

CASE STUDY

HOW 1TO1 CONTENT MICROGROUPS **DROVE 2X** ENGAGEMENT ACROSS 20 BUYER ROLES

Executive Summary

After deploying 1to1 Content Microgroups across a 20-role buying group, a benefits administration and HR technology company saw a significant follow-up engagement increase, nearly double the results seen with regular outreach.

Built on 1to1 Content, the personalisation engine from the exclusive INFUSE & INKHUB partnership, Microgroups (one-to-few) tailors one core asset to the shared priorities, personas, and needs of every role in a large, multi-role buying group, from managers to the C-suite, without the effort of crafting individually customised content.

Key results:

+15% peak engagement uplift, the strongest result of the quarter, achieved through microgroup personalisation to 20 role-based segments

15% to 18% engagement per touch in downstream nurture for microgroup-sourced audiences, against 8% to 9% for an audience not split into microgroups

57% to 86% of buying-group members went on to engage with more content downstream, a lift that held from managers to the C-suite

Results reflect program-wide performance across 1to1 Microgroups campaigns, anchored by the featured campaign detailed below.

Explore the full case study for the proven impact of adding personalisation to your content strategy.

What is 1to1 Microgroups?

1to1 Microgroups is a feature of 1to1 Content, the personalised content engine offered by INFUSE and INKHUB.

It is a one-to-few approach to personalisation that adapts a single piece of content to multiple different job roles at once, without the need to write a new version for each member of the buying group.

1to1 Microgroups leverages buyer persona information, company details, and job role data to personalise key elements of one core asset for each audience segment.

What is the difference between 1to1 Content Microgroups and Real-Time Personalisation?

Each 1to1 Content mode is configured to the target audience size and amount of variation the campaign needs.

Microgroups (one-to-few) are best suited to scalable demand programs engaging large, multi-role buying groups. Content is tailored to shared priorities, personas, or needs, delivering greater relevance without the effort of crafting individually customised content. These pieces can be pre-approved before campaign launch.

Real-Time Personalisation (one-to-one) is best suited to high-value accounts and fast-moving or competitive opportunities. INKHUB 1to1 uses buyer, account, and engagement signals to dynamically tailor content in real time for each recipient, delivering individualised relevance when it matters most.

Microgroups vs. Real-Time Personalisation

Aspect	Microgroups	Real-Time Personalisation
Approach	10 to 20 pre-built, role-based versions of one core asset	A unique version generated per individual, in real time
Best fit	Buying groups at scale, structured by job level and function	Individual, high-value accounts or fast-moving campaigns
What changes per version	Key pages or sections reframed to that role's priorities	Full asset adapts dynamically to each recipient
Data used	Job level, job function, company, and segment information	Company, title, industry, and individual-level signals

[Talk to a demand expert about the right approach for your buying group](#)



How 1to1 Microgroups turned one asset into a personalised campaign for 20 buyer roles

The objective

The featured client is a benefits administration and HR technology company. Given the nature of its offering, its target accounts typically comprise a full [buying group](#), spanning C-suite roles to managers. Each member has a different stake in the purchase process, as well as requirements that need to be met.

To address these needs, the company developed its core message around the common issue of HR teams leaving value on the table due to the rising complexity of benefits administration.

While this message resonates across the buying group, it needed to be tailored to each buying group role and their needs in order to encourage account progression.

Why is 1to1 personalisation important?

Given their differing priorities and goals, not every member of the buyer group approaches evaluating a purchase in the same way. This extends to the evidence they require to address their concerns, technical requirements, or questions.

For example, a CFO will likely prioritise budget and ROI, while a Benefits Analyst focuses primarily on the data and workload behind it.

While creating personalised assets for each buying group role is challenging, a single generic message is unlikely to win buy-in. Microgroups (one-to-few) closes that gap, tailoring one core asset to the shared priorities of each role so the buying group gets the proof it needs, without the effort of crafting individually customised content.

How the 1to1 Content Microgroups strategy worked

The client's team prepared one core asset. The INFUSE team then utilised 1to1 Microgroups to expand it into 20 role-based versions to support the goals of the demand program.

This personalisation was rooted in buyer persona information, company and segment details, and job-level and job-function data to build the right groupings and automatically reframe the asset for each group, matching the language and priorities of every role in the buying group.

The segmentation was mapped to the dynamics of the target buying group:

- Top executives, such as the CHRO and CFO, were handled individually
- VPs and directors were grouped by department
- Managers and below were grouped by department

The results 1to1 Content Microgroups achieved

To isolate the effect of microgroup personalisation, the client ran two parallel campaigns. One audience was split into the 20 microgroups and received the reframed asset. The other was not split and received the campaign without microgroup personalisation.

Both audiences then entered the same nurture stream.

Downstream nurture performance

Nurture stream	Engagement per touch
Audience sourced through microgroups	15% to 18%
Audience not split into microgroups	8% to 9%

The gap held even after personalisation stopped. Both groups received identical nurture, and the only variable was whether the audience had been reached through microgroups at the start.

Personalised content with 1to1 Microgroups delivered a +15% peak engagement uplift, the strongest result of any campaign run that quarter.

"When content speaks to each buyer's priorities, engagement rises, with consistent uplift across all levels of the buying group. 1to1 Content represents a strong option for demand leaders looking to personalise at scale without multiplying the burden of content creation."



Victoria Albert
CMO, INFUSE

How 1to1 Content Microgroups improved engagement across the buying group

The results were not confined to one role or one moment.

Engagement and content consumption increased at every level

The campaign's 15% peak engagement uplift did not stop with the first email. Buyers at every level of the buying group went on to consume more content:

Share of buyers who went on to engage with more content

Aspect	Benefits Managers	CFOs	VPs of Finance and Operations	Directors and VPs of Rewards
Engagement uplift	57%	59%	70%	86%

Engagement did not climb with seniority. Directors and VPs of Rewards (86%) and VPs of Finance and Operations (70%) both outperformed CFOs (59%). What separated the groups was how closely the content matched their function, making functional alignment a stronger driver of sustained engagement than seniority alone.

How INFUSE built on early campaign success

From January through April, ahead of the 1to1 Content Microgroups campaign launched in Q2, INFUSE demand experts worked with the client on establishing relevance through localisation to meet their goals.

Rather than running one generic asset across every market, campaigns were built around region- and market-specific versions, aligned to where the audience was based and the market conditions they were operating in.

Localised targeting achieved a significant uplift in conversions and engagement:

**2.5% - 8% → 5.5% - 20%
conversion**

Localised campaigns converted at 5.5% to 20%, against a typical 2.5% to 8% range for non-personalised campaigns

**+3% to +12% engagement
uplift**

Localised, market-specific content consistently outperformed regular assets, with the largest gains recorded where targeting was most refined

**+2% uplift in click-to-form
and form completion**

Segmenting audiences by job level, industry, and title improved form conversion, not only content engagement

Testing localisation proved the value of personalisation at the market level, serving as the basis for expanding the campaign to 1to1 content. INFUSE continues to work with the client to identify critical optimisations and maximise the impact of their demand programs.

1TO1 REAL-TIME CONTENT CASE STUDY

Discover how Real-Time Personalisation boosted purchase-stage accounts by 126%



PERSONALISE YOUR NEXT CAMPAIGN WITH 1TO1 CONTENT

1to1 Content by INFUSE and INKHUB is built to optimise content into critical information and targeted messaging designed to enable buying groups at target accounts to advocate for your solution. The INFUSE team works with you to craft the 1to1 Content strategy best suited to achieving the goals of your demand generation program.

Talk to a demand expert about 1to1 Content



Frequently asked questions

How many versions does 1to1 Microgroups typically create?

Most 1to1 Microgroups campaigns produce 10 to 20 role-based versions of one core asset. In the featured campaign, the buying group was split into 20 microgroups, built by combining job level and job function, with only key sections of the asset reframed per version.

What data does 1to1 Microgroups need to run a campaign?

1to1 Microgroups uses buyer persona information, company details, and job role data to build accurate microgroups and reframe the core asset for each one. The client provides this input once, and 1to1 Microgroups handles the segmentation and reframing from there.

When should a team choose Microgroups instead of Real-Time Personalisation?

Microgroups (one-to-few) is the better fit for scalable demand programs engaging large, multi-role buying groups, where content tailored to shared priorities, personas, or needs delivers greater relevance without the effort of crafting individually customised content. Real-Time Personalisation (one-to-one) is best suited to high-value accounts and fast-moving or competitive opportunities, where buyer, account, and engagement signals are used to dynamically tailor content in real time for each recipient.

Is 1to1 Microgroups AI-generated content, or manually customised?

1to1 Microgroups runs on the AI engine built through the exclusive INFUSE & INKHUB partnership, but the underlying asset is written by the client's team once. The engine reframes specific sections of the asset for each microgroup based on verified buyer persona, company, and job role data, rather than generating new content from scratch.

How does 1to1 Microgroups cover the full buying group?

1to1 Microgroups maps its segments to how a buying group actually functions. In the featured campaign, top executives such as the CHRO and CFO were handled individually, while VPs, directors, and managers were grouped by departments, producing 20 groups in total that spanned every level of the buying group.

How do I apply 1to1 Content Microgroups to my next demand generation campaign?

INFUSE can help you handle the setup end-to-end, from segmentation and reframing to deployment. [Talk to INFUSE](#) about 1to1 Content to find the right approach of Microgroups, Real-Time Personalisation, or a mix of both, for your next campaign.



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