The role of this stage in the buying journey is that the buying behavior changes into a larger and more weighted action as they ready themselves to click that final purchase 'button'. After spending time building a quality lead with content that has supported and influenced your users during their awareness, consideration, and decision stages, it's time to add another customer to your list.

Marketing Strategies for the Purchase Decision Stage

At this stage, a marketer should consider all possible reasons a buyer could have to hesitate to make that final purchase and work to sway them from any doubt. Marketers need to simplify and streamline the purchasing process. Start with reminding the customers of the reason behind their decision to buy the product. Give as much information regarding your brand to highlight that your product can fulfill their needs. No marketing/buying/purchase funnel is perfect but we have the opportunity to optimize and fine-tune this purchasing process to ensure a higher chance of customer acquisition and conversion; solidifying that purchase decision.

Optimize Your Checkout, Purchasing, or 'Get in Touch' Pages
The line to purchase should be obvious and simple. You want to create a sense of urgency and need while ensuring the process is simple. Your website may be attractive and you've hit touchpoints throughout the buying process, providing relevant and engaging content, but if this part of the process is not optimized it could have been for nothing.

To Avoid:
- Mandatory signups
- Additional Costs. This can include shipping costs or signup fees
- Bombard them with popups and CTAs at this final stage

To Do:

Provide multiple payment options. Don't restrict them
OnePage Checkouts
Display security badges. So they feel secure with the usage of a solution or paying online
Ensure this process is possible on a mobile device

Attractive Offers and Discounts
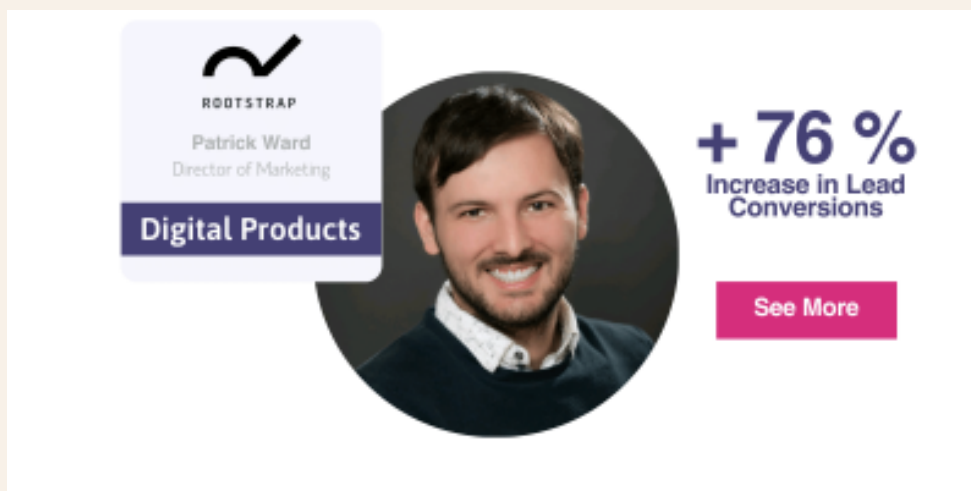
Money talks and often a final purchase decision comes down to the price. It's the ideal time to surprise your prospect with a special offer. Offer a discount or an offer that goes beyond just the solution for premium members or for those who sign up ('free ebook included', 'monthly expert reviews', '20% off' etc.), ultimately something that adds more value to their purchase.

Retargeting Through Emails

In the previous decision stage, our prospects may have downloaded material, signed up for a free trial, or become even closer to completing that purchase. With the help of an email retargeting strategy, you can get a second chance at converting this visitor into a sale. Various lead generation tools assist you with gathering more details about prospects. As our websites are not the only place to reach an audience we can use emails as an effective strategy to make the most of your website traffic and gain more insights into your customers.

Be Easily Reachable & Available

Ultimately you'll want to have considered every possible scenario your prospect could have for doubting their purchase decision and use both the strategies above and the high-quality content below to answer and provide for every need. However, a phone call, email, or message may be the final thing the prospect needs to complete the purchase. So ensure you're sales-ready to take on any potential customer with unmatched customer service, adding that personal touch.

Types of Content for the Purchase Decision Stage

Our prospects would have completed their research and comparisons by this stage so we can simply reiterate that they have made the right purchase decision and reassure them with trusted content. At this stage, your prospect is scrutinizing every detail, with their hand on their wallet in anticipation. This is going to be the most personalized and persuasive content in your arsenal.

User-Generated Content, Reviews & Testimonials

The proof is in the pudding. Naturally, we'll be biased about our services so highlighting testimonials and reviews can bring a reality to the prospects. It instantly establishes credibility with your potential customers and adds a personal layer to the buying experience, giving us as marketers the opportunity to connect to the emotions of our buyers. However, we must remember that we don't want to distract the customer from completing the purchase. We can do so by ensuring the reviews are not clickable to distract further and are simply an additional opportunity to reassure the prospect.

Beyond simple written reviews or testimonials, we can leverage additional content that previous happy customers have generated. From video reviews to pictures to influencers on social channels. This can add another layer of relatability and trust. But, again, everything in moderation.

ROI Calculator

This is a great opportunity to further streamline and simplify the buying process; to cement their purchase decision. As you can't avoid the research that customers will inevitably do rather than assist them with that research than lead them further away with a Google Search. An ROI calculator can help them do research right on your website in real-time, helping to save your prospects time and the hassle of trying to figure out how to calculate the ROI of their purchase on their own. It allows you to increase website visitor engagement, therefore decreasing your bounce rate. It's another opportunity to reassure your prospect and highlight why your solution or service is the best choice. Learn more about how to create and use ROI calculators here.

FAQs or Most Common Questions

A FAQs page is the opportunity for our prospects to have an even deeper experience with a website. You should provide a link to a FAQs page or offer a list of 'Most Common Questions' during the purchase decision stage. As the prospect scrutinizes your product, solution, or service you can provide them with every answer. FAQs don't just benefit our prospects but allow us to increase our internal linking which can optimize our SEO further.

The Bottom Line

Sellers and marketers adapt to stay relevant and the best of us have already started. Websites must be purpose-built to drive sales performance, supported by providing the customer with what they want and need. As marketers, it is important to understand from a consumer's point of view, what type of content can encourage a user to move from a lead to a customer. You will want to encourage consumers to choose your company's product or service by not only promoting your products and services but also by informing the consumer about your products and services as well as about your company.

There is no right way or one way to support a buyer during this purchase decision stage and we have covered best practices and suggestions from our own experience. With varying buying personas, personalization is becoming more critical and we must work to find the best strategies and content for our buyers. As the online buying world ever evolves and expands, solutions and tools, like Pathmonk, help you to gain control over your buying journey.

Article 6:

The Decision Stage: Strategies and Types of Content

Published: February 23, 2022
Live Publication: https://pathmonk.com/the-decision-stage-strategies-and-types-of-content/

Individuals are enjoying the freedom of independent research; finding information and conducting comparisons. Ultimately, B2B buyers are making final purchasing decisions without even reaching out to the business they wish to buy from first. With this lack of control and increasingly more complex online buying world, the introduction and purpose of the buyers' journey is to help identify the channels where these potential customers are receiving this information and provide businesses with the ability to influence the content and gently nudge the potential customer to make a decision that positively impacts the business's customer base and sales.

As we dove into strategies and tips to improve the awareness and consideration stages, it's time we dive deeper into possibly the most important stage; the decision stage. Now that the prospective buyer knows what their problem is and how they're going to resolve it, they come to the end of their journey: the Decision Stage. By this point, to provide the best service, you should have stepped into your customer's shoes, understanding the source of the problem or pain point, and thinking about how your product or service will solve the problem or improve it. If your customer succeeds, you will.

The decision stage is possibly the most important of the buying journey. You generated awareness, assisted the prospect's evaluation process and now you're a contender for a solution that could best meet their needs. Buyers now know what they need and have begun deeper discussions with colleagues or have started forming their pro/con lists, and you're hoping that they favor your solution, service, or product.

Thus we have to win them over. The buying process has become increasingly more complex. With, what seems like, a never-ending amount of high-quality information and competitor solutions, individuals from B2B companies become armed with varying information, sources, and solutions; prolonging that decision stage just a little bit more. As the VP Advisory of Gartner says; "There's a massive opportunity for supplier organizations to simplify the decision stage by providing customers the information they need to anticipate obstacles and overcome them."

It's more important than ever to simplify the decision stage and provide content and experiences that have one goal in mind: to move these buyers even closer to purchasing your products or services. As the Buying Journey revolves around crucial stages, it's essential that you execute both the awareness and consideration stages before diving deeper into successfully supporting a buyer in the decision stage.

What is the Decision Stage?

Although human-interactive sales decrease and online buying dominates, sales still need to happen and the decision stage is the critical point where your marketing expertise can help you convince them that your company is the best fit. As the decision stage is the third stage in the buying journey, it is the most valuable stage as buyers are on the home stretch of the purchasing process.

What are the Goals of the Decision Stage?

In the decision stage, you want to set yourself apart from the competition. To stand out on the page or be a key contender for the final choice. To better support the decision stage and provide both optimized content and a simplified buying process we have to:

- Understand possible objections your buyer could have so you can address them. Is your pricing competitive in the industry? Is there a complex setup? Do I get to interact with the solution before purchase? Are we signing a binding contract etc?
- Ensuring that you have a unique selling proposition, that ultimately provides value to the buyer. Free trial, concierge setup, 24-hour support, streamlined setup, etc.
- Provide content that proves that the product or service does exactly what it promises.
- Develop a more refined and trusted relationship with the prospect through free trials or demos.

What Role Does the Decision Stage Play in the Buyer's Journey?

We can analyze the users that almost became our clients, the ones that nearly signed up. They are truly your potential customers as they go through all the steps of the prior stages. Why didn't they sign up? How can we change this? It may have simply depended on sending an email, making a call, or scheduling a meeting to conclude the sale.

The decision stage is the last opportunity to make a prospect a customer, to encourage a purchase. After spending time building a quality lead with content that has supported your user during their awareness and consideration stages, it's time to convert.

Marketing Strategies for the Decision Stage

Unfortunately, simply asking a prospect to 'sign up' isn't enough, you need to clearly communicate the benefits they receive by signing up on your website and ultimately provide an incentive. To be interested and excited about your offering, the value must be distinct and understandable. Therefore, avoid the default generic phrases in your call-to-actions that are uninspiring and repetitive.

For example, it is much easier to understand the value of

- Read for free
- Create a meal plan

Versus the generic and all-to-common:

- Get started
- Try now

After you have collected their contact information there are various channels to start the communication; email, phone, or, these days, Zoom calls.

Free Trials or Downloads

As product-led growth hits the scene as the new buzzword in successful marketing strategies we have the opportunity to show and not just tell. Product-led growth is all about letting your product do most of the selling, and proving value to users BEFORE you ask them to pay for anything or take up their time with a meeting.

You could offer:

- Premium trial
- Free 7-day trial
- Tour of the application

With this simple action and often inexpensive incentive, you could quickly take that lead to a conversion.

Offer Personalized Demos

Imagine buying a car without a test drive. Personal evaluation is important, getting in touch and experiencing the product is essential to making the decision. With demos, you have the opportunity to begin developing a relationship with your client. Take the opportunity to be an expert in your space and show off your solution's capabilities.

Collect key buyer information from potential customers: interests, company information, and different channels of communication. Ultimately, it becomes easier to schedule meetings with them, as long as you own the specified data.

Words That Sell

Our prospects are getting closer and closer to making their purchase. We'll dive into content that suits the decision stage below but it's important to note that that content won't be optimized without including words and phrases that anticipate prospects' queries and needs. The message is certainly critical, but the words used to deliver it are equally so. How we deliver our messages and information can have an impact on conversion.

Some examples:
- Free trial
- Demo
- One day only
- No strings attached
- Don't miss out
- Risk-Free
- Premium
- Exclusive

Targeted Offers & Discounts

Money talks and often final decisions come down to the price. In the decision stage, it's the ideal time to surprise your prospect with a special offer. Offer a discount or an offer that goes beyond just the solution for premium members or for those who sign up ('free ebook included', 'monthly expert reviews', '20% off' etc.), ultimately something that adds more value to their purchase.

Types of Content for the Decision Stage

It's important to remember, as marketers that understanding the buyers' journey isn't enough. We need to match content to the buyer's stage and understand what better supports that stage. Someone in the awareness stage is not quite ready for a demo. By tailoring your content to the buyer's current stage with content specific to their buying stage, you're more likely to attract them to your solution or service. Close the deal with conversion-focused content that will convince your prospect to invest in what you have to offer.

Provide Competitor Comparison

One of the principal benefits of internet buying is easy access to competitors. Simple interfaces about what features your product has versus the competitors are pieces of critical information that greatly influence the customer in their decision stage. Use comparison charts and lists of pros and cons to help people understand why your product or service is the best choice for their needs.

Product Literature & Detailed Information

It is more than likely that your prospects have already completed in-depth research so continue to supply them with decision-stage-focused content that empowers them during internal discussions and ensures that you can provide detailed answers. This content should cover everything a prospect needs to make that purchase decision. You don't want to leave them unsatisfied and burning with unanswered questions that could trigger them to leave your website. Examples include specs, photos, pricing, options, warranties, shipping info, product literature, datasheets, FAQs, and analyst reports.

The Bottom Line

Sellers and marketers adapt to stay relevant and the best of us have already started. Websites must be purpose-built to drive sales performance, supported by providing the customer with what they want and need. As marketers, it is important to understand from a consumer's point of view, what type of content can encourage a user to move from a lead to a customer. You will want to encourage consumers to choose your company's product or service by not only promoting your products and services but also by informing the consumer about your products and services as well as about your company.

Cookieless Future / Retargeting Advertising Articles

Brief: *This series of articles was intended to guide marketers through the shift into a cookieless future, highlighting the impact on buying journeys and personalization. Exploring the transition from zero-party data to third-party alternatives, we provided insights into the best solutions, empowering marketers to navigate the evolving landscape. Our focus extended to practical strategies and tips for effective retargeting without third-party cookies, seizing the opportunity to enhance engagement and improve user experiences. Unveiling the power of a future-proof first-party data strategy often overlooked, we equipped marketers with the tools to thrive in a cookieless world. The series offered a comprehensive guide to not just adapt but flourish in an era where the absence of third-party cookies became an opportunity for authentic personalization and transformative buying experiences.*

Article 1:

Navigating Conversion Attribution in a Cookieless Environment

Published: January 17, 2023
Live Publication: https://pathmonk.com/conversion-attribution-in-a-cookieless-environment/

From multiple data sources to resources and expertise required to budgeting for tools and technologies, it's no surprise that 48% of marketers consider conversion attribution to be their biggest challenge. 77% of marketers believe they're not using the right attribution models, or they don't know how or where to start. With the cookie apocalypse on the horizon, we wanted to provide you with strategies and tools to adapt to conversion attribution in a cookieless environment. Do not fear the unknown brave friends, for where there are marketers and developing technologies, there are always solutions.

As Sarah searched for a podcast on her commute to work one morning, she was determined to find something useful and educational. Sarah found Pathmonk Presents. A podcast about marketers; their challenges, strategies, tips, and insights. With her recent promotion to Head of Marketing, this was perfect. Something about Pathmonk piqued her interest. Before opening her emails, Sarah opened her laptop to explore Pathmonk further. This is the tool she needs to drive online conversions and impress her boss. On her way home, Sarah read through some blog content and customer stories. Lying in bed, she came across an Instagram ad for Pathmonk. It was a sign. She eventually booked a call for a demo. She needed to learn more.

This is how we consume. Through the convenience of multiple devices, always-on connectivity, and multiple channels. Thanks, Sarah for booking a demo. But, the question is: how do we know which marketing effort, channel, or piece of content motivated you to take action and convert you? How do we know where to invest our money and efforts in this multi-touch, cross-channel, constantly-on era?

What is Conversion Attribution & Why is it Important

Conversion attribution, the process used to track the effectiveness of marketing campaigns and find which channel led a user to perform a desired action, is one of the most challenging elements of digital marketing today. And to add to it, the cookieless environment is making it harder.

By measuring and tracking conversion attribution we can understand the value of our marketing efforts. We can understand which campaigns are driving the most conversions and optimize our efforts accordingly; it's an important part of understanding the buying journey. Ultimately we need to know where to allocate budget, dedicate resources, and make the right data-driven digital marketing decisions.

Marketers have worked hard to form different conversion attribution models to better bring light to buying journeys like Sarah's. A common model is the last-click model, where the last touchpoint before a conversion is given the most credit. However, this model can be misleading since it doesn't account for all of the other touchpoints that may have influenced the customer's decision to convert. For example, Sarah found a podcast that directed her to the software she was interested in. But seeing the Instagram ad triggered a conversion. In this case, the Instagram ad would be given the credit, while the success of the podcast would be ignored.

So marketers turned to multi-touch attribution models, assigning a certain percentage of credit to all of the touchpoints in a single buyer's journey; a more sophisticated data-driven approach. But between piles of data, lacking the resources and skills to analyze effectively, and budgeting for expensive tools, multi-touch attribution is still difficult today. To work around these challenges we set up unique identifiers stored in cookies, allowing us to track a user's behavior and actions before they convert.

Conversion Attribution in a Cookieless Environment

From the last-click model to multi-touch to first-click to time-decay; attribution models rely on cookies. Their functionality relies heavily on being able to identify and track users across sites and media channels. Without cookies, we can't provide the insight that many of us have come to rely on. In the absence of cookies, it is very difficult to attribute conversions to specific channels and identify the most effective campaigns.

We find ourselves in an era where consumers' demands must be met or we don't survive. Our prospects and customers demand privacy, data protection, and data rights. So browsers have banned third-party cookies, impacting the way we track, retarget, and personalize.
But as marketers, we're used to this. This world changes rapidly, new technologies are introduced, and outdated methods are improved. So conversion attribution may be different, but not impossible in a cookieless environment. It is an opportunity to put privacy first and drive actionable data.

Strategies for Conversion Attribution in a Cookieless Environment

Marketing Mix Modeling

Marketing mix modeling is a 'mechanism to statistically analyze and forecast sales and make informed decisions about marketing investments.' By breaking down aggregate data and characterizing different marketing contributions, marketing mix modeling is a powerful statistical analysis. The marketing mix model determines the success and effectiveness of marketing efforts and campaigns while also predicting how much future success can be achieved by altering and optimizing the marketing mix.

Benefits of Marketing Mix Modeling

- Doesn't rely on customer personally identifiable information
- Demonstrate and prove return on investment
- More granular data can easily be incorporated into MMMs
- Delivers insights that enable budget allocation to be more effective
- Improves the ability to forecast sales trends

Limitations of Marketing Mix Modeling

- There may be a lack of holistic journey-based and user-level measurement
- Incapable of analyzing data in real-time
- Validity can be compromised by messy data
- Quantifying advertising content can be challenging
- No analysis of customer experience

Server-to-Server Conversion Tracking Using Unique IDs & Integrations

[Server-to-server tracking](#) or server-side tracking is a method of tracking user behavior using data collected from the server side of a website. When a user clicks a tracking link a unique identifier is generated and stored. When that same user later makes a conversion, the unique ID is traced back to the user by attaching that same unique identifier back to the tracking server. It is a way to send data directly to secure servers without relying on a user's browser; without intervention and rendering on the user's device.

Benefits of Server-to-Server Conversion Tracking

- A greater degree of accuracy
- The transaction ID is tied to something constant
- Secured customer data
- Secure and prevent fraud

Limitations of Server-to-Server Conversion Tracking

- Difficult to set up and requires technical expertise
- Costs money and resources
- A more manual process to setup

Facebook Conversions API

The [Facebook Conversions API](#) is 'designed to create a direct connection between your marketing data and the systems which help optimize ad targeting, decrease cost per action and measure results across Meta technologies.' It is a tool that tracks conversions through your website's server rather than through your client's browser.

Benefits of Facebook Conversions API

- Reduce your cost per action (CPA)
- Improve measurement
- Access data even after cookies are gone
- Increase data control

Limitations of Facebook Conversions API

- Real-time reporting is not supported
- Delayed data received
- Doesn't show a user's entire customer journey
- Cookies will still have to play a role when connecting events, page views, add-to-carts, or checkouts to a user
- Limited to meta technologies

First-Party Data-Marketing-Focused Strategy

First-party data is one of the most powerful weapons in any marketer's arsenal, but the way we collect it and leverage it has to be reformed, impactful, and future-proof. A [first-party data-marketing-focused strategy](#) is about providing value to users in exchange for their personal information. The use of first-party data will allow you to build direct relationships with consumers who have already consented to share their personal information with you. Collecting data is one thing but using it strategically, and analyzing it to ensure you drive better results is challenging; keeping in mind that the quality of data will outweigh the quantity.

Benefits of First-Party Data-Marketing-Focused Strategy

- Encourages personalization & customer loyalty
- Increases accuracy, reliability, and relevancy
- Exclusive ownership
- Ensures compliance with privacy regulations
- Reduces the cost, barriers, and resources to gather customer data

Limitations First-Party Data-Marketing-Focused Strategy

- Challenges around removing silos and organizing that data to be analyzed
- You'll need the right technology, processes, and people to effectively leverage this data
- A limited holistic view of the buying journey
- Solely reliant on a customer's cooperation and input
- Hard to scale – the potential of missing a wider audience

Best Practices for Conversion Attribution in a Cookieless Environment

When it comes to conversion attribution in a cookieless environment, there are a few best practices to keep in mind.

Use a privacy-first approach. Ensure that you're collecting data in a way that will be valuable to your prospects and customers; building trust, personalized user experiences, and revenue-generating strategies.

To ensure a holistic view of the buying journey, using multiple tracking methods may be necessary. By capturing all necessary data, you can ensure accurate attribution.
Leverage tools to track and analyze your conversion attribution. Collecting piles of data is only impactful when it is organized and actionable. Using a tool can help you make better decisions about your marketing strategies.

Test your strategies regularly. By testing your strategies regularly, you can ensure that your tracking is accurate and that your attribution model is optimized for maximum ROI.

Tools for Tracking and Analyzing Conversion Attribution

Big data has changed the way we strategize and market and has become an almost scientific practice. This data can be truly powerful and impactful when we leverage it correctly. However, for many marketers, this data shift has been overwhelming. As new technologies, complex algorithms, and statistical applications are developed, we find ourselves working hard to keep up.

But there are tools to aid us in our journey to tracking and analyzing conversion attribution in a cookieless environment. These tools can help you make more informed decisions about your marketing strategies and ultimately help you allocate resources more effectively.

Pathmonk Results uses advanced AI technology to track user behavior and analyze buying journeys, allowing you to identify trends and optimize your strategies for maximum ROI. With predictive micro-experiences, you can influence your prospects in key decision moments.

Plus you can reduce customer acquisition costs by serving content that matches an advert that brought the visitor to your site. Increase conversions and cut acquisition costs in half.

Google Analytics is a free tool that allows you to track and measure conversions across multiple channels. It helps you identify which channels are driving the most conversions so you can optimize your budget accordingly. Additional data controls for both users and advertisers are expected with GA4.
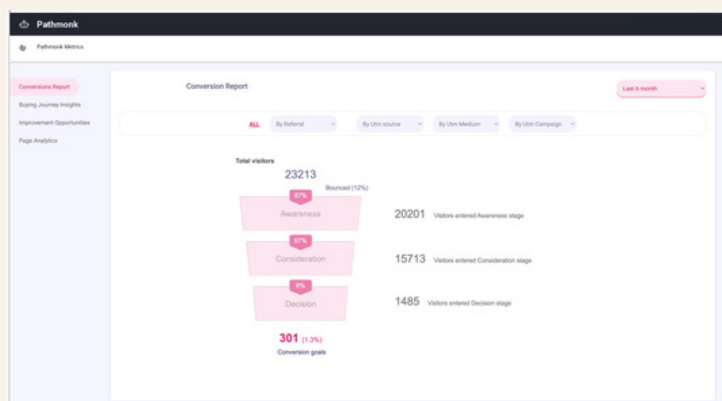
One of the best ways to analyze and extract value from data is through Pathmonk Intelligence. Forget about complex analysis that requires resources and expertise, simply start taking advantage of the power of Artificial Intelligence.

Pathmonk Intelligence analyzes your website's buying journey and helps you determine what works and what doesn't. Drive more conversions by identifying the channels to avoid and the sources to embrace. With actionable change suggestions, first-party data analytics has never been easier.

Let's not forget that after collecting and analyzing data, allocating budget and resources, personalizing experiences, and optimizing buying journeys, some prospects slip through our fingers. But they have just as much potential to convert, and we want to keep our solution top of mind. With a one-click installation of Pathmonk Retargeting, you have the power of buying-journey-stage retargeting that is entirely cookieless and based on intent-data profiles; meaning less ad spend for you and more conversions.

Conclusion

With the larger concern of privacy issues, we have to adapt to survive. By understanding the cookieless environment and using the right strategies and tools, you can optimize your attribution model and allocate resources more effectively. As marketers and advertisers brave the new world, they will, as always, adapt, embrace, and advance; remembering that new technologies and methods are perfectly developed for their arsenal.

Article 2:

Real-Time Personalization in a Cookieless Environment

Published: December 16, 2022
Live Publication: https://pathmonk.com/real-time-personalization-in-a-cookieless-environment/

Challenging the way we do things is a great way to do better. Marketers know more than anyone, that one stream of thought, strategy, or campaign is never enough if we want to reach and serve as wide an audience as possible. There are always challenges to be met and better ways of doing something; better ways of serving our customers and prospects. The cookieless environment with its looming horizon and the impending threat of a world without third-party cookies certainly leaves us with a new challenge.

This is a challenge we welcome because for so long we have been reliant on the data that cookies provide us with. We personalize, track, and retarget with this powerful data. There is no denying that this data has set the foundation of any marketing campaign and no wonder that some of us are scared to face a cookieless environment without the one weapon we thought we'd have forever. Third-party cookies will be no more as consumers begin to take back their privacy rights and demand transparency and choice in the way their data is collected and used.

And we can't blame them. With constant data breaches and adverts that never seem to stop following them from website to website; our consumers and prospects are feeling followed and invaded. In recent research conducted by Cognizant, 9 out of 10 consumers are "concerned" or "very concerned" about the privacy of their data online. The conclusion is that "organizations need to master the fundamentals of data ethics, manage the "give-to-get" ratio, and solve the customer trust equation."

So how can we ensure that we give them the best experience possible, to personalize, improve, and support their buying journeys; ensuring that value-driven campaigns, content, and strategies come first?

What is Real-Time Personalization?

Real-time personalization is instantly delivering contextually relevant content to each website visitor according to their responses and actions with your website and brand. Essentially this is content that matches their buying intention. Real-time personalization isn't about calling a visitor by name or knowing personal, in-depth information, but rather about understanding how they buy, what stage of the buying journey they're in, and how to guide them on their path to purchase.

Real-time personalization allows us to offer value in key decision moments while ensuring visitors remain engaged. With content that is tailored to the needs of the buyer, your prospects feel catered to and supported. Real-time personalization helps businesses build meaningful connections. Consumers will always remember the experience they have with a brand over fancy jargon and pricing pages.

Why Do We Need Real-Time Personalization

Personalization, is no doubt, a common goal, and topic amongst marketers. It's setting the foundation of marketing as we become more digital and, most importantly, as our consumers demand it. With 80% of our consumers more likely to buy from a brand that provides personal experiences and almost 98% of buyers leaving websites before converting into customers; real-time personalization is business critical.

We're spoilt for choice in our digital age. Although impressive and empowering, it can be overwhelming and draining. We have to understand the fatigue of choice and the fatigue of content. How do we avoid being drowned in the ocean of competition and content? How can we make our brand stand out from the rest? How can we assist our prospects in this overwhelming world of content, choice, and information?

With a user experience that serves each buying journey stage through real-time personalization. Consumers' preferences change, their environments change, and the context in which they buy changes so being able to adapt in real-time and meet them in their journey is what makes real-time personalization so powerful.

How do You Personalize in Real-Time?

As with anything that we do in marketing, personalization leverages and relies on data. We need powerful data with actionable insights to create relevant and contextualized experiences.

Typically, we create user profiles based on historical and first-party data. Then we enhance these insights with third-party data. The world of digital marketing has relied on third-party data collected through cookies to personalize and inform marketing strategies. To measure and track online interactions and understand our consumers.

But now we have to understand our consumers' demands for privacy and their right to manage and control the data they share. So with Google's announcement to phase out third-party cookies, we have to reconsider the way we personalize, collect, and use data.

Executing Real-Time Personalization in a Cookieless Environment

1. Buying Journey Analysis & Actionable Data Insights

We often get overwhelmed and lost in piles of data; lots of data but little insight. We're not truly understanding how to use it effectively or are unsure if we're even collecting the right type of data. If we don't re-evaluate the way we collect and use data it can be hard to generate meaningful value; leaving us with unclear and unactionable insights.

The tools we have relied on, like Google Analytics, have left us with data that doesn't account for changing consumer behavior, the limited possibility to personalize at scale, and the reliance on human capability, expertise, and time. So with the cookieless future on the horizon and the consumer demand for personalization, it's time to optimize your data collection and analysis through artificial intelligence-powered tools.

 Pathmonk Intelligence, can help marketers automatically and quickly conduct large-scale data analysis and provide you with money-making insights based on the way visitors behave on your website.

Understanding the buying journey and how each persona navigates the path to purchase is critical data when it comes to personalization.

2. Automated Real-Time, Dynamic Micro Experiences

Most businesses aren't able to produce highly personalized experiences at scale because so far it has been impossible to actively influence visitors in real-time; to provide real-time personalization at key stages in buying journeys.

For personalization to be truly contextual and personal we need predictive tools powered by AI. Pathmonk Results predicts exactly what your customers need. Pathmonk detects the intent-rich moments that shape the visitor's decision on whether to stay, sign up, or leave the website. With Pathmonk's intelligence consumers are provided with informative and actionable content in key-purchasing moments.

Pathmonk delivers micro-moments that match the stage of the buying journey to trigger more conversions. Delivering appropriate moments to match the stage of a prospect, while ultimately anticipating their questions and showing the right content, allows for dynamic, predictive, and real-time personalization.

Relevant Micro-Experience
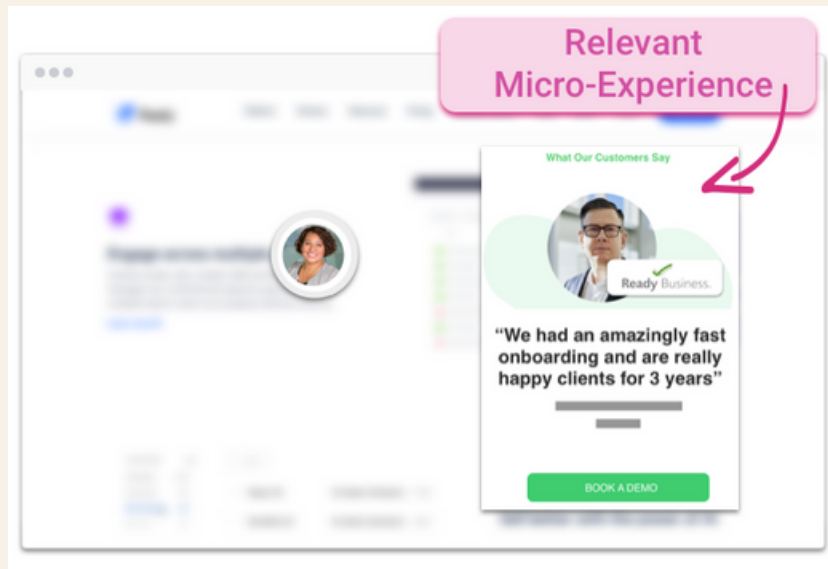
Conclusion

Consumers demand personalization but they also demand privacy. To meet these demands we must shift to powerful tools that provide us with the data we need to personalize user experiences while adhering to data policies and regulations. Pathmonk empowers you to personalize, increase conversions, and create powerful user relationships.

Article 3:

12 Official Rules for Surviving the Cookie Apocalypse

Published: November 29, 2022
Live Publication:https://pathmonk.com/12-official-rules-for-surviving-the-cookie-apocalypse/

Third-party cookies are like zombies; annoying, hungry for the wrong things, endlessly following us around when we're not interested in their attention, and simply destructive. They're destroying the relationships we have with our customers and prospects. We've relied on them for so long that we've almost forgotten how to personalize, enhance user experiences, and retarget without them. We've forgotten how to give our users authentic, valuable, and personable experiences.

So we should be happy to hear of their demise and the impending approach of the cookie apocalypse. And, yet, 67% of marketers feel disappointed, frustrated, overwhelmed, helpless, and even confused as third-party cookies come to an end.

The 'cookie apocalypse' seems like a somewhat dramatic statement but 80% of marketers are very or moderately reliant on third-party cookies for their digital advertising efforts. They have serious concerns about the future of marketing and advertising. So we thought we'd sweep in guns blazing; armored with tips, insights, and actions. Giving you the perfect list of rules for undeniable survival; your survival kit to get you through any digital cookie apocalypse.

Official Rules for Surviving the Cookie Apocalypse

Rule #1: Detect And Define All The Places You Use Cookies

You want to be aware of enemy locations to effectively beat them. So maybe it's been a while, maybe you just have no idea. But, now would be an excellent time to audit your website and see exactly which cookies are in your domain and how to control them. Consider how much value they have. Are they third-party cookies or first-party cookies and how much data are you collecting and using from these cookies?

Rule #2: Ensure Cookie Compliance & Deliver Transparency

Once you've got a bigger picture of which cookies you use and where they are used you need to ensure you are compliant and transparent with your consumers and prospects. This is not the end of consent. Regardless of the technology and strategies you use, you will still need to ask for and obtain explicit consent from your users. You will still need a cookie banner if you are collecting first-party cookies.

By the way, Pathmonk Intelligence provides privacy-friendly analytics. No cookies and fully compliant with GDPR. It is built for privacy-conscious website owners.

Rule #3: Update Privacy Policy

By respecting data privacy laws and looking after your customers' data, the more trustworthy your brand will seem. Be honest with how their data is collected and used and ensure it is for the benefit of their user experience. As with any battle or challenge you want to trust the people around you. You have to acknowledge if there are any third or second parties used to collect the information or are privy to the information. By not relying on third or second parties to collect data and by keeping that data private you can create a strong data privacy policy that will add significant value to your brand and contribute to building brand trust and success.

Rule #4: Improve Data Security

Feeling secure and safe in any apocalypse is a great privilege. So as consumers' concerns are validated by the constant data breaches, leaks, and invasions, it's time to invest in and improve your data security. The more effort you put into protecting that data the more value you give your customers.

Rule #5: Give Customers More Control & Choice

We still need consent but we can do it better and give our customers more control and choice. Stop hiding behind one-liners and deliver more customizable and dynamic experiences. Allow them to choose based on location, personalization, segmentation, and targeted campaigns. You give them the power and they in turn trust you more and understand where their data is used. A great team will be formed for undeniable survival.

Rule #6: Check That You're Using the Right First-Party Data Strategy

A study by Google and BCG concluded that "Those using first-party data for key marketing functions achieved up to a 2.9X revenue uplift and a 1.5X increase in cost savings. Despite its clear benefits, however, most brands aren't yet harnessing first-party data's full potential." First-party data has been seen as the savior in this cookie apocalypse but it will only be truly effective if you do it right. In a zombie apocalypse, what would serve you best – an impenetrable vehicle or a soft-top convertible?

Many of us will still rely on first-party cookies to support this data collection and others turn to practical but sometimes unrealistic or unachievable data analysis and collection. Although first-party cookies are here to stay, nothing is certain in an apocalypse. As data privacy concerns grow and browsers change rules and regulations it's time to adapt, refine, and rethink our first-party data strategies; to create bullet-proof, future-proof strategies. So how can we collect effective first-party data that doesn't rely on cookies? To find out more check out our detailed guide on web data cookieless strategies

Rule #7: Consider How You're Analyzing Your Data

We have to collect data differently but collecting that data requires analysis and expertise that we don't all have the privilege to. One of the best ways to analyze and extract value from that data is through Pathmonk Intelligence. Forget about Google Analytics and complex analysis that requires resources and expertise, simply start taking advantage of the power of Artificial Intelligence.

In any apocalypse, time is limited. We have to act quickly and decisively. So don't waste time. We don't all have the expertise and time to analyze data effectively and we don't all have the budget to support analytics. But, no matter who you are, we all become equals in an apocalypse and should therefore all have the privilege of data and analytics so we can better understand our users and ultimately offer improved buying experiences. So tools like Pathmonk Intelligence give you that power; simply, effectively, and affordably.

Rule #8: Create CTAs & Content That Match Your Buying Journey

By acknowledging the buyer journey stage we can tailor content and experiences to influence our prospects toward a final purchase. An apocalypse is demanding and challenging, but with hard work, rules, and technology it can be easier to face. A prospect who has only just become aware of your solution is not ready to experience a demo, so why disrupt their buying journey with inappropriate pop-ups? Match that stage with content such as guides, ebooks, and articles that will serve them as they become more aware of your offerings.

Rule #9: Update & Create Powerful Content

Reading great stories is a great way to pass time and entertainment is something we'll all need as we face the approaching apocalypse. So let's entertain our prospects. Businesses that blog get 67% more leads per month. Get back to the route of marketing; serving valuable content and experiences. Rather than hyper-focusing on retargeting prospects serve quality content that reaches them in a more valuable and useful way. Analyze, update, distribute, and create powerful content to avoid missed opportunities and conversions so you are no longer solely reliant on retargeting and third-party cookies.

Rule #10: Eye-Catching and Creative Messaging

Alongside content comes messaging. We want to reduce friction and ensure we answer all possible questions. Re-evaluating the success of your messaging and working to see what works and doesn't, could increase your customer retention rate. Attention spans are short so capturing that attention creatively and effectively could improve the lifespan of your user's online experience. Helping them navigate quickly and seamlessly through their buying journey will leave you with fewer customers to retarget.

Rule #11: Consider Real-Time Personalization and Tools

We're creating valuable content that matches buying journey stages and we've coupled that with capturing messaging. We're collecting more powerful data based on those stages and we're even analyzing it effectively, but how are we using it? If your users consent to the collection of their data they expect personalized and high-quality experiences.

So far it has been impossible to influence our buyers in real time. But we're changing that. Through a buying journey analysis and the power of AI, Pathmonk Results can predict the most likely next step of your visitor. You can serve interactive micro-experiences that match the user's buying journey stage. You'll finally be able to directly influence users in key-decision moments. Plus you can find out which ad campaign brought a visitor to your site and serve content that matches that ad, so you can increase conversions and cut acquisition costs in half.

This plug-and-play and intuitive cookieless solution requires no changes to your website. You choose the CTAs and watch your users be influenced in key-decision moments.

Rule #12: Consider New Tools For Ad Retargeting

So you've defined and leveraged a first-party data strategy based on buying journey stages, and you're analyzing it in a way that offers actionable change suggestions, in a way that you understand. You're using that data to personalize experiences in key-decision moments and in real-time. You're creating powerful content and CTAs for all buying journey stages and you've found creative ways of delivering your messaging. You'll start to see increased conversions and happier customers.

However, we can't deny that prospects will still leave without converting. So we may need to add another weapon to our arsenal in this cookie apocalypse. How can we effectively retarget without third-party cookies? Pathmonk Retargeting is an entirely cookieless solution. Boost your ROI with a retargeting strategy based on user personas and buying journey stages. Processing different kinds of data, and collecting real-time user data such as search history, customer preferences, etc. allows our technology to analyze users' behavior, find patterns, and personalize ad recommendations to target users with real buying intent. A solution that adheres to privacy laws and creates effective ad campaigns that actually serve your prospect.

Conclusion

Naturally, we should be afraid of any apocalypse but we hope we have reframed that fear for any marketers out there. The cookie apocalypse should be seen as less threatening than zombies running for you with only one goal; brains, and more of an opportunity to review your marketing efforts and ensure that you're serving your customers and prospects. Retargeted Ads can no longer be relied on, collecting data that has not been explicitly and conscientiously given to you by users cannot be leveraged, cookie regulations and lifespans are forever changing and evolving; these can no longer be a crutch for personalization and heightened user experiences.

We hope with our rules you'll be well-equipped, informed, and ready for battle. We must create and improve data retention, management, and strategies so we never have to rely on cookies again. To strike the perfect balance between data privacy and data-driven business.

Article 4:

The Overlooked, Future-Proof First-Party Data Strategy

Published: November 18, 2022
Live Publication: https://pathmonk.com/overlooked-future-proof-first-party-data-strategy/

When it comes to generating effective marketing strategies, implementing better user experiences, tracking prospects, understanding consumers, and executing retargeting campaigns we've relied on data. With this multi-platform, digital, and complex buying world marketers have become more like analysts working hard to meet audiences in the right places and ultimately understand what works and what doesn't. In this circuitous buying journey, we have relied on data collection through cookies. But Google's announcement to phase out third-party cookies has left marketers, behavioral analysts, and advertisers concerned; shifting their focus to first-party data strategies. But how can we collect data in a way that adheres to privacy policies, leverage data in a way that doesn't leave our audience uncomfortable, and personalize user experiences effectively and valuably?

First-Party Data

As third-party cookies approach their end we turn our attention to the power of first-party data. First-party data is customer information collected passively and directly on your website, and other digital platforms, such as apps. This is both behavioral and declarative data that organizations use to personalize experiences. From remembering your login details to your shopping cart to your language preferences this data is often collected through a pixel or a cookie, installed on your website to track the user activity.

This user-consented information allows you to understand your market, track onsite behavior, and gain more audience insights. However, collecting data through cookies requires analysis in order to understand customer preferences. Users are asked to accept the collection of cookies and as their skepticism grows, we have to shift our mindsets on the way we're collecting data.

With complicated [browser regulations and rules](#), the changing lifespan of these cookies, and the ongoing data concerns our consumers are continuing to express; we have to reconsider our dependency on first-party cookies. However, data collection drives our marketing efforts, retargeting campaigns, and overall user experiences, so how can we continue to do this in a way that doesn't breach the privacy of our users but still personalizes and enhances the buying journey?

Collecting First-Party Data

How can we collect first-party data effectively and in a future-proof way; that doesn't rely on cookies? Well most of us have been doing it already through these common strategies.

- Email personalization
- Gated Content
- Audience Segmentation
- Content Sharing
- Community-Driven Growth
- Customer Feedback & Reviews
- Driving more personal and trust-based relationships
- User Registration
- Single Sign-On
- Progressive Profiling
- Surveys and Polls

These strategies have typically accompanied our cookie-marketing strategies, perhaps as a sidekick rather than a hero source of first-party data collection. But with growing fears of the cookie apocalypse, we're starting to consider them as the only solution; to adapt, refine, and rethink our first-party data strategies. And as fear rises so too does the list of first-party data collection tips, strategies, and methods. Although valuable sources of data we believe that…

There is A Better Way

They all sound like reasonable strategies and approaches. But we'd like to bust the myth of these seemingly innocent, and achievable solutions. When we really start thinking about putting them into practice they start to feel esoteric and abstract. As we make the effort to gather first-party data, we have to consider what we'll actually do with it? Will we leverage it? Do we understand it? Do we have the ability to analyze it effectively in a way we can make actionable changes?

This type of data collection and analysis requires resources and expertise for it to be truly powerful; perhaps resources we don't all have the privilege to.

First-Party Data Strategy Based on Buying Journey Stages

We see it all the time. Marketers are obsessed with driving more traffic, getting users to their landing pages, and then leaving them to navigate a website that does not address their buying journey stage. Simply having a website with content is not enough to impress our online buyers, we must ultimately know and understand the buyer journey stage to optimize their online experience.

The buying journey helps us understand how people buy but it's the buyer journey stage that truly allows us to have influence and control. By acknowledging the buyer journey stage we can tailor content and experiences in order to influence the prospect towards a final purchase. So by collecting first-party data based on buying journey stages we can better understand what our users engage with and be sure to provide the right content that matches that stage. But how do we analyze that kind of data?

Analyze with Pathmonk intelligence

One of the best ways to analyze and extract value from that data is through Pathmonk Intelligence. Forget about Google Analytics and complex analysis that requires resources and expertise, simply start taking advantage of the power of Artificial Intelligence. As we get lost in endless piles of data it can be hard to pinpoint what really requires our attention; what really needs to be changed. Pathmonk Intelligence analyses the buying journey on your website and empowers you to understand what works, what doesn't work, and how to drive more leads. By spotting the channels to avoid and the sources to embrace you'll be able to drive more conversions. Coupled with actionable change suggestions, analytics of your first-party data has never been so easy. But how can we really use that data?

Collect Data & Influence in Real Time With Pathmonk Results

So far it has been impossible to influence our buyers in real time. But we're changing that. Through a buying journey analysis and the power of AI, Pathmonk Results can predict the most likely next step of your visitor, will they sign up, leave, or learn more? By serving interactive micro-experiences that match the user's buying journey stage you can directly influence them in key-decision moments. Know which ad campaign brought a visitor to your site and serve content that matches that ad so you can increase conversions and cut acquisition costs in half.

Retarget and Reach a Wider Audience With Pathmonk Retargeting

However, even with real-time influence and buying journey analysis, prospects still leave without converting. Naturally, we want to retarget those prospects and reach the widest audiences possible. But first-party data can be hard to scale so we often turned to second-party data and third-party data for our retargeting efforts. So how can we approach this with the loss of third-party cookies and growing consumer demands for data privacy? Pathmonk Retargeting is an entirely cookieless solution that leverages first-party data based on buying journey stages and artificial intelligence. This cookieless retargeting will require less ad spend with more conversions.

First-party data is one of the most powerful weapons in any marketer's arsenal but the way we collect it and leverage it has to be reformed, impactful, and future-proof. Yes, first-party cookies are here to stay leaving the cookieless world less cookieless than it may appear. But with ever-growing privacy concerns, browser regulations, and rules changing at any point, we must add more weapons to our arsenal to remain adaptable and steadfastly loyal to our consumers.

Article 5:

A Cookieless World: How To Drive Even Better Engagement and Improve The User Experience

Published: November 16, 2022
Live Publication:https://pathmonk.com/cookieless-world-improve-engagement-user-experience/

Providing a more relevant, engaged, and appropriately personalized user experience will be essential to building trust and driving growth in a cookieless world. There's no denying that we have lost a personable touch in our multi-platform digital ecosystem. But with shortened attention spans and the always-available content and channels, marketers and sellers have less access and fewer opportunities to influence a purchasing decision directly. This makes personalization and engagement more challenging.

Many marketers have fought to stay in touch with their digital audience through cookie-based marketing methods. From retargeting ads to data collected through cookies; marketers have used these strategies to analyze, personalize, and improve the user experience overall. With 98% of our visitors leaving without converting, marketers have become more like analysts trying to understand and react to always-on consumers in real-time.

90% of marketers consider attribution essential or critical to success, combined with about 80% of marketers who are very or moderately reliant on third-party cookies for their digital marketing efforts, leaving marketing and digital advertising professionals concerned for the future success of their efforts in a cookieless world.

The Cookieless World

The cookieless world isn't entirely cookieless as first-party cookies are here to stay, for now. First-party cookies identify a user between pages, remember selected preferences, or remember and store your shopping cart. With every new page load, your login and cart would be forgotten without these cookies; they set the foundation for the internet and are not going away yet. However, as each browser holds different rules, with different lifespans for this collection of data we must be cautious of how much we rely on first-party cookies.

Advertisers have used third-party cookies as a way to track users across the internet more precisely. These cookies are stored on a consumer's browser to access details of their internet activity and specific interests. These third-party cookies, suitably named, come from a website other than the one a user is currently on. This data is often collected without the users' consent and with little control or transparency. With these growing privacy concerns, third-party cookies will be phased out with companies like Apple, Microsoft, and Mozilla having already blocked third-party cookies in their browsers long before Chrome.

The Problem With Cookies

Data Privacy & Consumer Demands

Consumers have started to lose trust in brands they once loved. With about two-thirds of cookies being rejected, it's clear consumers no longer trust brands that rely on third-party cookies. Previously consumers have had little knowledge of how their data has been used, collected, and shared. But with data breaches, and increased fraud concerns our users are demanding transparency, choice, and control.

There is no denying that the collection of both third-party and first-party cookies is personalizing the buying experience but how far is too far? As consumers see the pop-ups to accept cookies do they really understand what they're agreeing to? With growing skepticism and concern for just hitting 'I agree', our consumers are spending more time reading into how you're collecting and using their data rather than interacting with your product and website. They have quickly pulled away from their buying journey and have been instantly greeted with doubt and friction. So how much personalization becomes too invasive? Most importantly, how can we provide better user engagement and experiences without breaching our audience's privacy in a cookieless world?

Retargeting Ads

Third-party cookies have been the lifeline of digital advertising. Advertisers have used third-party cookies as a way to track users across the internet more precisely. These cookies have been critical in informing the type of adverts that are shown to users. Although personalizing the adverts, many advertisers and ad-tech companies have collected this information without explicitly asking for the users' permission.

So as consumers feel traced and chased by adverts following them around browsers, ad blockers have become the new product to purchase rather than your solution. Although intending to keep consumers' content relevant and personalized, brands are rather seen as invasive and aggressive.

But we have to ask why 83% of marketers anticipate a moderate to significant impact on their digital advertising efforts. Why are we spending so much money over-targeting individuals and spending less on developing relationships, optimizing user experiences, and building our brand image from the foundation up?

We're missing the potential to create human connections and expose our brand to new customers. If we focus too much time and money on the individual who viewed our solution or product once, perhaps even by mistake, we miss out on the other prospect who really needs it, and who has challenges we can solve.

Not to mention that third-party cookies are unable, in the vast majority of cases, to bridge the gap between devices and apps, making it hard to track the full customer journey in our multi-platform world; giving third-party cookies less power than we think. As users start to manage and clear their cookies while hopping from one device to another, advertisers are relying on out-of-date and incorrect cookie data.

How AI is Replacing Cookies

There have been extensive discussions, debates, and conclusions about technologies that will serve the cookieless world and replace third-party cookies. [From ID-based solutions](#) to [first-party and zero-party data](#) strategies to building out a customer data platform, many professionals are concerned about the relevancy, scalability, and measurement capabilities of these alternative strategies.

The key is to have a robust strategy powered by user insights and the right technology that helps you better engage with users and influence their buying journeys, quicker and more effectively. Technology powered by artificial intelligence is a massive step forward in a cookieless world without losing revenue. AI can make use of and process several different kinds of data points to help marketers enter a new digital world without cookies.

By identifying trends, and predicting online behavior AI can provide effective ads, influence user experiences, and personalize engagement without collecting identifiable information. Collecting real-time user data anonymously and avoiding privacy issues allows marketers to leverage data more effectively while benefiting from higher conversion rates.

Improving User Engagement & Experience With Artificial Intelligence

Through AI marketers can drive user engagement and curate better online experiences. User experience is critical to retaining visitors' attention and driving conversions, which makes artificial intelligence a powerful tool. Through natural language processing and machine learning, AI can create targeted content, and identify users' needs and preferences.

Consumers don't just want personalization, they demand it. With Personalization driving performance and better customer outcomes, solutions powered by AI are exactly what businesses need to meet consumer demands. 'Companies that grow faster drive [40 percent more](#) of their revenue from personalization than their slower-growing counterparts.'

Enhancing user engagement and experience through personalization and AI relies on content. Through blogs, case studies, videos, etc. you can personalize and humanize your brand through valuable content. Businesses that blog get [67%](#) more leads per month. AI can enable your users to find the right content at the right time.

Pathmonk Results

Serving content and CTAs that appropriately match your user's buying-journey stage and intent is a guaranteed way to directly influence their path to purchase. [Pathmonk Results](#) analyses the website buying journey and influences visitors in real-time to instantly qualify and convert. With the power of artificial intelligence Pathmonk Results predicts intent and ultimately the most likely next step of your prospect. Through interactive micro-experiences you can serve content that matches your prospects' needs; always adding personalization and value to the overall buying experience.

Ready to Futureproof Your Marketing?

We have to pay attention to the demands of our consumers to create a positive economy of online purchasing and researching. With the larger concern of privacy issues within different industries, we have to adapt in order to survive. By collaborating with consumers in a more personal, human way and offering them greater control, transparency, and respect for privacy we can start to future-proof our marketing efforts. Change is coming and although we can't control the decisions of our browsers, we can control and change the way we market, target, personalize, and grow. By making the customer part of the dialogue and leveraging artificial intelligence to create one-to-one personalization we'll be able to adapt to the cookieless world.

One more thing… Pathmonk Retargeting

You won't have to give up your targeted ad campaigns either. Using the power of AI, Pathmonk Retargeting is an entirely cookieless solution. Boost your ROI with a retargeting strategy based on buying journey stages and user personas. Processing different kinds of data, and collecting real-time user data such as search history, custom preferences, etc. allows our technology to analyze users' behavior, find patterns, and personalize ad recommendations to target users with real buying intent.

With a one-click installation, you have the power of buying-journey-stage retargeting that is entirely cookieless and based on intent-data profiles; meaning less ad spend for you and more conversions.

Article 6:

Solutions & Tips For Retargeting Ads Without Third-Party Cookies

Published: November 14, 2022
Live Publication: https://pathmonk.com/solutions-for-retargeting-ads-without-cookies/

98% of visitors leave your website without converting. It's no wonder that retargeting ads are a key player in any marketing strategy with 71% of marketers spending 10–50% of their entire online ad budget on retargeting and 70% of marketers using retargeting for brand awareness.

With the digital world opening up opportunities to research and engage with different brands there can be many touch-points involved before a consumer is ready to buy. With the combined issues of multiple decision-makers and the need to better influence and personalize buying journeys; increasing conversions can be no easy feat in our complex buying world.

So What Are Retargeting Ads?

For those prospects who visited your website and interacted with your solutions and products, for those who had high hopes of converting but just didn't, the timing of Google Ads' first launch of retargeting in 2010 was a revolutionary introduction. This breakout tactic was exactly what analytical and technology-driven marketers demanded in an online-first, multi-platform, data-driven marketing world.

With retargeting ads, marketers could directly target the most promising individual. Businesses could show targeted ads to the users who visited a website but didn't complete a conversion. As those prospects navigate the internet; moving from websites to social platforms to apps, partner sites will host ads on the pages they visit; ensuring your brand is always top-of-mind.

What Do Third-Party Cookies Have to Do With It?

Advertisers have used third-party cookies as a way to track users across the internet more precisely. These cookies are stored on a consumer's browser to access details of their internet activity and specific interests. These third-party cookies, suitably named, come from a website other than the one a user is currently on. This data is then used by third-party websites, such as Facebook, Amazon, and other Ad platforms to present targeted, relevant, and focused advertising.

This type of data collection and the need for these cookies is critical to advertisers to inform the content they curate; enhancing the success of showing the correct product or solution to that user. First-party cookies only collect user data when interacting directly with your website, whereas third-party cookies allow users to be tracked across sites. By providing a more in-depth overview of a user's online behavior these third parties can inform how the information will be presented to the consumer.

How Does Third-Party Cookie Deprecation Impact Retargeting Ads?

More than [half of marketers](#) say cookies are critical to their marketing approach with [80%](#) of marketers being very or moderately reliant on third-party cookies for their digital advertising efforts. As we mentioned before almost all of our website visitors are leaving without converting, meaning that marketers are desperate to re-engage those prospective customers. As attention spans shorten we're eager to remind those consumers of our brand with the hope that the more they see something the more they'll be inclined to like it.

So as Google announced the phase-out of third-party cookies marketers became concerned. With [67%](#) of marketers feeling disappointed, frustrated, overwhelmed, helpless, and even confused. With the removal of third-party cookies, marketers fear the success of retargeting ads; making them less effective and personalized. With ongoing privacy changes in the data collection laws the ability to programmatically retarget users will be affected. However, the public demand for privacy and data control can no longer be ignored and we must work to improve our user experience without reliance on third-party cookies. As retargeting ads have become an integral part of our prospects' buying journeys and a key contributor to increasing conversions, how can we continue to re-engage, track, and personalize without these cookies?

Retargeting Ads Alternatives

The promising news is that third-party cookies are not the only way to serve ads and perhaps this is good news. In our multi-platform world, third-party cookies are unable to bridge the gap between devices and apps, making it hard to track the full customer journey; giving third-party cookies less power than we think.

As users start to manage and clear their cookies while hopping from one device to another; advertisers are relying on out-of-date and incorrect cookie data. Not to mention the budget wasted by marketers as they try to correctly target the right channels and users.

1. Universal IDs

The Universal ID is a single user identifier created by an ad-tech company that recognizes a user within the digital ecosystem and allows that user information to be passed onto the approved partners. It isn't restricted to third-party cookies, so first-party data and offline data can be used to create universal IDs. However, "Advertisers keen to establish the future scope for one-to-one targeting haven't had an easy time figuring out Google's position on Universal IDs" As the digital world is ever-changing and with growing privacy concerns one has to ask how long will the viability of Universal IDs last.

2. Contextual Targeting

Digital advertising is all about delivering the most relevant message and content to a targeted audience. As stated by Google, contextual targeting is the process that 'matches ads to relevant sites in the Display Network using keywords or topics, among other factors.' Therefore it uses the context of your web browser to determine what ads you will see. A user may not see the exact product they had previously engaged with but they will continue to see ads that are related to those products. Allowing you to reach people with the intent to purchase. Google's algorithms determine which ads should appear on a website based on a user's search history.

3. First-Party and Zero-Party Data Strategies

We have the opportunity to leverage the data that users are willingly and conscientiously sharing with us to create more personalized advertising strategies. For this data collection to be used effectively businesses will require expertise, extraction capabilities, and effective strategic planning to ensure its success; something not all organizations have access to. Lacking both scalability and reach means that these strategies may be less effective for retargeting ads purposes than we'd hope.

4. Artificial Intelligence

Artificial intelligence (AI) is becoming essential to the future and survival of the advertising industry. Solutions powered by AI can gather information, identify trends, and predict online behavior; providing effective ads without collecting identifiable information and avoiding privacy issues. Instead of tracking individual users and their private data, AI advertising analyzes user behavior on a larger scale, providing more insightful information.

5. Pathmonk Retargeting

Using the power of AI, [Pathmonk Retargeting](#) is an entirely cookieless solution. Pathmonk's technology is a future-proof opportunity for your marketing team. Boost your ROI with a retargeting strategy based on buying journey stages and user personas. Processing different kinds of data, and collecting real-time user data such as search history, custom preferences, etc. allows our technology to analyze users' behavior, find patterns, and personalize ad recommendations to target users with real buying intent.

With a one-click installation, you have the power of buying-journey-stage retargeting that is entirely cookieless and based on intent-data profiles; meaning less ad spend for you and more conversions.

Don't Forget Personalized Buying Journeys

The loss of third-party cookies and the overall concerns about data privacy have left us to review and reanalyze some of our key marketing strategies. Perhaps it has allowed us to truly reconsider how we're personalizing and [understanding our prospects' buying journeys](#). Brands must consider how the experience of their websites, from navigation to purchase, supports engagement. To create personalized buying journeys we must acknowledge the buying journey stages our user finds themselves in.

We must provide our prospects with CTAs and content that match their intent and [buying journey stage](#). Content that supports the prospect, provides value, and guides them to the natural next step in their buying journey.

But how do we know what stage they are in? [Pathmonk Results](#) analyses the website buying journey and influences visitors in real-time to instantly qualify and convert. With the power of artificial intelligence Pathmonk Results predicts intent and ultimately the most likely next step for your prospect. Will they leave, do more research, or sign up? Through interactive micro-experiences you can serve content that matches your prospects' needs; always adding personalization and value to the overall buying experience without relying on cookies.

Consumers demand personalized experiences in a way that does not invade privacy or bombard them with adverts and irrelevant content. With the phasing out of third-party cookies, marketers and advertisers have the opportunity to change the narrative around advertising and personalization.

Digital Footprint Articles

Brief: *In this educational series, we shed light on the environmental impact of websites and offered actionable steps for a positive change. We demystified the process, making carbon neutrality achievable. Delving into the symbiotic relationship between optimized buying journeys and website CO2 reduction, we showcased how strategic choices can drive environmental sustainability, and underscored the urgency and benefits, compelling marketers to consider their ecological footprint. The overarching goal was to not only educate on the environmental implications but also empower marketers to take meaningful steps, fostering a collective contribution to climate change through practical, impactful measures.*

Article 1:

3 Easy Steps To Get Your Website Carbon Neutral Certification

Published: October 6, 2022
Live Publication: https://pathmonk.com/3-easy-steps-to-website-carbon-neutral-certification/

Having recently dived into the reasons why we need carbon-neutral websites, analyzed steps to create a sustainable website, and understood how optimized buying journeys help in our efforts to create a greener web, it's time to showcase your brand's sustainability efforts with a carbon neutral certification.

What is a Carbon Neutral Certification?

A carbon neutral certification is an official label or documentation awarded to companies that have achieved true carbon-neutral status. This company has reached a state of carbon neutrality. Each business emits greenhouse gasses. As CO2 accounts for about 76 percent of total greenhouse gas emissions, it is an organization's responsibility to compensate for the emission of carbon dioxide into the atmosphere. They have done this by investing in climate projects that directly remove, avoid, or capture carbon eg: reforestation, building renewable energy, carbon-storing agricultural practices, and waste-to-energy management.

It's easy for us to understand how cars, factories, and businesses emit carbon, but how does your website? We often think of the web as this virtual space and forget to acknowledge its very physical impact. Websites are an accumulation of different content like text, images, animations, etc. The website content and the code used to create the website need to be stored somewhere, in the same way, we store documentation, music, and images on our personal computers.

These take up space and if this data isn't stored on our personal computers it needs to be stored somewhere else; a server. A server is essentially a super-powerful computer that has one purpose; to serve data. These servers are housed in data centers that use standard grid electricity as their main source of power.

Your Website's Carbon Footprint

Data centers globally account for [3% of the global electricity supply](#) and consume more power than the entire UK. Data centers also contribute 2% of the total global greenhouse gas emissions. So it's no surprise that websites emit CO2 and we collectively need to work towards achieving a website carbon neutral certification.

When we consider what it takes to complete a simple website visit; from the energy required on the end user's device, the communication networks, the data centers where a website is hosted, and the storage of that data, we can see that the resources that are needed to accomplish this, quickly start to add up.

Considering the continuous use of energy that is needed for data transfer across all the elements coupled with the cooling system required to ensure those data centers function reliably you can see that data centers generate a lot of heat and energy. From the batteries to the generators to the fire protection system, running and maintaining data centers is starting to have an environmental impact.

When loading and transferring data from the data center through the network to the end user, coupled with the programming language used on that website, can mean up to 10 times more energy consumption. Therefore the more data our websites have the more energy is burned.

How to Get Your Website Carbon Neutral Certification

1. Analyze & Understand Your Website Emissions

Nothing gives you more power than knowledge and we must gather data to understand and change. Knowing how much CO2 your website emits and understanding that impact is the first step to getting your carbon neutral certification. So how can you truly understand the impact of your website? Well, [Pathmonk Climate](#) helps you do just that. It automatically analyses your website's carbon footprint and you'll receive a custom website emissions report.

The average website produces 6.8 grams of CO2 per page view. Therefore, a website with 10,000 page views per month would produce 816kg of CO2 per year. To put this into perspective, a Boeing 737 generates around 115g of CO2 per passenger per km and a car emits about 650g of CO2 per km. With this automatic analysis, you can truly understand your website's impact and take action to offset these emissions.

2. Offset Your Emissions

Now that you understand the full impact your website has on the environment, it's time to offset those carbon emissions. This is the most important step when it comes to achieving your carbon neutral certification. A carbon offset is a way to compensate for your emissions by funding an equivalent carbon dioxide saving elsewhere. This means that you are sure the same amount of carbon your website emits is the same amount that is being absorbed; balancing out the total amount of carbon emissions.

Pathmonk Climate helps you do this automatically. Through high-quality climate projects that compensate for the amount of carbon dioxide in the atmosphere, you can actively contribute to a better global climate.

3. Get Your Website Carbon Neutral Certification

Well done, you've come so far. Having analyzed your emissions, and offset your emissions, your reward is nigh. As Patmonk Climate automatically analyzes and offsets your emissions, it also gets you certified. You can share your climate actions with visitors, investors, and the world with your website's carbon neutral certification.

Our Insider Tip

While you've taken a step in the right direction, we have tips to get you even further in your mission to reduce your carbon footprint. Offsetting your carbon emissions is essential as your website will continue to impact the environment. However, you can also reduce your carbon emissions, and therefore reduce how much carbon you need to offset. Which saves you money.

Websites are constantly evolving; requiring updates, reviews, tests, and optimizations. So taking a deeper look into what elements make up your website and ultimately optimizing and simplifying, can drastically reduce the weight of your website; resulting in fewer carbon emissions. We have content made just for you in your journey to carbon neutrality.
With our ultimate guide to a sustainable website and tips for optimizing your buying journeys, you can create a top-performing website, empower your prospects, improve website traffic, increase conversions, and contribute to climate change. You'll truly deserve that website carbon neutral certification!

By looking beyond your website to smaller strategies like your email campaigns or even green marketing strategies overall you can take steps that make a big impact in our global responsibility fight climate change.

Article 2:

How Optimized Buying Journeys Help With Website CO2 Reduction

Published: October 4, 2022
Live Publication: https://pathmonk.com/optimized-buying-journeys-help-website-co2-reduction/

Have you optimized your buying journey in a way that helps your customers reach their goals quickly? It's more important than ever to simplify our buying journeys and provide content and experiences that have one goal in mind: to move our prospects even closer to purchasing our products or services.

Not only is it important to meet the demands of our prospects with optimized, simplified, and valuable buying journeys, but it's important to consider the impact it has on our efforts to encourage website CO2 reduction and play our part in the fight against climate change.

The Environmental Impact

So much of our digital lives exist on the web, from watching TV online to social media to websites to email communication. It's easy to believe that all of this exists "on the internet." – This digital, virtual concept. However, it can have quite a physical impact on our environment. The internet connects computers. If the information and data from our digital lives aren't being stored on our computers, they're being stored on different computers somewhere else; hence data centers.

These data centers use standard grid electricity as their main source of power. When we consider what it takes to complete a simple website visit; from the energy required on the end user's device, the communication networks, the data centers where a website is hosted, and the storage of the data, we can see that the resources that are needed to accomplish this, quickly start to add up.

We additionally have to consider the continuous use of energy that is needed for data transfer. Loading and transferring data from the data center through the network to the end user requires energy. The more data our websites have the more energy is burned.

To take it a step further; elements such as the programming language used on the website can mean up to 10 times more energy consumption, not to forget the cooling required to ensure those data centers function reliably. Data centers generate a lot of heat and the energy required to cool down the systems is quite significant. From the batteries to the generators to the fire protection system, running and maintaining data centers is starting to have an environmental impact.

Why You Need Website CO2 Reduction

Data centers account for [3% of the global electricity supply](#) and consume more power than the entire UK. Data centers also contribute 2% of the total global greenhouse gas emissions. So it's no surprise that, yes, websites emit CO2.

With [252,000 new websites](#) being created every day and 63.1 percent of the world's total population using the internet daily, it's starting to put pressure on our environment. The world's internet population grew by [almost 180 million](#) in the 12 months leading up to July 2022.

As internet users grow so too does the demand for data centers. With the digital world forever expanding and as this form of pollution is expected to do more damage, the awareness of the environmental impact of the web still requires more attention. However, your ambition to encourage Website CO2 Reduction and create a [sustainable website](#) is a small step that can collectively make a big difference.

Optimized Buying Journeys & Website CO2 Reduction

Now, that we understand the full impact our websites can have on the environment. We must take action. Climate action is [essential to business success](#); as employers, customers, and even investors demand climate accountability and responsibility from modern, future-proof, and innovative companies.

The heavier a car the greater its fuel consumption, and the more CO2 emissions. Therefore, reducing mass is an effective way to reduce a vehicle's emissions. Our websites also carry weight and this weight directly influences the amount of CO2 emissions. And as I relished summer delicacies and added a few extra pounds, websites have started to do the same. Extravagant animations, customized fonts, and unorganized, over-complicated buying journeys have all added to the weight of our websites. [It's time to slim down](#).
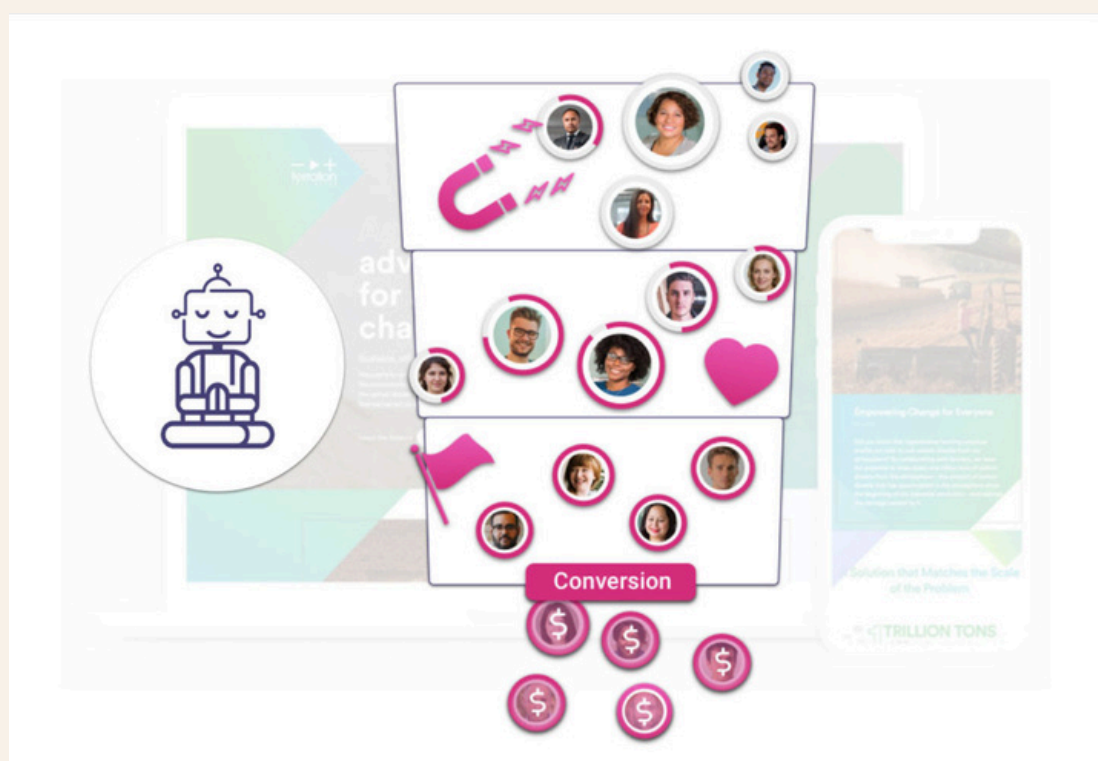
If doing it for the environment isn't enough motivation, doing it for our prospects should be. Page weight can reduce the page load time, ultimately improving user experience and SEO. By prioritizing the buying journey and working to improve the overall customer experience we can ultimately reduce our website's weight and encourage website CO_2 reduction. Good for prospects, good for the planet.

What is an Optimized Buying Journey

As we each define our perfect target audience we start to understand our users and prospects more. With knowledge and data, we can craft buying experiences that remove boundaries and serve prospects in their journey to purchase.

The buyer's journey is every step or action that a prospect is going to take before they decide whether or not they want to buy your product or service. Consumers enjoy the freedom of independent research, as B2B buyers often make final purchase decisions without even reaching out to the business itself. This means our websites play a more critical role in the digital world and directly influence the success of our businesses.

Therefore an optimized buying journey is a process, powered by targeted-audience data, that successfully, simply, and quickly guides prospects through their awareness, consideration, evaluation, and decision-making steps. Ultimately, giving you the power to guide, influence, and direct the entire path to purchase.

An Optimized Buying Journey That Encourages Website CO_2 Reduction

1. Reduce Page Load Time

Simplicity is key. Customized fonts, large images, and data-heavy animations aren't doing the selling of your products and services. Sure, they may be exciting and look good but they're adding more weight to that waistline. We must prioritize the needs of our audience over our own desires. That weight increases page load time, losing your customers' attention and contributing to high CO_2 emissions. With simplicity comes a lighter website which results in website CO_2 reduction.

2. SEO

We've noticed that we love high volumes of website traffic a little too much. There we go again; letting our hunger get in the way of healthy choices. Large numbers in website traffic may look impressive but if they aren't converting it can mean very little for our business results and a lot for the impact on the environment. By focusing on SEO you can attract the right buyer persona, and improve the quality and quantity of website traffic. Ultimately, reducing the amount of data transfer, and inviting traffic that is more likely to convert. Resulting in website CO_2 reduction.

3. Quality Content & Appropriate CTAs

Now that you've attracted the right traffic with powerful SEO, the challenge is converting these prospects in a quick and frictionless manner. Arriving at a piece of content that doesn't satisfy a reader is an all-to-common way of losing a prospect's interest. By acknowledging the buyer journey stage we can tailor content, experiences, and CTAs in order to influence the prospect toward a final purchase.

4. Messaging & Positioning

This can often take trial and error as we spend more time getting to know and understand our perfect customers. With crystal clear messaging and positioning you leave no doubt in your prospects' minds. As you address and speak directly to your prospects' wants and needs you remove all forms of friction in their buying journey. By reducing friction, getting to the point, giving prospects exactly what they want and need, and eliminating all possible questions, your prospects navigate through your website quickly on their path to purchase. Reducing the time they spend on your website and ultimately helping with website CO_2 reduction.

In Conclusion

With an optimized buying journey, you're empowering the users to find what they need in fewer clicks. This means you're providing better value for your readers and your website will be more energy-efficient. With a simplified, lighter website and less traffic coming to your website combined with the right content and CTAs, you have ensured website CO_2 reduction and taken action to be a part of a greener planet.

In our mission to help businesses optimize buying journeys and do more for their prospects, combined with our passion for the environment, we're excited to help you do more for our planet. Even with optimized buying journeys, and lighter websites, we'll still be emitting CO_2 into the environment, so we must offset these emissions. Through our high-quality climate projects and analysis of your website's carbon footprint, Pathmonk Climate can help you automatically offset your emissions. You can also get certified; showcasing your actions against climate change and ultimately encouraging others to do the same.

Article 3:

6 Reasons Why You Need a Carbon Neutral Website

Published: September 26, 2022
Live Publication: https://pathmonk.com/6-reasons-why-you-need-a-carbon-neutral-website/

Is your company evaluating the impact they have on the environment? Did you know your website had a carbon footprint? A carbon neutral website may be the best place to start in your journey to corporate sustainability.

But, What Is A Carbon Neutral Website?

A carbon neutral website is a website that offsets the carbon it emits. By partnering with climate projects that compensate for the amount of carbon dioxide in the atmosphere you can actively contribute to a better global climate. This means that you are sure the same amount of carbon your website emits is the same amount that is being absorbed, balancing out the total amount of carbon emissions.

From individuals to companies, people are becoming more aware of the impact of climate change, and are really considering what it means to become carbon neutral. As we have progressed to a more digital lifestyle, we would assume we're having a positive impact on the environment. Unfortunately, not quite. Sure, we reduced the production of physical media, as online streaming services became our sole source of entertainment. We've even saved paper; with digital books, online newspapers, and live news. However, all of this requires data.

The Web & Climate Change

As we work to drive awareness and convert more customers through our websites and top-performing buying journeys, we're expecting and demanding that our prospects and customers navigate and search the web.

From the carbon footprint of our connected devices to the internet, to the data centers, to the transmission networks, they all account for 2% of global greenhouse emissions, with data centers accounting for 3% of the global electricity supply and consuming more power than the entire UK. The more complex a website, the more energy it requires to load; the greater the environmental impact.

Being active online and simply sending an email can seem pretty innocent, but as the demand for more data, resources, and digital connection increases, the more dangerous the web becomes for our planet. There are even ways to reduce the carbon footprint of our emails with Mailjet's best practices.

Why Do You Need A Carbon Neutral Website?

Data centers are polluting as much as the world's airline industry, and although measuring the carbon footprint of the web isn't an exact science, we can expect the damage of this new form of pollution to continue to rise. The average website produces [6.8 grams of CO2 per page view](#). Therefore, a website with 10,000 page views per month would produce 816kg of CO2 per year.

When we consider what it takes to complete a simple website visit; from the energy required on the end user's device, the communication networks, the data centers where a website is hosted, and the storage of the data, we can see that the resources that are needed to accomplish this, quickly start to add up. As we all face climate change, we can take a small step that makes a big impact and create a carbon neutral website.

1. Do Your Part For Climate Change

We can collectively reduce our digital carbon footprints by creating [sustainable websites](#). From simplifying and optimizing your website to compressing your files and choosing green hosts, we have a responsibility to do our part. By [offsetting your carbon emissions](#) and producing a carbon neutral website, you can start your sustainability journey; showing your commitment to the future, and responsibly tackling the urgency of climate change.

2. Customers Prefer A Carbon Neutral Website

A carbon neutral website allows you to show your commitment to climate protection – something consumers are prioritizing when choosing brands. Customers are demanding more from brands; they look beyond the quality of products and services and start to prioritize brand values. As the world faces climate change, consumers take on the responsibility of choice; choosing businesses and brands that equally prioritize climate change.

Showcasing a carbon neutral website and highlighting your efforts to go green can directly influence buying decisions. As we embrace an ever-changing buying dynamic, companies that are willing to adapt are those that survive. The number of consumers who care about the environmental impact of a brand is growing. Not only will a carbon neutral website help you attract customers, but it is also going to gain you a competitive advantage. You can use statistics and data to help motivate your reasons and strategies for carbon neutrality and green marketing.

3. Create Employee Advocates With Your Carbon Neutral Website

As customers and consumers shift their mindsets when it comes to choosing brands, so do employees. Not only are employees seeking work-life balance, but they are equally seeking companies they can be proud to work for in a changing climate. Environmentally-concerned employees are seeking meaningful work that has a positive social impact.

70% of people are more likely to work for a company with sustainability commitments and ambitions towards a greener footprint. With your carbon neutral website, you can showcase your commitment to sustainability and begin the journey to forging more powerful employee relationships. Employees can be our most powerful advocates. By ensuring that your values align, you create an environment for them to proudly promote your business.

4. Carbon Neutrality is Good for Business

Drawing consumers in with your sustainable brand and carbon neutral website, must be good for business, right? Well yes! Many businesses debate whether sustainability compromises or improves financial results. However, companies that diligently manage climate change, and work towards sustainable business, can gain an [18% higher return on investment](#) than businesses that do not. There is much more to be done in our efforts to reduce our carbon footprint, however, a carbon neutral website is a great way to ignite your ambitions toward a greener web and a greener planet.

Offsetting your carbon footprint is the first step towards a carbon neutral website. However, the more you understand the environmental impact of your website, the more you'll want to do to reduce your carbon emissions. With the steps you can take to reduce your website's carbon footprint, you'll notice that you may just be saving money. For example, you may reduce your website's animations or compress images; creating a lighter website. That ultimately means less data storage and a reduction in your costs. Good for business, and good for the environment.

5. Future-Proofing Your Business

The environmental impact of the web is still an emerging topic, one that has yet to be seriously addressed as a concern. But as the climate crisis becomes a global priority it is only a matter of time until climate-focused regulators make it essential for businesses to manage and demonstrate their due diligence on environmental impact and showcase their sustainability efforts. By developing a carbon neutral website and taking steps toward this global mission, you can ensure your brand can adapt to what is required in the fight against climate change while maintaining a good reputation for those who care.

6. Get Investors' Attention With Your Carbon Neutral Website

Customers and employees expect more sustainable actions from the brands they want to support. The same is true for investors. They want to invest in future-proofed and innovative businesses that are adapting to what the market demands, and ultimately, what the planet needs.

Thinking and acting on an environmental, social, and corporate governance (ESG) business model has become a critical factor in investors' minds. There has been a [68% rise in ESG-Orientated investing](#), since 2014, as the social, governmental, and consumer attention shifts to the environmental and social impacts of corporations. With your carbon neutral website, you can showcase your commitment to climate change and attract investors who care, ensuring your values align and you secure the growth of a sustainable business together.

A Small Step For A Big Impact

We love journeys; [buying journeys](#) to be more specific. We understand that every journey has small milestones that ultimately get you closer to the bigger picture. Starting your sustainable journey with a climate neutral website is only the beginning; tackling climate action with every click. Pathmonk wants to help you clean the carbon footprint of your website.

How To Start Your Carbon Neutral Website Journey

[Pathmonk Climate](#) automatically offsets your emissions through high-quality climate projects, while analyzing your website's carbon footprint. You can calculate your website's CO2 emissions and receive a customized website-emission report. By [offsetting](#) your emissions through our climate projects you can get certified; showcasing your actions against climate change and ultimately encouraging others to do the same. A carbon neutral website is both socially and financially beneficial, ensuring that your actions, however small, have a profound impact.

Article 4:

# The Ultimate Guide To A Sustainable Website

We're all feeling the pressures of climate change. We can individually take steps, but collectively we can do so much more. As much of the CO2 emissions causing climate change come from business-driven economic activity, bringing initiatives to our workplaces can ultimately [create more impact](#). By building a [sustainable website](#) you can create a web that is good for people and the planet.

Why Should You Care About The Environmental Impact of The Web

When we think about the causes of climate change, we think of the burning of fossil fuels, deforestation, livestock farming, and aviation. So how could a website, this virtual and immaterial concept, be contributing to climate change? Unfortunately, the internet isn't as clean as we'd hope, with 2 billion websites and 4.5 billion internet users it is one of the largest carbon emitters.

Although websites aren't the only contributors to the internet, they are becoming a major threat, as internet use grows and web designs become more energy-hungry. With [252,000 new websites](#) being created every day the demand for data centers is increasing.

Electricity is the lifeline of these data centers and when we consider what it takes to complete a simple website visit; from the energy required on the end user's device, the communication networks, the data centers where a website is hosted, and the storage of the data, we can see that the resources that are needed to accomplish this, quickly start to add up. So the more data we use on our websites, the more storage we need, and the more energy we burn. Data centers account for [3% of the global electricity supply](#) and consume more power than the entire UK.
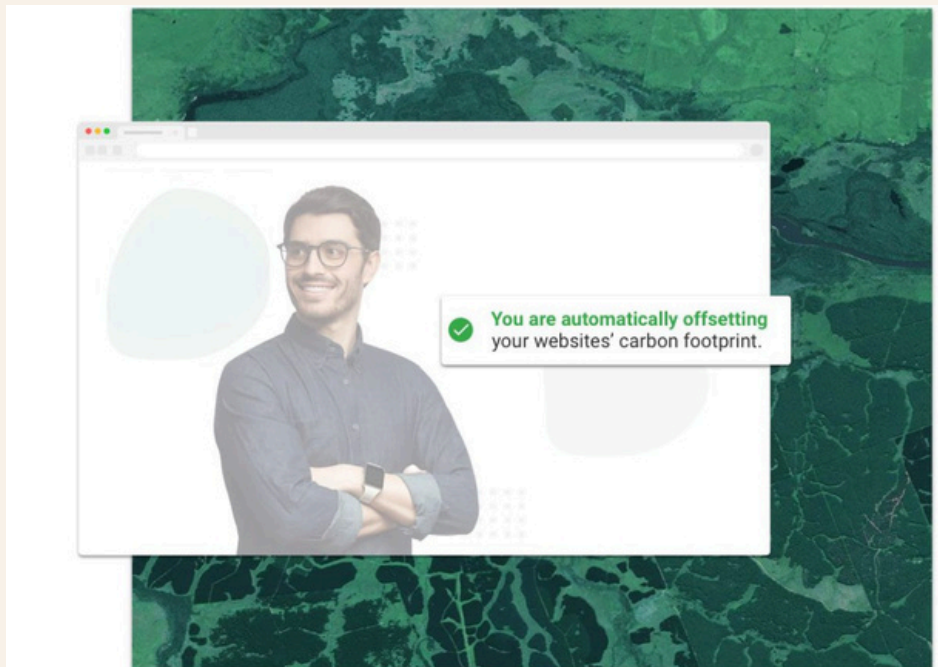
What Is A Sustainable Website

A sustainable website is a website that has optimized its processes in order to reduce global carbon emissions. Those processes include sustainable web design, sustainable web development, sustainable SEO, green hosting, and more. A sustainable website is 'clean, efficient, open, honest, regenerative, and resilient.'

How to Build a Sustainable Website

In order to reduce our websites' carbon footprints and the environmental impact of the web, we have gathered these key steps, processes, and tips for you to start your journey to a sustainable website.

Hosting

1. Switch To An Eco-Friendly Hosting Provider

Green hosting providers are working hard to find their audience, as the environmental impact of the web demands more attention. Taking this simple step could be one the largest contributors to building your sustainable website.

According to a study by the ACEEE, internet activities have real, measurable energy consequences as they highlight that energy used by the internet accounts for 48% of a data center. By simply choosing the right hosting provider, a website owner can have some control over the energy used by that data center.

A website hosting provider has a vast network of servers that house and store website data. It is common for these hosting providers to use standard grid electricity without any knowledge of the source of their power. However, there are a growing number of hosting providers that actively purchase and use 100% renewable energy to power these data centers. As a result, they have lower carbon emissions and are far more environmentally friendly than other hosting providers.

Reduce Data Transfer

Data transfer refers to the collection, replication, and transmission of large datasets from one unit to another. Data transfers are directly related to energy consumption and ultimately carbon emissions. The more data your website fires back and forth, the greater the energy consumption, and the more CO_2 emissions. Therefore, the key to reducing your carbon emissions is reducing data transfer.

Reducing data transfer can be done by reducing the weight of your website. In our mission to improve online buying journeys, we advocate for website weight reduction. Page weight can reduce page load time, ultimately improving user experience and SEO.

Always question the necessity and need of any aspect of your website. In the same way, you ask yourself if you need that 10th piece of chocolate; do you need that customized font or will the words still have the same impact? Everyone's always on the hunt for quick weight loss programs, whether to slim their waistline or website. Here are some of the best sustainable website practices.

3. Sustainable Website Design

Simplicity is key. Fancy animations, automatic videos, and customized fonts aren't doing the selling of your products and services. They look good, sure, but the words you use and the buying journey you create are what convert users.

- Reduce image size and use modern formats like WebP or CSS effects when possible
- Avoid overly-vibrant images. Use darker images that require less energy
- Compress images. You can use tools like Colorcinch's intuitive, one-click approach to image compression. Their always dependable and fabulously low-maintenance photo enhancement and editing can give you an edge, without adding to your website's waistline.
- Avoid autoplay on videos. Let the user choose to play videos if they are interested.
- Minimize the use of custom fonts

4. Sustainable Website Development

In our mission to reduce energy consumption, we can look behind the curtains of our website's makeup. With the influence, developers have in the creation of a website they can

- Write code cleanly and efficiently. Avoiding duplicates
- Build static web pages
- Reduce, split, and bundle JavaScript assets
- Use Lightweight CSS libraries
- Lazy-load images
- Use different image sizes for different devices
- Employ a caching solution
- Use accelerated mobile pages (AMP)
- Use modern web fonts like WOFF and WOFF2

5. Sustainable SEO

This may be a practice you didn't expect to leverage in your efforts to build a sustainable website, however investing in sustainable SEO can easily optimize for lower carbon websites. Improving your SEO efforts, heightening the user experience, and optimizing buying journeys will ensure that you prioritize your website visitors over large amounts of traffic.

With sustainable SEO you're empowering the users to find what they need in fewer clicks. This means you're providing better value for your readers and your website will be more energy-efficient.

- Remove pages, articles, and any content with low value
- Improve existing content instead of writing new articles
- Enhance your site architecture
- Optimize buying journeys to get users to convert quicker
- Satisfy user intent as soon as possible

6. Offsetting Carbon Emissions

Above are real actions we can take to create a more energy-efficient web. With one sustainable website at a time, we can collectively make a difference and eliminate the waste of energy within the web industry.

However, in our efforts to reduce our website's carbon footprint our websites will still emit CO_2 into the atmosphere. Additionally, we don't have full control over the entire network. Therefore we can't create a truly carbon-neutral website, yet.

To eliminate the impact of your website on the environment, we need to offset our website's carbon emissions.

Pathmonk Climate automatically offsets your emissions through high-quality climate projects, while analyzing your website's carbon footprint. By offsetting your emissions through our climate projects you can get certified; showcasing your actions against climate change and ultimately encouraging others to do the same.

Your Sustainable Website

A more sustainable website equals a better-performing website. As you optimize buying journeys, reduce page load times, and improve and prioritize content, you create a better user experience while creating a better planet.