



2023 DIGITAL TRENDS—TAKE ACTION

Plan now for a brighter personalization future.



We're well into 2023, reminding us all that the adage is as true as ever—time waits for no one.

That means that even though our *2023 Digital Trends report* is a phenomenal planning tool, planning and strategizing only take you so far without action. The time has come to start taking insights from those trends and turning them into the experiences and interactions your customers expect at every turn.

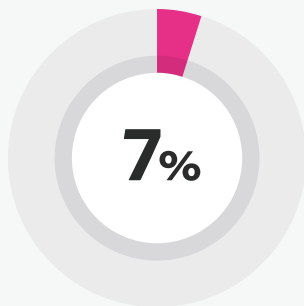
In this guide, the second installment of our *Take Action* series, we're taking a closer look at some of those key trends, with a special focus on how you can seize the opportunities ahead and forge a bright future for your brand—and your customers.

So let's dive in and investigate one of the key issues we uncovered in our report—how balancing your short- and long-term plans and strategies can help you accelerate your efforts to personalize each experience at scale. And consistently deliver value—and dazzle—your customers.

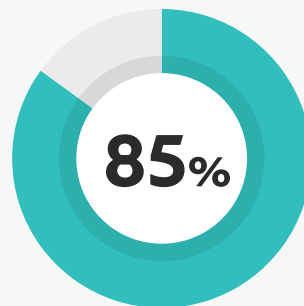


Customers keep raising the bar.

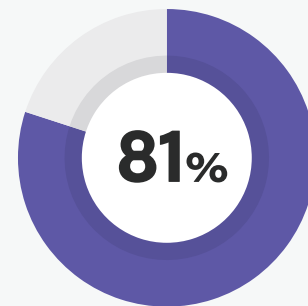
In the digital age, customers across all industries expect to be impressed by every experience. But many companies and organizations are having a hard time keeping up. All while current events continue to shape short-term priorities across the board.



7% of practitioners consider their organization's digital customer experience to be exceptional.



85% of senior executives feel uncertain or very pessimistic about the geopolitical outlook.



81% of senior executives feel uncertain or very pessimistic about the economic outlook.

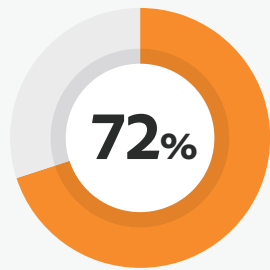
All these anxieties put many organizations in a tough spot. Current events and rising expectations cause them to try and pull off a tough balancing act—harmonizing their approach to short-term gains and long-term strategies. Not just to meet those expectations, but to exceed them.

To deliver these engaging experiences, you'll need to make them personalized. On every channel, at every touchpoint, during every interaction. We call this personalization at scale.

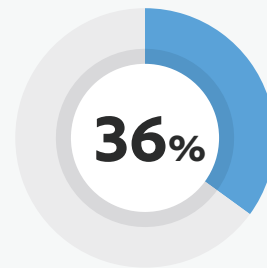
Forge ahead with personalization at scale.

When it comes to experiences, personalization is no longer optional. If you want to be memorable, you need to be personal.

And although it's not a new idea, there are more opportunities now than ever to engage with customers in meaningful ways and meet their individual needs. Likewise, never before have customers expected businesses to do all this at such a massive scale.



72% of consumers say that poor personalization decreases their trust in brands.



36% of consumers say that poor personalization significantly harms their trust in brands.

But if you can pull off advanced personalization, the payoff is huge. In **a recent study we commissioned with Forrester**, we uncovered some interesting insights:

Respondents reported that their personalization initiatives saw big wins.

68%

reported expectations for revenue exceeded expectations.

67%

reported customer experience measures exceeded targets.

67%

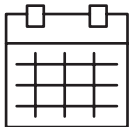
reported conversion rates exceeded targets.

That said, as much as personalization at scale should be the North Star for your experiences, achieving them can be difficult. Especially if you don't have a clear long-term strategy in place.

Personalization is well within your reach.

One interesting finding from our *2023 Digital Trends* report is that only 9% of companies self-reported as being at the most advanced stage of the personalization maturity curve. And it probably took those 9% years of continuous investment and strategy to get there.

So we get it. If you're just getting started, it might feel like reaching that same stage is far out of reach. But it doesn't have to feel that way. Just keep these three tips in mind.



1. Focus on the long-term vision.

It can be tempting to react to current trends at the expense of goals that may take months or even years to achieve. But staying focused on the long-term vision will help you stay efficient and effective in the long run. Think of it as a marathon—not a sprint.



2. Balance with your short-term goals.

With your future in focus and your strategies aligned to that future, you absolutely need to make sure you devote time to your short-term objectives. That way, you can quickly respond to current situations and keep your business moving forward to the long-term vision.



3. Build strategies with the right tactics.

It's true that a mature personalization at scale strategy won't happen overnight. But by focusing on the right tactics, it can be within reach sooner. Fortunately, we've already done some in-depth research in our commissioned Forrester report *Personalization At Scale: Bring Forth The Customer And Business Benefits Of Experience Excellence*. [Check it out to learn more.](#)

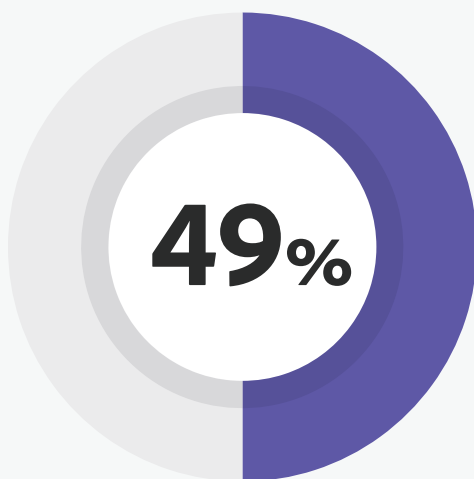
With the right strategy, the sky's the limit.

As you bring all this together and balance both your short- and long-term goals, you'll start experiencing some major benefits across the workflows of people, your processes, and your use of technology. Here are just a few.

Using unified tech, you can avoid the pitfalls of slower progress and high spend.

Gone are the days of a lack of integration and fractured journey orchestration that come with a tech stack that's pieced together from different point solutions. Today, with the right tech, you can take on the big opportunities of the future—things like the metaverse, NFTs, blockchain, and more.

The potential of technology is massive.



49% of agency-side staffers say their clients have artificial intelligence and machine learning tech—but they either don't use them or are using them without realizing.

By investing in processes, you can cut down on duplicative tasks and content.

Tear down silos and eliminate workflows that drain resources and time. And most importantly, if your workflows are designed correctly, you'll be able to support your long-term personalization at scale strategy rather than undermine it.

As you empower people with the right tools, you'll watch productivity—and morale—soar.

Focus on placing people in the roles and teams that best fit their skills, and start building a center of excellence dedicated to your personalization at scale strategy. When you do, you can avoid the employee fatigue that's all too common in this fast-changing customer experience environment. Because when people are dedicated to jobs that match their skills, they can focus on building amazing experiences.



Plan, strategize, execute, repeat.

To deliver on the promise that customer experiences offer today, you need to plot a clear course with well-defined plans. Plans that are designed to provide people with the real-time, personalized interactions they've come to expect.

Only then will you be able to make the most out of your technology investments, build streamlined processes that work, and tap into all the power your teams have to offer.

If you haven't already, check out our [2023 Digital Trends report](#) for even more insights and opportunities for the rest of the year.

But if you're ready to develop your long-term vision and get started on your strategy, read our guide [*Getting Started with Personalization at Scale*](#).

[Read now](#)

Sources

- 1 ["2023 Digital Trends: Experience Index,"](#) Econsultancy and Adobe, 2023.
- 2 ["Personalization At Scale: Bring Forth The Customer And Business Benefits Of Experience Excellence,"](#) Forrester Consulting, commissioned by Adobe, September 2022.



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

© 2023 Adobe. All rights reserved.