

Most healthcare personalization fails not because teams lack data, content, or technology—but because personalization is executed in fragments. The ab+a Campaign Personalization Grid solves this by aligning five levers that must work in concert for personalization to land with precision, empathy, and impact.

The Grid transforms marketing from *broadcasting messages* to *orchestrating moments*. It ensures every touchpoint answers the question your audience is actually asking:

“Why this, for me, right now?”

The Five Levers of Personalization (The Grid)

Lever	Role	Strategic Question	Output
Message	What we say	<i>What matters most to this person right now?</i>	Copy, creative, CTA
Moment	When we say it	<i>Where are they in their journey?</i>	Sequencing + triggers
Motivation	Why it matters	<i>What emotional or functional driver moves them?</i>	Personal insight + relevance
Medium	Where it appears	<i>Which channel will land with the most impact?</i>	Channel + format
Measurement	How we learn and optimize	<i>What will we track and improve?</i>	KPIs + feedback loop

When all five lock together, personalization becomes operational—not optional.

Grid Example — A Parent on a Care Journey

A parent in Glenview, IL is worried about their child’s heart and begins searching for answers.

Lever	Grid Personalization Example
Message	“When something feels off with your child’s heart, you shouldn’t have to wait for certainty.”
Moment	Within hours of them searching “pediatric cardiologist near me, Glenview”
Motivation	They want clarity, fast access, and reassurance—not generic language
Medium	Localized search ad → personalized landing page → social retargeting from the nearest Endeavor Health cardiology specialist
Measurement	Track CTA clicks, appointment requests, scheduling drop-off, and re-engagement rates to refine the journey

Next touch:

They are served a short story from a local Glenview family whose child received cardiac care through Endeavor Health. It feels personal. It feels human. It reduces fear, builds trust, and moves them forward. This is personalization that cares—not personalization that *creeps*.

How to Use the Grid (Step-by-Step)

- 1. Choose a specific audience, not a segment label**
(e.g., “Glenview parent researching pediatric cardiology,” not “parents”)
- 2. Identify the emotional driver before the channel**
Is this driven by fear? urgency? relief? convenience? belonging?
- 3. Map the journey in sequence**
Organic search and referrals consistently outperform paid tactics in funnel efficiency—reallocate
- 4. Apply all five Grid levers to each touchpoint**
Never personalize in isolation—*the system is the personalization*
- 5. Measure → Learn → Optimize**
Use the Measurement lever to turn personalization into a performance loop, not a one-and-done tactic

Why the Grid Works

Without the Grid	With the Grid
Channel-first	Journey-first
Generic messaging	Emotionally relevant messaging
Fragmented teams	Unified execution
Vanity KPIs	Financial + behavioral outcomes
Sporadic personalization	Scalable personalization

The ab+a Campaign Personalization Grid turns personalization from guesswork into a repeatable, revenue-driving system across every journey, channel, and audience.

Book time to discuss your organization’s personalization

