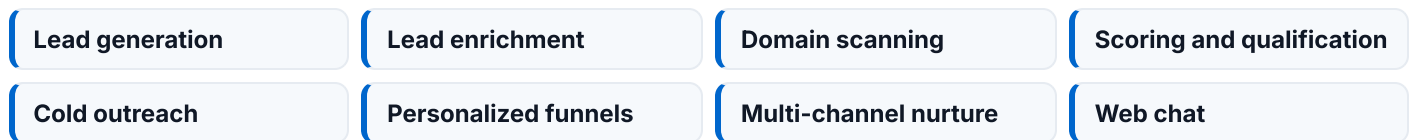


Hyper-Personalization Adoption Platform

Adopt hyper-personalization at your own pace with a composable, flexible, scalable system that plugs directly into your tech stack.

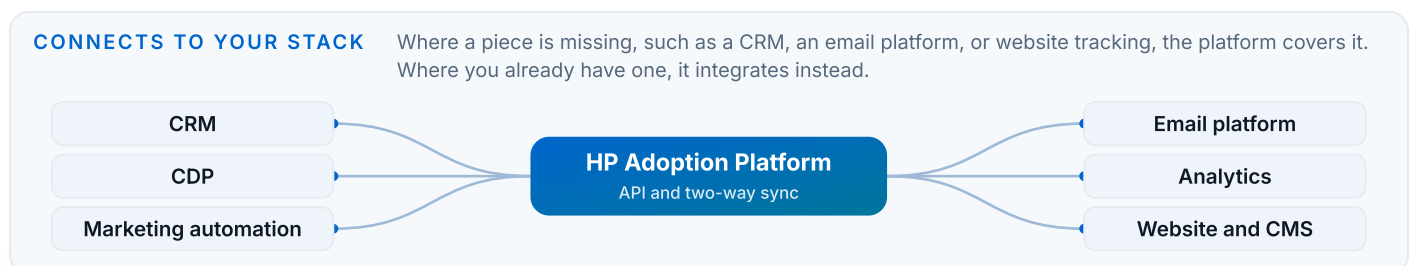
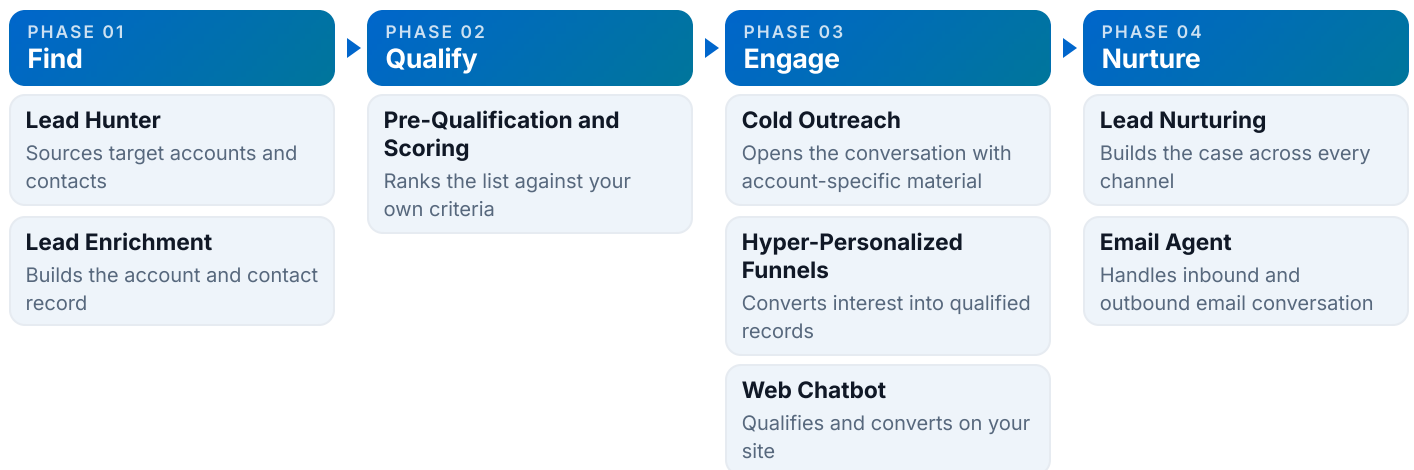
The Hyper-Personalization Adoption Platform (HP Adoption Platform) is designed to help mid-market and enterprise companies adopt hyper-personalized marketing quickly, without complex martech integrations. Independent components connect to the tools you already run. Each one handles one job in the lead lifecycle, exposes an API, and works alone or with the rest, so the platform fits whatever you have in place today.



END-TO-END LEAD LIFECYCLE

Hyper-personalization across your marketing lifecycle

Every phase, from finding the right accounts to nurturing them into customers, is personalized to the individual buyer.



WHY IT WORKS

Scalable hyper-personalization

01

Hyper-personalization

One-to-one marketing at scale. Every account and individual receives content, offers, and next steps shaped by facts about their company, answers, and behavior.

02

Plug and play

The platform connects to your martech stack in whatever form fits your business and starts producing value right away from web signals, imported lists, and buyer answers.

03

Scale at your own pace

Start with one workflow, test and verify, experiment, and expand at whatever pace your business dictates.

Start with one workflow and expand at your own pace

Plug the platform into your martech stack and scale flexibly. It works with the tools you already use and fills the gaps across lead management, content generation, and AI integration. Each tier builds on the one before it.

T0	Dry run	See the output on your real accounts, risk free, before you commit any budget
T1	Single campaign	One split-tested campaign, such as email, landing pages, or recommendations
T2	Discovery	A quiz or assessment that captures what each buyer needs
T3	Asset funnel	A hyper-personalized asset built from quiz answers, behavior, or sales conversations
T4	Engagement loop	Every open, click, and download shapes the next message each buyer receives
T5	Orchestration	Intelligent, dynamic campaigns created on the fly for each lead and visitor
T6	Integrated personalization	Personalization connected across campaigns, your martech stack, and sales

DELIVERY AND SERVICE MODELS

Four ways to work together

YOUR PLATFORM

Deployed Platform

I deploy the platform in your environment to fit your existing technology stack and business needs, then expand it component by component. You own the deployment and the data it produces.

YOUR TOOLS

Your Stack, Adapted

Instead of adding my platform, I adapt the tools you already own, such as Adobe, Optimizely, Mutiny, or your marketing automation platform, for hyper-personalization. I prove it on your own accounts first, then build it into your stack.

YOUR TEAM

Enablement and Co-Build

Your team builds the capability in your own stack, with architecture, patterns, and hands-on support from me throughout.

FULLY MANAGED

Managed Service

I run the platform for you as a supported managed service, covering lead generation, campaign management, and content generation. The output connects to your team or your martech stack through an API, or arrives in whatever format works for you.

About Nathan T Warne

Nathan T Warne is a marketing technology and automation consultant who helps organizations, agencies, and technology specialists build modern martech solutions. He brings more than 15 years in marketing for B2B technology companies, technology distributors, and marketing agencies. The HP Adoption Platform has been in production since 2025, sold through a partner agency to a global managed service provider and an industry-leading data platform company.

NEXT STEP

Build hyper-personalized experiences across every channel.

[Book a strategy session](#)

nathantwarne.com

TECHNOLOGY I WORK WITH

- PythonDjangoReactWordPressMarketoHubSpotSalesforceRetooln8nMakeZapier
- AdobeOptimizelyMutinySegmentGoogle AnalyticsPostgreSQLOpenAIClaudeREST APIs