

ANONYMOUS CUSTOMER ACQUISITION SELF-EVALUATION CHECKLIST



A. Understanding your anonymous audience

Are you segmenting users effectively based on behavior (e.g., product views, cart abandoners, content engagers)?

Are you able to recognize unknown vs known customers returning to your website when not logged-in?

Are you able to tie conversions back to anonymous behavior and acquisition channels across sessions?

B. Personalizing the anonymous user experience

Is your digital acquisition marketing optimized for personalizing on-site experiences in real time?

Are you using AI-driven personalization to tailor content, recommendations, and offers based on behavior?

Are you reducing friction by allowing guest checkouts while still capturing intent data for future engagement?

Do you adjust website elements dynamically based on real-time behavior (e.g., homepage content, category prioritization)?

C. Collecting and tracking data without compromising privacy

Do you have tools to measure user acquisition metrics for anonymous visitors without relying on vendor or 3rd party cookies?

Are you using cross-session tracking instead of only relying on session-based cookies?

Have you implemented server-side tracking to build persistent visitor profiles and collect behavioral data?

Are you leveraging predictive AI to analyze anonymous visitor intent without requiring personal identifiers?

D. Engagement & retargeting for anonymous visitors

Are you integrating anonymous behavioral data into your customer acquisition funnel?

Are you prioritizing high-intent anonymous visitors through intent-based marketing strategies?

Do you have an automated engagement system (chatbots, personalized pop-ups, recommendation engines) for anonymous visitors?

Have you implemented web push notifications to re-engage visitors who leave without purchasing?

Do you have a strategy for encouraging micro-conversions (e.g., quizzes, gated content, interactive tools)?

E. Measuring & optimizing anonymous personalization

Are you running A/B tests to measure the impact of anonymous personalization strategies?

Are you tracking how different user acquisition channels contribute to engagement and conversions among anonymous visitors?

Do you have a retargeting strategy for re-engaging anonymous visitors via ads, email capture prompts, or social media?

Are you analyzing how privacy-first changes (like cookie restrictions) affect your anonymous audience strategy?

Who is Relay42

Relay42 is a leading European Customer Data Platform (CDP), transforming how businesses connect with their customers by turning real-time data into personalized experiences.

Global brands including Air France, KLM, and Levi's rely on Relay42 to anticipate and address customer needs in real time across all online and offline channels. Relay42 was founded in 2010 with a vision to enable a future where data and technology create trust and meaningful customer relationships.

