

2018

TRENDS IN PERSONALIZATION

ATTITUDES



98%

of marketers believe that personalization advances customer **relationships**

✓ 74% believe it has a “strong” or “extreme” impact

88%

believe that their prospects or customers expect a **personalized** experience



69%

believe that, on average, marketers are **not** getting personalization right

77%

believe that personalization should be a **bigger** priority in their business

⬆ up from 73% last year



INVESTMENT AND RESULTS



97%

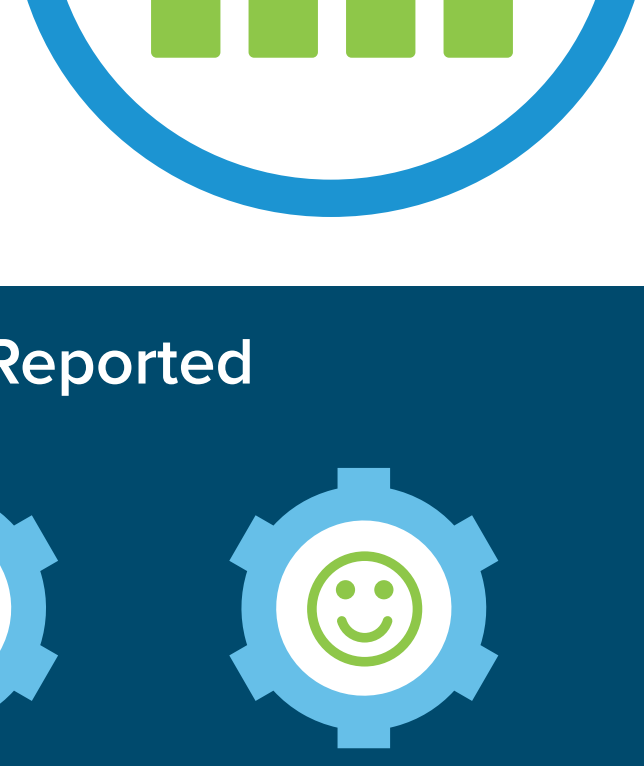
of companies plan to **maintain** or **increase** their personalization budget this year

87%

of marketers using personalization report a **measurable lift** in results

⬆ 54% report a lift greater than 10%

⬆ 13% report a lift greater than 30%



Top Benefits Reported



Increased Conversion Rates



Improved Customer Experience



Increased Visitor Engagement

DATA



55%

of marketers feel they don't have the data and insights necessary for effective personalization

69%

of marketers have customer or visitor data stored in 3 or more systems

🌐 16% store data across 6 or more systems



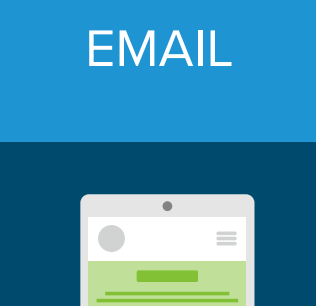
73%

of marketers have less than half of their channels connected

✂ 27% have not connected any of their channels

TACTICS

Personalization Across Channels



77%

EMAIL



52%

WEBSITE



31%

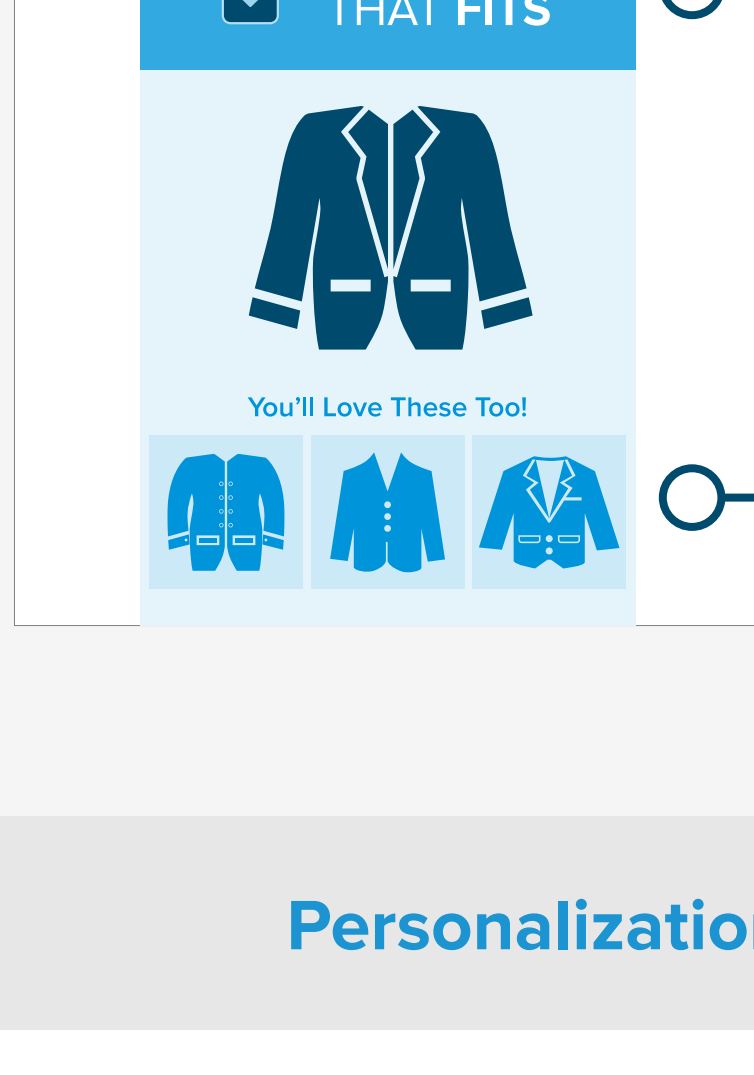
MOBILE APP



24%

WEB APPLICATION

Email Personalization Techniques

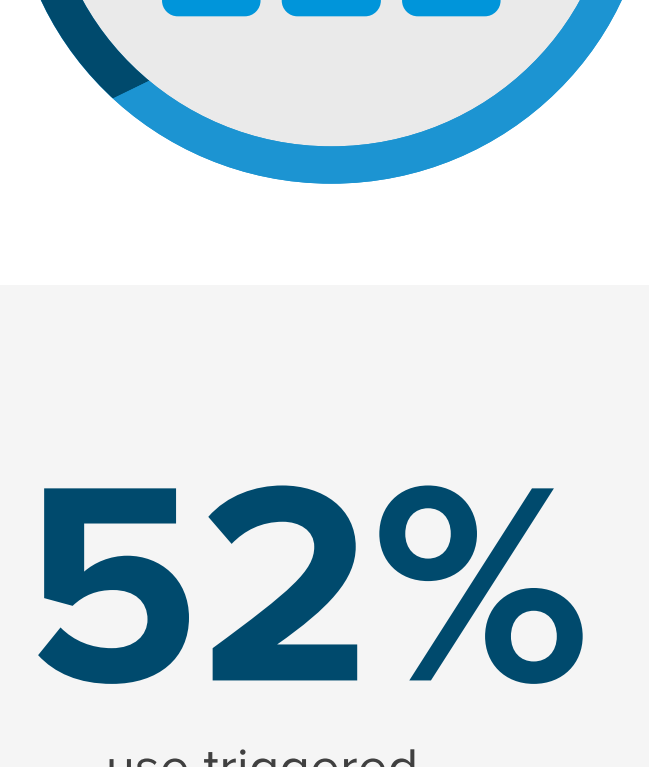


76% First name and/or company name in the message or subject line

52% Tailored messaging or promotions by audience segment

51% Product or content recommendations by audience segment

Personalization Approach

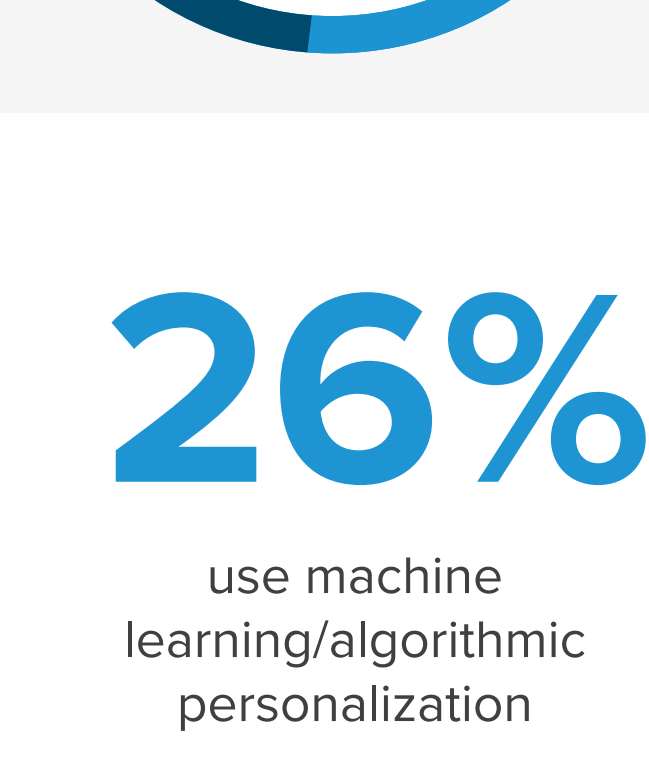


68%

of marketers use rule-based personalization

52%

use triggered messages



26%

use machine learning/algorithmic personalization

DOWNLOAD THE FULL REPORT

<http://bit.ly/2018-Personalization-Trends>



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2018 Trends in Personalization Survey Report

The report is based on a 2018 survey of 300 B2B and B2C marketers across industries and company sizes, conducted by Researchscape International.

