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.

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.

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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.