

THE POWER, POTENTIAL & PROCESS OF PERSONALIZED MARKETING



THE POWER OF PERSONALIZATION

Brands able to personalize their marketing realize improved customer experience, consistency across channels, greater revenue and increased brand loyalty.



78% of U.S. Internet users say personally relevant content increases their purchase intent.

THE 4 Rs OF PERSONALIZATION

RECOGNIZE

Customers expect to be recognized by name.



RECOMMEND

Customers expect brands to understand their preferences & make recommendations.

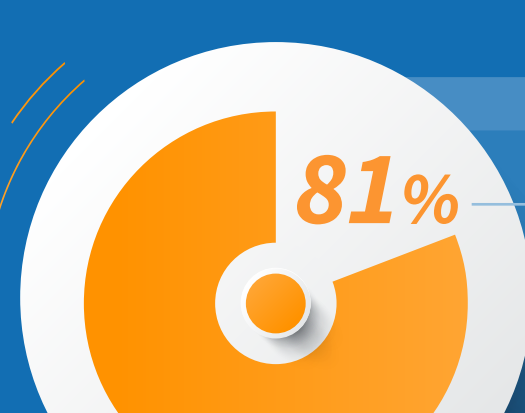
REMEMBER

Customers expect to have their preferences remembered.



RELEVANCE

Customers expect relevant offers in the context of the situation.



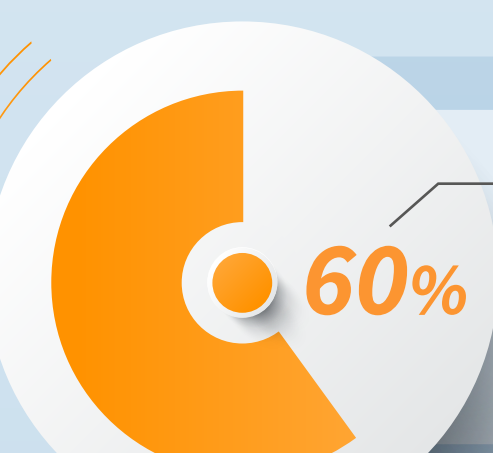
81% of consumers want brands to understand them better and know when and when not to approach them.

THE POTENTIAL OF PERSONALIZATION

Personalization can expand beyond a simple salutation. Brands can deliver personalization across the customer journey, across devices and offline.



Personalization can reduce acquisition costs by as much as 50%, lift revenues by 5 to 15% and increase the efficiency of marketing spend by 10 to 30%.



60% of consumers prefer to do business with brands that provide personalized real-time promotions & offers.



THE PROCESS OF PERSONALIZATION

The path to creating personalized marketing requires getting buy-in from the leaders, developing a strategy, acquiring the necessary skills and technology and defining a process.

CUSTOMER JOURNEY ANALYTICS

Every action at every touchpoint in the customer journey must be collected and integrated to inform marketing, service and customer experience decisions.



THE CUSTOMER DATA PLATFORM

The AI-powered customer data platform (CDP) enables marketers to create the central location for customer data needed to personalize digital experiences.



Only 5% have attained a single view of the customer to orchestrate personalization across channels.



Your customers expect a personalized experience. Will they get it from your brand or a competitor?

Execute with data-driven precision.



www.ThreeDeepMarketing.com

SOURCES: OneSpot—<https://pages.onespot.com/Personalization-Imperative-Report.html>
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