

An overhead view of a meeting with five people (three men and two women) seated around a large wooden conference table. They are engaged in a discussion, looking at documents, a laptop, and a computer monitor. The table is cluttered with papers, sticky notes, and small potted plants. Sunlight streams in from the left, casting shadows on the carpeted floor.

HYPER- PERSONALIZATION STRATEGIES

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with
Leading Providers of Marketing Technology and
Agency services.

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Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a verified list of marketing research influencers and subscribers.

HYPER-PERSONALIZATION STRATEGIES

Hyper-personalization takes personalized marketing a step further by leveraging artificial intelligence (AI) and real-time data to deliver more relevant content, product, and service information to each user.

But what will hyper-personalization strategies look like in the year ahead?

To help you answer this question, Ascend2 and our Research Partners fielded the Hyper-Personalization Strategies Survey. We thank the 143 marketing influencers who responded to this survey during the week of November 26, 2018.

This Survey Summary Report, titled *Hyper-Personalization Strategies*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.



Survey Market Segments

Number of Employees

| | |
|---------------|-----|
| More than 500 | 35% |
| 50 to 500 | 28% |
| Fewer than 50 | 37% |

Role in the Company

| | |
|-------------------------|-----|
| Owner / Partner / CXO | 24% |
| VP / Director / Manager | 56% |
| Non-Mgmt Professional | 20% |

Primary Marketing Channel

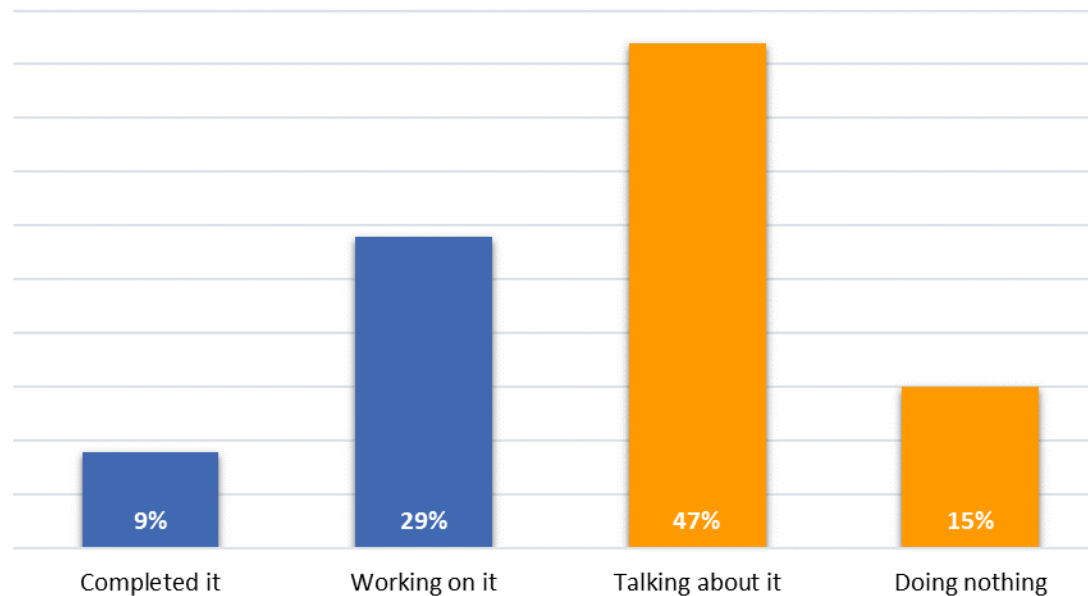
| | |
|----------------------|-----|
| Business-to-Business | 51% |
| Business-to-Consumer | 32% |
| B2B and B2C Equally | 17% |



DEVELOPING A STRATEGY

Only about 9% of marketing influencers surveyed say they have completed the development of a hyper-personalization strategy. These are the early adopters. The majority, totaling 62%, are either just talking about it or haven't done anything about hyper-personalization yet.

Which best describes the CURRENT SITUATION as it applies to developing a hyper-personalization strategy?

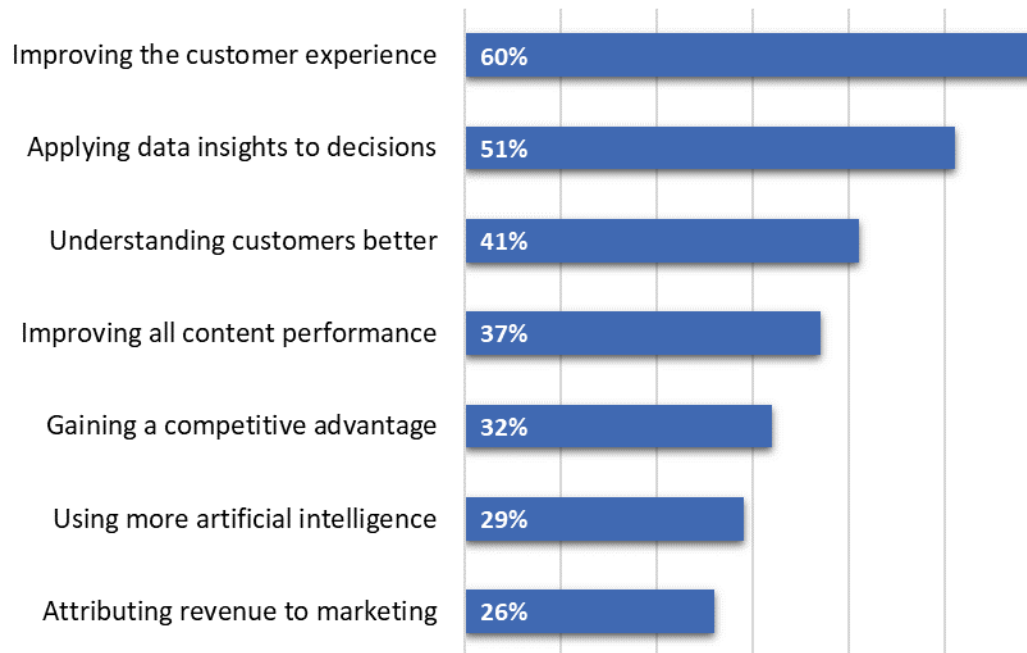




TOP PRIORITIES

Improving the customer experience and applying data insights to decision-making are top priorities for 60% and 51% of marketing influencers, respectively. These priorities are why 29% (previous page) are currently working on developing hyper-personalization.

What are the TOP PRIORITIES for a hyper-personalization strategy to achieve?

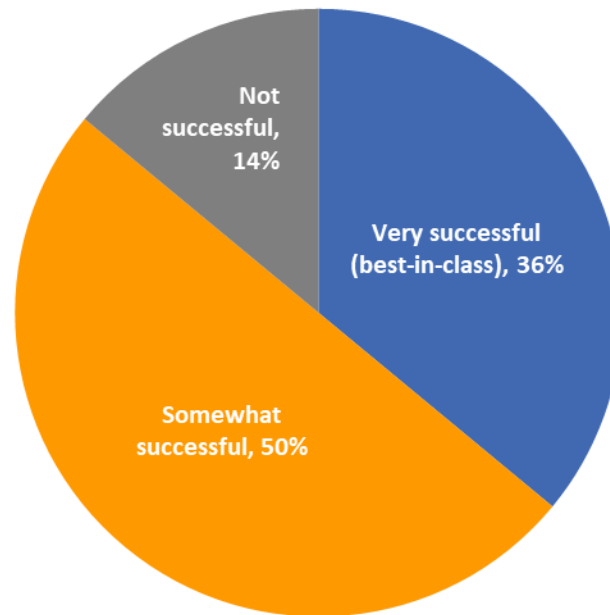




STRATEGIC SUCCESS

While half (50%) of marketing influencers consider developing a hyper-personalization strategy somewhat successful, more than one-third (36%) consider it a very successful way to achieve top priorities.

How SUCCESSFUL is a hyper-personalization strategy at achieving top priorities?

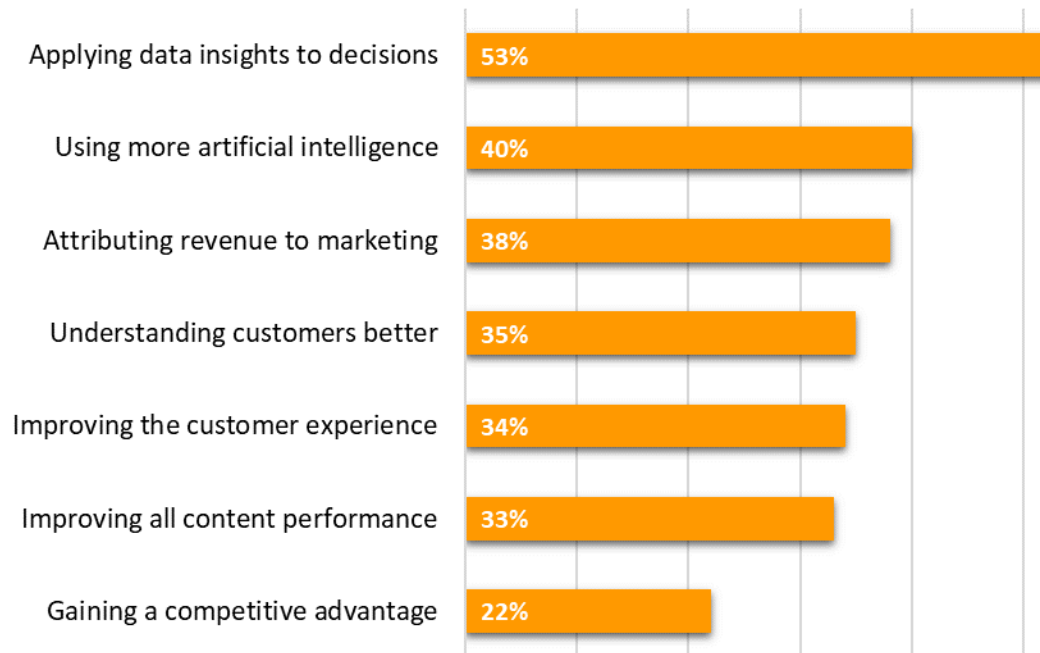




BARRIERS TO SUCCESS

Applying data insights to decision-making is a challenging barrier to the success of a hyper-personalization strategy according to a 53% majority of marketing influencers.

What are the most CHALLENGING BARRIERS to the success of a hyper-personalization strategy?

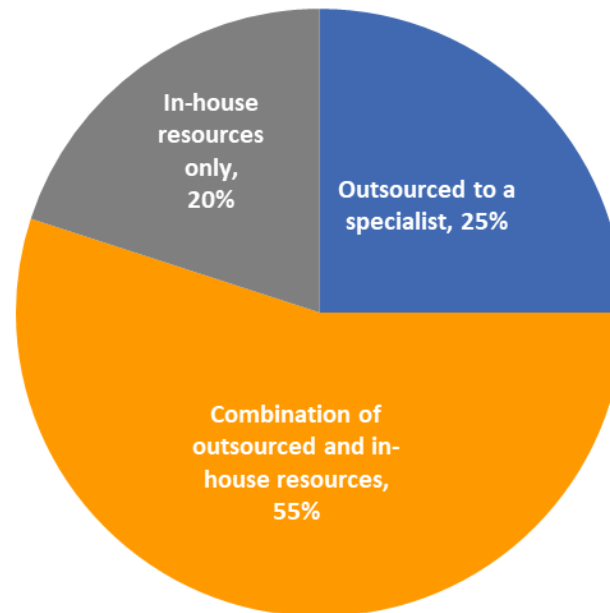




STRATEGIC DEPLOYMENT RESOURCES

Deploying an AI-powered hyper-personalization strategy can be complicated. Primarily for this reason, a total of 80% of marketing influencers prefer to outsource the initiative to a specialist or using a combination of outsourced and in-house resources.

Which best describes the RESOURCES USED to deploy an AI-powered hyper-personalization strategy?





PRIORITIES VERSUS BARRIERS

Analyzing the importance of top strategic priorities in comparison to the most challenging barriers to success provides a valuable perspective for developing a balanced and successful hyper-personalization strategy.

Comparing strategic priorities and success barriers.

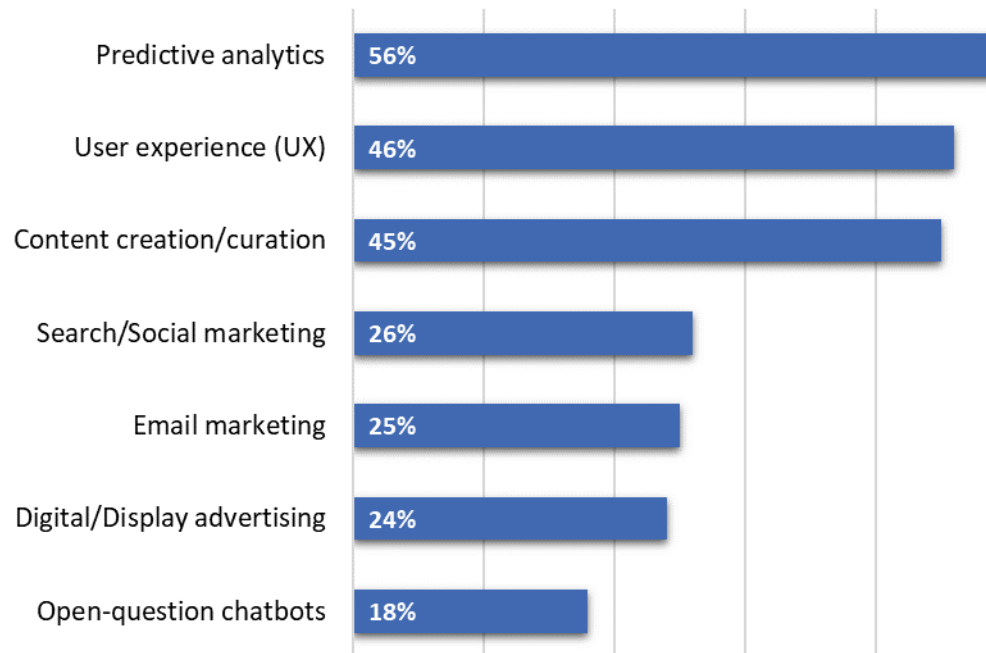




MOST EFFECTIVE APPS

Tactically, the AI-powered applications used most effectively in a hyper-personalization strategy are predictive analytics, user experience (UX) and content creation/curation apps.

What are the MOST EFFECTIVE AI-powered applications used in a hyper-personalization strategy?

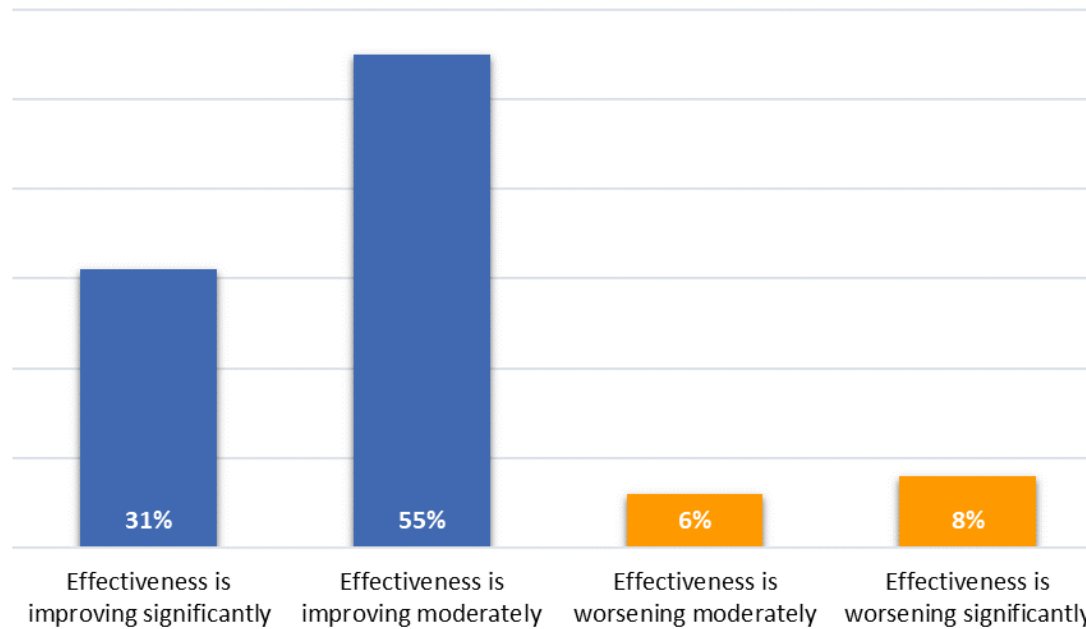




HOW EFFECTIVENESS IS CHANGING

A total of 86% of marketing influencers consider the effectiveness of an AI-powered hyper-personalization strategy to be changing for the better, with nearly one-third (31%) considering the change to be significant.

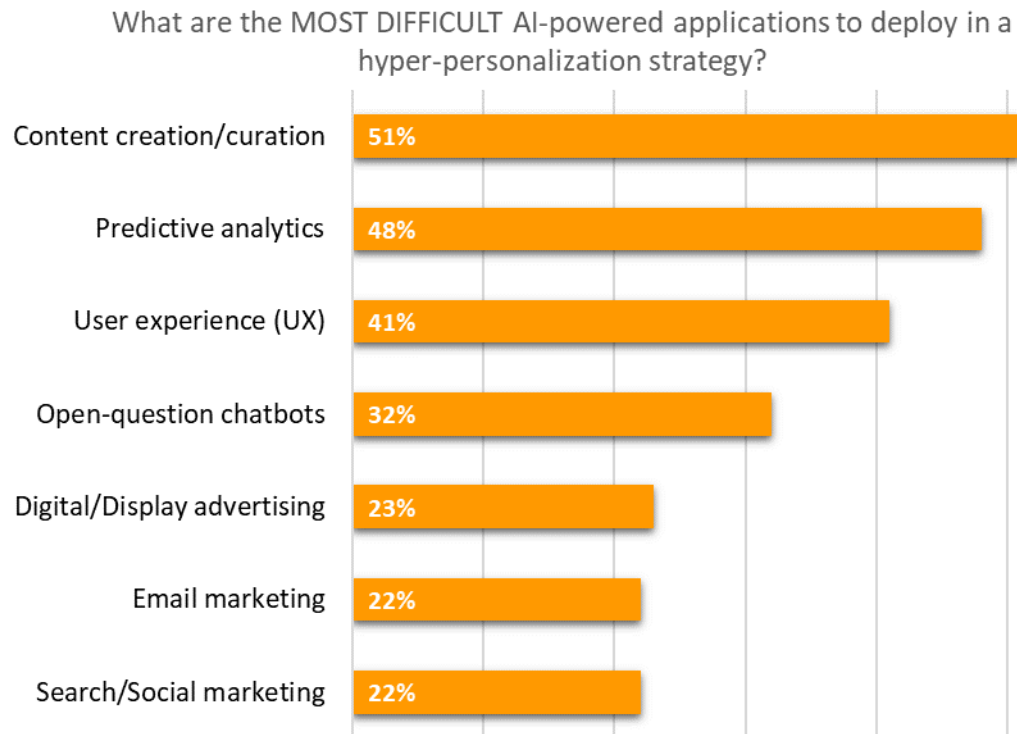
Which best describes the CHANGES IN EFFECTIVENESS of an AI-powered hyper-personalization strategy?





MOST DIFFICULT APPS

The most difficult AI-powered applications to deploy are for content creation/curation and predictive analytics, according to 51% and 48% of marketing influencers, respectively.

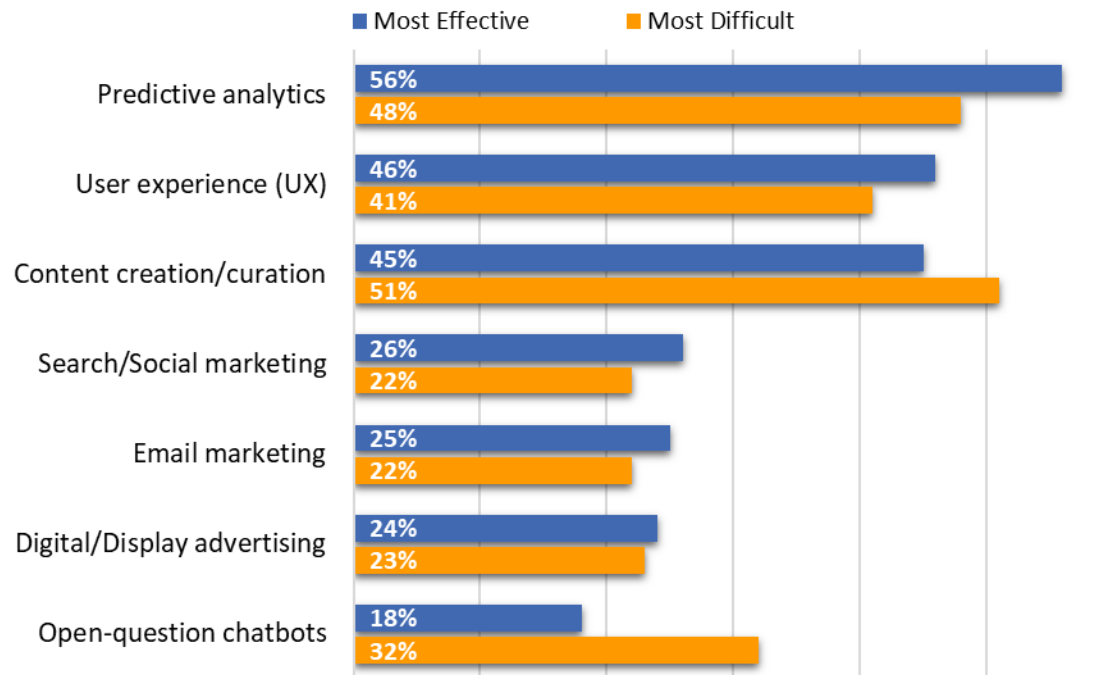




EFFECTIVENESS VERSUS DIFFICULTY

An application that is more effective than difficult to deploy (predictive analytics, for example), is more likely to be included in a hyper-personalization strategy than an app that is more difficult than it is effective (open-question chatbots, for example).

Comparing the most effective and most difficult apps to deploy.



Ascend2™

RESEARCH-BASED MARKETING

Marketing technology providers and digital marketing agencies partner with Ascend2 to supplement their marketing content and generate demand through the middle of the funnel. Learn more about research-based marketing innovations from Ascend2.com.

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



As a provider of marketing technology or agency services, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

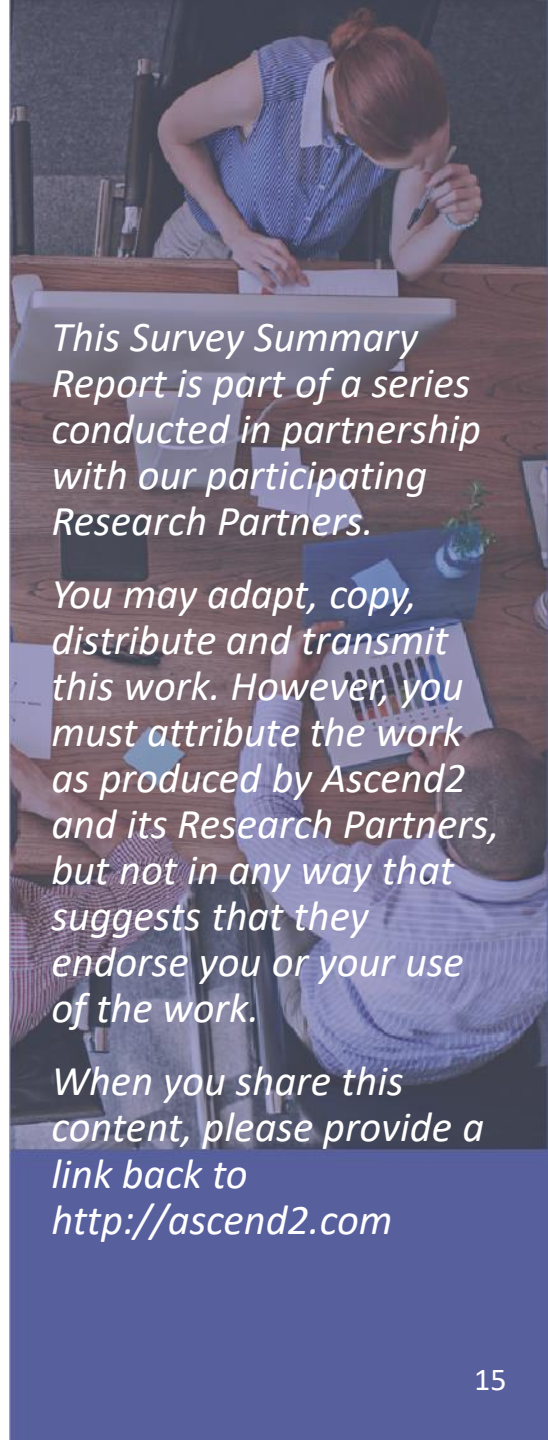
1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own

2. Choose an exclusive segment for the topics you choose.

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Research-Based Marketing at Ascend2.com.



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