

PERSONALIZATION

PULSE CHECK

A DIVE INTO THE KEY FINDINGS FOR **CREATING EXCEPTIONAL PERSONALIZED EXPERIENCES**



The digital landscape arms consumers with an unprecedented number of options for products, configurations, and promotions, which poses a unique challenge for businesses: **How to uniquely serve everyone without overwhelming anyone.**

40% OF CONSUMERS have left a business's website and made a purchase on another site or in store because they were overwhelmed by too many options when trying to make a decision.

Using The Four Rs of Personalization, businesses can transcend the limitations of singular tactics to pursue a larger strategy focused on serving each individual customer's needs.

THE FOUR Rs OF PERSONALIZATION

Consumers are more likely to buy from a retailer (online, offline) that:



RELEVANCE:
Sends them relevant and personalized promotions



REMEMBER:
Knows their purchase history



RECOGNIZE:
Recognizes them by name



RECOMMEND:
Recommends options based on past purchases

As companies design their own competitive strategy to differentiate their personalized marketing and experiences, they will need to dig deeper than ever before into the data available from each customer interaction.

3 CONDITIONS OF EFFECTIVE USE OF PERSONAL DATA

BE TRANSPARENT WITH MY DATA

70%

of consumers are generally comfortable with retailers, news sites, streaming services, and service providers collecting personal data if the retailer is transparent about how they use it.

GIVE ME CONTROL OF MY DATA

75%

of consumers are generally comfortable with retailers, news sites, streaming services, and service providers collecting personal data if they can control how it is used.

USE MY DATA TO SERVE ME BETTER

68%

of consumers reported streaming services such as Netflix and Hulu use their data because it helps them find more products and videos they like.

Exceptional personalization that enables customers to buy and consume what they want, how and when they want it requires a cohesive strategy through trusted, transparent tactics. Those that make the investment will generate sustainable benefits for years to come. Read the full report to learn more about achieving personalization at scale and creating exceptional customer experiences.