Personalization

in 2024

THE LANDSCAPE:

Consumers' favorite brands are getting personalization right...

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

WHAT WE KNOW:



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

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

High levels of engagement

Personalized messages

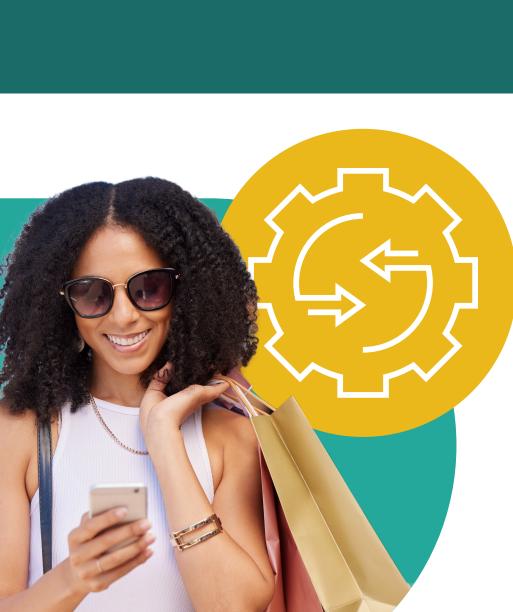
of consumers cite they are likely to engage WITH A PERSONALIZED OFFER TAILORED TO THEIR INTERESTS.

It's OK to START SIMPLE!

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

80

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



ADVANCED PERSONALIZATION?

WANT TO DELIVER MORE

Meet the value exchange.

willing to share their personal data with brands in exchange for value offerings, such as: Discounts or coupons (91%)

The overwhelming majority of consumers are

Loyalty points/rewards (89%)

Early or exclusive access to offers (83%)

A chance to win something (81%)

Unlocking content (60%)

customer data profiles, MESSAGING POSSIBILITIES BECOME VAST

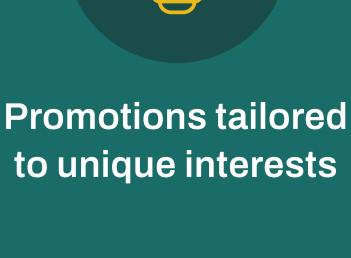
Collect first-party data to understand how consumers are interacting with your brand and zero-party data to understand their interests,

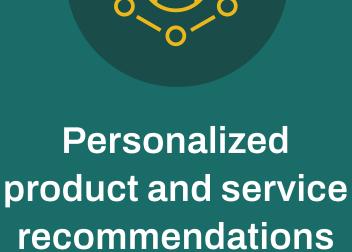
preferences and motivations. LEVERAGING THIS DATA,





Real-time loyalty





Re-engagement

efforts status updates reminders

Abandoned cart



Data from Marigold's 2024 Global Consumer Trends Index

Learn more at **meetmarigold.com**