

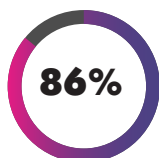
Really Knowing Your Customer



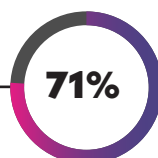
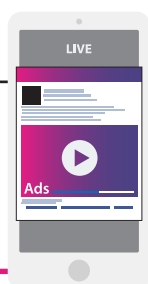
On Know Your Customer Day, we are highlighting the strengths and drawbacks of personalization marketing. The vast majority of digital consumers now expect personalized marketing, in part because it cuts through the daily digital deluge. While the opportunities are significant, personalization can be difficult for brands to execute flawlessly. And, as privacy concerns grow, brands need to tread carefully with personalization efforts.

1

LET'S TAKE IT PERSONALLY



of consumers say that personalization impacts their purchases.



of consumers say that they prefer ads targeted to their interests and habits.

2

UNDERSTAND WHY IT WORKS

The preference for personalization is driven by a desire to control the experience.

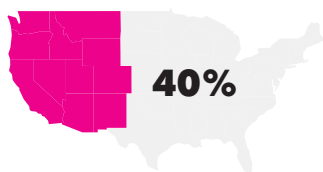


Personalization makes for a "consumer-centric" environment rather than a "publisher-centric" one.
It's more about them!



3

PERSONALIZE AND SURPRISE



of U.S. shoppers said that impulse shopping was driven by personalization marketing.

Millennials recorded the highest level of personalization-driven impulse shopping, at **63%**.



4



UPSELL VIA ALGORITHM

Amazon's algorithm directs users to new choices based on their prior shopping and personalities.



McKinsey reported that **35%** of Amazon sales derive from recommendations.

5

PROCEED WITH CAUTION



- As online privacy conversations deepen, consumers are growing concerned with how data is being mined.
- Only **17%** felt that tracking online activity to tailor ads was acceptable.

6

USE DATA WISELY

Activate data to better understand who you are reaching.



Ask questions of engaged consumers and employ those answers to delight.



After consumers have been surprised, encourage them to share via social media.

