



# 2023 Digital Trends

Data Insights & Audiences in Focus



# Introduction

This new series of reports from Adobe and Econsultancy zeroes in on the solutions executives need to deliver amazing digital customer experiences.

Harnessing the results from the Adobe Digital Trends research, these reports provide an easy-to-digest, visual insight into the challenges and opportunities executives around the globe face in 2023. At the same

time, it includes the same actionable analysis and recommendations you've come to expect from an Adobe/Econsultancy report.

This edition focuses on data, insights & audiences and explores how sector-leading organizations use data to deliver personalized experiences that delight and engage customers. We hope you find it enlightening.

## Demographics

The Econsultancy x Adobe Digital Trends 2023 report captures the views of marketers and CX professionals in agency and client-side organizations around the globe.

This report focuses on the perspective of over **5000 client-side organizations**, including:



**1,023**

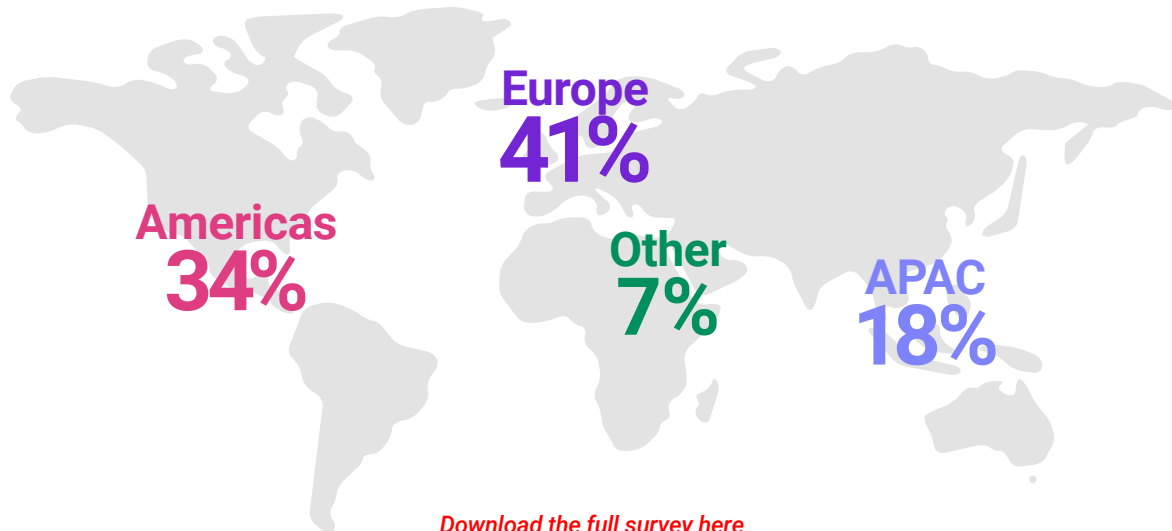
In C-suite / senior leadership positions



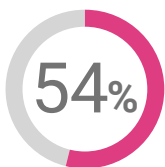
**4,009**

Practitioners, e.g., marketing managers, CX managers

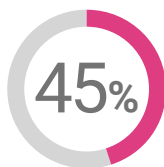
## Global Reach



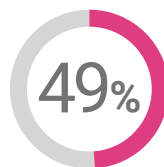
## Key Insights



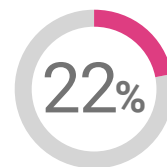
of senior executives say combining **data and insights** is a top technology priority for 2023



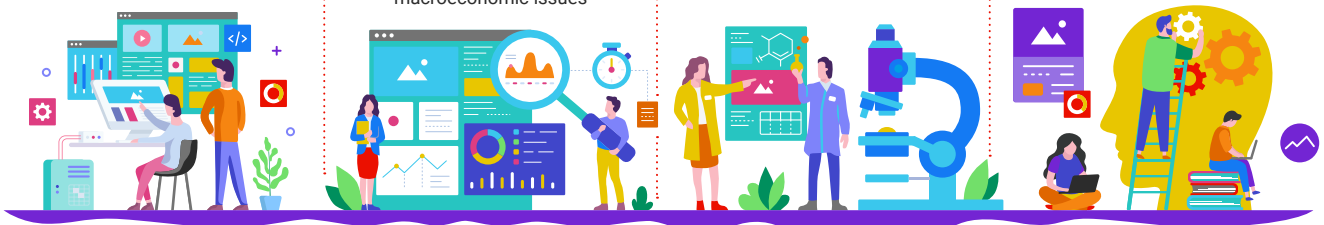
of senior executives will be looking to **maximize impact** from the marketing and data tech they have already to offset macroeconomic issues



of organizations **can test theories and assumptions** in the moment on an individual customer level



of practitioners say their organizations are strong at **balancing data and algorithms with human insights**

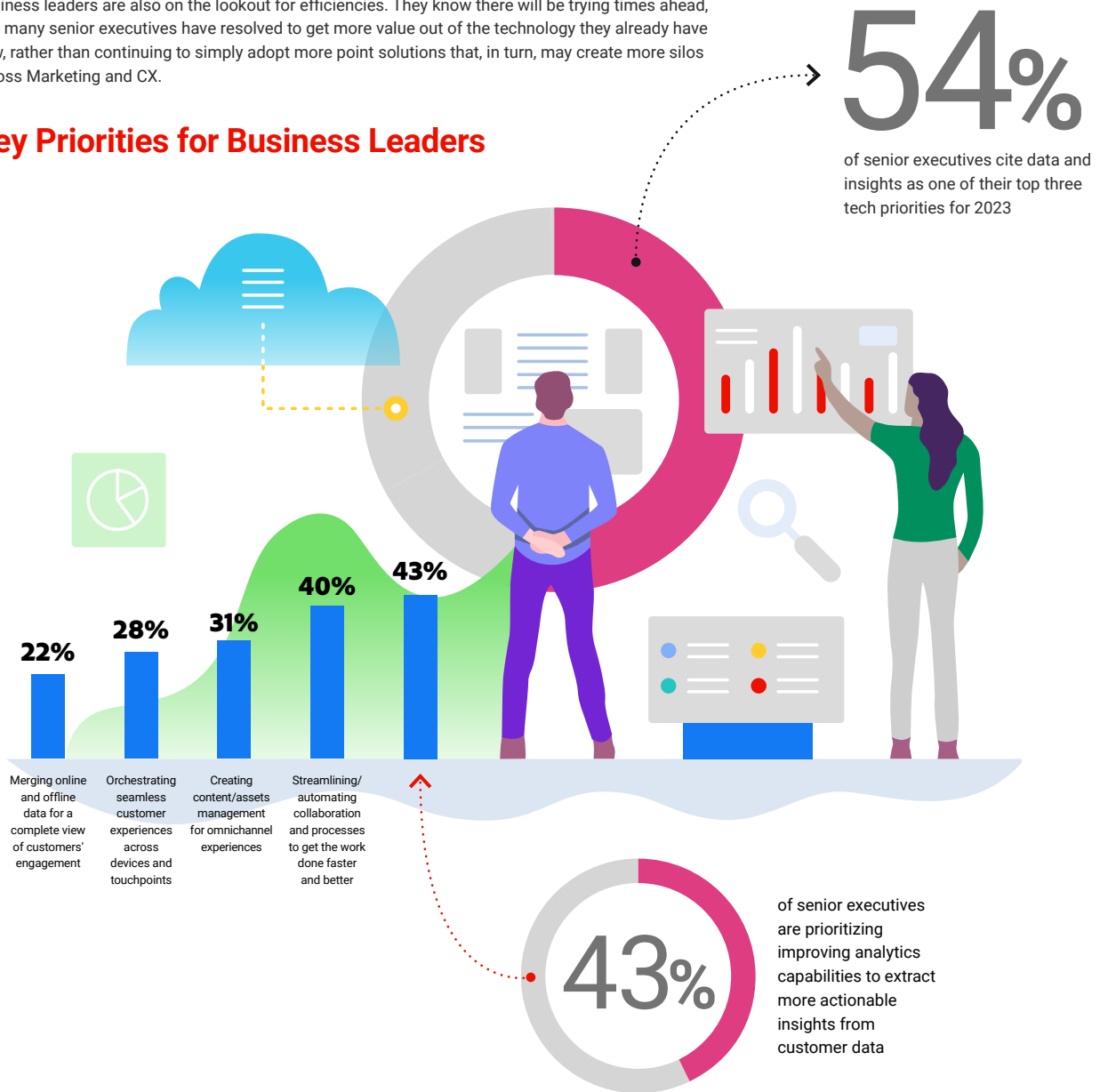


# Data & insights are a top priority

Harnessing technology to make better use of data and insights is a top priority for senior executives in 2023. High on the CX to-do list is improving analytics capabilities to make the insights they deliver more actionable. That means connecting data across all channels – online and offline – to build a holistic view of customer engagement and deliver the relevant experience that customers crave.

Business leaders are also on the lookout for efficiencies. They know there will be trying times ahead, and many senior executives have resolved to get more value out of the technology they already have now, rather than continuing to simply adopt more point solutions that, in turn, may create more silos across Marketing and CX.

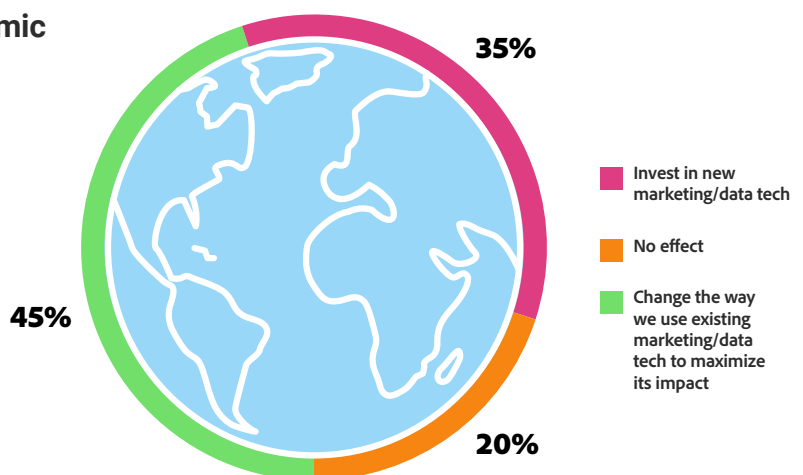
## Key Priorities for Business Leaders



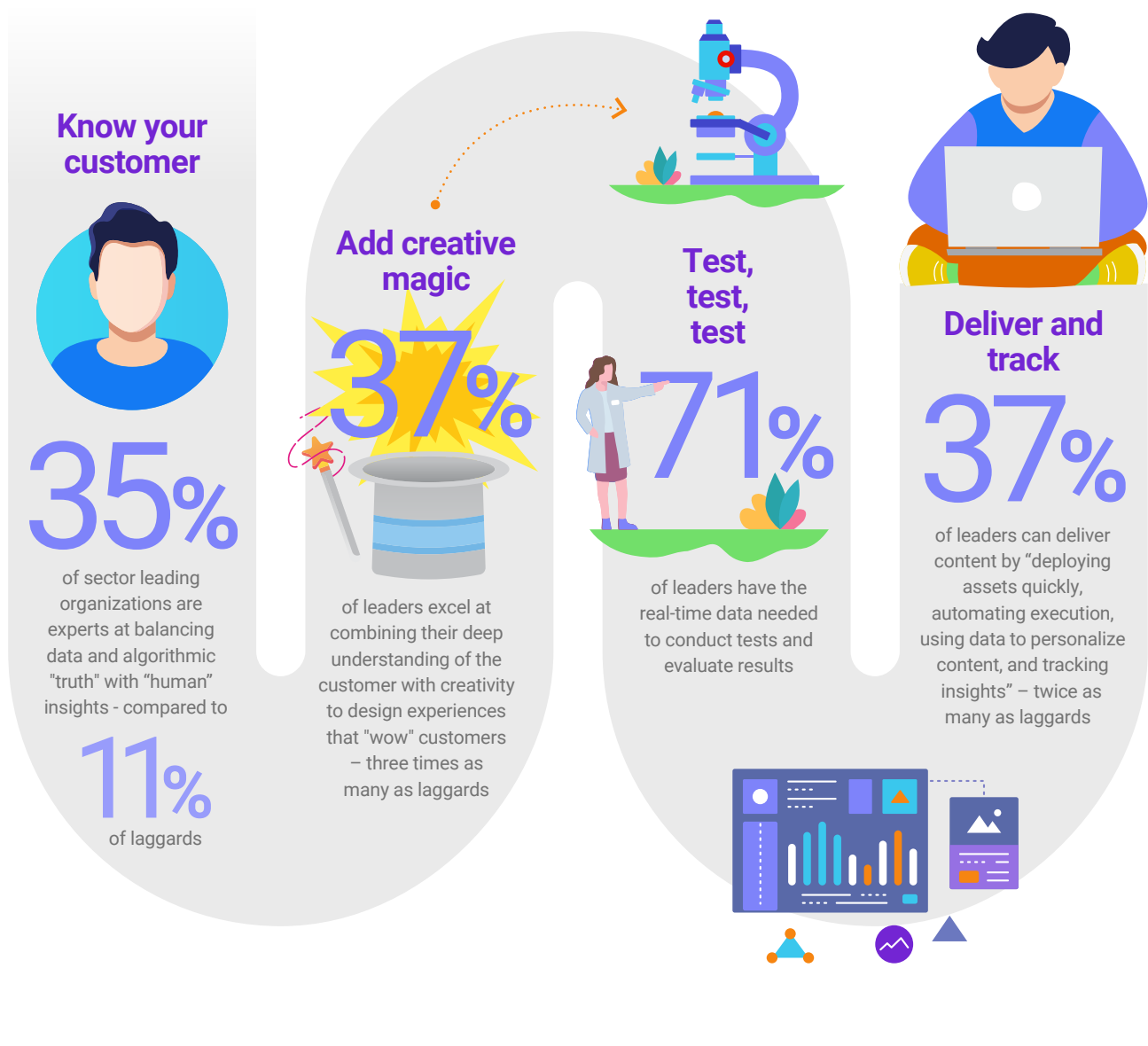
## As a result of adverse macroeconomic issues, leaders will be seeking to drive greater value from their existing martech and data tech.

We've seen a proliferation of marketing and data technology over recent years. Now business leaders are challenging the marketing function to show what they can achieve with these tools, and demonstrate how they can protect the business in challenging times.

As macroeconomic pressures hit home, 45% of senior executives report that they will be focusing on maximizing the impact of the tech they **already have**, compared to just 35% who will prioritize investment in **new technology**.



# How market leaders use data and insights to create experiences that 'wow' customers



## Filling the gaps left by the expected loss of third-party cookies is still very front-of-mind

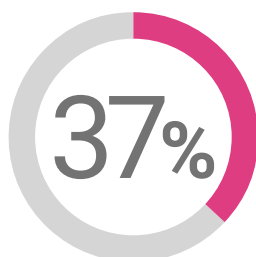
While 37% are investing in growing their own first-party data, others are turning to partnerships to fill the gap.

Overall, 40% of organizations are looking at partnership deals. Around half of these will be paid partner relationships, but others are thinking more

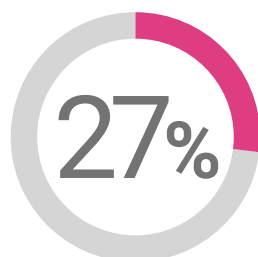
creatively and looking for relationships which will benefit both sides.

**Sector leaders** are at the forefront of this trend, with 25% partnering with brands where overlapping customer data sets can deliver more exciting insights, compared to just 14% of the **laggards**.

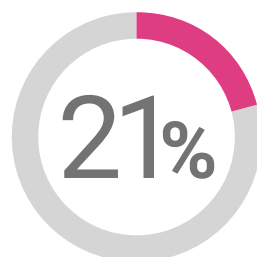
### Which of the following applies to how your organization is approaching the loss of third-party cookies?



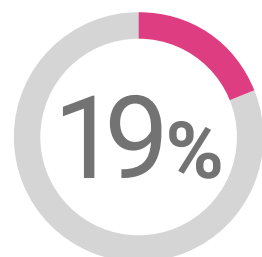
Investing in growing our own first-party data



Investing in new technologies to overcome the negative effects of their demise



Seeking out and establishing paid partner data relationships that are not dependent on third-party cookies



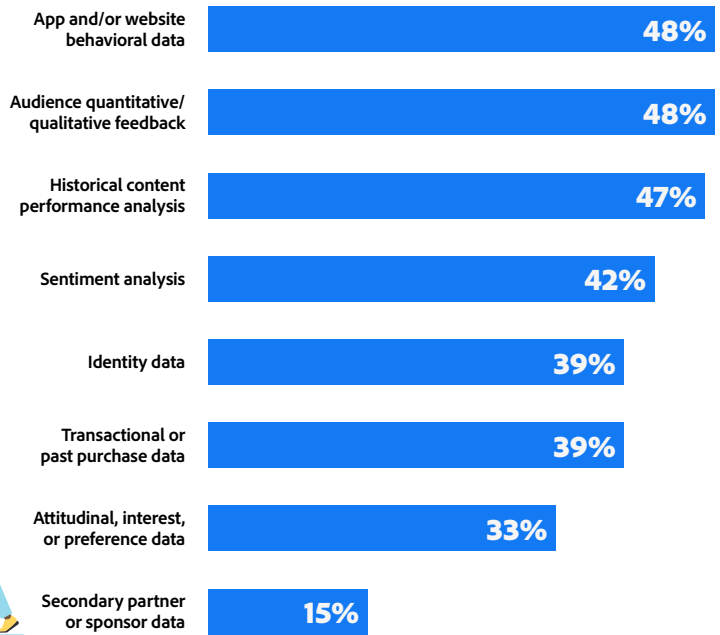
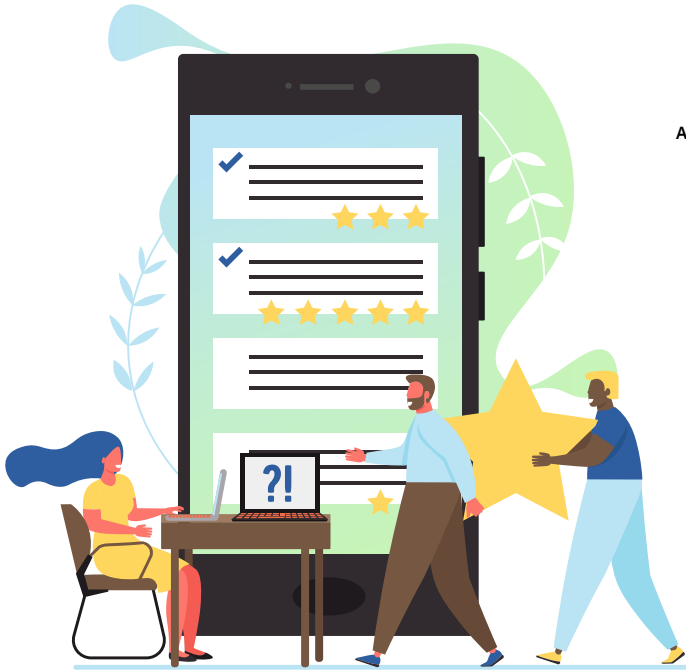
Partnering with other brands to collaborate on overlapping customer data for improved insights

# Industry Perspectives

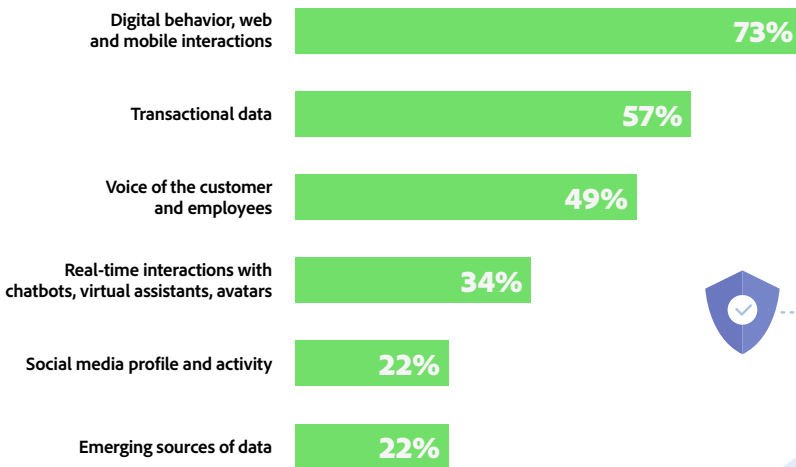
## Experiences from the Media & Entertainment industry suggest that there is still a long way to go in integrating secondary and partner data into content and experiences.

Understanding customer sentiment and needs is crucial to creating engaging content. 48% of brands in the M&E industry cite audience feedback as an important input and 42% report using sentiment analysis of online data. M&E brands primarily use analysis of the first-party and third-party data over partner data to guide their content creation strategy.

Half (48%) analyze digital behavior, and almost as many (47%) reference historical performance of content or metadata analysis, pointing to a continued reliance on third-party data. Yet even in this industry, where ties across movies, gaming and off-line experiences are business-as-usual, few are yet to tap into opportunities from secondary partner or sponsor data, with just 15% citing this as influencing content and experiences.



## The Financial Services & Insurance sector is similarly focused on transactional and online behavioral data.



Nearly three-quarters (73%) in the FS&I sector highlight digital interactions as having the greatest power to transform customer experience in 2023, and 57% believe transactional data will be key.

However, organizations also recognize the value of bringing new data sources onstream. We also learned that 48% see “activating new data sources to improve personalization” as a priority for 2023 – and one in five go further, seeing emerging data sources as likely to be transformational in 2023.



## Conclusion



Making better use of data and insights will clearly be a major priority for many organizations in 2023, as they strive to create better experiences for their customers and build loyalty. And there will be a greater focus on testing and evaluation, as senior executives challenge the business to demonstrate the value of the tools and data they have already invested in.

The most successful organizations are exploring how they can connect data and insights across channels, so customers have a seamless experience whether they are on- or off-line. But they are also thinking about how to blend hard data and algorithms with more human insights, to help them make deeper connections with customers, and create experiences and content with the 'wow' factor.

[\*Learn how to turn data into action for showstopping experiences with Adobe\*](#)

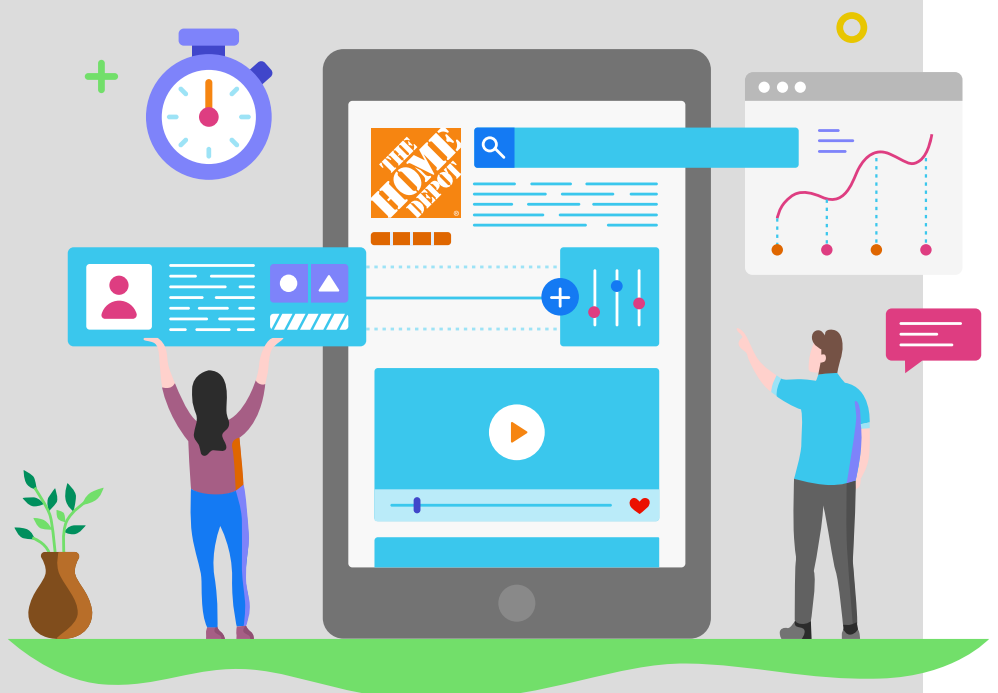
### Case Study: Home Depot

Home Depot is using AI to build audience segments which use real-time browsing and shopping data, allowing it to push out the right experience to customers within 24 hours – something that had previously taken 10 days.

“Not only are customers benefiting from streamlined, personalized experiences, but with Adobe Real-Time Customer Data Platform, Home Depot can now act on insights across channels to provide customers with deals, relevant messaging, and inspiration for their projects.”

#### **Ranjeet Bhosale,**

Vice President of Customer Marketing and Operations,  
Home Depot





© MMXXIII Econsultancy / Adobe

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.