

# Personalization in 2024

## THE LANDSCAPE:

Consumers' favorite brands are getting personalization right...

85%

of consumers say  
**THEIR FAVORITE BRAND TREATS THEM LIKE AN INDIVIDUAL.**

...while other brands can still use some work.

51%

of consumers have been  
**FRUSTRATED BY RECEIVING IRRELEVANT CONTENT OR OFFERS FROM BRANDS.**

## WHAT WE KNOW:

*Personalized messages* = *High levels of engagement*

78% of consumers cite they are likely to engage  
**WITH A PERSONALIZED OFFER TAILORED TO THEIR INTERESTS.**

*It's OK to*  
**START SIMPLE!**

84%

of consumers think  
**PERSONALIZED BIRTHDAY OFFERS ARE COOL.**

80%

of consumers think  
**PRODUCT RECOMMENDATIONS BASED ON PAST PURCHASES ARE COOL.**



**WANT TO DELIVER MORE  
ADVANCED PERSONALIZATION?**

*Meet the value exchange.*

The overwhelming majority of consumers are willing to share their personal data with brands in exchange for value offerings, such as:

**Discounts or coupons (91%)**

**Loyalty points/rewards (89%)**

**Early or exclusive access to offers (83%)**

**A chance to win something (81%)**

**Unlocking content (60%)**

*As you build more robust  
customer data profiles,*

**MESSAGING  
POSSIBILITIES  
BECOME VAST**

Collect **first-party data** to understand how consumers are interacting with your brand and **zero-party data** to understand their interests, preferences and motivations.



**LEVERAGING THIS DATA,**  
*your messaging can include:*



**Curated newsletters**



**Promotions tailored to unique interests**



**Personalized product and service recommendations**



**Real-time loyalty status updates**



**Abandoned cart reminders**



**Re-engagement efforts**

*Data from Marigold's 2024 Global Consumer Trends Index*