

Where to Go Next: The State of Personalization in Retail and Travel

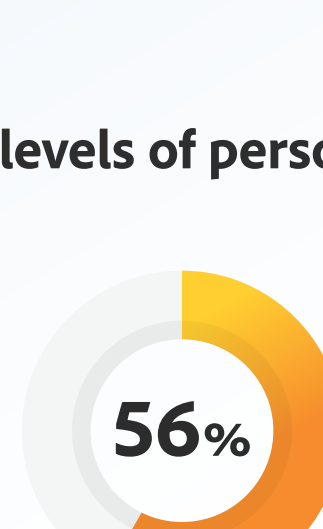
Survey results from the retail and travel industries on the state of personalization.



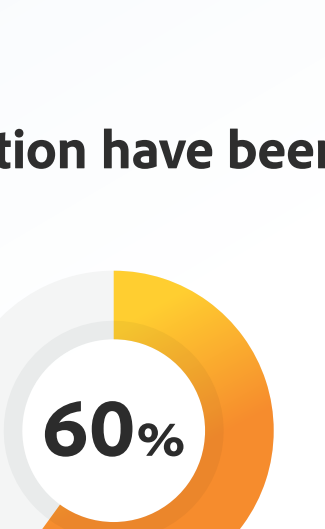
Today's customers expect shopping experiences to be as unique as they are. But how customers interact with companies across channels is complicated, which makes creating personalized experiences anything but simple. In July 2021, Adobe partnered with Incisiv to survey 611 retailers and travel firms worldwide to understand where personalization efforts currently stand and how organizations can improve.

One-to-one personalization is the gold standard few have achieved.

Organizations agreed the more they can personalize to their customers' needs, the better. But for most, creating unique experiences is still a work in progress.



think the ideal website personalization is at the micro-segment or one-to-one level



have personalized more than half of their shoppers' journey

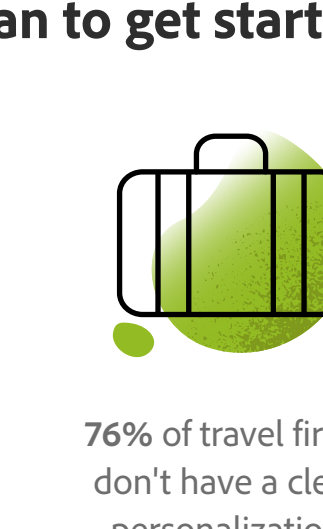
Even basic levels of personalization have been challenging.



offer no or only basic personalization on their website



offer no or basic personalization on their mobile app



don't do any kind of customer segmentation for their product recommendations



don't do any segmentation for their marketing emails

And most lack a plan to get started.



The struggle to understand customers is real.

Before organizations can make real progress, they need to understand their customers and how well they are engaging. But even this can be a challenge.

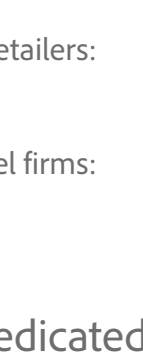


Only 1% maintain a unified customer profile



89% don't have a unified view of their personalization performance

Of the many other challenges, five rank top of mind.



1. Inability to build a business case or ROI



2. Siloed data and inability to integrate data



3. Limited in-house resources



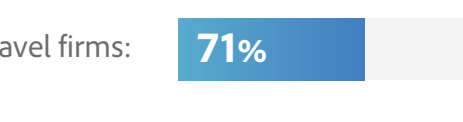
4. Scaling personalization across channels



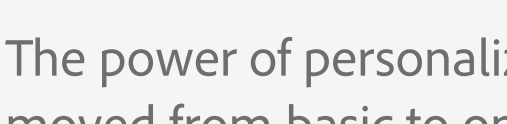
5. Inability to act quickly on recommendations

And reveal what organizations still lack.

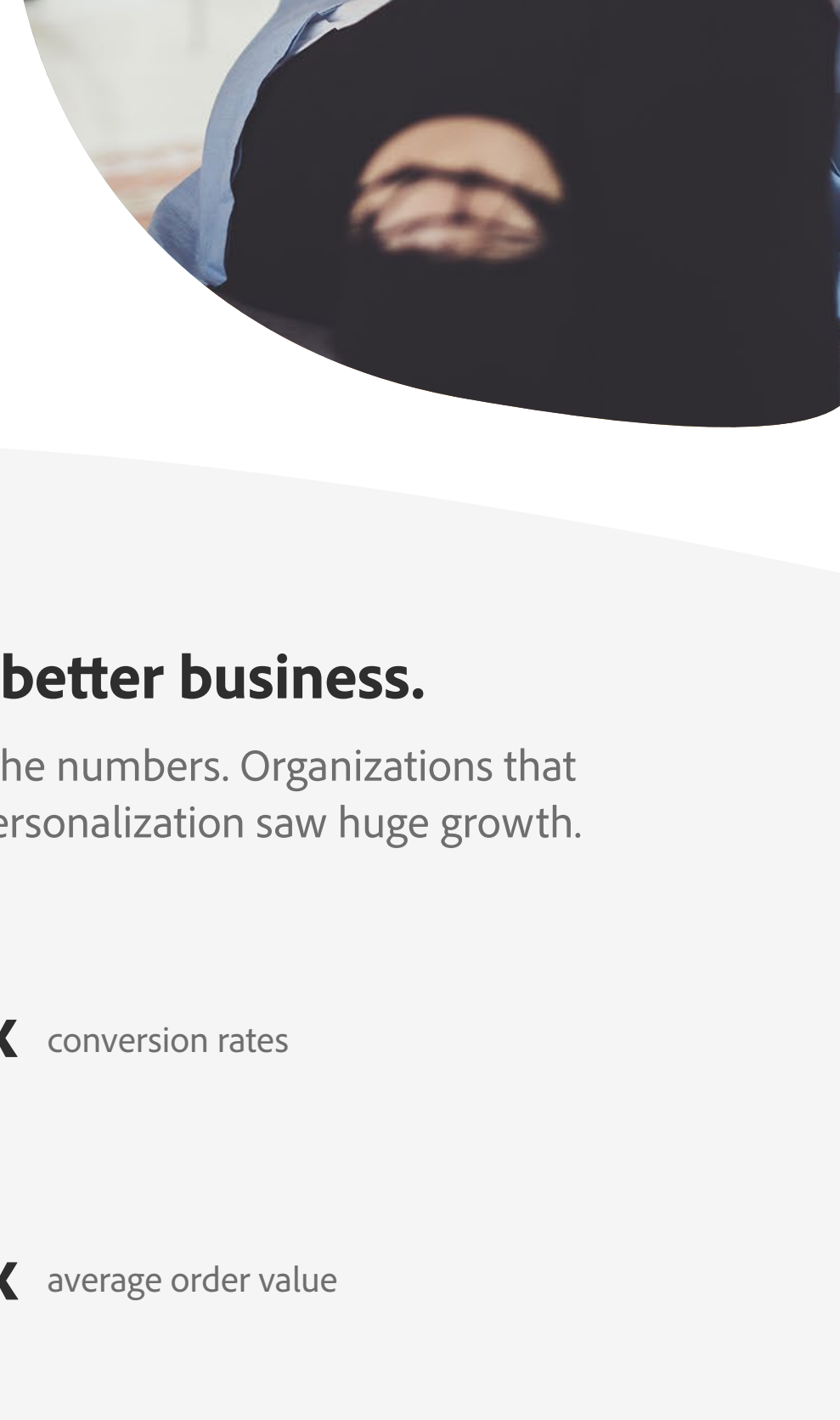
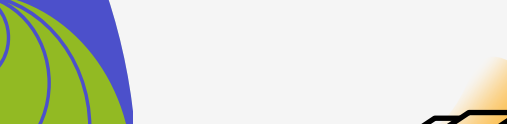
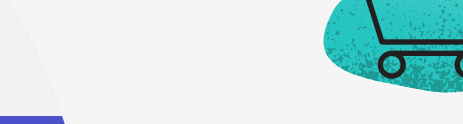
The right technology



A dedicated executive

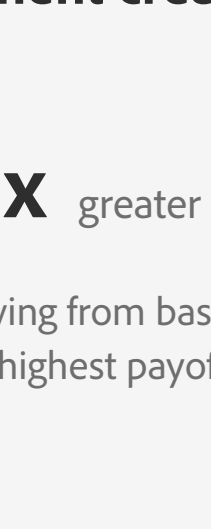


A feedback loop

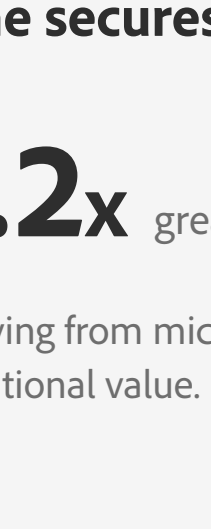


Personalization creates better business.

The power of personalization is in the numbers. Organizations that moved from basic to one-to-one personalization saw huge growth.



10x conversion rates

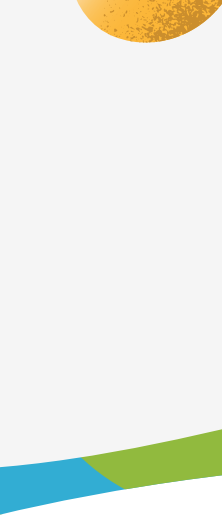


9x average order value



8x revenue per website visitor

Each improvement creates major impact.



3x greater average order value

Moving from basic personalization to micro-segmentation has the highest payoff.

And one-to-one secures steady growth.



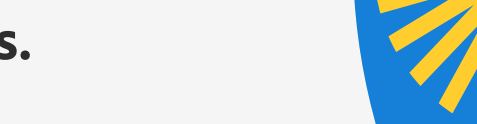
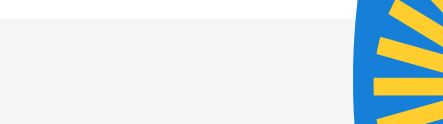
1.2x greater average order value

Moving from micro-segmentation to one-to-one personalization brings additional value.

Leading organizations get personal.

Leaders personalize 75% or more of the shopper journey.

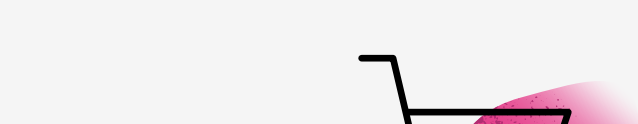
By this criteria,



surveyed were leaders.

Key elements unite their success.

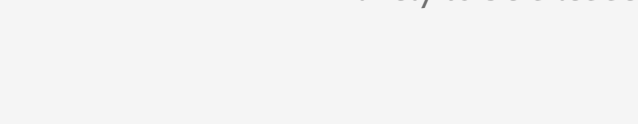
A feedback loop for continuous improvement



A clearly defined personalization strategy and roadmap



A dedicated executive responsible for personalization



Leaders invest in tech to know their customers.

A unified view of personalization



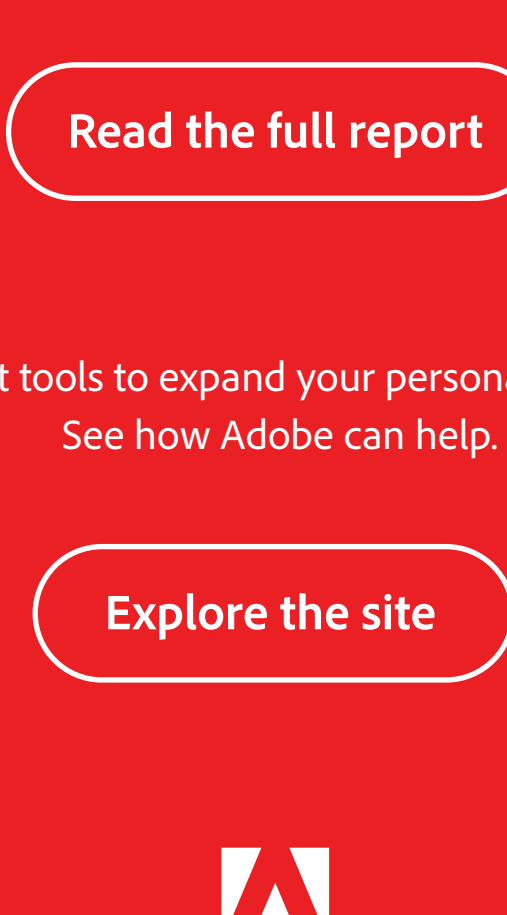
A personalization engine



A personalization Center of Excellence helps organizations lead their industry:



And focus on three pillars for continued success.



Push personalization further.

Learn more about the challenges retail and travel industries face and how leaders continue to connect with their customers.

[Read the full report](#)

Need the right tools to expand your personalization efforts?
See how Adobe can help.

[Explore the site](#)