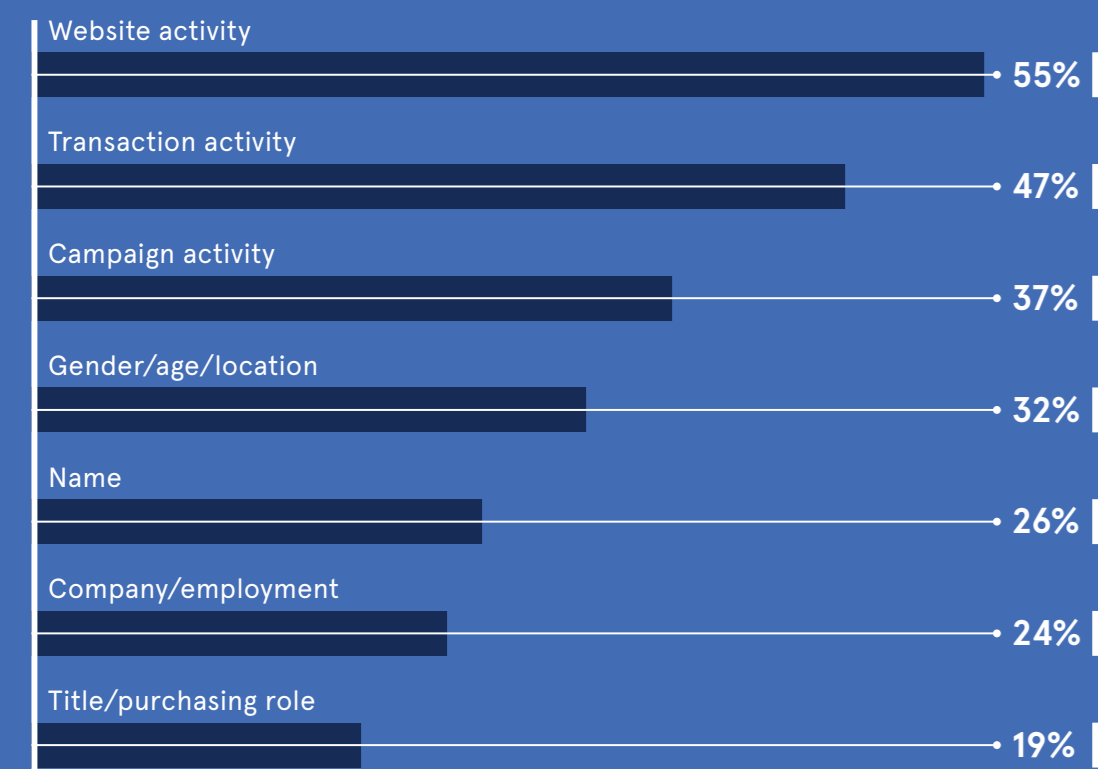


DATA-DRIVEN PERSONALISATION

Marketing personalisation is tricky. Delivering tailored experiences and offerings to individual customers based on their habits and behaviours is now an expected role of marketers, but requires both huge volumes of quality data and the right strategy to ensure success and return on investment

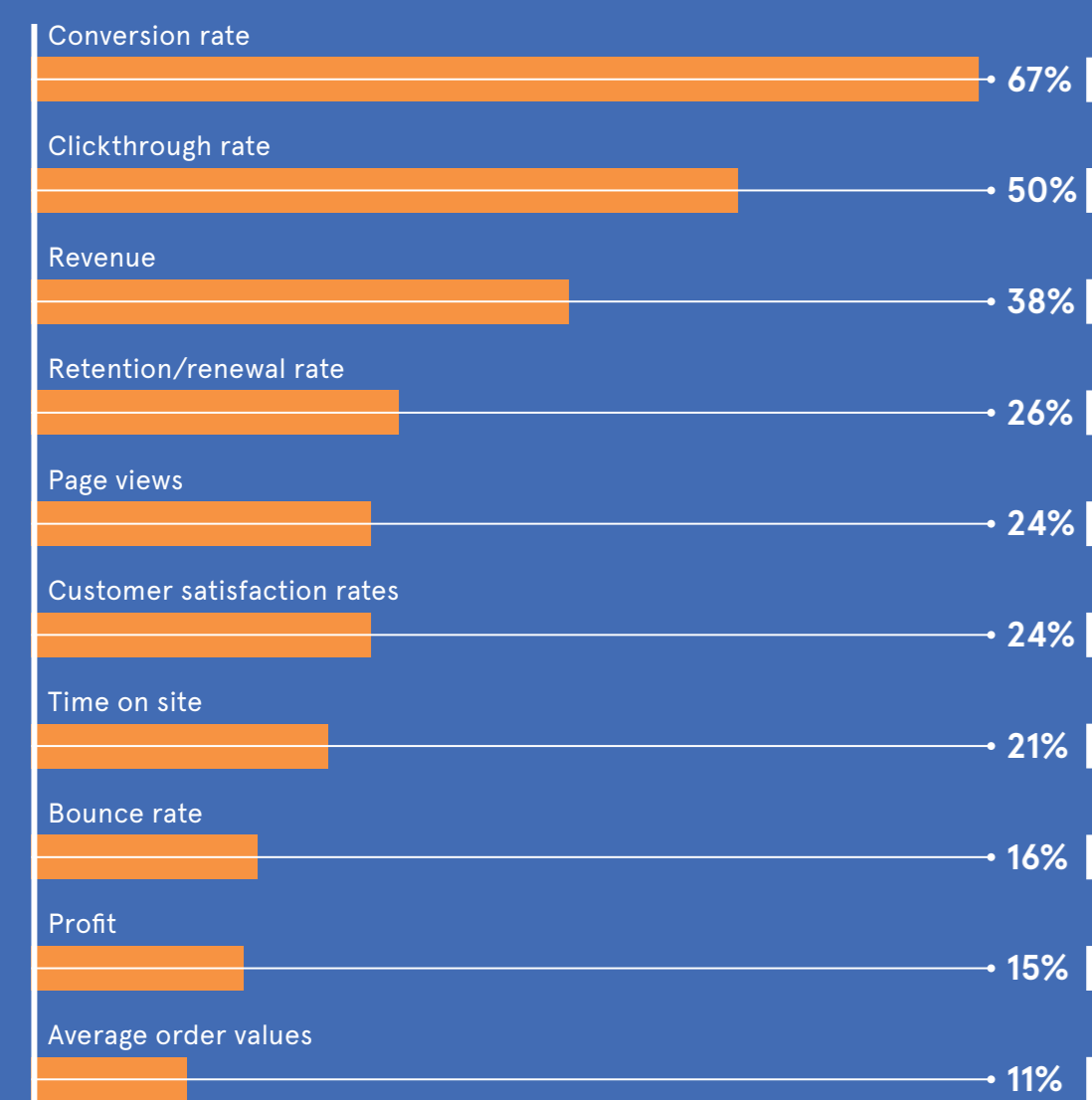
DATA USED TO PERSONALISE CUSTOMER EXPERIENCES

Percentage of marketers who say the following are important for personalisation Ascend2 2019



HOW MARKETING PERSONALISATION IS MEASURED

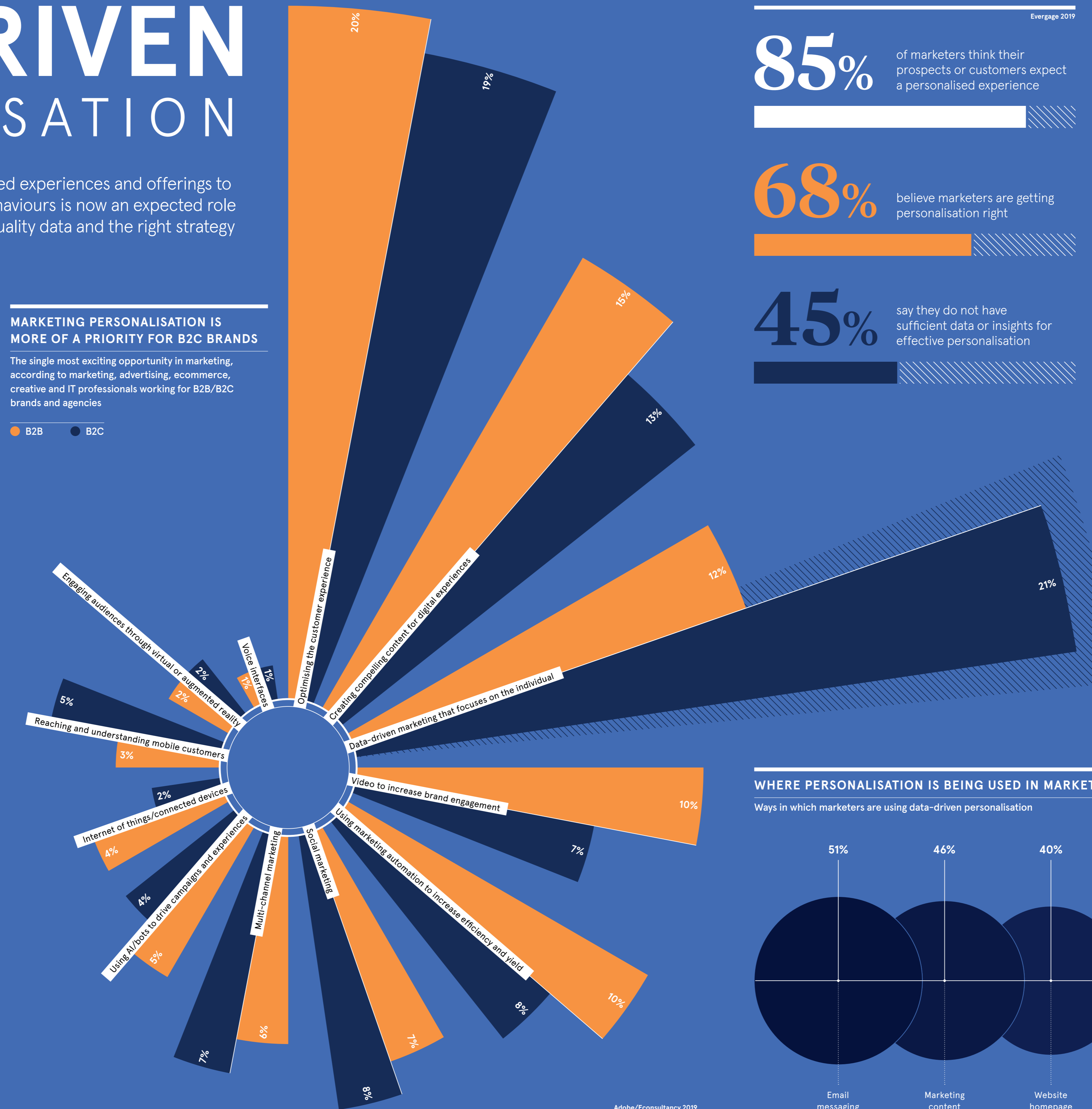
Percentage of marketers who use the following Evergage 2019



MARKETING PERSONALISATION IS MORE OF A PRIORITY FOR B2C BRANDS

The single most exciting opportunity in marketing, according to marketing, advertising, ecommerce, creative and IT professionals working for B2B/B2C brands and agencies

● B2B ● B2C



Adobe/Econsultancy 2019

85% of marketers think their prospects or customers expect a personalised experience Evergage 2019

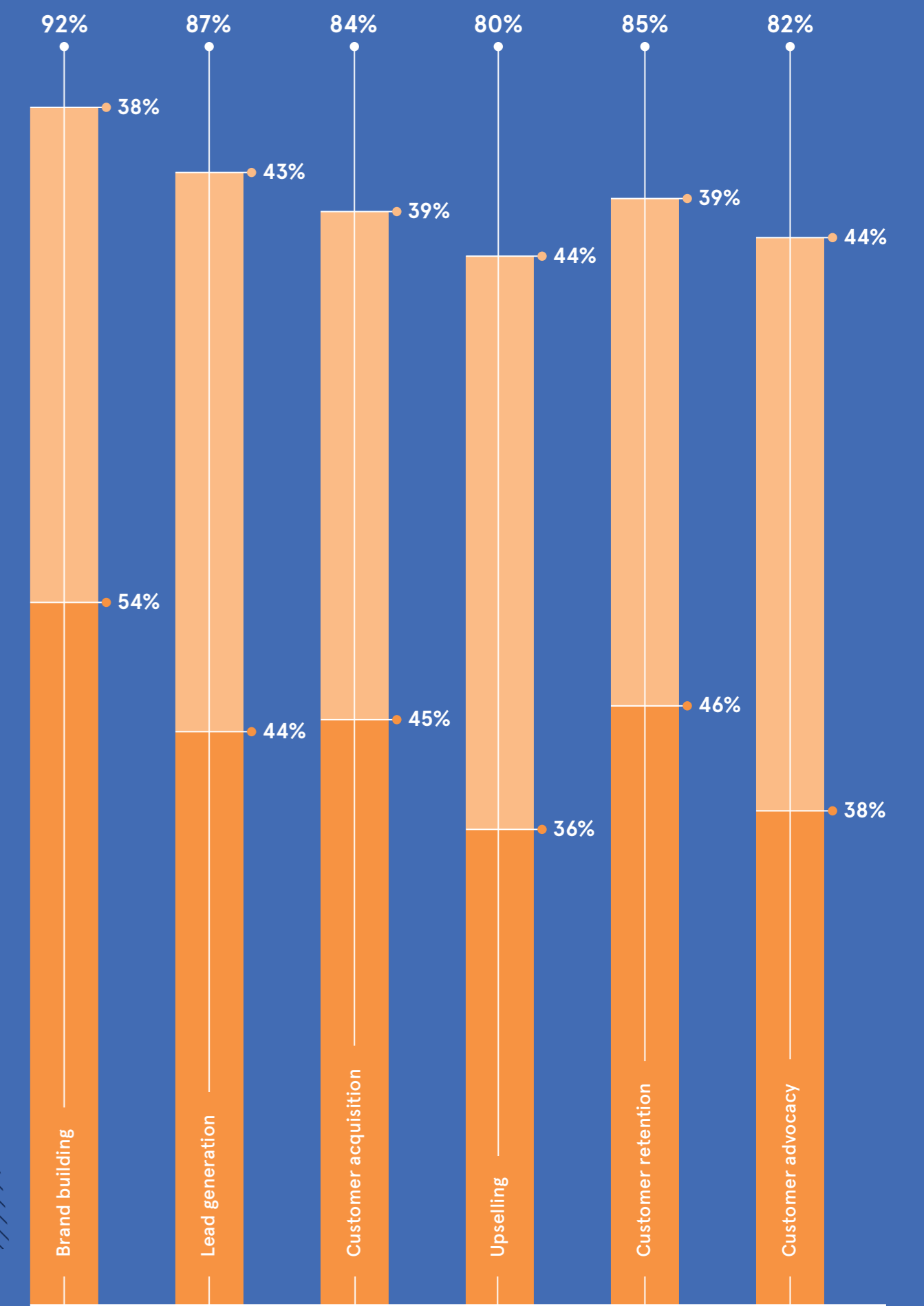
68% believe marketers are getting personalisation right

45% say they do not have sufficient data or insights for effective personalisation

TOP BENEFITS OF MARKETING PERSONALISATION

Survey of marketers who say personalisation improves the following Salesforce 2019

● Major improvement ● Minor improvement ● Overall improvement



WHERE PERSONALISATION IS BEING USED IN MARKETING

Ways in which marketers are using data-driven personalisation Ascend2 2019

