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Web Personification: Direct-marketing On The Internet

Wikipedia defines personification as adaptation of a product, service or a content for needs of the user depending on his features, personal preferences or the preliminary information which he has informed. As the user any individual and a group of persons, the organizations or establishments can act.

The personification concept has arisen long before occurrence of a network the Internet. It exists many years, for example, in a regional little shop the seller knows regular customers on names has studied their preferences and recommends to get something new proceeding from this knowledge of the client. Modern Internet technologies allow to apply this concept in mass scales to thousand users.

On the Internet we could define personification as process of granting of the differentiated and unique content for each user or group of users proceeding from their interests. The user or the consumer will find for himself real benefit and value in that degree in which the maintenance corresponds to its requirements and gives it something new and sometimes unexpected.

Personification process is based on the information partially hidden from the user which we receive from each point of its interaction with us as a result of any operations. Personification means a recognition of each buyer as the independent unit associated with a data set which distinguishes it from other buyers and on which business with the simple purpose is focused: to reach stable position in the Internet, in sales, repeated sales and increase of loyalty of the client.

It is possible to name variety of the reasons which force us to address to personification on the Internet:

Personification gives the chance to be guided by the client more precisely.

Personification reduces losses of time of users, they shouldn't search long for what they need, among all displayed content. It does process of an establishment of communication with users more effective and useful to both parties, building relations with clients so that they will feel requirement to return and to make new purchases.

Personification allows to raise quality of servicing as we can predict their requirements.

As already it was told above, some of the personification purposes consist in strengthening of relations with the user and sale materializations. These purposes can be reached in the various ways that has led to occurrence of various models of personification on the Internet:

Interface personification: use of options of the interface gives the chance to the user to change appearance of web page to the taste, allows to choose a background, colors and elements which make the maintenance of this page. It is open process as he demands direct actions of the users operating options. As an example the tool iGoogle which allows you to create own starting page for this searcher can serve.

Personification of a content on the basis of filters: the content is displayed by the groups received as a result of selection by criteria, specified in a profile of the user, or on the basis of behavior of users during viewing.

The personification based on rules: used rules are defined by owners of a site, they solve what categories of contents should be displayed for each profile. Rules define that should be personalized, on what basis and for whom. That is, cause an element which should be displayed at fulfillment by the user of certain action. The special software is for this purpose used and personification is usually limited to frameworks of one session.

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