## PROGRESSING TOWARD TRUE INDIVIDUALIZATION









## INDIVIDUALIZED INSIGHTS

Executives revealed they are searching for a deeper understanding of customers.

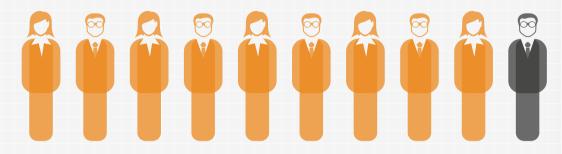
What are the most challenging questions marketers face today? How can we better acquire and retain customers?

How are marketing activities helping achieve corporate objectives?

Are we meeting compliance regulations?

As they strive for a one-to-one connection with their customers,

9 in 10 say individualized marketing is a priority.



The number of them looking to data-driven marketing for those insights has more than doubled since 2013.

Marketers using data systematically:



43%

## BRINGING MARKETING AND TECHNOLOGY TOGETHER

Today, more marketers control customer data.

**TODAY** 

2013 **34**%

But much work remains to be done.

agree that integrating data across teams can improve

Yet

say silos within marketing still prevent an omni-channel view of campaigns.

## THE DIGITAL MARKETING PLATFORM

of marketers say they take a truly omni-channel approach to reaching customers.

admit that achieving consistency in omni-channel marketing remains a problem.

cite more accurate decisions as one benefit of using data.

cite faster decisions as a result of data.

**But only** 

to individualize messages and offers.

of marketers routinely apply data

Data based on a survey of 1,506 marketing and communications executives worldwide, representing all major industries. The survey was conducted in the fall of 2014, and follows a similar survey conducted in 2013.