



PERSONALIZATION IN DIGITAL MARKETING

RESEARCH CREATED FOR MARKETERS



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

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
3. What is Critical to Achieving Success?
4. Rating Strategic Success
3. Top Challenges to Success
4. Critical Elements vs Top Challenges
3. Benefits of Personalization
3. Impact on Campaign Performance
3. Making the Most Impact
3. Delivering Consistent Content
3. About Ascend2 Research

PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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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 panel of marketing professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B	25%
B2C	50%
B2B and B2C equally	25%

Number of Employees

More than 500	21%
50 to 500	19%
Fewer than 50	60%

Primary role in company

Owner / Partner / C-Level	55%
Vice President / Director / Manager	29%
Non-Management Professional	16%

PERSONALIZATION IN DIGITAL MARKETING

Today's customers and consumers expect a highly relevant experience throughout the entire buying journey and beyond.

But how are marketers utilizing and optimizing personalization to improve the digital customer experience?

To help answer this question, Ascend2 and our Research Partners fielded the Personalization in Digital Marketing survey. We thank the 364 marketers who responded to this survey between December 13, 2021 and December 20, 2021.

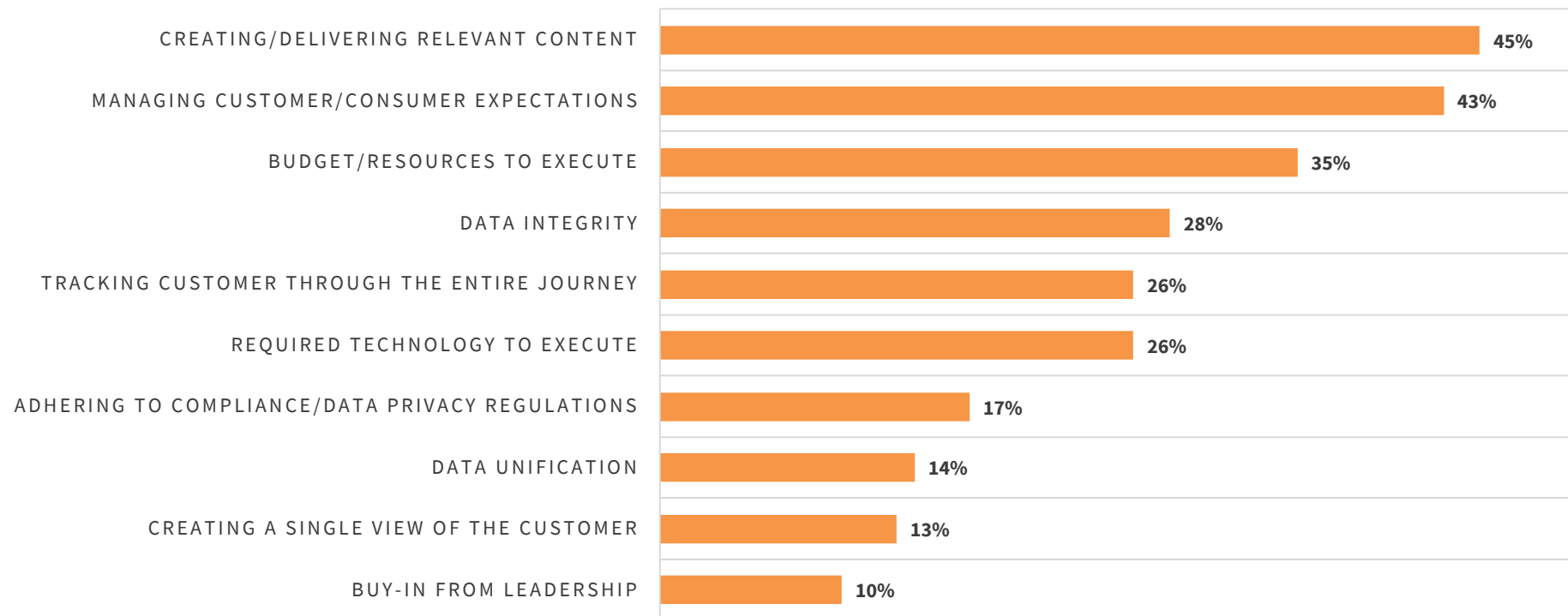
This Survey Summary Report, titled *Personalization in Digital Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

WHAT IS CRITICAL TO ACHIEVING SUCCESS?

Personalization, when strategically implemented and executed, can build trust and loyalty with your audience. But what is crucial to effective execution? Marketers report that **creating and delivering relevant content** and **managing customer/consumer expectations** are the most critical elements needed to execute an effective personalization strategy.

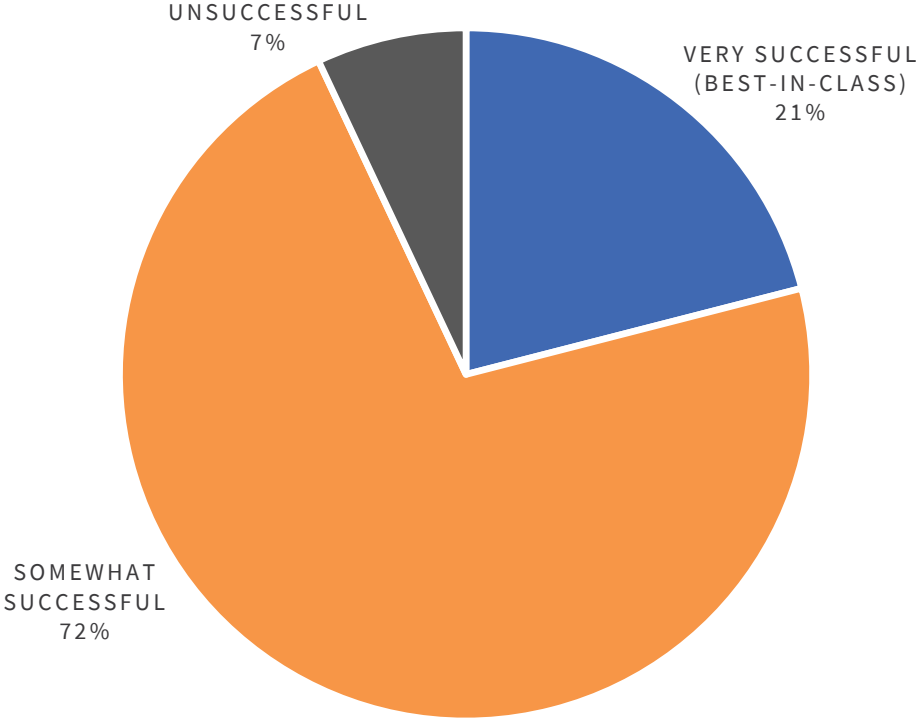
WHAT ARE THE MOST CRITICAL ELEMENTS NEEDED TO EXECUTE AN EFFECTIVE PERSONALIZATION STRATEGY?



RATING STRATEGIC SUCCESS

Is personalization helping marketers achieve their overall strategic goals? Nearly all marketers responding to the survey report experiencing at least some success from their personalization efforts. One-in-five (21%) categorize their success as "**best-in-class**" compared to their competition, while a mere 7% consider their personalization strategies to be **unsuccessful**.

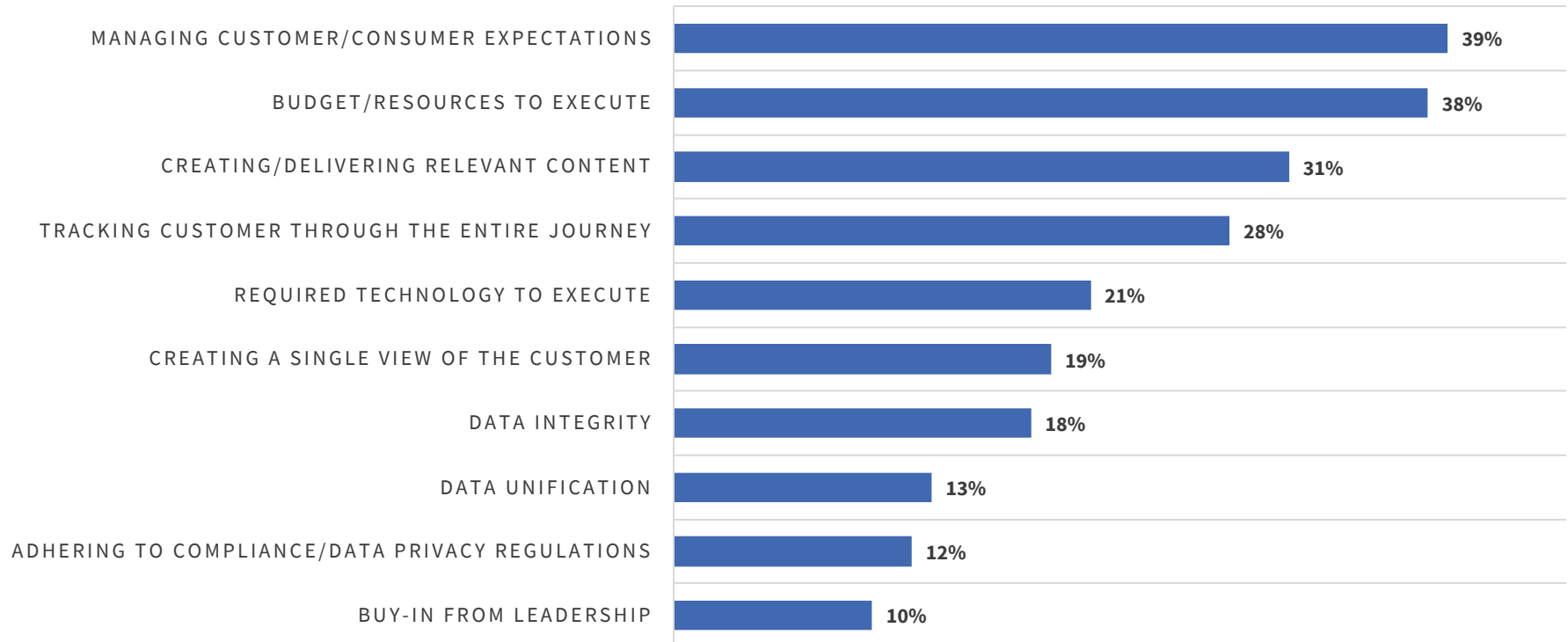
HOW SUCCESSFUL IS YOUR (OR YOUR TYPICAL CLIENT’S) PERSONALIZATION STRATEGY AT HELPING YOU ACHIEVE STRATEGIC GOALS?



TOP CHALLENGES TO SUCCESS

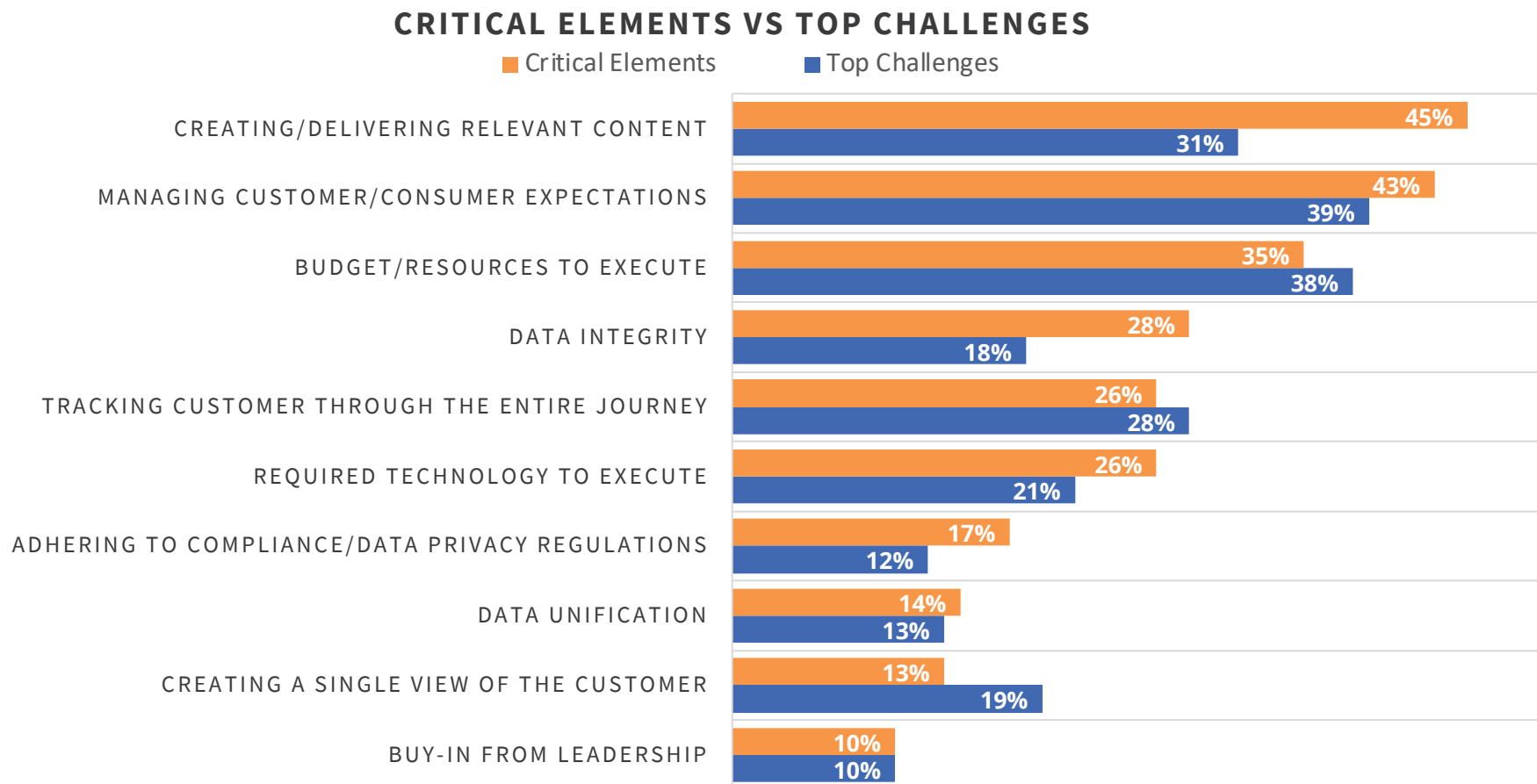
The needs and expectations of customers have shifted drastically in the past year and will continue to evolve over time. 39% of marketers report that **managing customer/consumer expectations** is a top challenge to the successful execution of a personalization strategy. Obtaining sufficient **budget and resources to execute** also tops the lists for 38% of marketers surveyed.

WHAT ARE THE MOST SIGNIFICANT CHALLENGES TO EXECUTING A SUCCESSFUL PERSONALIZATION STRATEGY?



CRITICAL ELEMENTS VS TOP CHALLENGES

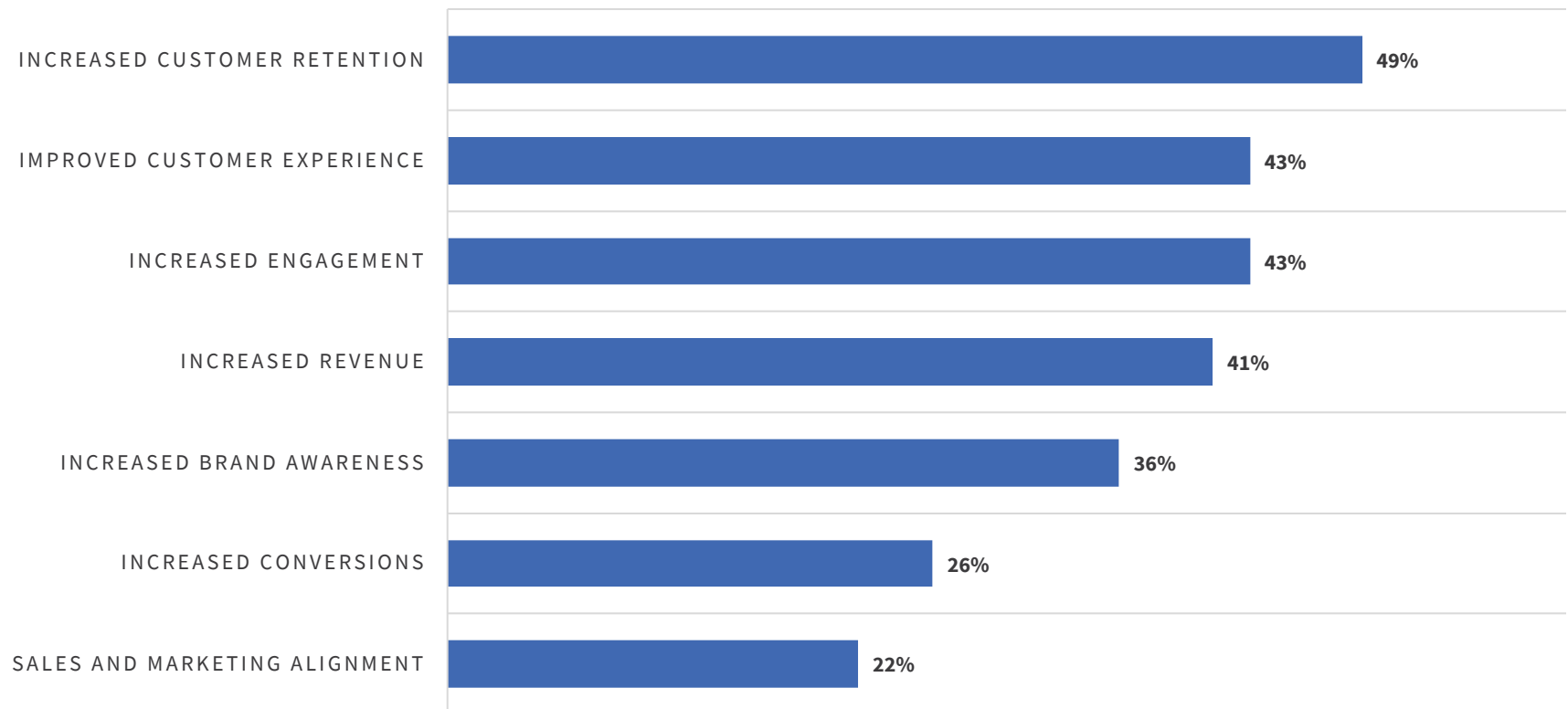
Comparing the most critical elements of a successful personalization strategy to the most challenging aspects of utilizing personalization provides important insight into where marketers might focus their efforts in order to achieve strategic goals.



BENEFITS OF PERSONALIZATION

Nearly half (49%) of marketing professionals surveyed report that **increased customer retention** is one of the top benefits realized from a successful personalization strategy. Other significant results from effective personalization include **improved customer experience** and **increased engagement** according to 43% of those surveyed, respectively.

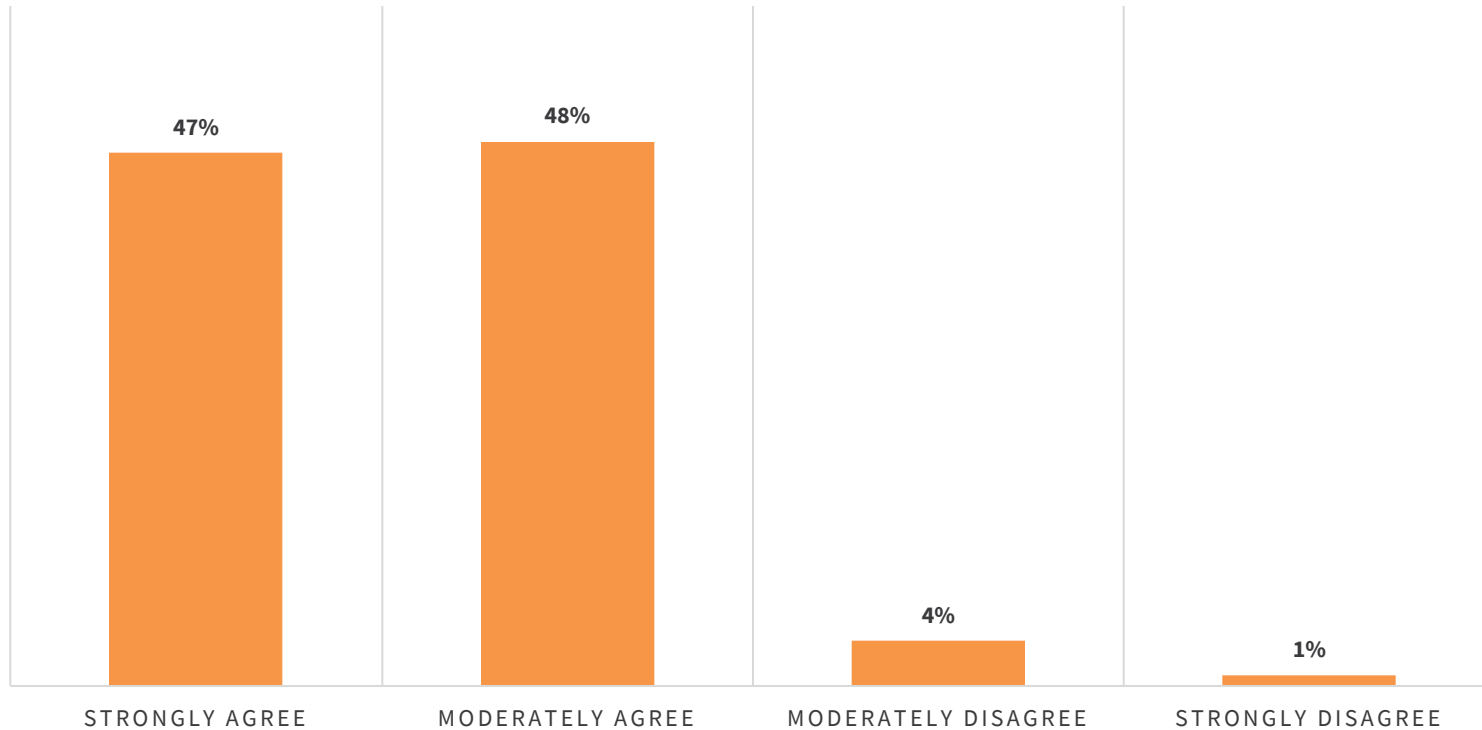
WHAT ARE THE GREATEST BENEFITS OF A SUCCESSFUL PERSONALIZATION STRATEGY?



IMPACT ON CAMPAIGN PERFORMANCE

Do marketers see notable improvement in overall campaign performance when personalization is used? 95% of those surveyed say yes, **personalization significantly improves campaign performance**. Marketers recognize the importance of delivering a relevant experience to customers who care about and expect this now, more than ever before.

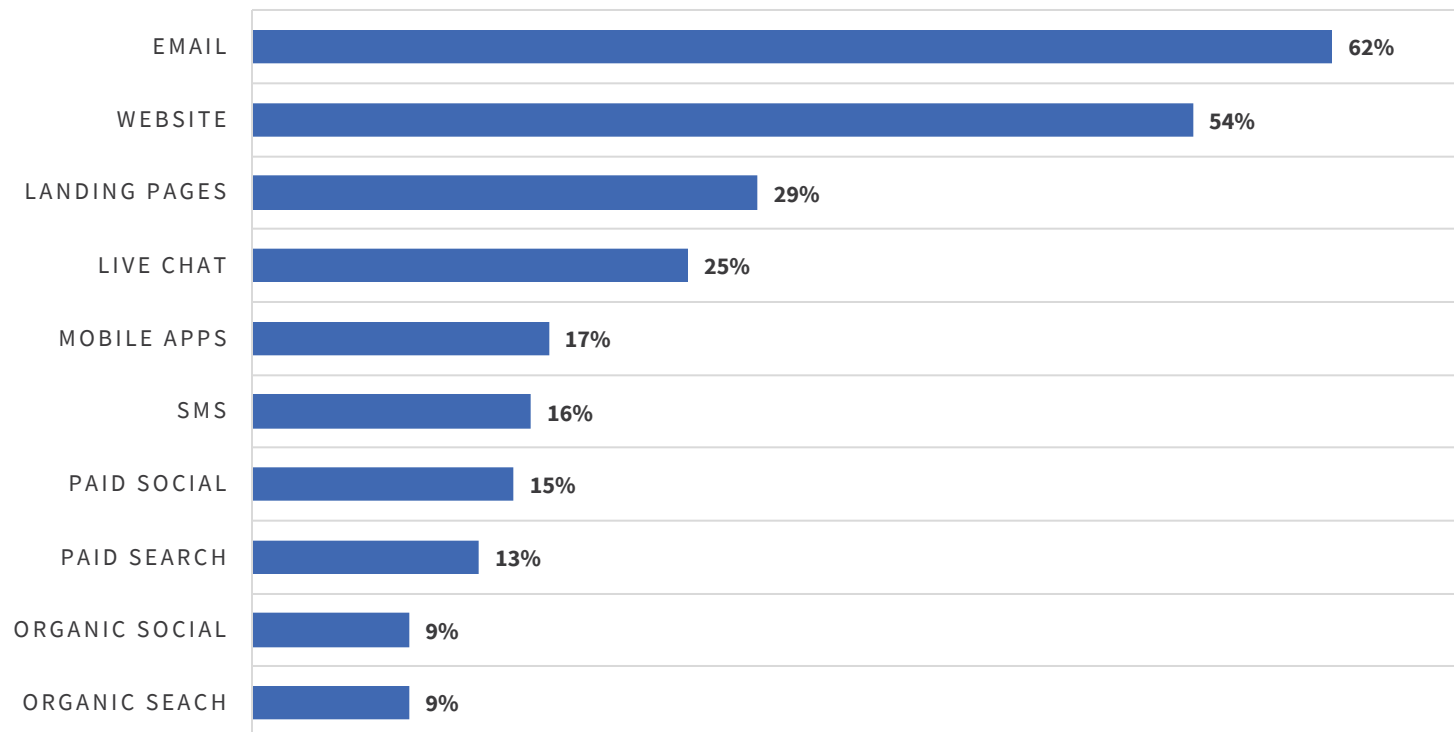
CAMPAIGN PERFORMANCE IS SIGNIFICANTLY IMPROVED WHEN PERSONALIZATION IS USED.



MAKING THE MOST IMPACT

Nearly two-thirds (62%) of marketing professionals see the most impact from the use of personalization in their **email marketing** efforts. Email personalization has become increasingly accessible to most businesses regardless of size, budget or marketing channel. Over half (54%) of those surveyed say that **website** personalization is also a most impactful use.

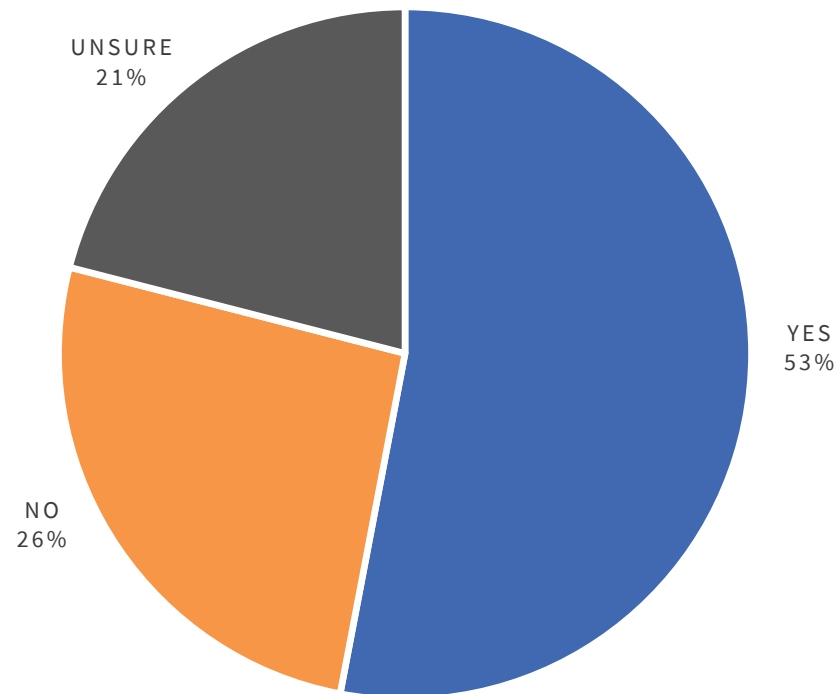
WHERE IN THE DIGITAL EXPERIENCE IS IT MOST IMPACTFUL TO USE PERSONALIZATION?



DELIVERING CONSISTENT CONTENT

In order to deliver relevant and consistent personalization throughout the entire buyer journey, sufficient technology is necessary. Over half (53%) of marketers feel that they **do have the technology** required to provide this personalized experience across all marketing channels used. Over one-quarter (26%) report that they **do not have the tools** necessary.

DO YOU FEEL YOU HAVE SUFFICIENT TECHNOLOGY TO DELIVER RELEVANT AND CONSISTENT MESSAGING ACROSS ALL OF YOUR MARKETING CHANNELS?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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