

## 1 Define segments and business goals for each segment

### a. Develop segments

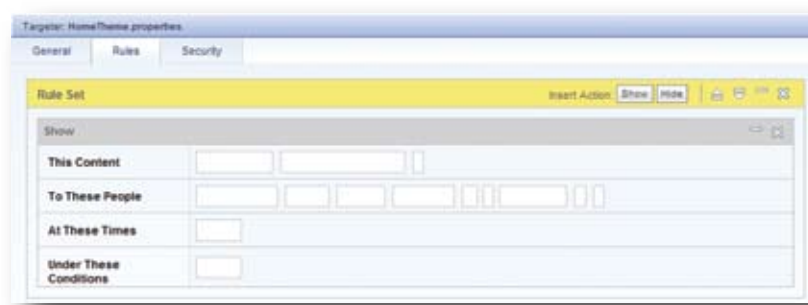
SEGMENT DESCRIPTION		
SEGMENT NAME		
GENDER		
AGE		
LOCATION		
FAMILY STATUS		
PURCHASE CATEGORIES		
TYPICAL PURCHASE		
TYPICAL ACTIONS		
OTHER		

### b. Define your business goals for each segment

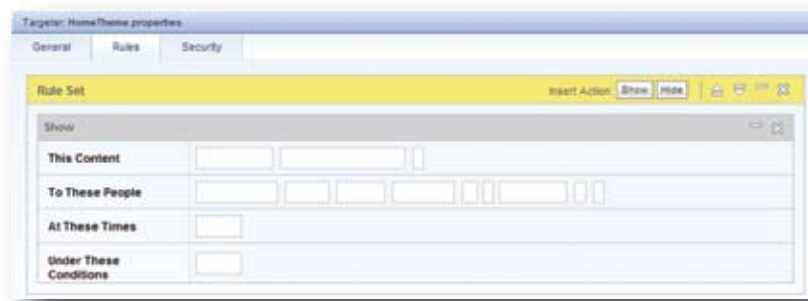
GOALS		
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## 2 Develop your personalized content for each segment

<b>PRODUCTS</b> Categories	Groups
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<b>PROMOTIONS</b> Categories	Conditions
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<b>IMAGES</b> Images	
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<b>OTHER</b>	
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## 3 Extend personalized content throughout your site, measure results, and continue to evolve

### a. Extend personalization throughout your site

Categories
Channels

### b. Measure results and evolve

Measure & Evolve
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