



2024 Personalization Report

FEATURING DATA FROM MARIGOLD'S
2024 Global Consumer Trends Index





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Why Personalization Matters

Think about the messages you've received from brands lately.

Do you recall being frustrated by any of them, because they included content or offers that were flat-out *irrelevant*?

If you answered yes, you certainly aren't alone. In fact, you're in the majority of consumers.

51% of consumers **have been frustrated by receiving irrelevant content** or offers from brands in the last six months.

42% Gen Z 49% Millennials 51% Gen X 62% Boomers

Not all brands make the error of delivering irrelevance, though.

Consumers' favorite brands overwhelmingly treat them like individuals. They've mastered the art of personalization, delivering the right messages to the right people at the right time.

85% of consumers say their favorite brand **treats them like an individual.**

84% Gen Z 85% Millennials 87% Gen X 84% Boomers

Before you continue, here's one more stat to noodle on:

78% of consumers say they're likely to engage with **personalized messages tailored to their interests.**

73% Gen Z 80% Millennials 79% Gen X 74% Boomers

So how do you deliver this personalization? you may ask.

In this report, we'll help you figure it out.

What consumers really want from brands is an *omnichannel path to purchase.*



Show consumers you know them.

Account for the ways in which they interact with your brand – and for the data they share directly with you – and leverage these insights to deliver more relevant experiences.



Consumer expectations are situational and ever-changing.

Data is the best at the moment you collect it. The sooner you can action new data – and the more opportunities you have to continuously refine it – the better your customer experiences will become.



Think of the customer journey as a progressive conversation.

When you've fine-tuned your personalization strategy, each message and each interaction will be more relevant than the last.



Convenience and price are both important drivers of consumer purchases,

but consumers still seek more than just generic offers.

Find ways to implement these two drivers into your personalized messaging, and your brand stands to benefit.

Delivering Personalization

Triggered Messaging:

DELIVER MORE RELEVANT MESSAGES, RIGHT FROM THE START

Woohoo! You've got a new prospect. Obviously, you only know so much about someone you've just met, and thus there's only so much personalization you can deliver right off the bat. But that's OK. Progressively learning more about a person over time is more genuine and less creepy than immediately delivering hyper-personalized messages.

Put yourself in the shoes of a new prospect: if you've only just met a brand, the expectation is that they don't know much about you yet – and if they do...*well that's kind of weird!*

Of course, consumers *do* want personalization. But that comes from being attentive and recognizing their unique wants and needs over time.





While you work to collect zero-party data from your customers and prospects (which we'll discuss in a bit), there's another strategy you can deploy immediately: **triggered messaging**.

You're likely already using triggered messaging to some extent. But if not, here's the gist. Consumers interact with your brand in all sorts of ways. They add products to their cart, they subscribe to newsletters, they sign up for in-stock alerts, they participate in surveys, and the list goes on.

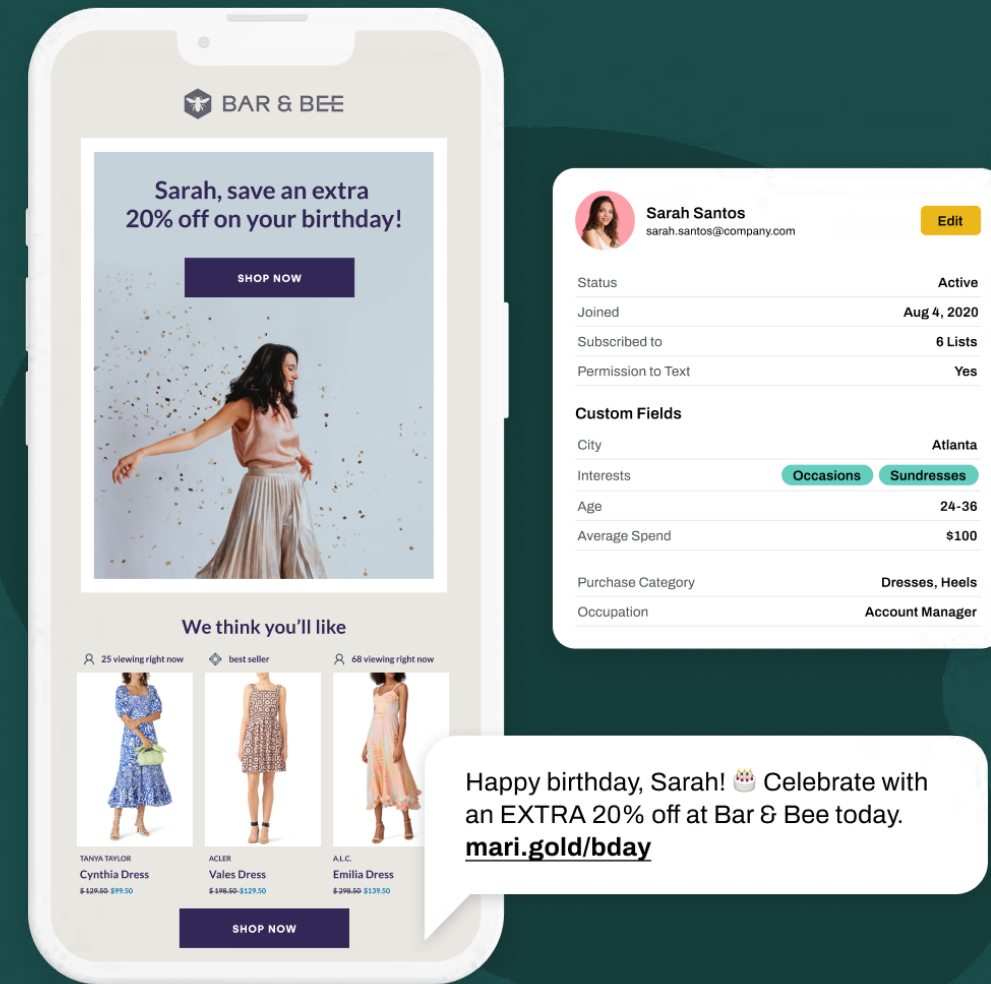
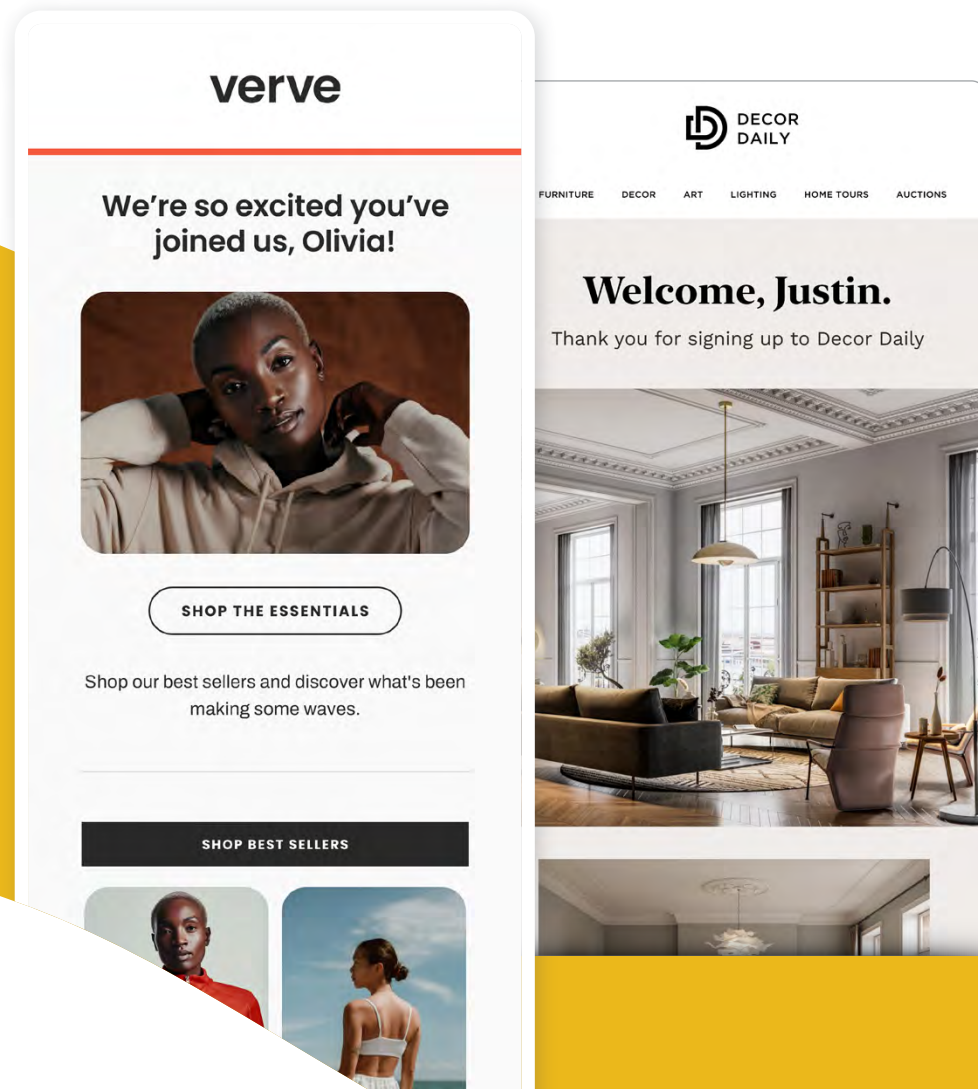
All of these actions represent opportunities to demonstrate that you value their engagement with your brand. To reduce manual workloads and deliver messages at precisely the right time, you should consider setting triggers that automatically deploy messages for specific scenarios.



Triggered Messaging Opportunities

Welcome Email

It's always great to have a new lead. Acknowledge them with a brief welcome email. This is a prime opportunity to reveal something they may not know about your brand. Perhaps your mission, or what separates you from competitors. Or maybe even a *super simple* poll (we'll discuss later why *simple* is important), a few short and easy questions, that lets them expand on their interests or preferences.



Happy birthday, Sarah! 🎉 Celebrate with an EXTRA 20% off at Bar & Bee today. mari.gold/bday

Personalized Offers and Recommendations

Just a reminder, it's OK to start simple. Know your contact's birthday? Boom. You can set a triggered message for a personalized birthday offer – something **a whopping 84% of consumers find to be “cool.”**

Have a one-off customer who you don't know much about, spare for their purchase history? No problem – four in five consumers find product recommendations based on previous purchases to be “cool” as well.

Amotrio

Still interested?

You have great taste! Don't let this be the one that got away...



HURRY! Only 8 left in stock.

TAKE ME HOME

The real kitchen MVP

Save time and cook smarter with these must-haves.

SHOP COOKWARE



Our most popular weekday recipes

We've got a couple yummy recipes for you to try.

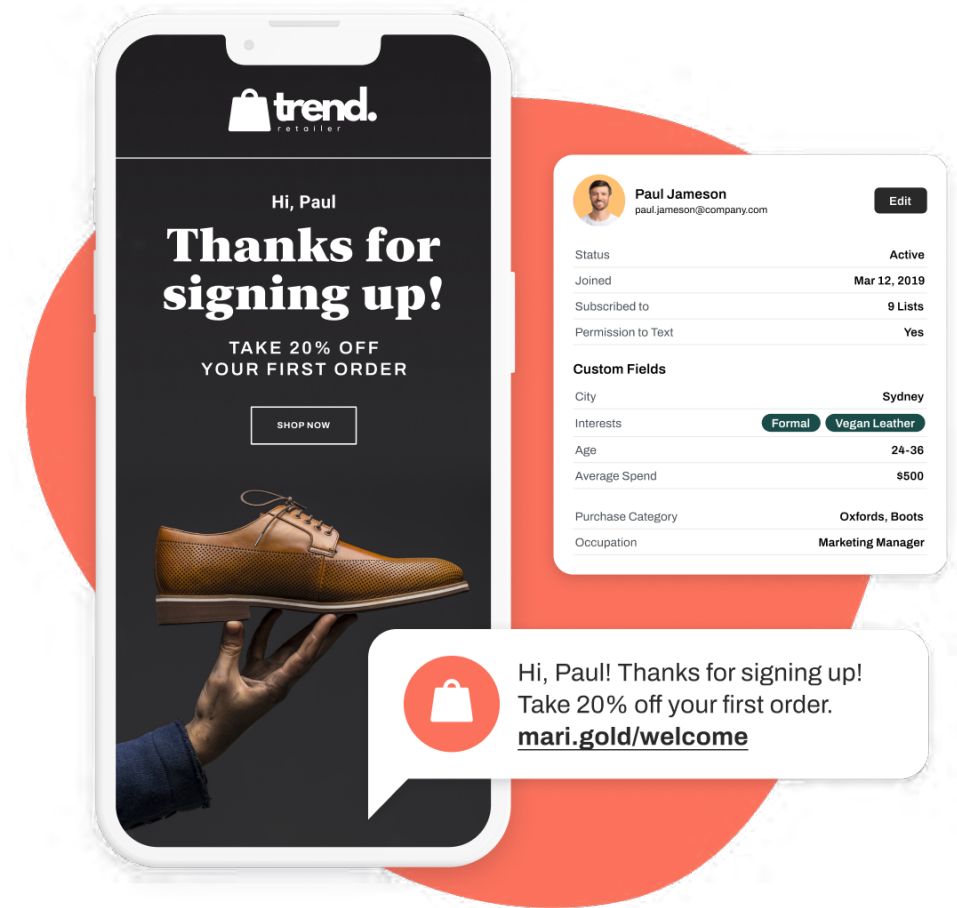
PLAN AHEAD



Abandoned Cart Reminder

Sometimes, consumers just need a reminder. If they were interested enough to add an item to their shopping cart, a gentle nudge may be the last step necessary to close a sale. If you have the ability to include a financial incentive with the reminder, even better: **84% of consumers cite a likeliness to engage with discounts or coupon codes.** If you want to go non-monetary, consider highlighting some customer reviews of the specific product in your reminder.

84%
of consumers cite a
likeliness to engage
with discounts or
coupon codes.



Thank You Email

There are plenty of reasons to be thankful for those who engage with your brand. Perhaps they've made a purchase, attended an event or subscribed to a newsletter. Demonstrate that you care – it's really that simple. Thank you emails also open up a wide range of opportunities for zero-party data acquisition. Use them to weave in requests for feedback, experiences, reviews and opinions – these are all critical for building personalization over time.

Re-Engagement Efforts

Sometimes your customers stop engaging. Set up triggered messages to be sent if a customer hasn't interacted with your website or emails in a given period of time.

If you're looking for ideas, consider the following factors that consumers cite could be enough to win them back or make them more loyal:

More attractive coupons or discount codes

56%

Enhanced product or service quality

44%

Better customer service

36%

Broadened range of products or services

36%

Refined digital user experience

22%

Strengthened data privacy policies

20%



Zero-Party Data:

THE SECRET SAUCE TO NEXT-LEVEL PERSONALIZATION

Being attentive to the behavior of your customers and prospects is important, no doubt. It enables you to deliver more relevance when your knowledge is limited.

But as the relationship deepens, it is zero-party data that can be the real game changer. Interests, preferences and motivations that transcend basic demographics are data points that can elevate your brand into one that makes consumers think:

wow, they really get me.

True Personalization: *Messaging Opportunities*

Curated Newsletters

As you learn more about your contacts, you're able to better match newsletters – and other content sends – to unique interests and preferences. This has a snowball effect, whereby increased engagement with non-transactional content opens more and more windows to weave in sale opportunities.

Tailored Product Recommendations

In a similar vein to newsletters, product recommendations become far more effective when they match the precise interests of your customers and prospects. Product recommendation quizzes are a great way to pinpoint these interests. Leverage the data from these quizzes to segment like-minded members of your audience, and then scale your promotional messages accordingly.

Exclusive VIP Offers

Every once in a while, you may feel the need to deliver an extra exclusive offer. Perhaps it's for high-value customers in your highest loyalty tier, or prospects on the verge of making a big purchase. In these cases, VIP treatment can work wonders.

Depending on your niche, VIP offers can be personally curated content (like eBooks, recipes, guides or checklists), exclusive first looks at future releases (like video previews, invite-only virtual events or product/service demos) or invites to in-person events (like conferences, conventions, tours or exclusive viewings).

VIP Offers
Resonate
& Consumers'
Favorite Brands
Know It

75% of consumers say...

They're likely to engage with **exclusive VIP offers**

— AND —

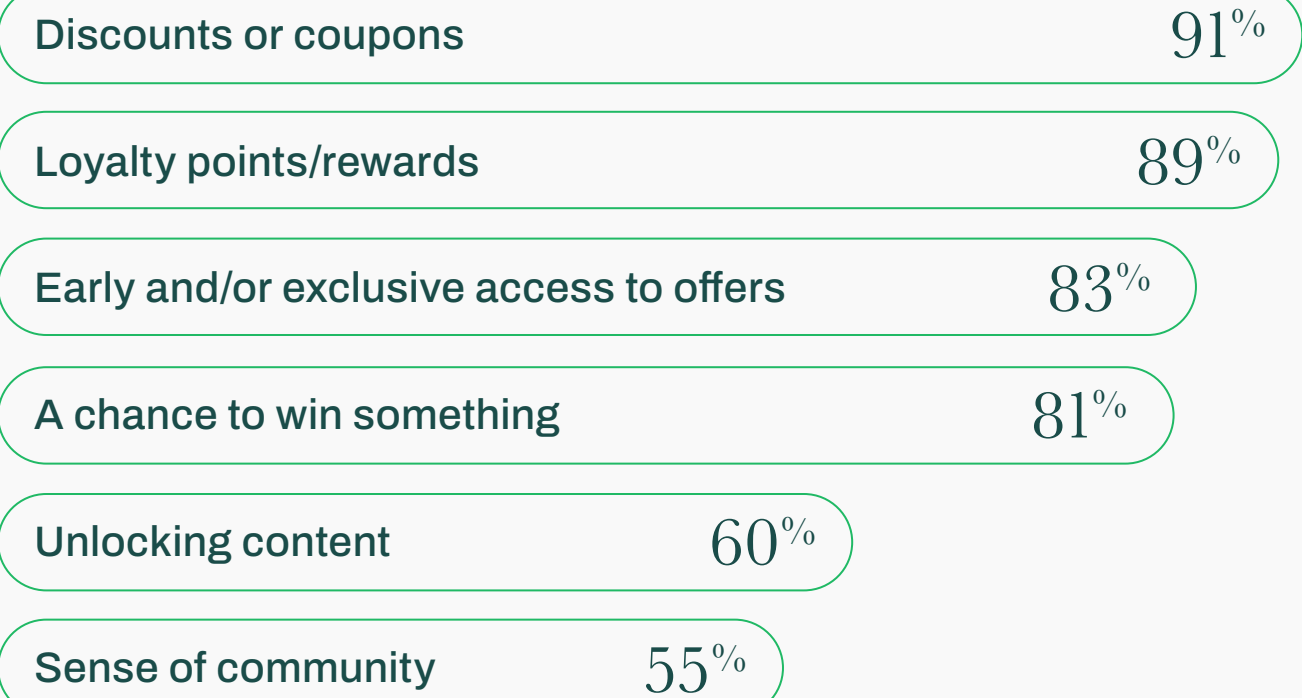
Their favorite brand **makes them feel special, like a VIP**

Lifecycle-Based Messaging

You need to meet consumers where they're at in their lifecycle. Some are on the verge of making a purchase. Some still need convincing. The sooner you're able to pinpoint lifecycle stages, the sooner you can tailor your messaging accordingly.

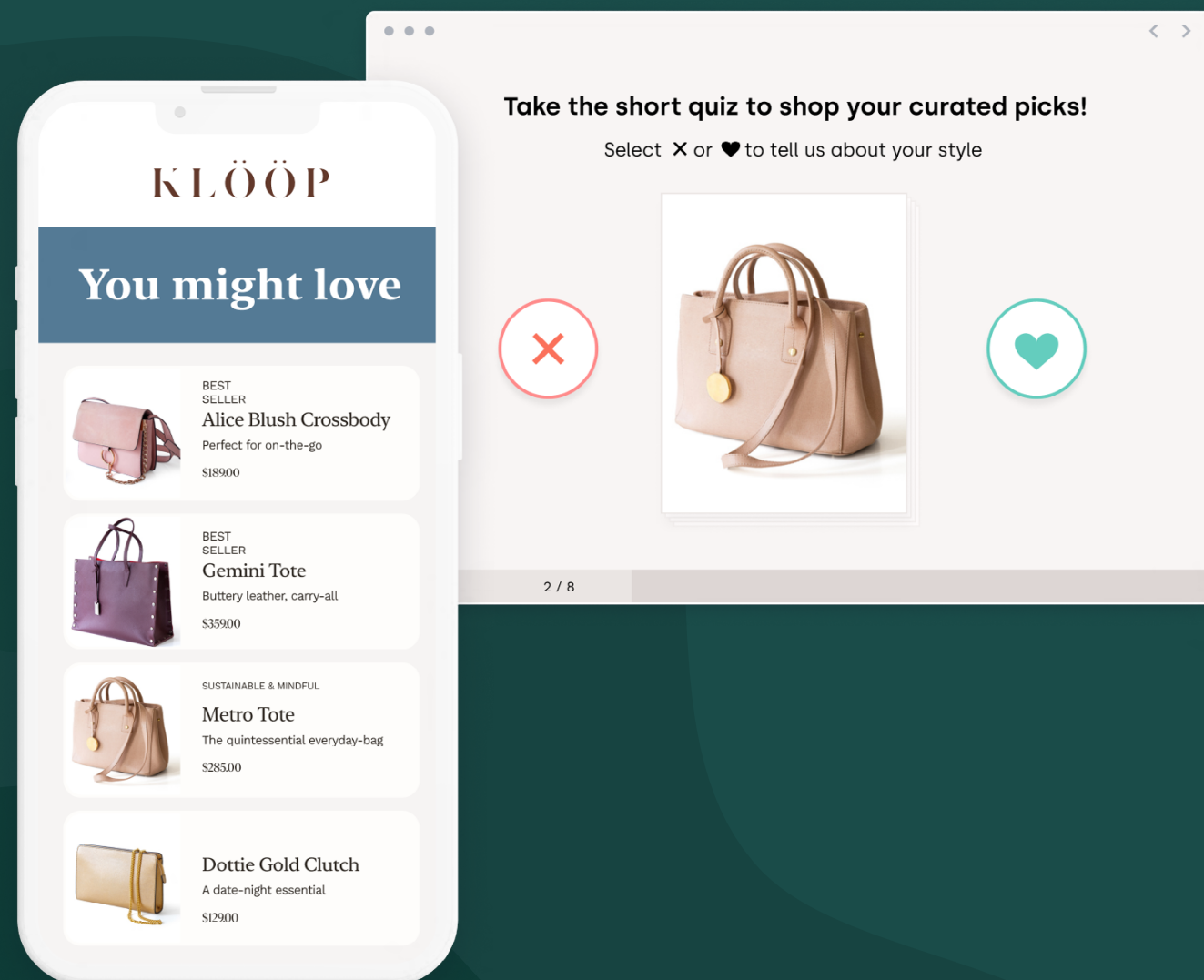
In practice, the zero-party data that fuels the aforementioned personalization can be collected via preference forms, polls and surveys, as examples. You just need to ensure you've got something compelling enough to offer in exchange for consumer data. Fortunately, consumers are receptive to a number of brand offerings.

Benefits consumers find to be valuable in exchange for their personal information:



A Note on Interactive Experiences

As previously mentioned, there are many opportunities to weave zero-party data acquisition into your messaging. But if you want your contacts to continue participating in these interactive experiences – to continue taking surveys, filling out preference forms and providing feedback – they need to be *simple*.



THIS COMES DOWN TO:

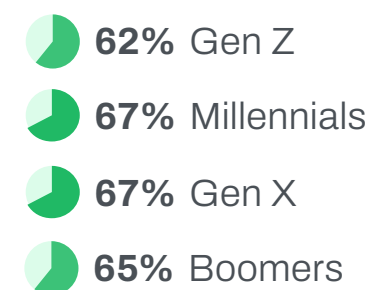
- **An easy-to-use mobile-friendly interface**

Is the experience easy to fill out via mobile? Are the instructions clear? Test it across different devices before going live. And ideally, run it by a few colleagues. See if they understand the instructions as easily as you do.

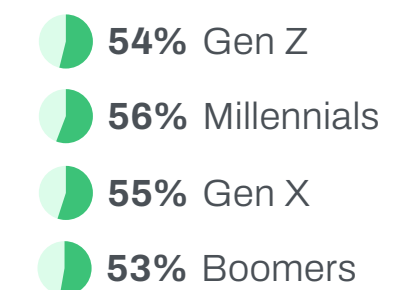
- **Minimizing length**

Once you begin building out a survey questionnaire or related experience, you realize there are a slew of questions or form fields that could yield valuable data. But with each addition, the experience takes multiple seconds, perhaps even minutes, longer to complete. Condense the length as much as you can and remember – if it's simple to take this time, it will be easier to secure repeat participation.

66% of consumers are more likely to complete a survey **if it's easy to take.**



55% of consumers are more likely to complete a survey if it has **fewer than ten questions.**



Balancing Data Privacy

No discussion about personalization is complete without addressing data privacy.

Ultimately, as we've discussed, collecting data from consumers is pivotal to delivering personalization. In addition to providing compelling offers in exchange for said data, there are a few steps you can take to make consumers feel more at ease.

- **Be transparent.**

Why are you collecting this data? How will you use it? And how will this benefit the customer or prospect? Communicating these answers is mutually beneficial: it will put the participant's fears at ease, and it will increase the likelihood of them actually divulging the data you need.

- **Collect only what you need.**

How will the data you're using be helpful? If you cannot quickly and directly answer this question, do you really need it?

- **Preference forms are your friend.**

What kind of messaging frequency do your contacts prefer? What data are they comfortable with you using? Comfort levels with the utilization of personal data will vary, highlighting the importance of probing for consumer preferences early on in relationships. A simple preference form that covers opt-ins and outs for data usage and a checklist for the types of messages contacts would like to receive is always good practice.



77%
of consumers

cite data privacy policies as **important or critically important to maintaining brand loyalty.**

72% Gen Z 77% Millennials 79% Gen X 81% Boomers

88%
of consumers

say their favorite brand **uses their data in a way that makes them feel comfortable.**

88% Gen Z 89% Millennials 89% Gen X 85% Boomers

Wrap Up

Personalization is a journey that takes time to perfect. Leveraging triggered messages, collecting zero-party data and transparently communicating your data practices can help you get there.

Whether you already have the ideas for personalization and just need a solution to action them, or you need strategic support from A-Z in your marketing campaigns, Marigold has the technology and teams to match.

Let's talk!

Note: The data supplementing this report comes from Marigold's *2024 Global Consumer Trends Index* – our annual research project that dives into the specific factors influencing consumer behavior.

You can check out our Global version [here](#). If you're focused solely on United States consumer data, you can find that [here](#).



Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

