

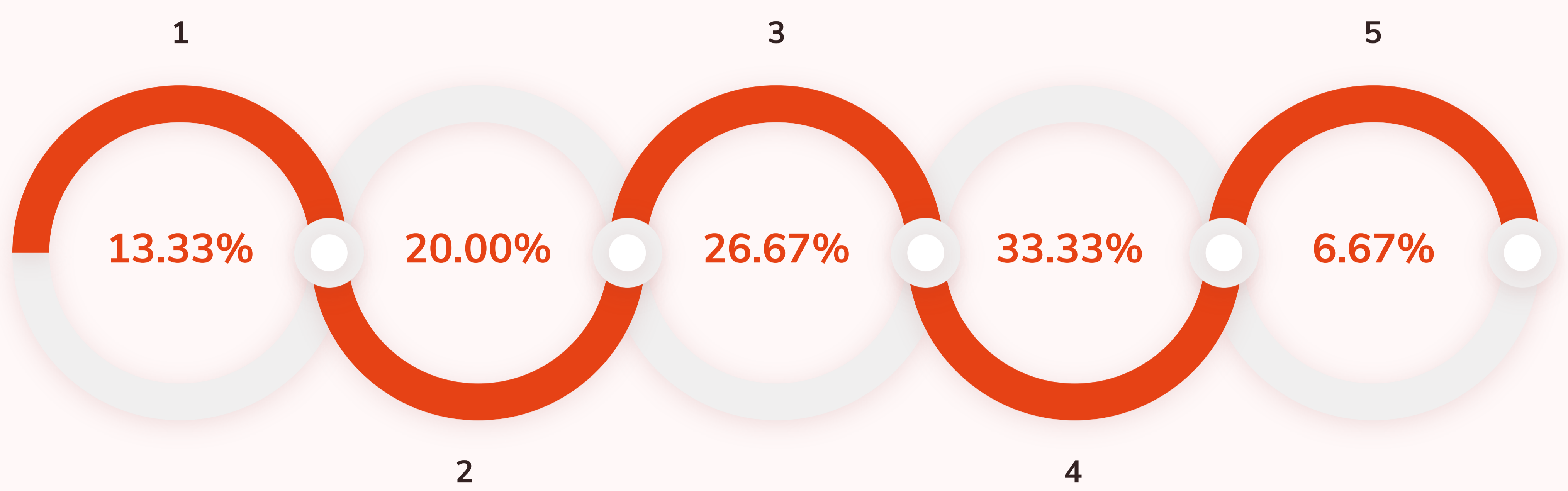
Hypertension:

Few Brands Are Ready For The Highest Level Of Personalization



Most companies want to deliver hyper-personalized communications. But saying it and doing it are two different things. We at Lemnisk, surveyed hundreds of senior marketing professionals in banking, insurance, retail, telecom and travel & hospitality, in the United States and Europe. The results are as follows:

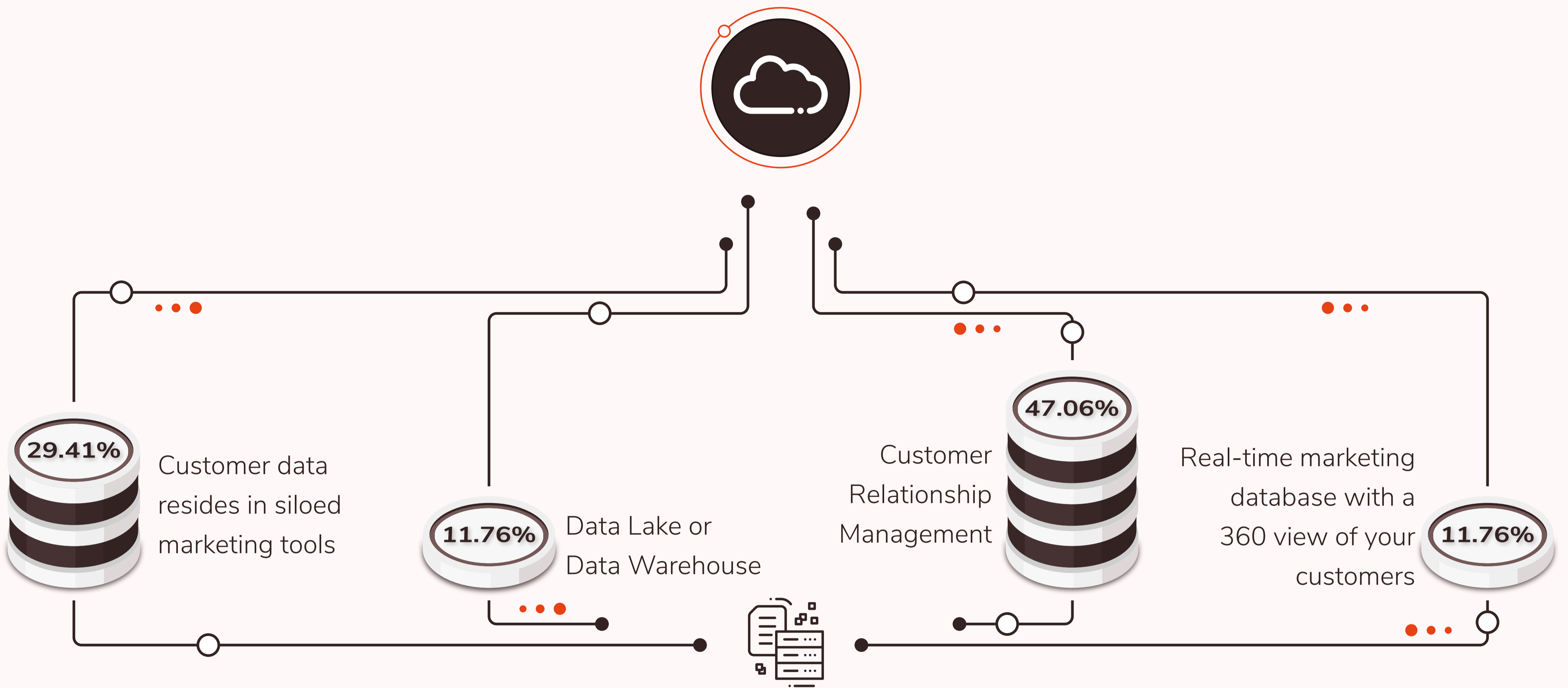
Few companies give themselves the highest possible score in utilizing customer data.



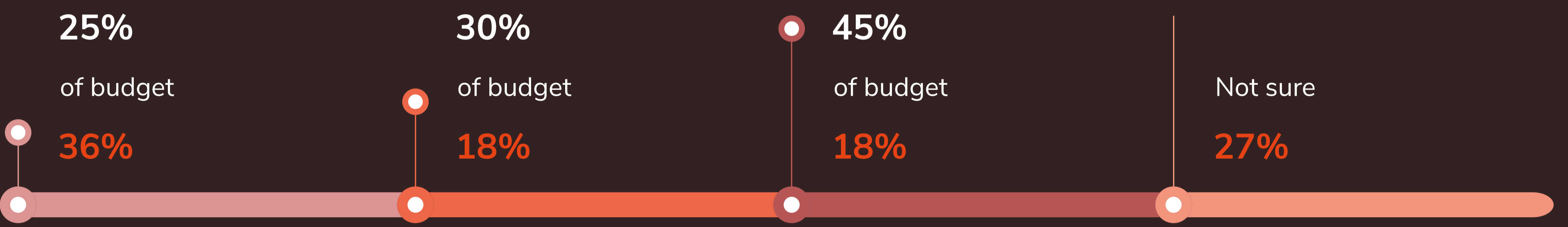
It's not clear that brands are investing in the necessary technology. While many firms are considering a CDP, few have installed one



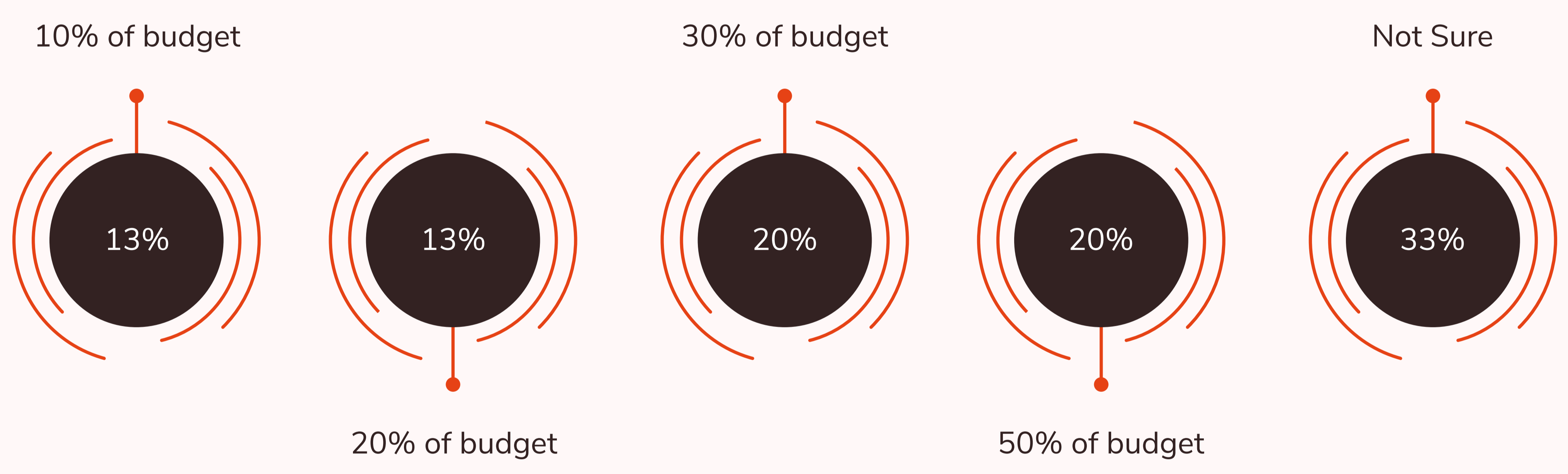
Despite all the talk of integration, few companies store their data in the optimal location.



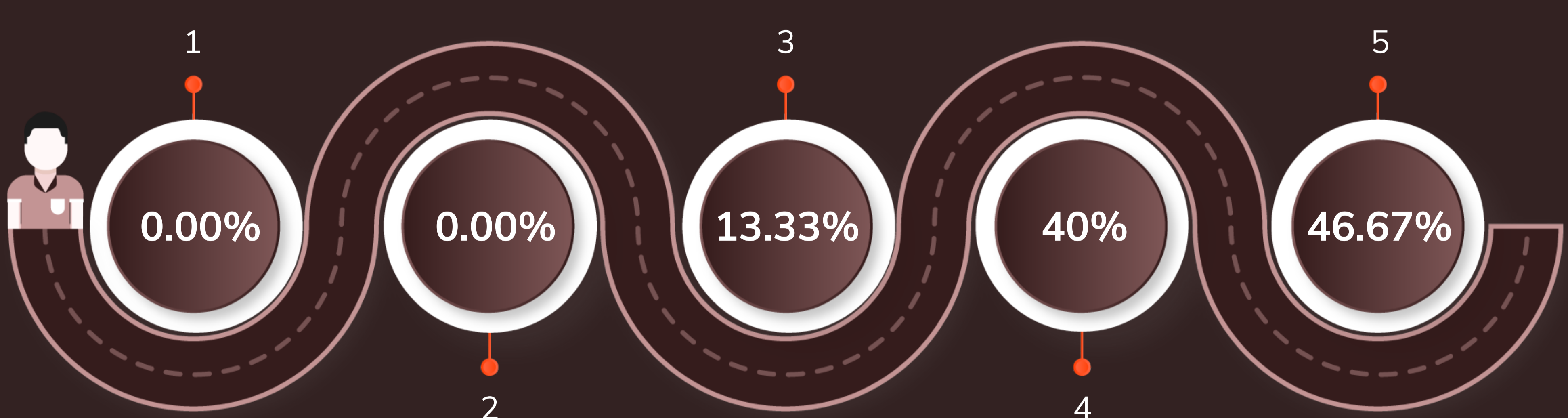
Still, 86% seek to hyper target this year, and 80% want real-time actionable customer data. And they are devoting the following percentages of their budgets to technology and automation:



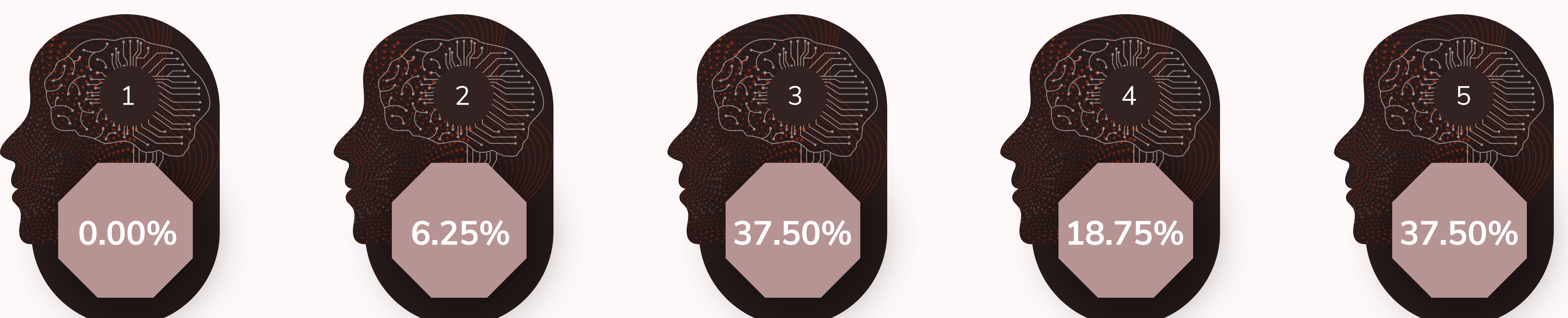
In addition, they spend the following on customer retention:



Meanwhile, most feel 1-to-1 personalization is important in their customer journeys. On a scale of 1-5:



And, they feel AI is important in emerging marketing technologies. Again, on a scale of 1-5:



Of those polled, brands mainly engage with customers via websites, mobile apps, social and in-person. They use channels such as email, WhatsApp, push notifications, web and app banners, Facebook and Google Ads. SMS is the main channel used to communicate loyalty and transactional information.