

IMPROVED CX DEMANDS DATA-DRIVEN PERSONALIZATION

67%

of marketers surveyed said the primary objective of data-driven personalization is improving customer experience.

Improved CX may be the goal, but marketers also ranked it among the **TOP CHALLENGES** to implementing data-driven personalization.

Improving quality of data used

46%

Improving customer experience

46%

To connect CX and personalization, marketers tend to rely heavily on **DIFFERENT TYPES OF BEHAVIORAL DATA** (i.e., tracking what people actually do).

Website activity

57%

Transaction activity

54%

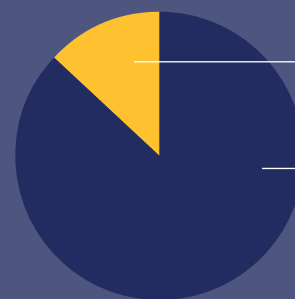
Campaign activity

44%

92%

of all marketers plan to spend more to improve personalization and CX

Because personalization and CX are challenging, marketers rely on external collaborators.



13% In-house only

87% Outsourced and in-house

KEY TAKEAWAYS FOR MARKETERS

- ▶ Improving CX should be at the center of your personalization efforts.
- ▶ To enable deep personalization, enterprises need to adopt an infrastructure that embraces open marketing and eliminates data silos.
- ▶ Brands need a partner who understands digital experience across the spectrum.