

2019 Trends in Personalization

ATTITUDES



98%

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

✔ **70%** believe it has a “strong” or “extremely strong” impact



85%

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



74%

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

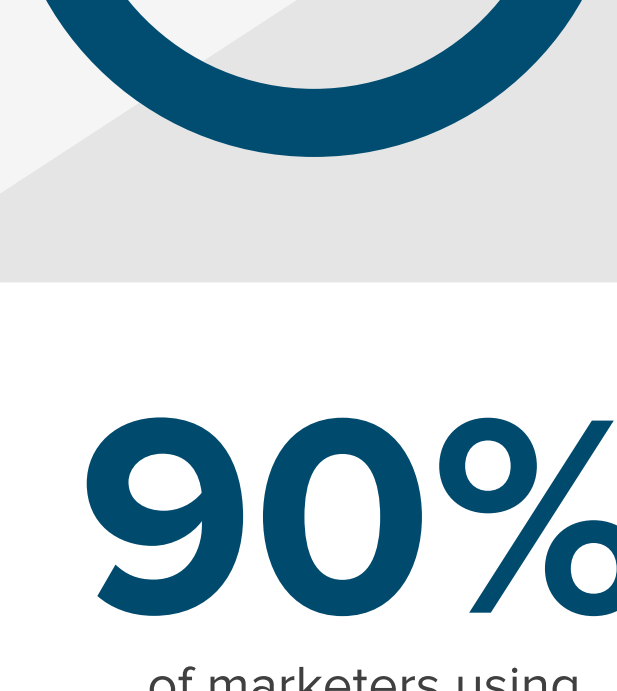
Top Reasons for Deploying Personalization

88% Deliver Better Customer Experiences

59% Increase Loyalty

50% Generate Measurable Lift/ROI

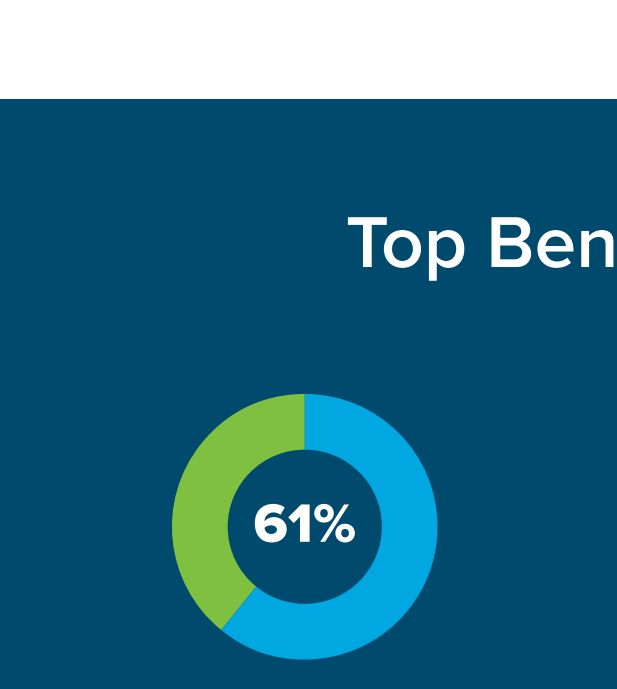
INVESTMENT AND RESULTS



97%

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

✔ **48%** plan to increase their budget, up from **37%** last year



90%

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

⬆ **58%** report a lift greater than **10%**

⬆ **15%** report a lift greater than **30%**



Top Benefits Reported



Increased Conversion Rates

⬆ up from **51%** last year



Increased Visitor Engagement

⬆ up from **55%** last year



Improved Customer Experience

⬆ up from **55%** last year



Increased Lead Generation/Customer Acquisition

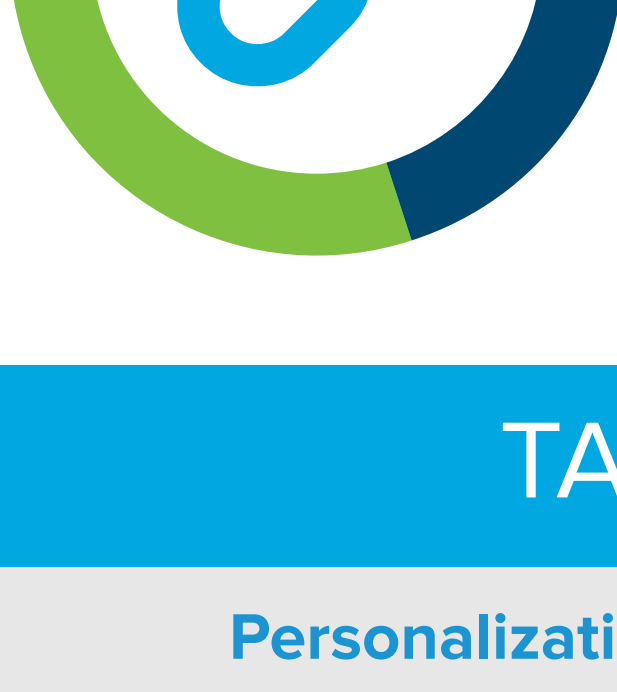
⬆ up from **46%** last year

CHALLENGES



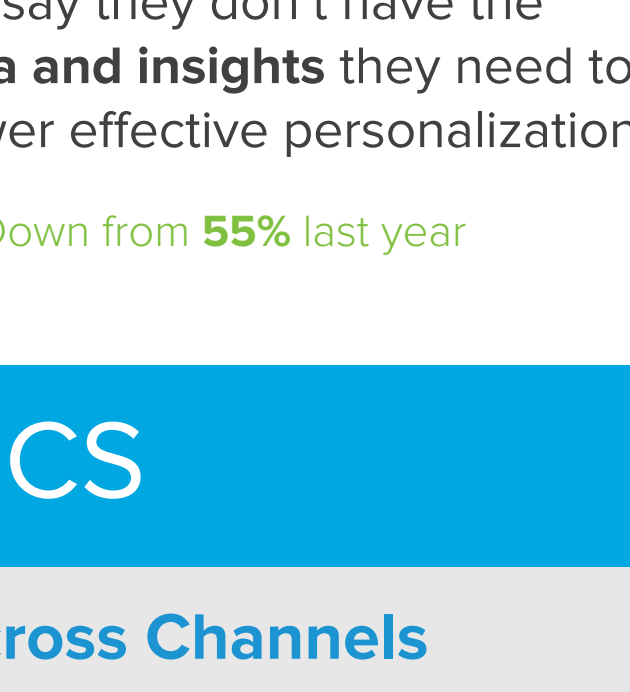
18%

of marketers are “very” or “extremely” confident that their organization has a **successful strategy** for personalization



65%

give themselves a **grade** of “C” or lower for their current personalization efforts



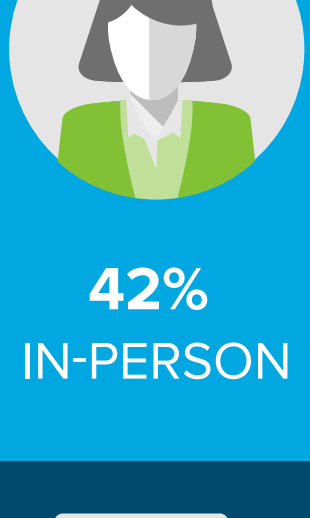
45%

say they don't have the **data and insights** they need to power effective personalization

⬇ Down from **55%** last year

TACTICS

Personalization Across Channels



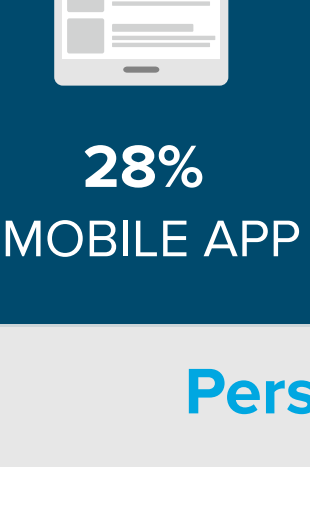
78%

EMAIL



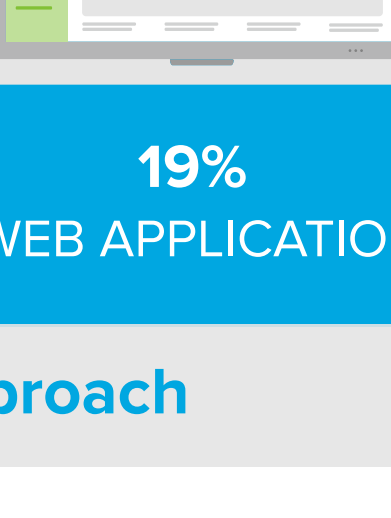
58%

WEBSITE



42%

IN-PERSON



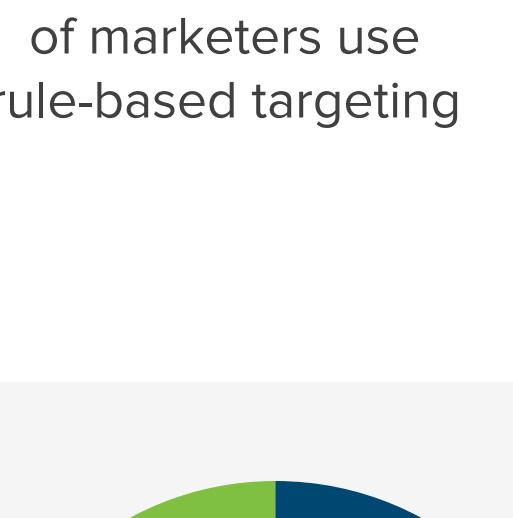
35%

ONLINE ADVERTISING



28%

MOBILE APP



19%

WEB APPLICATION

Personalization Approach



68%

of marketers use rule-based targeting



51%

use triggered messages



40%

use machine learning/algorithmic personalization

⬆ Up from **26%** last year

<http://bit.ly/evergage-survey-report>



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2019 Trends in Personalization Survey Report

The report is based on a 2019 survey of 314 B2B and B2C marketers across industries and company sizes, conducted by Researchscape International.