73% of CEOs acknowledge the need for products, services and experiences that are more meaningful to their customers. What’s driving their interest in “hyper-relevance”? Changing customer expectations, of course.

Look beyond the traditional customer journey. Identify and prioritize areas where hyper-relevance can deliver added—and unexpected—value.

Personalization—which is designed around relatively “constant” aspects of an American consumer’s life such as buying patterns or demographics—has its limits. As customer expectations evolve, so must the experiences that companies deliver. Hyper-relevance allows companies to keep pace with the “non-constants” and changing circumstances of consumers’ lives. Whereas the value of personalization plateaus over time, the value of investments in hyper-relevant experiences continues to grow.

Hyper-relevance and trust are intertwined. Nearly a third of American consumers expect the companies with which they engage to know more about them. And two-thirds are willing to share personal information. But only if they get something in return. And only if their data is secure.

Hello, Hyper-relevance

Two Sides of the Relevance Coin

92% of U.S. consumers believe it’s important for companies to safeguard data privacy. 79% of U.S. consumers find not being able to trust a company with personal information a top source of frustration.