

Beyond Hello \$Firstname How Generative AI Is Reshaping Personalization

Marketing Agenda · 21 August 2025

agillic



Who is speaking?

Rasmus Houlind

Chief Experience Officer at **agillic**
Founder of Omnichannel Institute

3x Published Author:

"Hello \$Firstname: Profiting from Personalization " (2023)

"Make it all about me" (2019)

"Hvis det handler om mig, så køber jeg!" (2015)



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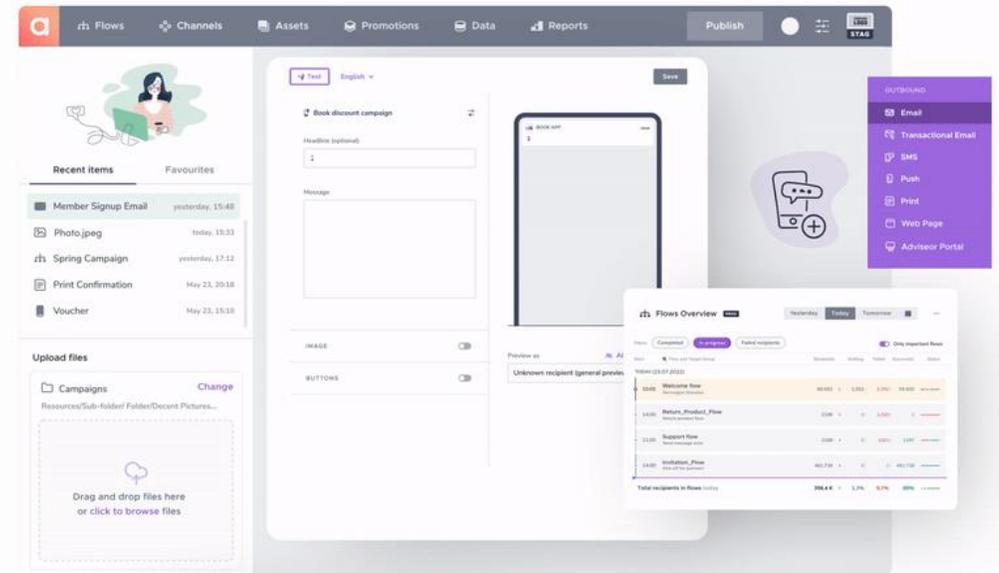
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 +45 53 886 555



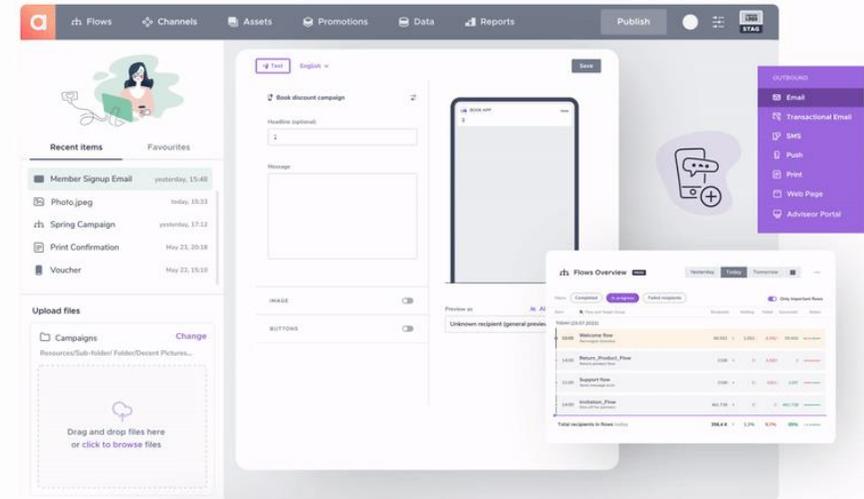
Who What is **agillic** ?

- Agillic is the **Nordic** Marketing Automation Platform that empowers brands to deliver personalised, omnichannel experiences at scale.
- Agillic helps you **match customer insights with personalised content** in realtime to create relevant, consistent communications across all channels.
- Agillic helps you boost **customer loyalty**, maximise **lifetime value**, and turn **personalisation** into **performance**.
- Agillic is **always nearby**, has **outstanding support** and a **bustling community** with great local **implementation partners**



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Bolia.com new scandinavian design

Kop&Kande

matas

amedia

A
ALLER MEDIA

EWII

+ RØDE KORS

Sydbank

Bog&idé

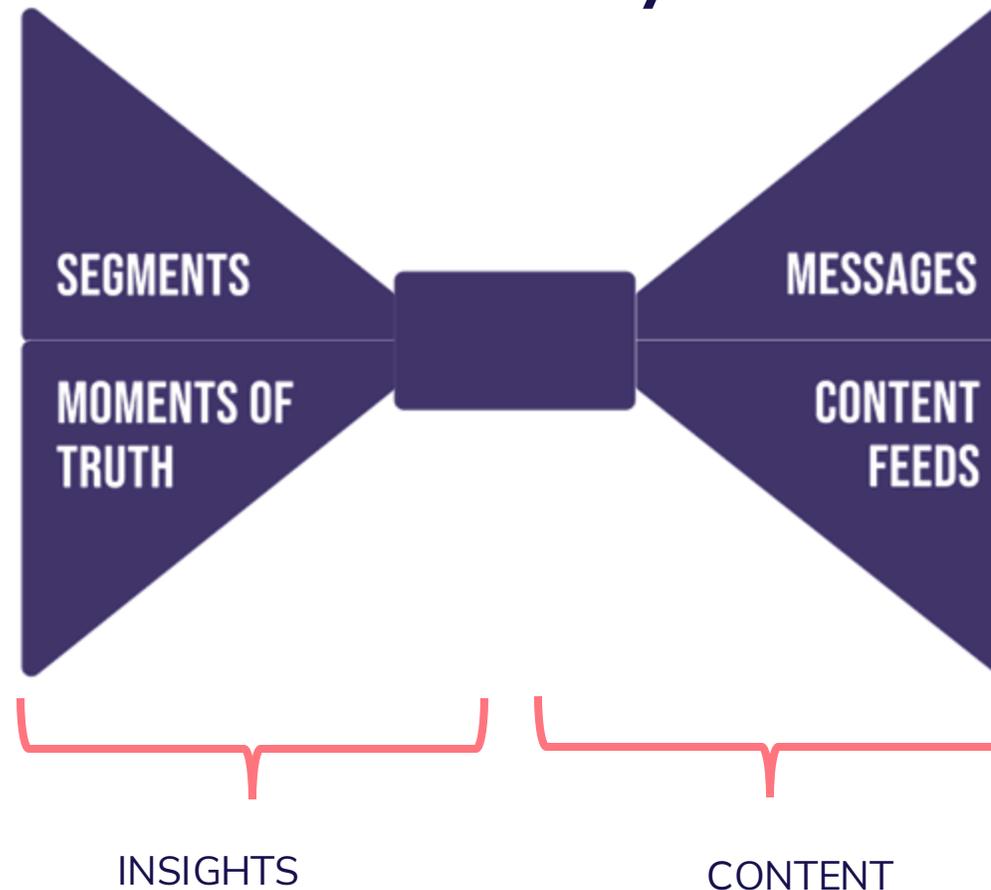
LÅND FOLK

agillic

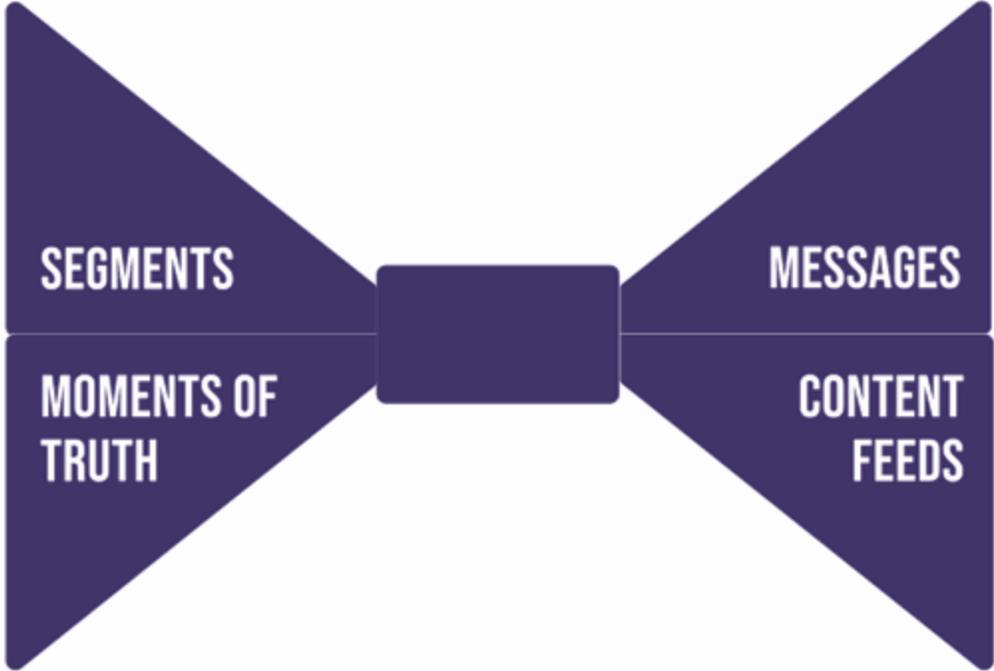
WHAT IS PERSONALIZATION?

Personalization requires mixing and matching Insights and Content

Efficiently!



Let's take a fitness example of Hyper Personalization...



**Data Insights are important for
personalization!**

The notion of 'The Data Layer' is already widely accepted in the Martech Space



**How many in here have their
Data / Insights ready for
Personalization?
(Poll)**

**Content is important for
personalization!**

Could we imagine a Content Layer similar to the Data Layer?



Could we imagine a Content Layer similar to the Data Layer?

webinar!

Welcome to our rollercoaster!

Martech for 2025

Scott Brinker & Frans Riemersma

Produced by
chiefmartec & MartechTribe
December 3, 2024

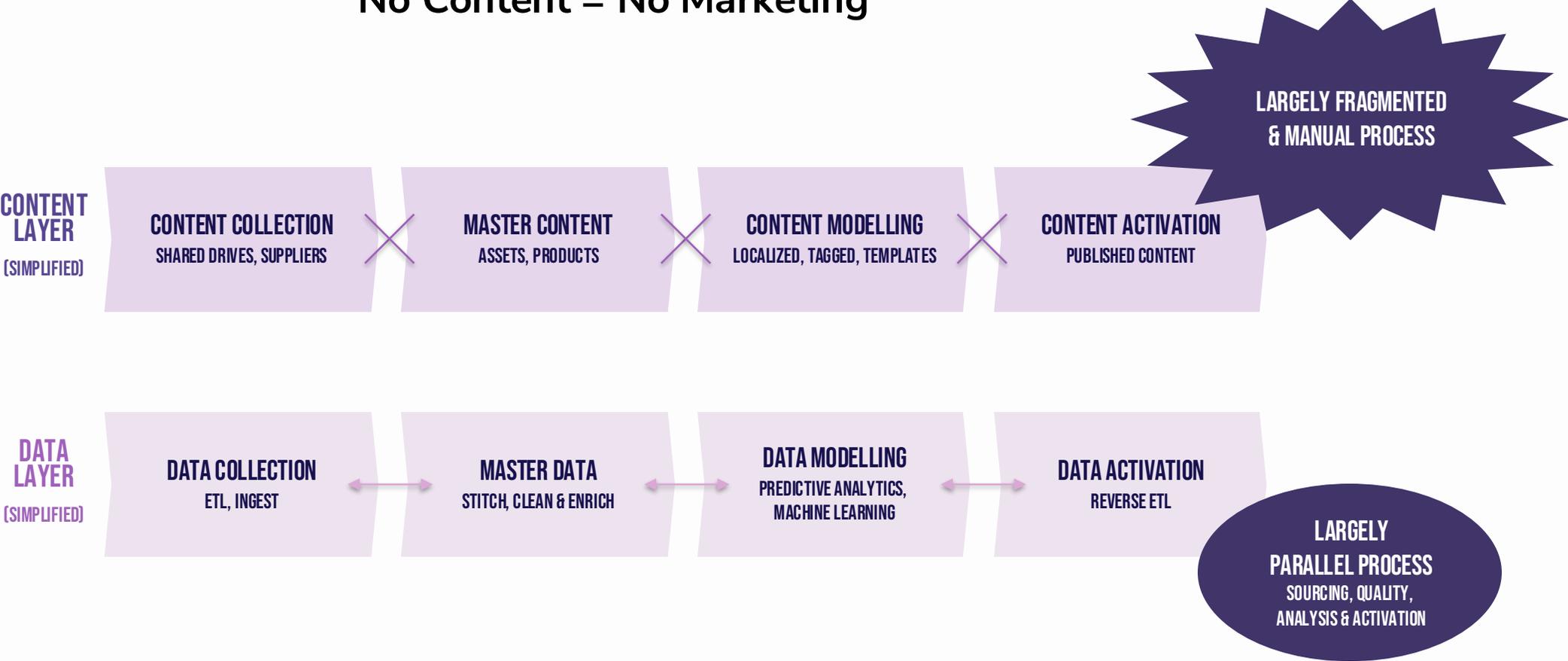
Webinar - 3 hours
Report - 108 pages

Sponsored by: GrowthLoop hightouch metarouter Progress SSAS



Could we imagine a Content Layer similar to the Data Layer?

No Content = No Marketing

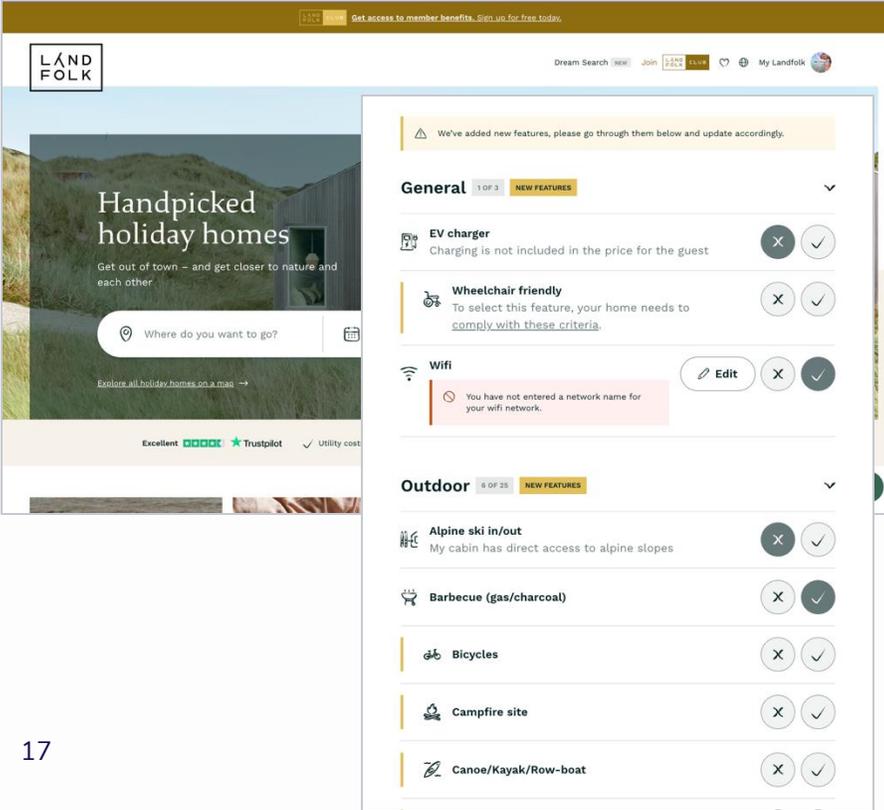
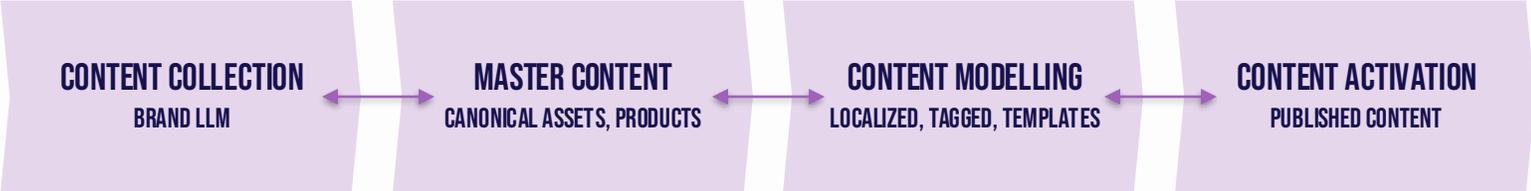


**How many in here have their
Content ready for
Personalization? (Poll)**

Landfolk.com are using GenAI to drive the Content Layer...



CONTENT LAYER (SIMPLIFIED)



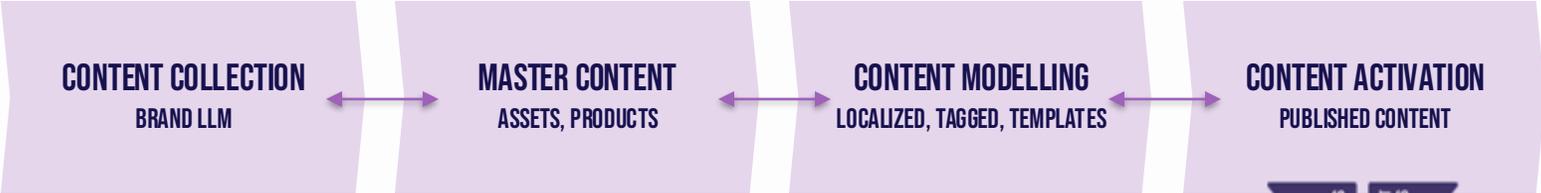
Can AI help me craft my
personalized messages?

agilic

Where does the Content meet the Insights?

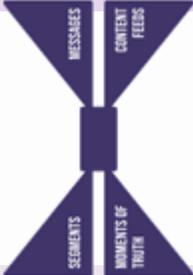
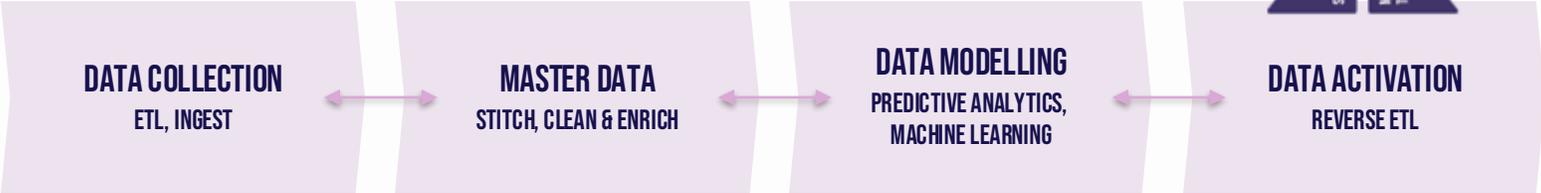
LARGELY
GEN AI

CONTENT
LAYER
(SIMPLIFIED)

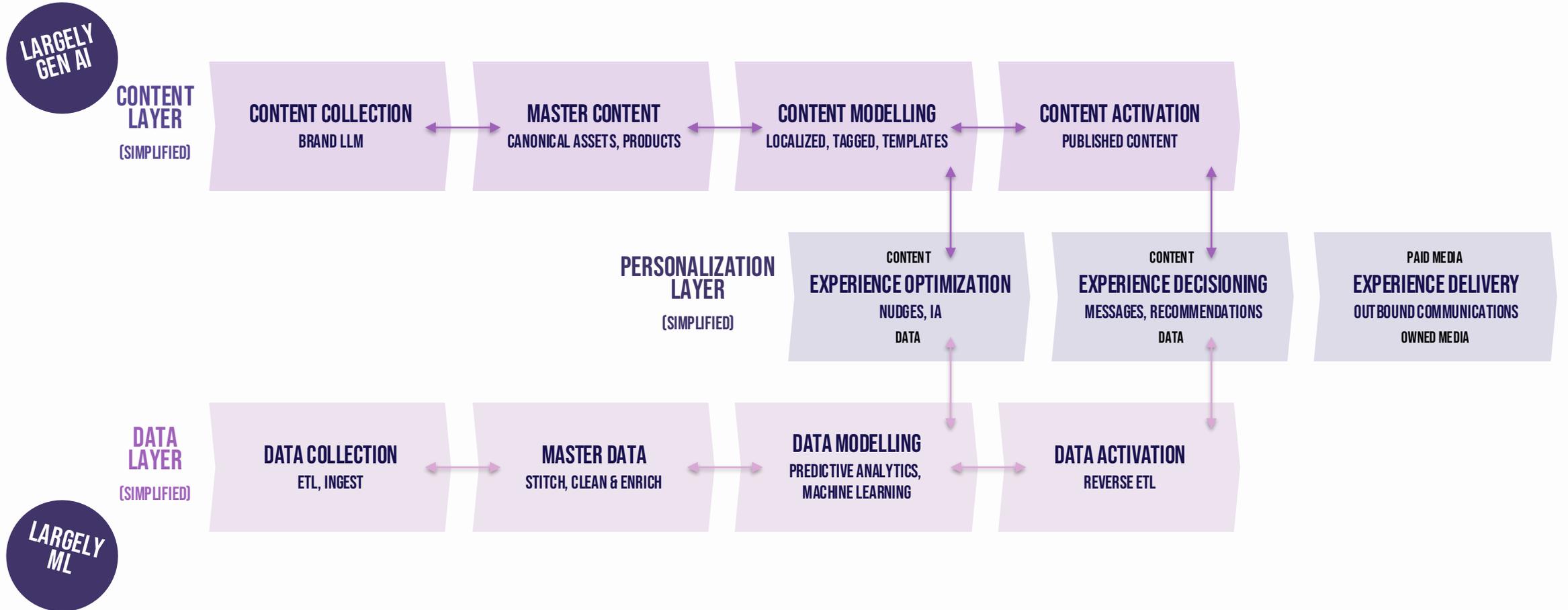


LARGELY
ML

DATA
LAYER
(SIMPLIFIED)



We can leverage Generative AI to repurpose Content between each phase and into the Personalization Layer!



GenAI can definitely help you...

Suggest subject line variants!

The screenshot shows the 'Properties' panel of an email marketing tool. The 'Subject line' field contains 'Your daily coffee ritual, simplified'. Below it, there are two 'Subject line test (Classic)' sections. Each section has a text input field for a variation and a 'Variation must have content' error message. The 'From email address domain name' is set to 'cafeconnect.net' and the 'From name (Personal)' is 'Cafe Connect'.

Shorten text messages!

The screenshot shows the 'Reports' panel of an SMS messaging tool. The 'Sender name' is '1980'. The 'Message' field contains a long text message. A preview of the message is shown on a mobile phone screen, with a character count of '0/153 14 SMS'. The message text is: 'Dear highly esteemed and valued customers, We sincerely hope this message reaches you in a state of utmost well-being and contentment. It brings us immense joy to acknowledge your unwavering enthusiasm for exploring and experiencing the vast array of bean varieties and roasting techniques that the world of coffee has to offer. In light of this realization, we firmly believe that embracing the opportunity to upgrade to a premium account with us would prove to be an immensely advantageous endeavor for you. By becoming a cherished subscriber, an entire universe of coffee beans, hailing from diverse corners of the globe, will be readily at your disposal. You shall be granted the privilege of indulging in the seemingly boundless spectrum of flavors that accompany various roasting methods, truly allowing you to revel in the'.

The screenshot shows a marketing dashboard with several sections. The 'Channel Activity' section shows 'Emails sent today' and 'Emails opened today' both at 0, with a '-100% vs. Last Friday' indicator. The 'Flows Overview' section shows a list of flows with filters for 'Completed' and 'In progress'. The 'Events Registered' section shows a list of events with a filter for 'Last 30 Days'.

Translate to German or Danish!



Disclaimer: Mass-suggesting subject lines is a backlog feature

Images are getting better and better...



Prompt: (attempt n2)
Draw me a photorealistic image of a young and strong Nordic man working out at the health club performing bench press

ChatGPT 40

agillic



Prompt:
Draw me a photorealistic image of a ramen noodles with a fork and no chopsticks

Emails co-created by Generative AI at Matas

Clubmatas

[Item]



Er din hud klar til sommer?

Din solkyssede og fugtarstige sommerhud trænger til pleje, beskyttelse og endnu mere pleje. Hvortil ikke gøre netop det med nogle af de allerbedste og mest populære produkter fra Biotherm?

LÆS MERE



Sluk din huds tørst

Med Biotherms produkter tilfører du din hud intens fugt og næring, så den holder sig sund hele sommeren.

SHOP HER

Miljøvenlig solbeskyttelse

Din solbeskyttelse skal ikke være på bekostning af miljøet. Derfor er vores effektive

Tager hensyn til miljøet



Mere nyt til dig



Mighty Patch

OPDAG HER

Gør din hud til din bedste ven med vores nye 5-trins skincare rutine, der sørger for dit ansigt både nat og dag. Simpelt, effektivt, og kærligt for din hud.

OPDAG HER

Rens, plej, glød

Føl forskellen med en let rensbørste fra GESKE og dagcremen fra Plasisir, som tilsammen forvandler din hudplejerutine og bringer liv og glød til dit ansigt.

SHOP HER!

Bumsens natteliv

Slip af med bumser hurtigt og effektivt med Mighty Patch. Sæt et plaster på inden sengetid, og vågn op klar til en ny dag med renere hud.



Clubmatas



Farvel til klistrede solcremer

Milids parfumefri og veganske nyhed lader din hud ånde og er perfekt under makeup - samtidig med den beskytter din hud mod UV-stråler.

SE MERE



MILDO

Beskytter din hud - året rundt

Med Milids High-protection Face Cream får du 2 produkter i 1 emballage! Dagcremen udviklet til at beskytte din hud året rundt mod UV-stråler samtidig med, at den plejer og gløder din hud.

SHOP HER

Clubmatas



LA ROCHE-POSAY

Bekæmp med Melad83 Serum

Beskyt med SPF 50

Døjer du med pigmentforandringer?

Med den rette kombination af La Roche-Posay's serum, som bekæmper mørke pletter, og solbeskyttelse, som beskytter mod UVB- og UVA-stråler, kan du få en jævnere og mere glødede hudtone.

LÆS MERE

Synlige resultater efter 1 uge

Styrk din huds barriere

Brug et serum, som fugter og bekæmper synlighed af pigmentpletter. Til hud med en ujævn hudtone eller hud, som mangler glød.

SHOP SERUM



Udvalgte forårsnuancer

Den nye palette med nuancer, der kan blødmiks og matches. Skab et naturligt look eller et mere intenst aftenlook.

SHOP HER



virale Pink Honey

Med den ikoniske farve til læberne, er det læbestift, ikke helst gloos, men fløjsblød og naturlig finish, der passer sig alle hudtoner.

SHOP PINK HONEY

Clubmatas

NYHED TIL DIN HUD



Dr.Jart+ Premium BB™

forener hudpleje, makeup og SPF50 i ét enkelt trin. Vi har testet den ultimative BB cream for dig.

LÆS MERE HER

Din alt-i-en multitasker

Få både fugt, solbeskyttelse og en god dækkende med masser af glød.

SHOP HER

En god huddag - hver dag

Sig farvel til din foundation - BB



Gør din hud til din bedste ven med vores nye 5-trins skincare rutine, der sørger for dit ansigt både nat og dag. Simpelt, effektivt, og kærligt for din hud.

[OPDAG HER](#)



Bumsens natteliv

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Rens, plej, glød

Føl forskellen med en let rensbørste fra GESKE og dagcremen fra Plasil, som tilsammen forvandler din hudplejerutine og bringer liv og glød til dit ansigt.

[SHOP HER!](#)



era

LÆS MERE HER

FUGTER

DÆKKER



BESKYTTER

Din alt-i-en multitasker

Få både fugt, solbeskyttelse og en god dækkevne med masser af glød.

[SHOP HER](#)

En god huddag - hver dag

Sig farvel til din foundation - BB



**How could that look in a
Marketing Automation tool?**

agilic

Café Connect Agillic Content Designer



coffee-stag.agillic.eu/agillicadmin/promotion-content?id=32587

Flows Channels Assets Promotions Data Reports

EN

Save

Subscription promotion

Promotion overview

Promotion settings

Propositions [+ Add Proposition](#)

- 1 Monthly Mystery Box **DEFAULT**
- 2 Trial for Monthly Mystery Box
- 3 Standard same-bean monthly sub...

Promotion overview

Objective

The objective of this Message is to convince recipients to sign up for a monthly delivery of coffee beans to their home. It's either a 3 months' trial for a mystery box subscription, a standard mystery box subscription, or a fixed beans subscription.

Call To Action

Sign up on by clicking the button

Let's get
more people
to sign up for
coffee bean
subscriptions!

Café Connect – Content Designer

AI Copywriter - create text content using AI

Text length

Medium length (e.g. email hero text)

Short length (e.g. SMS)

Medium length (e.g. email hero text)

Max length (full email)

Subject Line

Tone of voice

Educational (e.g. Inspire with knowledge)

Action Oriented (make the recipient ACT)

Informational (e.g. to clear up misunderstandings)

B2B formal

Content preview

Has favourite coffee bean

Has subscription with end date in 13 days

Interested in Coffee Bean Knowledge

Interested in Drinks recipees

Interested in the Cafe Connect brand

New customers without online purchase

No favourite coffee bean yet

No favourite coffee bean yet

To generate cont

Persona

The Home Barista Enthusiast

The Home Barista Enthusiast

The Quality-Conscious Everyday Drinker

The Gift Giver / Occasional Shopper

Add emojis

Make the text more humorous

Make the text more formal

Make the text more humorous

Apply

Café Connect – And the output

Content preview

Elevate your coffee ritual with our monthly bean subscription—because life's too short for bad coffee! Enjoy your favorite roast delivered fresh to your doorstep, ensuring every cup is a masterpiece (or at least a well-caffeinated attempt). Our expertly curated selections promise quality and flavor, crafted to perfection just for you, like a love letter from your future self who's had their morning coffee.

Don't miss a beat in your coffee journey—sign up now and keep your grinder as busy as a bee in a flower shop with the finest beans. It's easy, rewarding, and the perfect way to explore new depths of flavor while sticking to your beloved favorites. Plus, your coffee machine will thank you for the quality time.

Monthly Favourite Beans Variant
Adding Humour

Elevate your coffee ritual with our monthly bean subscription—because life's too short for bad coffee! Enjoy your favorite roast delivered fresh to your doorstep, ensuring every cup is a masterpiece (or at least a well-caffeinated attempt). Our expertly curated selections promise quality and flavor, crafted to perfection just for you, like a love letter from your future self who's had their morning coffee.

Don't miss a beat in your coffee journey—sign up now and keep your grinder as busy as a bee in a flower shop with the finest beans. It's easy, rewarding, and the perfect way to explore new depths of flavor while sticking to your beloved favorites. Plus, your coffee machine will thank you for the quality time.

Content preview

Unleash your inner barista with our Mystery Coffee Box! Dive into a java jungle of rich flavors and quirky origins, expertly curated just for your caffeine-loving soul. 🌿☕ Each month, you'll get a surprise package of specialty beans, perfect for brewing up some laughs 😂 and some seriously good coffee. ☕👍

Elevate your coffee game with a 3-month trial—no strings attached, just beans! 🎁 It's time to discover your new favorite blend and maybe even impress your taste buds. 😊 Click the button below to sign up and brew your way to coffee bliss today! 🚀☕.

Mystery Box Trial Variant
Adding Emojis

Unleash your inner barista and prepare to be bean-boozled with our Mystery Coffee Box! ☕🌿 Dive into a java jungle of rich flavors and quirky origins, expertly curated just for your caffeine-loving soul. 🌿☕ Each month, you'll get a surprise package of specialty beans, perfect for brewing up some laughs 😂 and some seriously good coffee. ☕👍

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A few examples from F. C. Copenhagen

AI Copywriter - create text content using AI

Your objective

Content preview

Søg
Foto: Gast...
F.C. Købenl...
Parken

Your Call To A...
oplevel kamp...

Text length
Brødtekst

Tone of voice
Kampdag

Persona
Sektion 12

Target group

1/2 → MANUEL_Billet-abonnement på Familietribunen 25-26

oplevelse med hele familien, når F.C. København møder Hamburger SV i
Det er årets sidste træningskamp, og vi glæder os til at byde jer velkommen til
de og spænding.

ibunen, hvor vi sikrer en sjov og lærerig atmosfære, der bringer jer helt tæt på

2/2 → STATISK_Alle aktive sÅ;sonkort og abonnenter 25-2...



Tag familien med til Parken - oplev HSV-FCK live!

Oplev en fantastisk fodboldoplevelse med hele familien, når F.C. København møder Hamburger SV i Parken den 12. juli kl. 16:00. Det er årets sidste træningskamp, og vi glæder os til at byde jer velkommen til en dag fyldt med fodboldglæde og spænding.

Tag børnene med til Familietribunen, hvor vi sikrer en sjov og lærerig atmosfære, der bringer jer helt tæt på Byens Hold. Billetterne inkluderer en forfriskning, så alle kan nyde kampen i den bedste fodboldstemning. Køb dine billetter nu, og vær med til at skabe fælles minder i Parken!

LÆS MERE →



Oplev Løverne brøle mod Hamburger SV!

Vi ser frem til en spændende kampdag, når F.C. København møder Hamburger SV i Parken. Det er den sidste træningskamp før sæsonen for alvor går i gang, og vi har brug for jeres stemme og energi på Sektion 12.

Lørdag den 12. juli kl. 16:00 bliver Parken fyldt med passion og forventning, når vi samler os om Byens Hold. Billetsalget er åbent nu, så sikr din plads og vær med til at skabe en uforglemmelig atmosfære.

Vi spiller for København, for historien og for jer. Kom og mærk suset – det er her, det sker!

LÆS MERE →

Considerations:

- What is the best contextual source for prompting the AI?
- How many ways does it make sense to talk about a specific match?
- Benefits:
 - Fast production of email text
 - Writing is easier delegated
 - Quality stays high

Learnings...

1. Generative AI is invaluable in streamlining the Content Layer in general!
2. Shortening text, Adding Emojis, Changing Tone-of-Voice – all easy now!
3. Email copy is fast and easy if you have the proper guardrails in place!
4. Translation is stellar!
5. Image generation is getting good
6. But...
 - You still don't need an infinite amount of content variations
 - Most brand will still want to QA!

Clubmatas

Bekæmp med MelaB3 Serum

Beskyt med SPF 50

Døjer du med pigmentforandringer?

Med den rette kombination af La Roche-Posay's serum, som bekæmper mørke pletter, og solbeskyttelse, som beskytter mod UVB- og UVA-stråler, kan du få en jævnere og mere glødende hudtone.

LÆS MERE

Rens, plej, glød

Føl forskellen med en let rensebørste fra GESKE og dagcremen fra Plasir, som tilsammen forvandler din hudplejerutine og bringer liv og glød til dit ansigt.

SHOP HER!

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LÆS MERE →

AI Copywriter - create text content using AI

Your objective

Søg
Foto: Gaston Szerman, FCK Media
F.C. København møder Hamburger SV i træningskamp i Parken

Your Call To Action

oplevels kampen med de andre fans

Text length
Brødtekst

Tone of voice
Kampdag

Persona
Sektion 12

Target group

Content preview
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Extra Actions

Create **Update**

Thanks for listening



 [linkedin.com/in/houлинд](https://www.linkedin.com/in/houлинд)

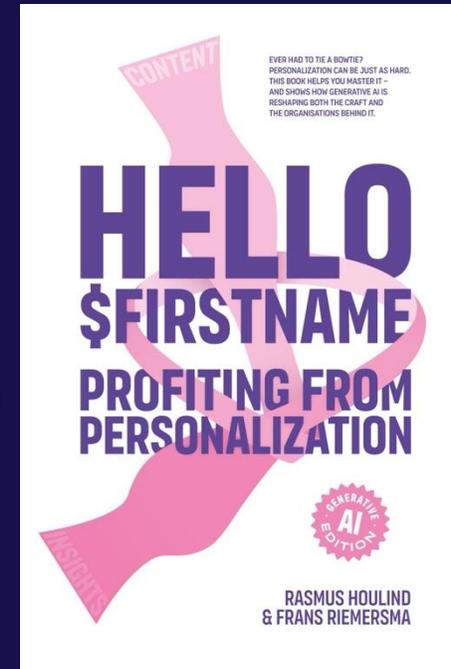
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Rasmus Houлинд

Chief Experience Officer at Agillic
Founder of Omnichannel Institute
Author of 'Hello \$Firstname'
and 'Make it all about me'

New book
update coming!
Follow me for info!



Join the personalization course:
bit.ly/beyond-HFN



Get a Demo of Agillic
bit.ly/agillic-demo