

TRENDS IN MARKETING PERSONALIZATION

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

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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

N = 355 Marketing Decision-Makers

Primary Marketing Channel

| | |
|----------------------------|-----|
| B2B (Business-to-Business) | 28% |
| B2C (Business-to-Consumer) | 47% |
| B2B and B2C Equally | 25% |

Number of Employees

| | |
|---------------|-----|
| More than 500 | 14% |
| 50 to 500 | 22% |
| Fewer than 50 | 64% |

Primary role in company

| | |
|-------------------------------------|-----|
| Owner / Partner / C-Level | 56% |
| Vice President / Director / Manager | 32% |
| Non-Management Professional | 12% |

TRENDS IN MARKETING PERSONALIZATION

Personalization is a one-to-one marketing strategy that seeks to better understand and connect with customers. It uses real-time data and insights to deliver highly relevant messages and offers.

But what trends in personalization will have the most impact in the coming year?

To help answer this question, Ascend2 and our Research Partners fielded the Trends in Marketing Personalization survey. We thank the 355 marketers who responded to this survey during the week of December 12, 2022 as well as the 364 marketers who responded to our previous survey fielded during the month of December, 2021.

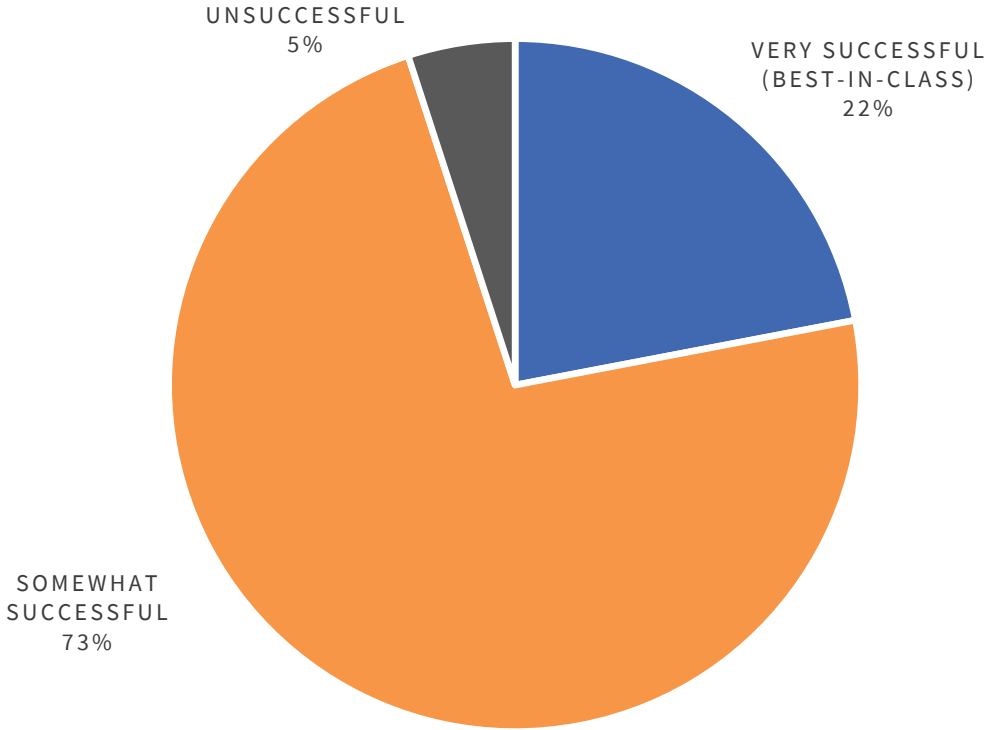
This Survey Summary Report, titled *Trends in Marketing Personalization*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

GAUGING SUCCESS

Less than one-quarter (22%) of marketing professionals feel that their personalization strategy is very successful (or "best-in-class") when it comes to helping to achieve strategic goals. However, nearly three-quarters (73%) of those surveyed have experienced some success from their personalization efforts, signaling that there is significant opportunity for success but still room for improvement in this area.

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

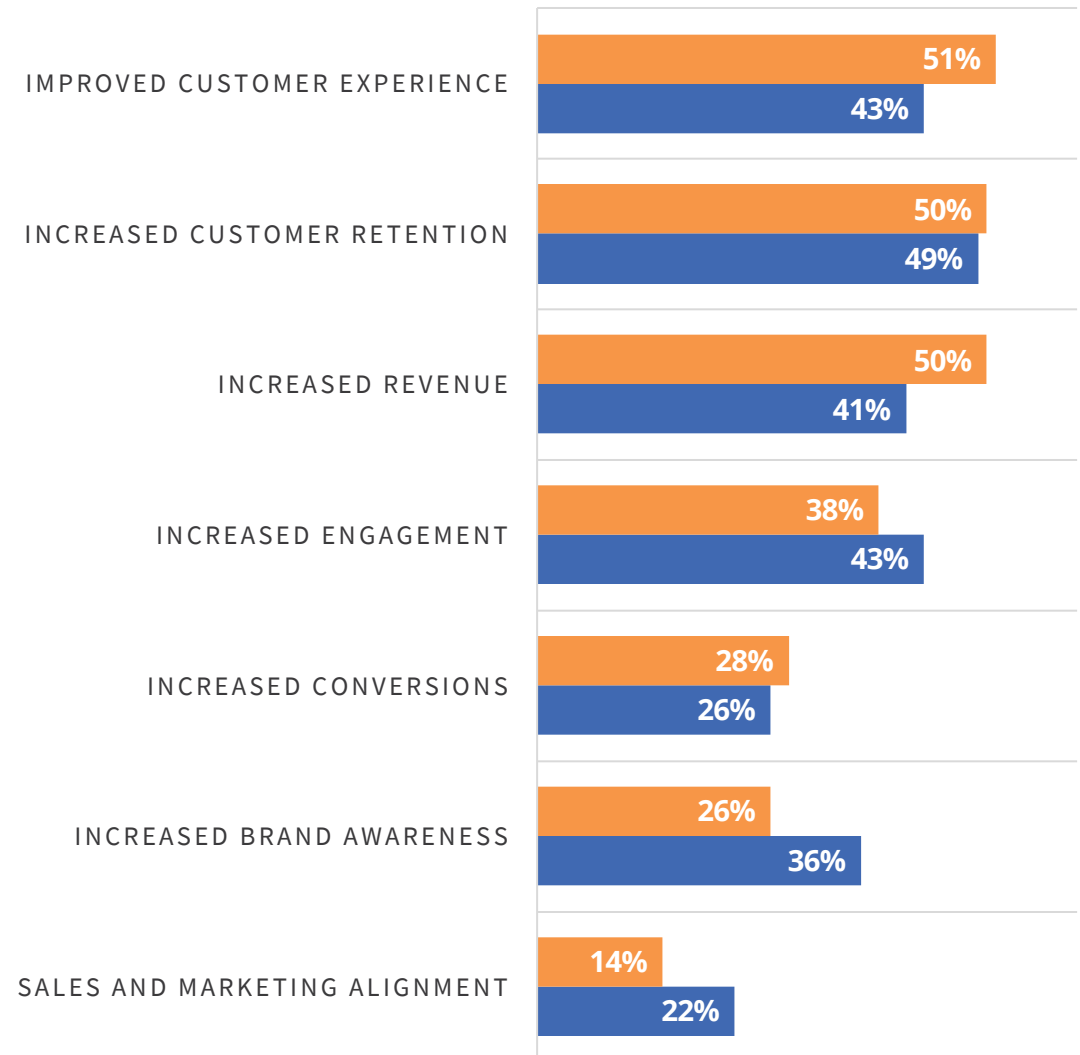


TREND: GREATEST BENEFITS

When executed effectively, improving the customer experience is the most commonly realized benefit of personalization according to marketers this year. This is a change from last year's respondents who ranked increasing customer retention as the number one benefit. This year, we see more marketers reporting revenue increases and fewer marketers reporting increased brand awareness.

WHAT ARE THE GREATEST BENEFITS OF A SUCCESSFUL PERSONALIZATION STRATEGY?

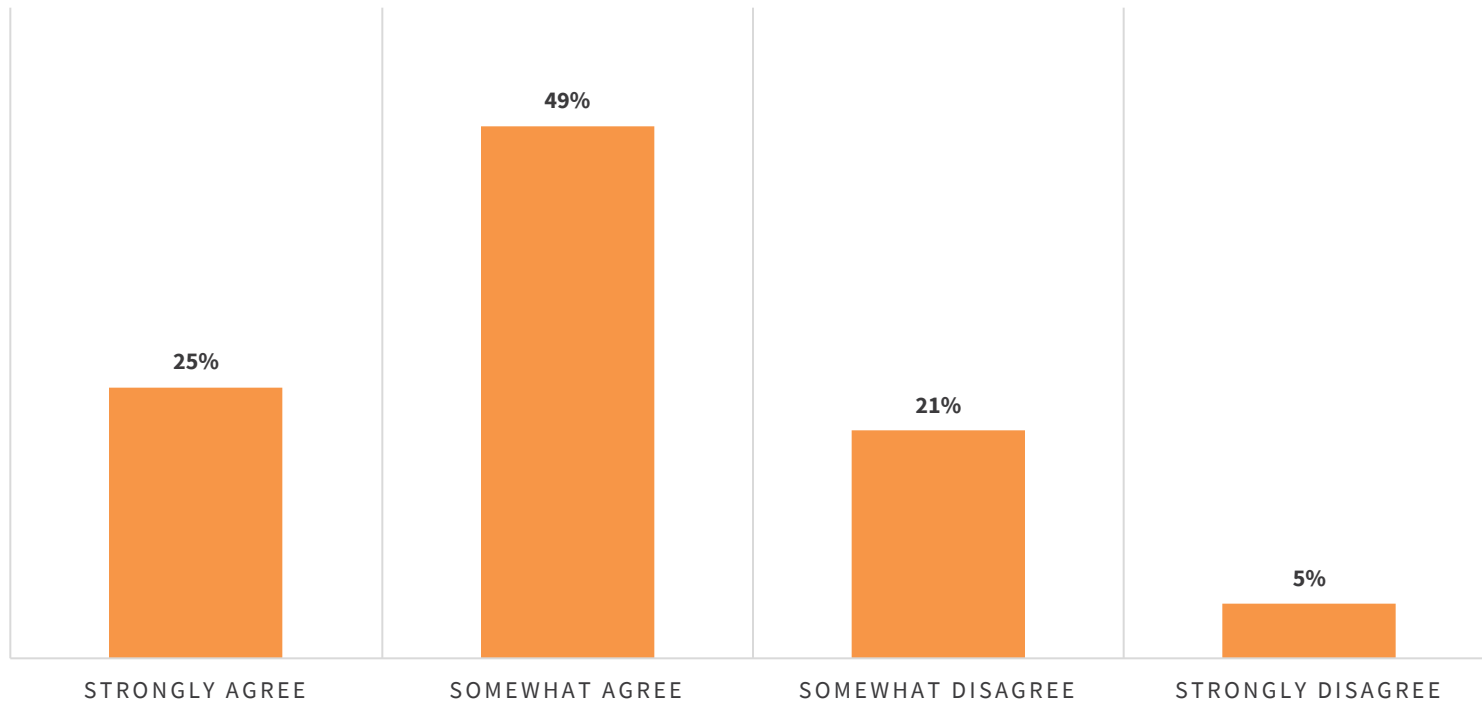
2023 2022



ACCESS TO DATA

Only one-quarter (25%) of marketers surveyed feel strongly that they have access to all of the data required to improve marketing personalization. Another 49% somewhat agree with this sentiment leaving just over one-quarter (26%) who disagree to some extent. Data silos and reduced access to the customer data needed to improve personalization can be a major detriment to success.

I HAVE ACCESS TO ALL OF THE DATA REQUIRED TO IMPROVE MARKETING PERSONALIZATION.

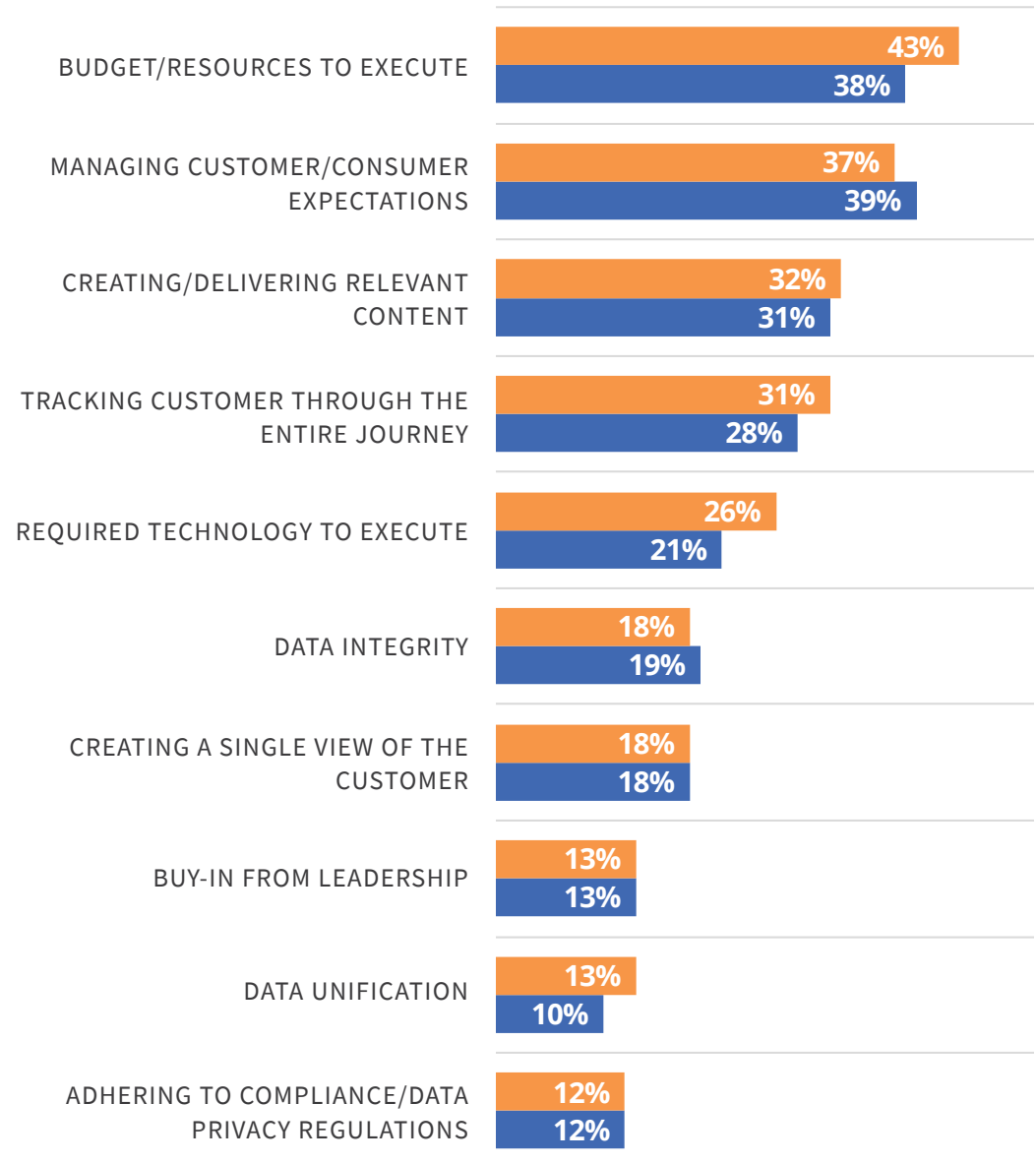


TREND: SIGNIFICANT CHALLENGES

Budget and resources required to execute personalization successfully is reportedly the greatest challenge that marketers are facing this year. This is a slight variation from last year's respondents who felt that managing customer or consumer expectations was their most significant challenge. Managing budget and customer expectations have been ranked as the top challenges two years in a row.

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

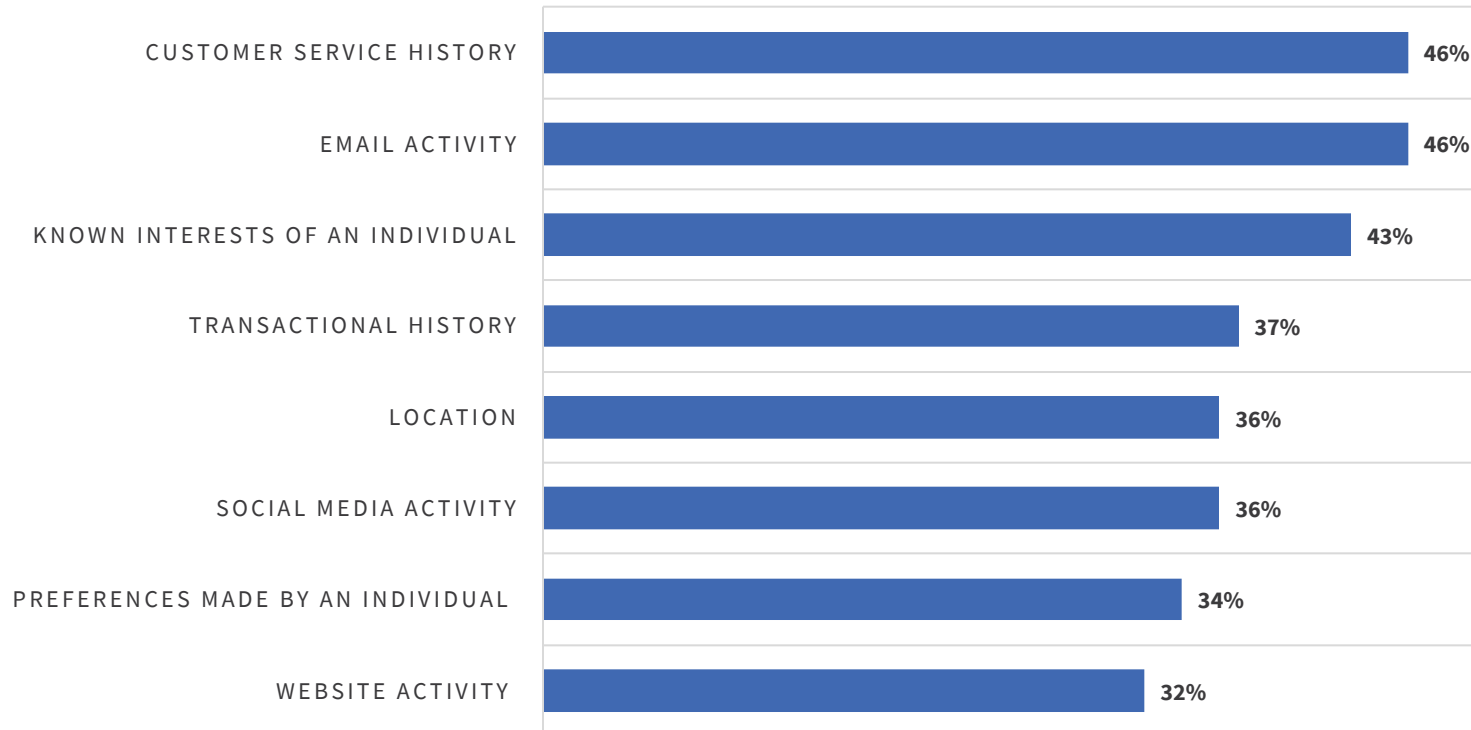
■ 2023 ■ 2022



MOST UTILIZED DATA

Interactions with customer service (opening a support ticket, searching a knowledgebase, etc) as well as email activity (opens, clicks, etc) are the most commonly utilized data by marketers when it comes to personalizing the customer or consumer experience according to 46% of those surveyed. Known interests of an individual also appears at the top of this list.

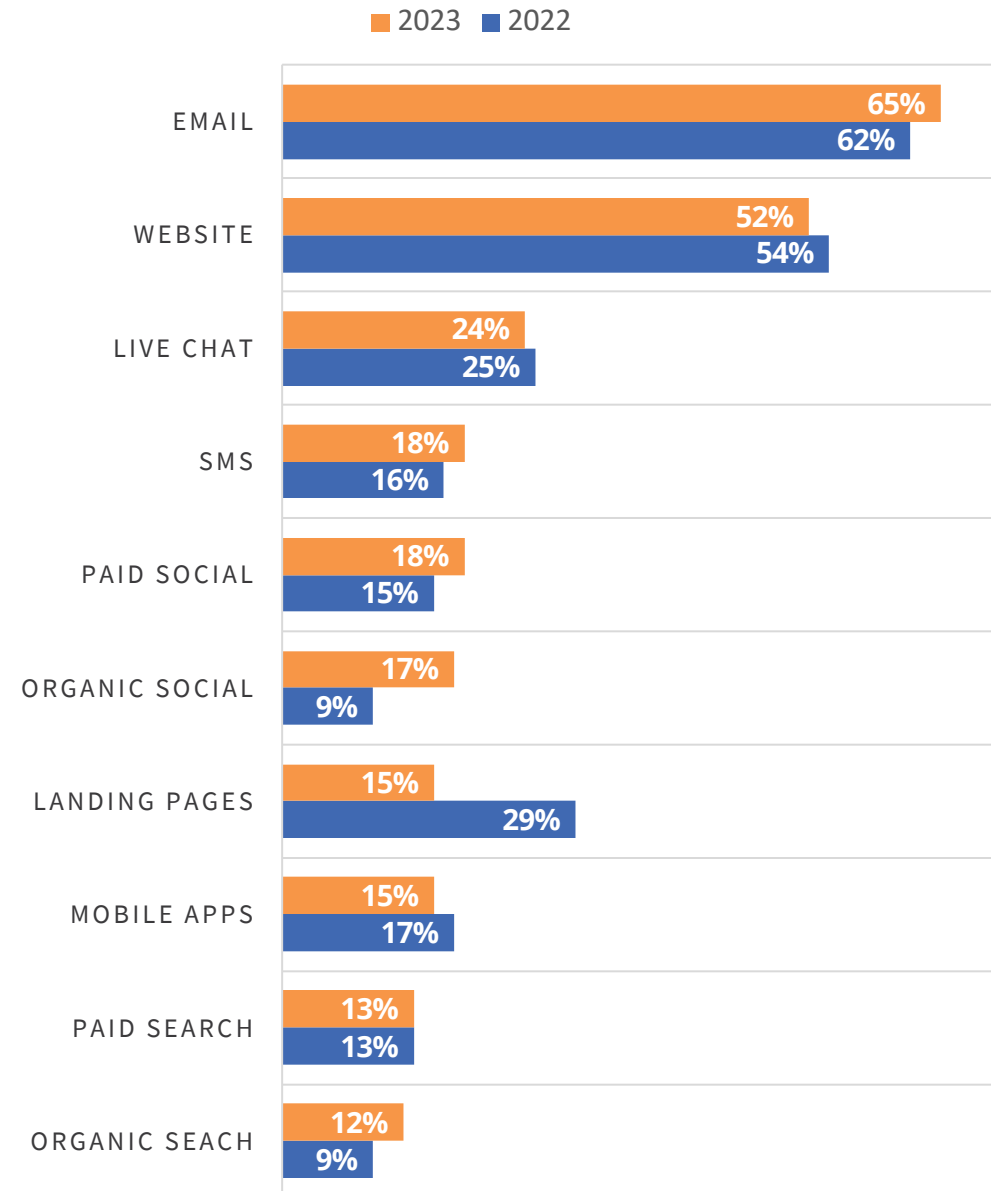
WHAT DATA DO YOU USE TO CREATE A PERSONALIZED EXPERIENCE FOR YOUR PROSPECTS/CLIENTS



TREND: AREAS OF GREATEST IMPACT

Marketers still feel that personalizing customer and consumer experiences in email and on websites are the most impactful uses of personalization in the digital experience. Interestingly, landing pages have taken a dive when it comes to where it is most impactful to use personalization, while organic social has grown in impact from last year according to marketers surveyed.

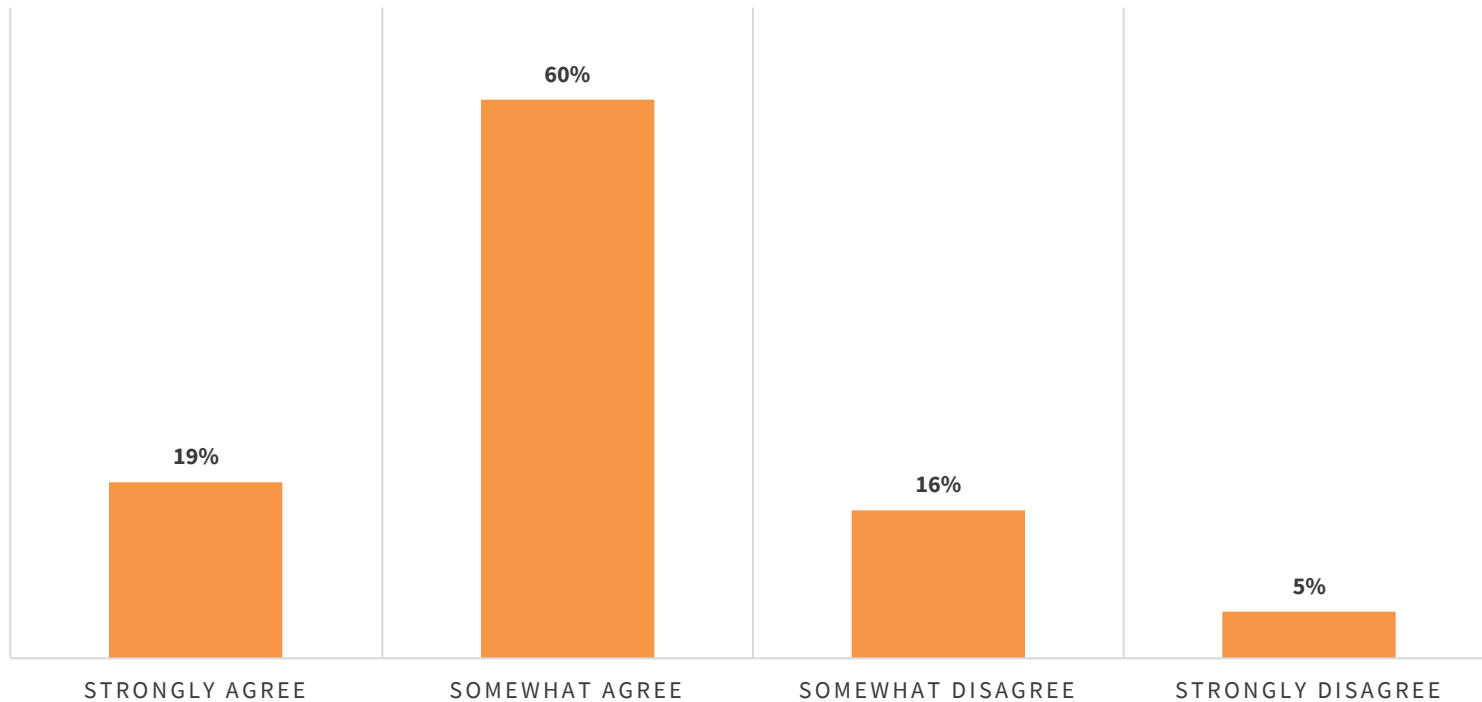
WHERE IN THE DIGITAL EXPERIENCE IS IT MOST IMPACTFUL TO USE PERSONALIZATION



THE ROLE OF TECHNOLOGY

Less than one in five (19%) marketers strongly agree that their marketing technology allows their organization to execute effective personalized experiences. This is a major issue as marketers rely heavily on their martech stack to support personalization, making processes more efficient and more enjoyable to customers and consumers interacting with their brand.

OUR MARKETING TECHNOLOGY STACK ALLOWS OUR ORGANIZATION TO EXECUTE EFFECTIVE PERSONALIZED EXPERIENCES.



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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