



INTELLIGENT PERSONALIZATION: **PERSONA VS PERSONALITY** MARKETING



With B2B marketing shifting to email, web, and digital channels, it is imperative for marketers and sales professionals to personalize communications and rise up above the noise. Your keys to success: 1) Custom-tailor communications specific to the personality type of each individual and 2) stay plugged into the ground-level intelligence of your prospects' business.

Persona-based marketing is dead

Traditionally, B2B marketers have relied on the age-old tactics of stereotyping individuals into personas i.e cohorts based on similarities in their demographics, roles, age, and gender. It's a broad brushstroke approach on how to address prospective buyers. This no longer works because, in our 'civilian' lives, we are used to being catered to in a highly personalized manner. B2B clients also wish to be engaged on a much more personal level.

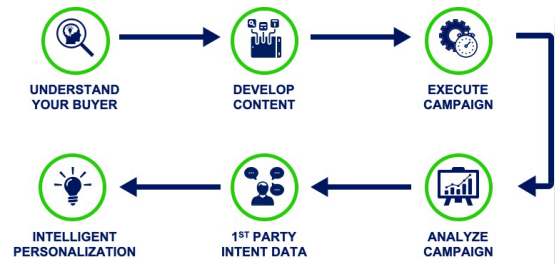
Marketers need to innovate on how they connect with buyers and must adopt a focused, personality-based marketing approach. However, given the sheer volume and scale of data, how can companies extract valuable insights and act on them at the right time?

xiQ - Pioneering Personality Based Marketing

xiQ is a game-changer for B2B marketing that is enabling personality-based marketing at scale. xiQ's end-to-end, AI-powered sales and marketing

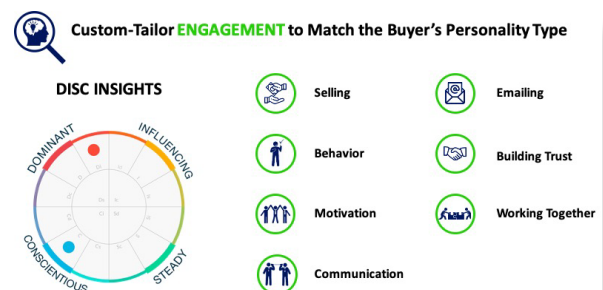
platform is innovating how we connect with buyers in a rapidly-evolving marketing landscape.

Keys to Successful B2B Marketing



Understand your Buyer

At the heart of Personality Based Marketing is the ability to leverage AI to generate DISC personality-profiles. xiQ's engine analyzes the publicly available digital footprint of an individual and predicts their personality type and makes 7 recommendations on how to market and sell to that individual.



Segment your Audience by Personality Type

xiQ's engine segments your list into personality types and provides you recommendations



on how to communicate with prospects. For example, a dominant personality would prefer to be communicated in a very crisp, short manner, whereas influencing people like expressive language.

NAME	PERSONALITY TYPE	ARCHETYPE	EMAILING TIPS
HAN SOLO	DOMINANT	DRIVER	Write 3 sentences or less. Use short casual language and abbreviations.
LUKE SKYWALKER	INFLUENCING	ENCOURAGER	Use emotionally expressive language. Point out personal connections like common friends or interests. Appeal to their feelings to drive them to action.
OBI WAN KENOBI	STEADY	SUPPORTER	State your purpose for the email in the first sentence. Add non-essential but friendly lines like "hope you're doing well."
PRINCESS LEAH	CONSCIENTIOUS	QUESTIONER	Send lots of extra information (like links and attachments). Provide lots of detailed information and instructions.

Develop Content and Execute PBM Campaigns

xiQ provides AI-assisted curation to build and execute engaging campaigns - in minutes. Use third-party content and combine with your own collateral through xiQ's native Content Management System to establish frequent and more topical cadence with prospects. xiQ lets you publish these campaigns through email, social media, or map your own domain to send these through your own email address.



xiQ WORKBENCH:

- AI-assisted curation – combine external content with company collateral
- Build and execute **personalized campaigns**
- Establish topical and more **frequent cadence** with prospects



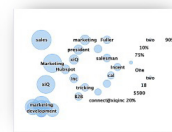
10x MORE ENGAGEMENT THAN OTHER MARKETING TACTICS

Intelligent Personalization - 1st Party Intent

A critical part of executing 1:1 personalization includes understanding the interests of each prospect. xiQ analyzes and extrapolates intent analysis by leveraging AI to analyze engagement behavior and intent analysis of each prospect. You can use these insights to custom tailor your campaign to match the interests of each buyer and execute much more compelling messaging.



KEYWORDS



CONCEPTS



ENTITIES

xiQ's clients who have used personality-based marketing to target their clients have reported a 10x increase in engagement and a spike in conversion rates.

xiQ bridges the fragmented sales and marketing stack, thereby reducing the total cost of ownership (TCO). It allows you to execute personalized campaigns at scale, much faster, course correct, repeat, and run your Account-Based Marketing more effectively.



Silicon Valley based xiQ is an AI-powered, integrated sales and marketing platform that accelerates the buyer's journey. xiQ's All-in-One platform supports the entire buyer's journey from 1:1 marketing, engaging client experiences and in-depth company and personality insights.

REQUEST A DEMO

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