Checklist

What's Stopping You From Making Personalized Experiences A Reality?

Investing resources toward personalizing customer experiences can really pay off for your business. A recent report from Deloitte found that 69% of consumers said they're more likely to purchase from a brand that personalizes experiences. Meanwhile, 68% said personalization boosts brand satisfaction significantly.

So, why haven't more marketers been able to implement personalization for their organizations? To account for challenges that might be holding you back, review this checklist.

Ask yourself:

	Yes	No
Can you build a strong data strategy today? Do you have marketing strategy or data science experts on staff who can build and lead a strong data strategy?	○	○
Do you have the time? You might have access to multiple sources of customer data, but can you really make the time to connect them together and act on what you learn from it?	○	○
Do you have manual integration expertise? Does your department have the in-house expertise required to manually integrate data from multiple sources?	○	○
Do you have the segmentation expertise? Does your current team boast the deep skills needed to manually apply segmentation to your audience data?	○	○
Are you prepared to identify the right insights? Once all your data is connected, do you have an expert who can identify the insights that will improve your campaigns?	○	○

If you were unable to check "Yes" for many of these, you're certainly not alone. But we have a fresh take on how to overcome these issues.

Fast-Track Your Organization's Ability to Deliver Personalized Experiences

Leverage the data that's generated from assembling experiences

Learn How to Build Personalized Experiences Quicker and With Fewer Resources

With the right tools and strategy, achieving personalization at scale doesn't need to be an exasperating challenge.

Read the e-book