

Annexe 1: Defining Personalization (Mulpuru et al, 2007)

Creating experiences on Web sites or through interactive media that are unique to individuals or segments of consumers.

Defining Personalization

	Type of eCommerce interaction	Definition	Example
Personalization	One to one	Custom Web pages are delivered to individuals based on explicit or inferred inputs.	Amazon.com shows different home pages to customers based on previous clickstream path and/or purchase behavior.
	One to many	A finite set of Web pages is delivered to customers based on how those customers map to predetermined segments.	Virgin Mobile's Web site asks customers which regional Web site they want to set as their default navigation option.
Generalization	One to all	A single clickstream path or set of items appears to all customers, regardless of their previously exhibited behavior or intent.	Weather.com does not cookie users and only displays custom content if users specify that they want it.

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Source: Forrester Research, Inc.

Source: Mulpuru et al, 2007, p2