

# THE USE OF AI TO ADVANCE PERSONALIZATION IN 2024

TRENDS

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Research Created for Marketers



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

**Ascend2**<sup>™</sup>  
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)	20%
B2C (Business-to-Consumer)	50%
B2B and B2C Equally	30%

### **Number of Employees**

More than 500	19%
50 to 500	31%
Fewer than 50	50%

### **Primary role in company**

Owner / Partner / C-Level	54%
Vice President / Director / Manager	30%
Non-Management Professional	16%

# THE USE OF AI TO ADVANCE PERSONALIZATION IN 2024

For several years, Ascend2 has provided marketing professionals with research on the use of personalization in marketing. Each year focuses on an emerging trend in personalization, and this year's focus is on the influence of AI on marketing personalization.

The fusion of marketing personalization and AI offers unprecedented opportunities for small and large organizations. It enables them to tailor their marketing strategies to individual preferences at scale, fostering deeper customer engagement and loyalty while driving enhanced ROI and more impactful brand experience.

## **But how are marketing professionals using AI to impact the effectiveness of personalization in the coming year?**

To help answer this question, Ascend2 and our Research Partners conducted the Personalization and AI 2024 survey. We thank the 355 marketing professionals who responded during the week of March 17, 2024.

Additional reports in the Ascend2 Marketing Personalization collection include:

- [Trends in Marketing Personalization 2023](#)
- [Personalization in Digital Marketing 2022](#)

This Survey Summary Report, titled The Use of AI to Advance Personalization in 2024, represents the opinion of all the market segments responding to the survey. Specific market segments from the survey are reported separately and exclusively by our participating research partners.

Ascend2 produced this report for your use. Use it in your marketing strategy. Clip the charts, write about them in your blog, or post them on social media. Please share this research credited as published.

Enjoy the report as you plan how to use AI to enhance your marketing personalization initiatives in the months ahead.

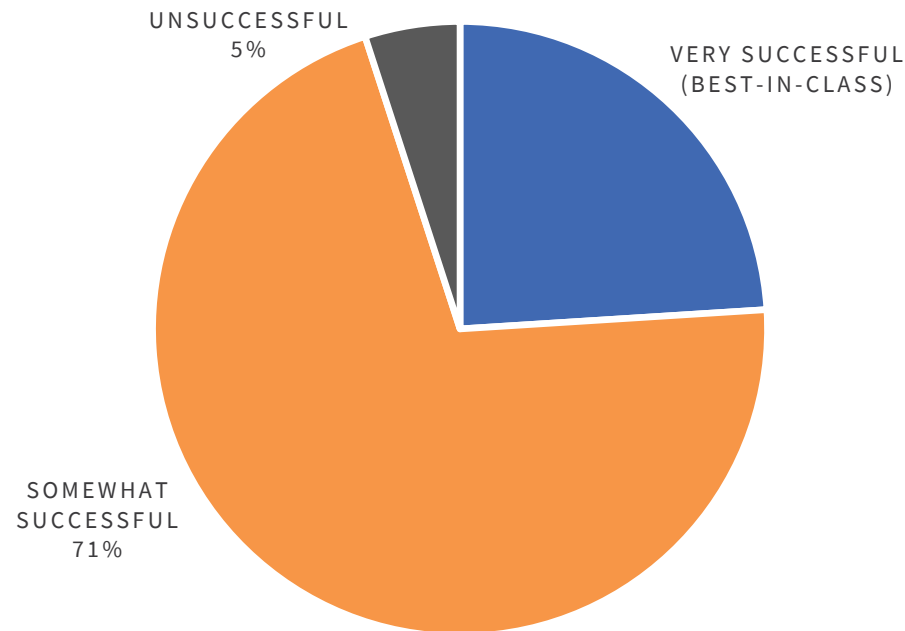
The Ascend2 Research Team

## RATING STRATEGIC SUCCESS

24% of marketing professionals surveyed rate the success of their marketing personalization as best-in-class in helping them achieve marketing objectives. 71% of those surveyed feel that their personalization is somewhat successful in assisting them to achieve marketing objectives, and only 5% report that personalization is unsuccessful.

In a landscape where personalization reigns as a crucial tool for marketing success, these findings challenge us to delve deeper into the strategies and tactics working in marketing personalization so that all marketing professionals find ways to advance their personalization program to new heights in 2024. This year's report especially explores the use of AI in personalization.

### RATE THE SUCCESS OF YOUR MARKETING PERSONALIZATION IN HELPING YOU ACHIEVE MARKETING OBJECTIVES.

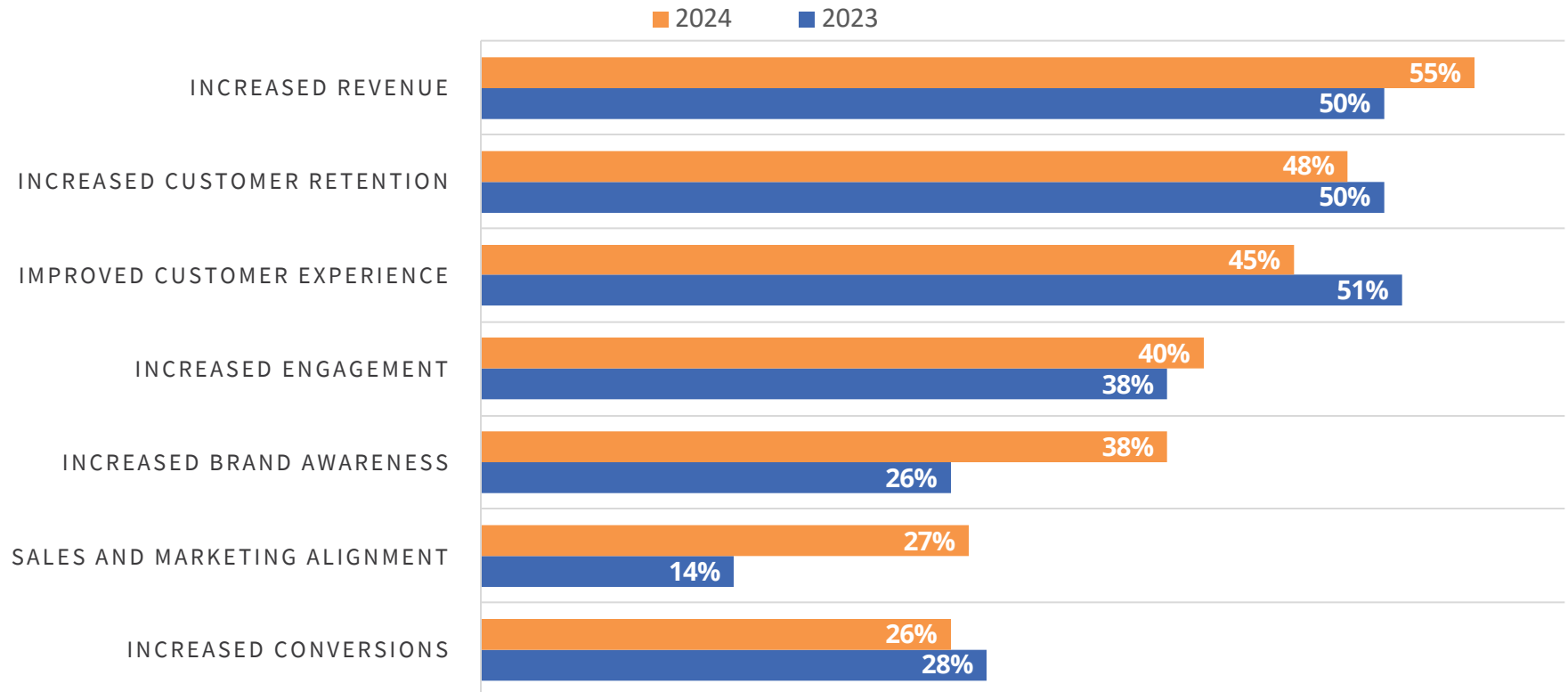


## PRIMARY BENEFITS OF PERSONALIZATION

The top three benefits of a successful personalization strategy are increased revenue (56%), increased customer retention (48%), and improved customer experience (45%).

Bravo for customer retention, coming in at #2 on the greatest benefits for the second year. Customer retention is critical for businesses as it ensures consistent revenue streams and fosters brand loyalty, driving long-term sustainability. By prioritizing the retention of existing customers, companies can reduce churn rates, capitalize on repeat purchases, and benefit from positive word-of-mouth referrals.

### WHAT ARE THE GREATEST BENEFITS OF A SUCCESSFUL PERSONALIZATION STRATEGY?

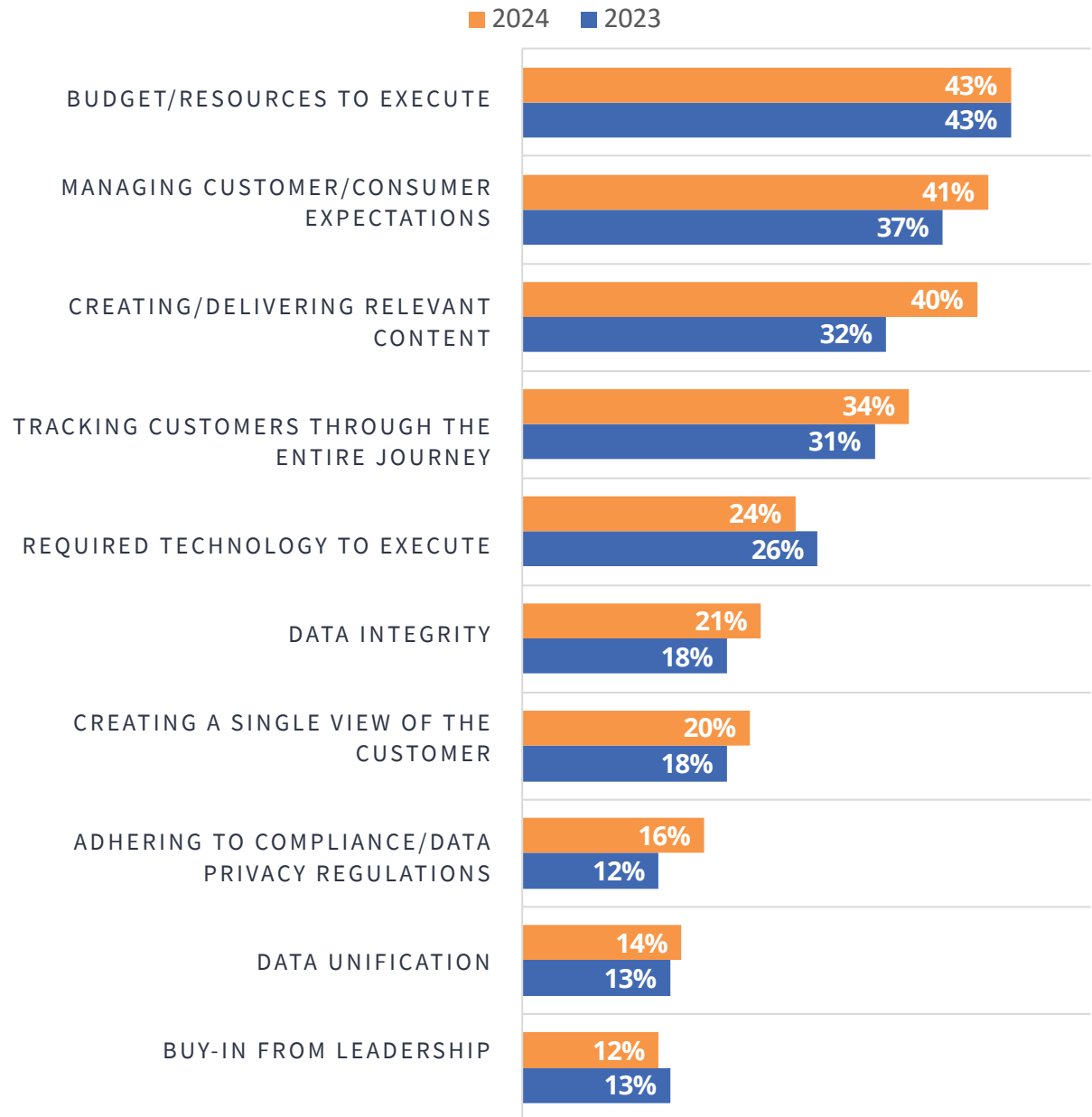


# GREATEST CHALLENGES

Budget/resources (43%), managing customer expectations (41%), and creating/delivering relevant content (40%) are the top challenges to executing a successful personalization strategy—the challenges for 2024 mirror 2023.

Content continues to be a focal point for successful personalization. Marketing professionals are tasked with understanding diverse audience segments and tailoring messaging to meet their specific needs and preferences. Balancing the need for customization with technology (24%) requires effectively leveraging data (21%) while maintaining authenticity and brand voice.

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

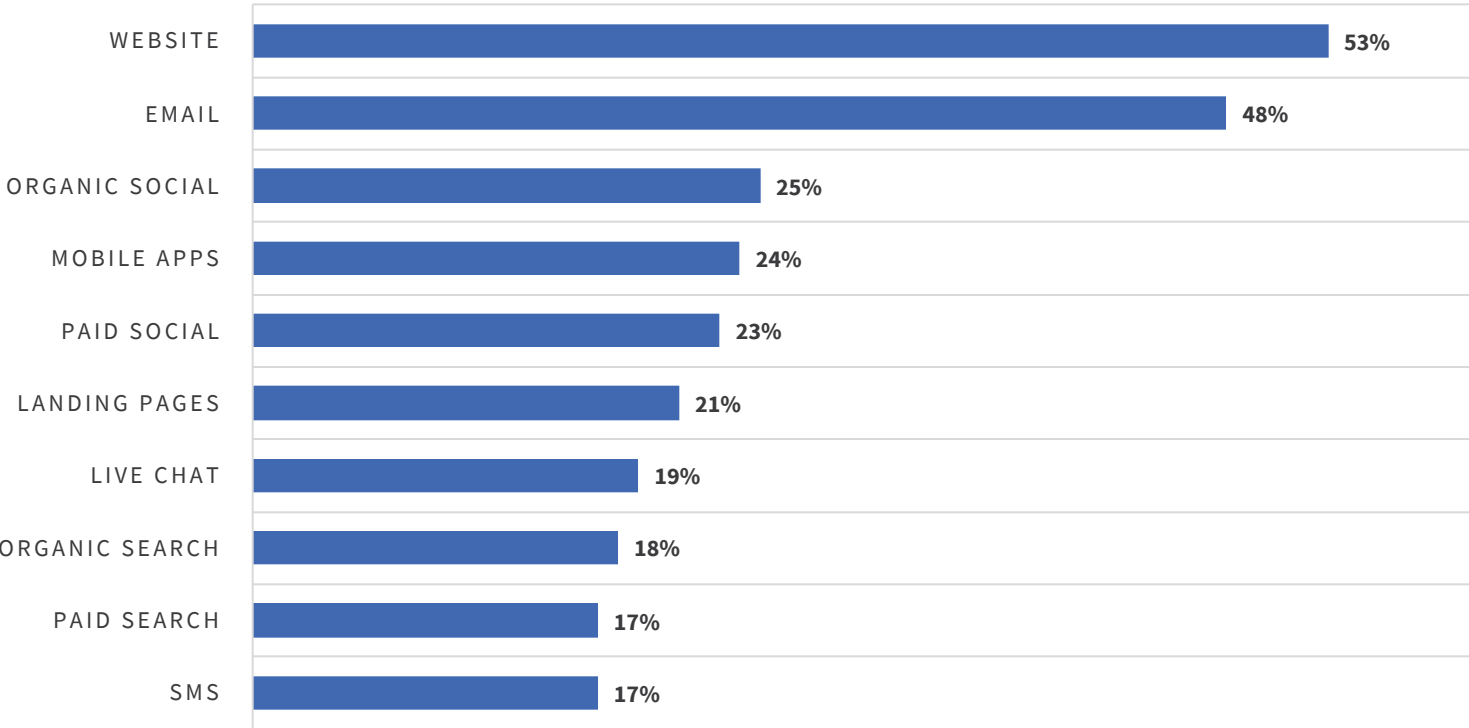


# PERSONALIZATION IMPACT

By a wide margin, a company's website (53%) and email marketing program (48%) are the digital experiences where personalization is most impactful. All other tactics (social, search, etc.) are tightly bunched together, indicating that personalization impacts all digital experiences to some degree.

Email is probably the first tactic that marketing professionals use for personalization to tailor a more compelling customer experience and ultimately increase engagement and conversion. Expect other tactics to follow the lead of email in the coming year.

**WHERE IN THE DIGITAL EXPERIENCE IS PERSONALIZATION MOST IMPACTFUL?**



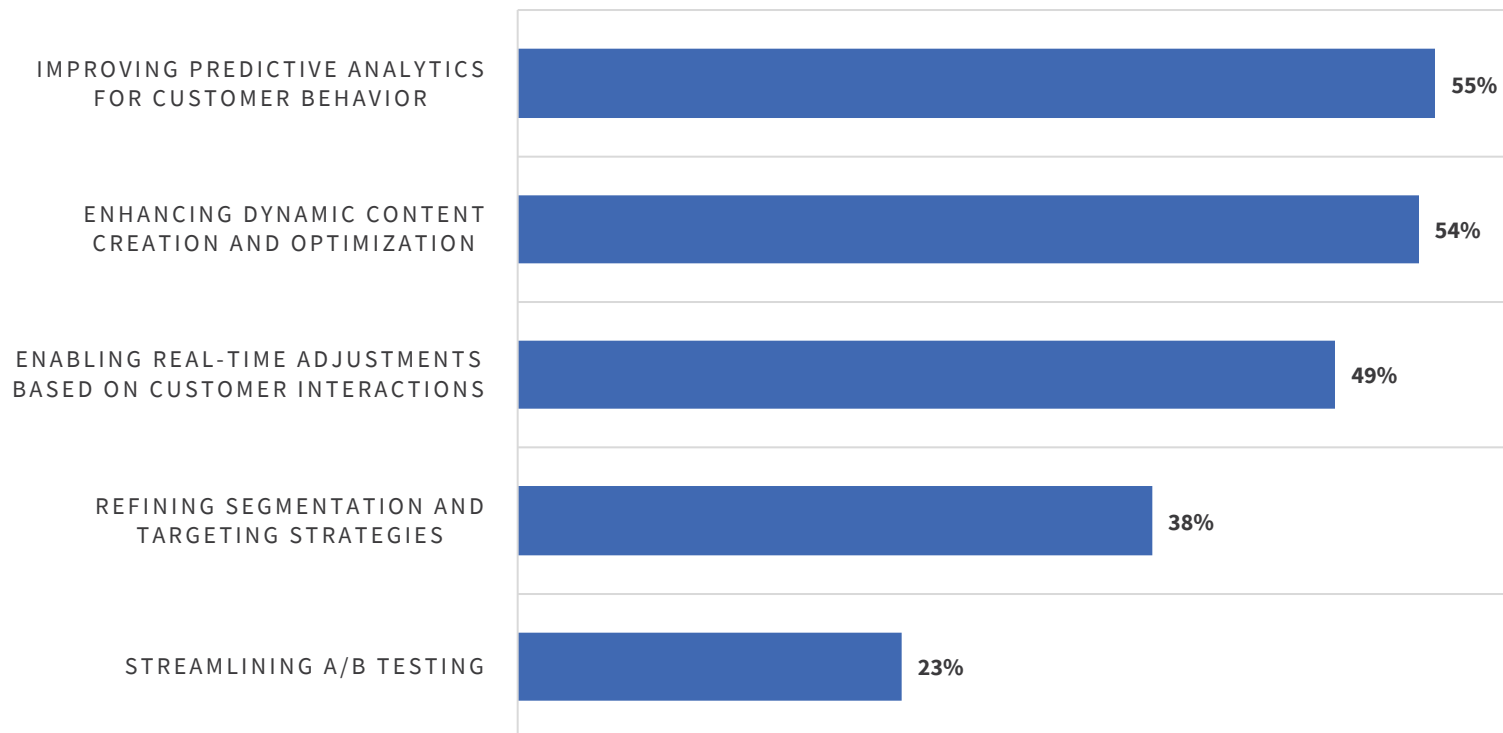


# AI AND PERSONALIZATION

The three data sets examine the impact of AI on marketing personalization.

Marketing professionals are bullish on using AI to enhance the performance of marketing personalization in three areas: improving predictive analytics for customer behavior (55%), enhancing dynamic content creation and optimization (54%), and enabling real-time adjustments based on customer interactions (49%). Marketers are excited about AI's ability to help them expand and scale the complexity of future personalization programs.

**IN WHAT AREAS DO YOU BELIEVE AI COULD FURTHER ENHANCE PERSONALIZATION IN MARKETING?**

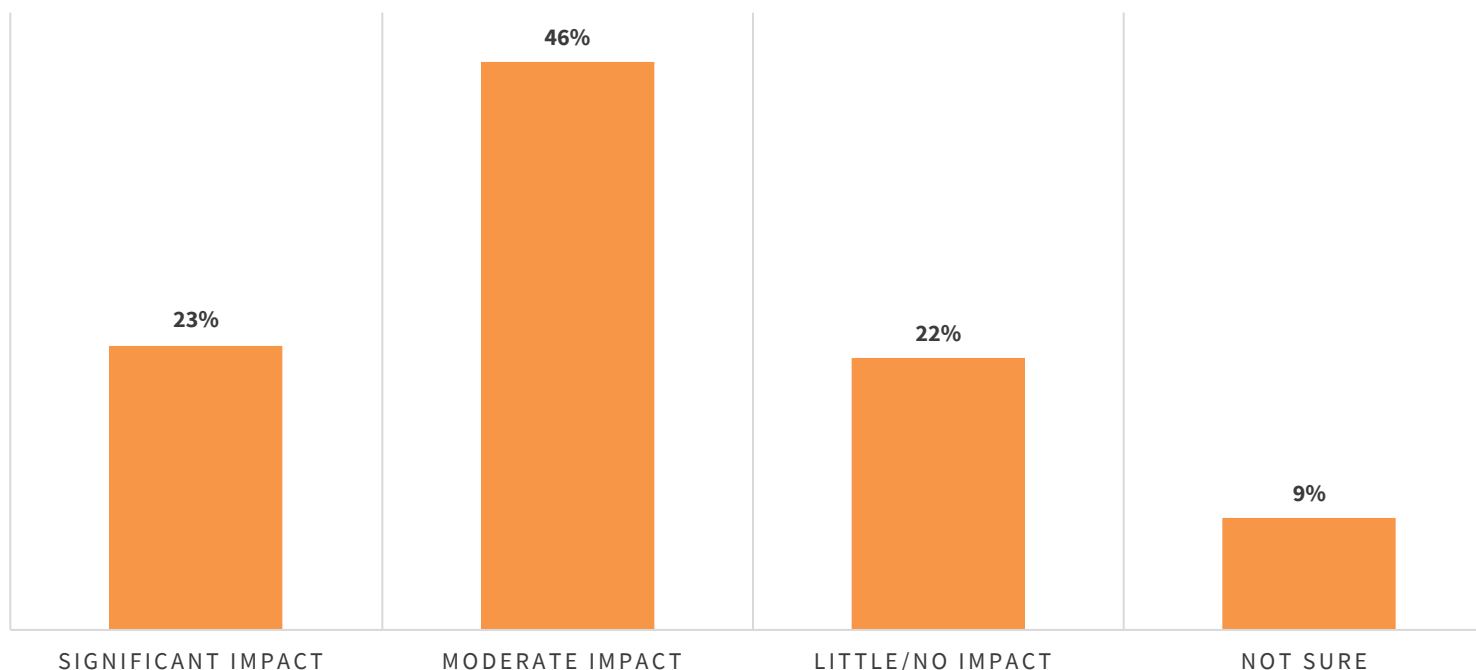


## AI IN THE YEAR AHEAD

AI is here to stay. 69% of marketing professionals anticipate AI impacting their personalization program in the next year.

These professionals foresee AI not only revolutionizing the efficiency of personalization efforts but also anticipate its role in driving innovation within marketing strategies. With such widespread anticipation, the integration of AI is poised to become a cornerstone of future marketing endeavors, reshaping the landscape of personalized customer experiences.

### HOW DO YOU ANTICIPATE AI'S IMPACT ON HOW YOU PERFORM PERSONALIZATION IN THE NEXT YEAR?

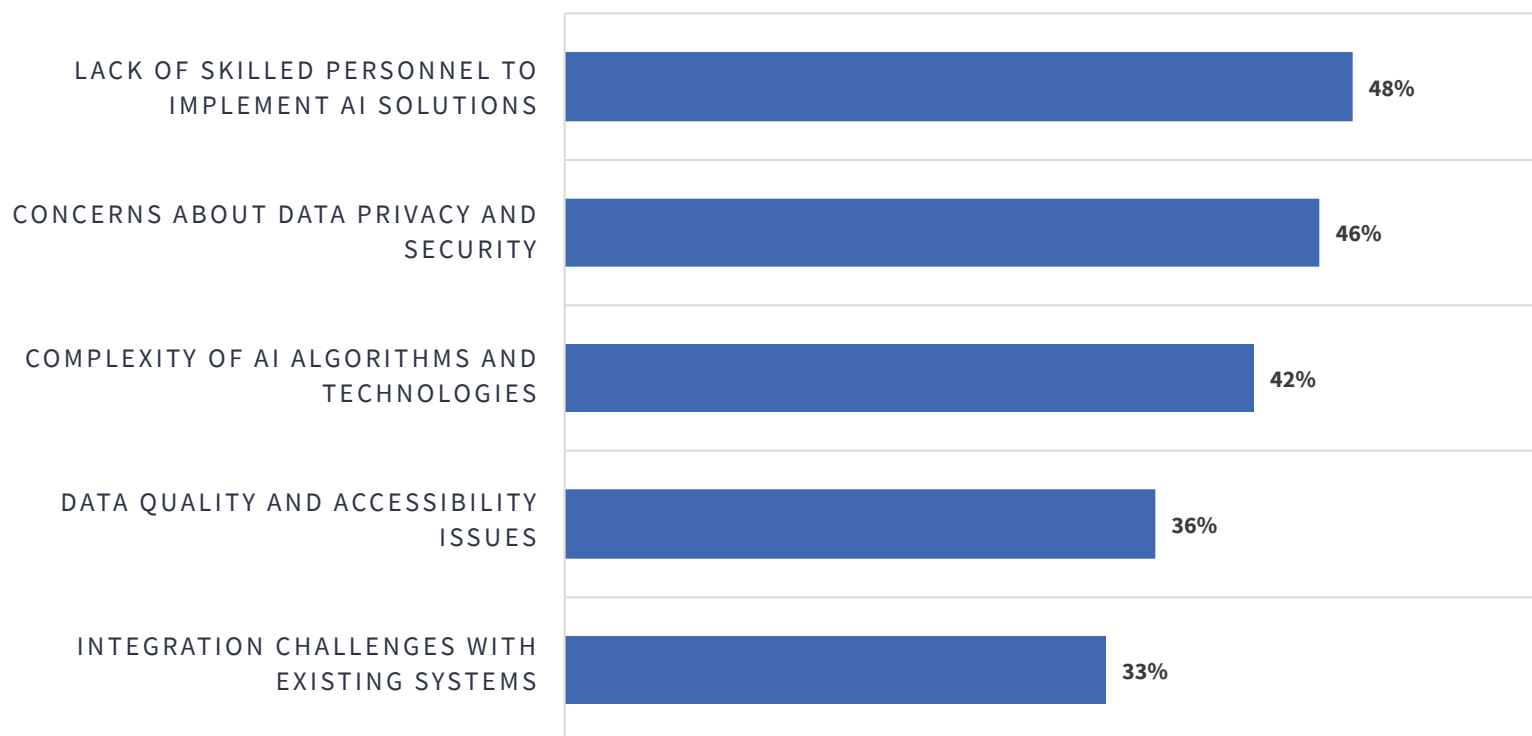


## AI CHALLENGES

The future of AI is bright, but it comes with its challenges. Organizations face challenges in leveraging AI for personalization due to a lack of skilled personnel to implement AI solutions (48%), concerns about data privacy and security (46%), and the complexity of AI algorithms and technologies (42%).

It is essential to understand the challenges you will face so that you can overcome them, use AI to give you a competitive advantage, and deliver exceptional results in your personalization program.

### WHAT ARE THE MAIN CHALLENGES OR LIMITATIONS YOUR ORGANIZATION FACES IN LEVERAGING AI FOR PERSONALIZATION IN MARKETING?



# 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 say.

“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*

**"The firm truly embeds itself into the research and data needs of your organization...**

The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

*-Jillian Ryan, Senior Director of Content Strategy, Brightcove*

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don’t know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”  
Waynette Tubbs, Director, Content Marketing, Oracle

*-Waynette Tubbs, Director, Content Marketing, Oracle*

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