

WKND
To: Amelia Smith

ExplorerGo Tent: 5-Minute Pop-Up for Easy Outdoor Setup

WKND
Unveil the wilderness

4.48k
Profiles

Journey Completion Over Time

Completed

Accounts

Sep Oct



2025 AI and Digital Trends

**Data and
Insights**

Foreword

In this **Adobe AI and Digital Trends in Data and Insights** report, we examine how a fragmented data foundation continues to block one-to-one personalisation and disrupt the rollout of AI and predictive analytics. With executives backing AI-powered personalisation to drive growth in 2025, there is both an opportunity and an imperative for organisations to act. By adopting tools that unify customer and business data, they can build a foundation for truly connected experiences.

Key findings

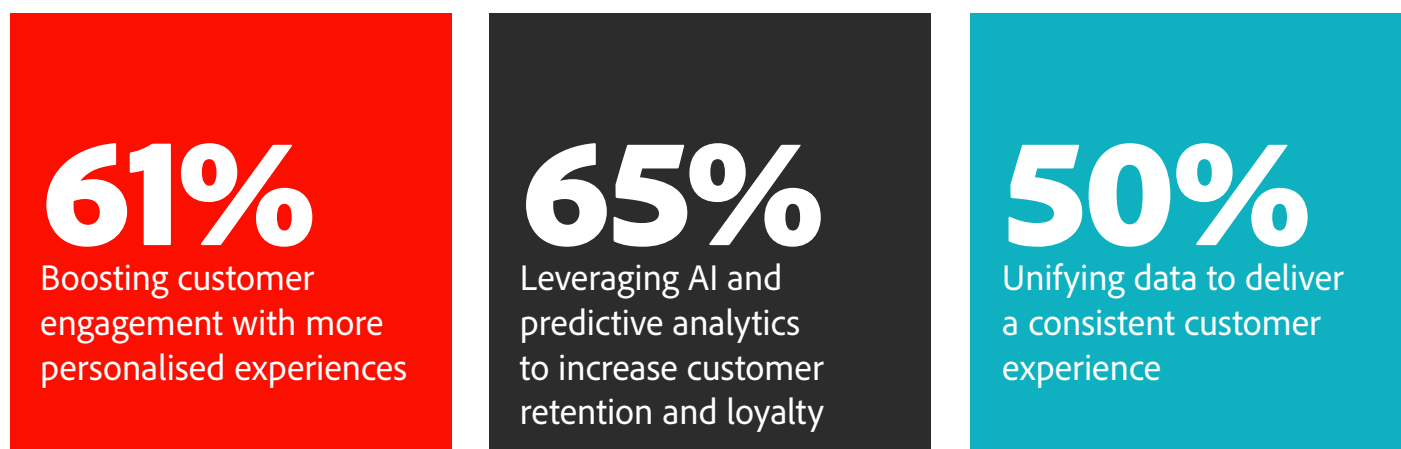
Data management and customer analytics are top of mind for executives.

To compete and grow, today's executives believe that they must create experiences for customers that feel more personalised and engaging and deliver them consistently across all devices and channels.

In our survey, 61% of senior executives say that crafting a more personalised customer experience will be central to growth this year. Achieving that goal depends on using data, analytics, and AI — cornerstones of modern engagement strategies — and 65% of executives also believe AI and predictive analytics will be essential for building customer loyalty and retention.

The challenge? Disconnected and fragmented data is holding back the implementation of AI-driven solutions that can analyse behaviour, predict customer needs, and deliver consistent experiences. Keen to address this, half of senior executives are focused on unifying customer data to secure growth in 2025.

Figure 1: Marketing and technology initiatives expected to be primary contributors to growth in 2025 (% of senior executives in agreement)



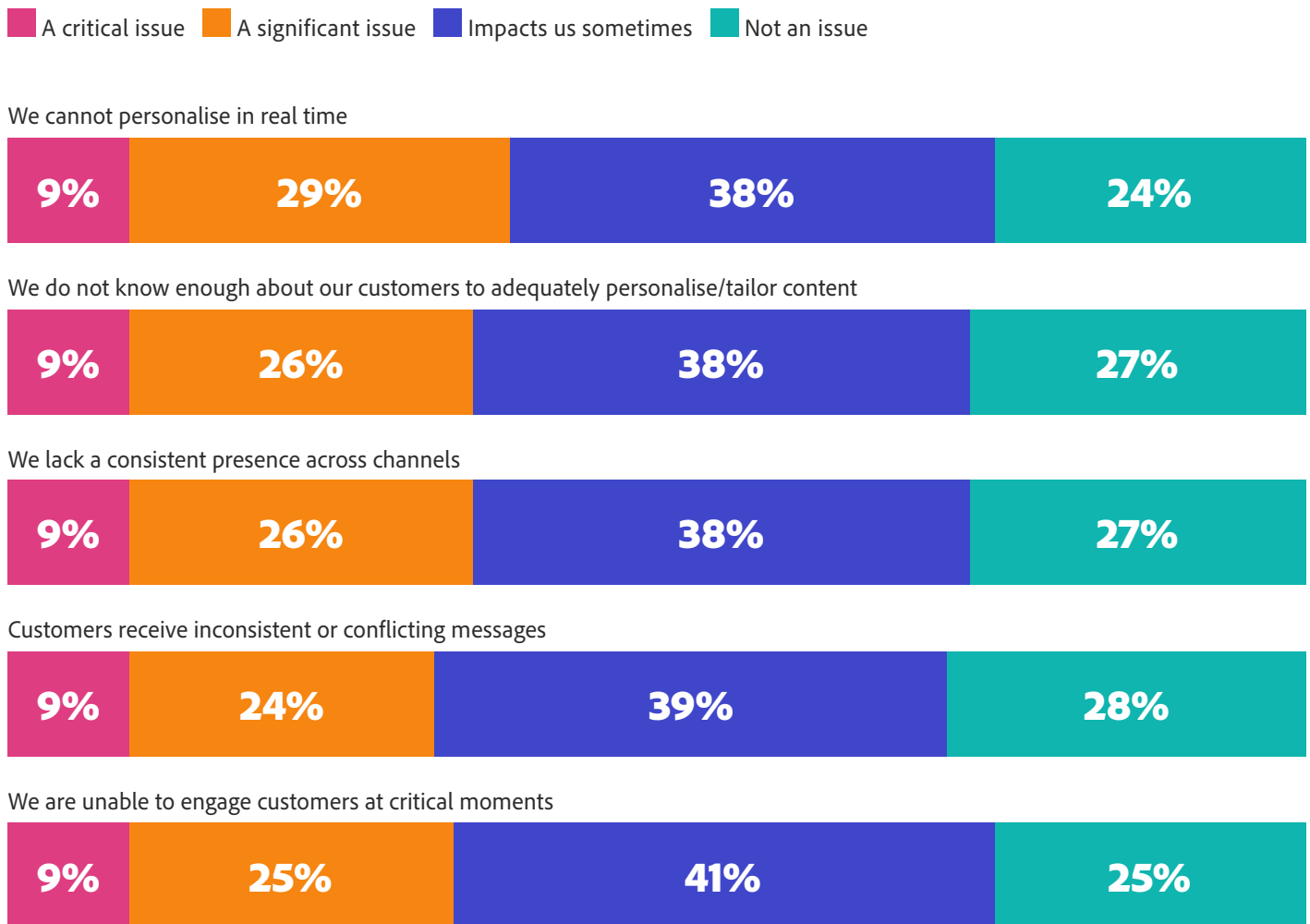
Base: 1,272 senior executives

Personalisation initiatives are falling between the cracks of siloed data.

Siloed and fragmented data is a particular challenge for in-the-moment personalisation. As Figure 2 highlights, 76% of practitioners say siloed data blocks real-time personalisation, with 2 in 5 considering it a significant or critical issue. And it doesn't stop there — 75% report that fragmented data causes difficulties engaging with customers at critical moments.

Siloed data means marketers don't have a unified view of the customer, resulting in inconsistent experiences across channels (reported by 73% of practitioners) and, worse still for the customer, conflicting messaging (72%). As we will see in Figure 4 later in the report, customers expect and value a consistent experience across channels.

Figure 2: How fragmented or siloed data holds back personalisation and impacts experience



Base: 1,997 practitioners

The roadblocks to connected customer data.

Organisations are right to be careful with how they handle customer data. But sometimes caution leads to inaction, getting in the way of providing the experiences customers have come to expect. Nearly two-thirds (64%) of senior executives point to concerns about privacy, security, or data governance as barriers to connecting customer data and 48% are additionally hampered by poor quality or disorganised data.

More surprisingly, many senior executives admit that their organisations undervalue data, either because their organisations aren't primed to see data as strategic (24%) or because they haven't identified the right use cases (30%). Others concede that they don't know the value of data because they lack the tools or metrics to assess the return on investment.

The challenges don't stop there. About a third (32%) of organisations face hurdles from decentralised IT services, further complicating efforts to connect data and scale personalisation.

The takeaway? Connecting data isn't just a technical challenge — it requires an organisational transformation, clear vision, and recognition of the value of data. Organisations that overcome these barriers will be positioned to deliver smarter, more personalised experiences and drive growth in 2025 and beyond.

Figure 3: Barriers to connecting customer data across functions



Base: 1,272 senior executives

From data challenges to data trust: Why integrity must come first.

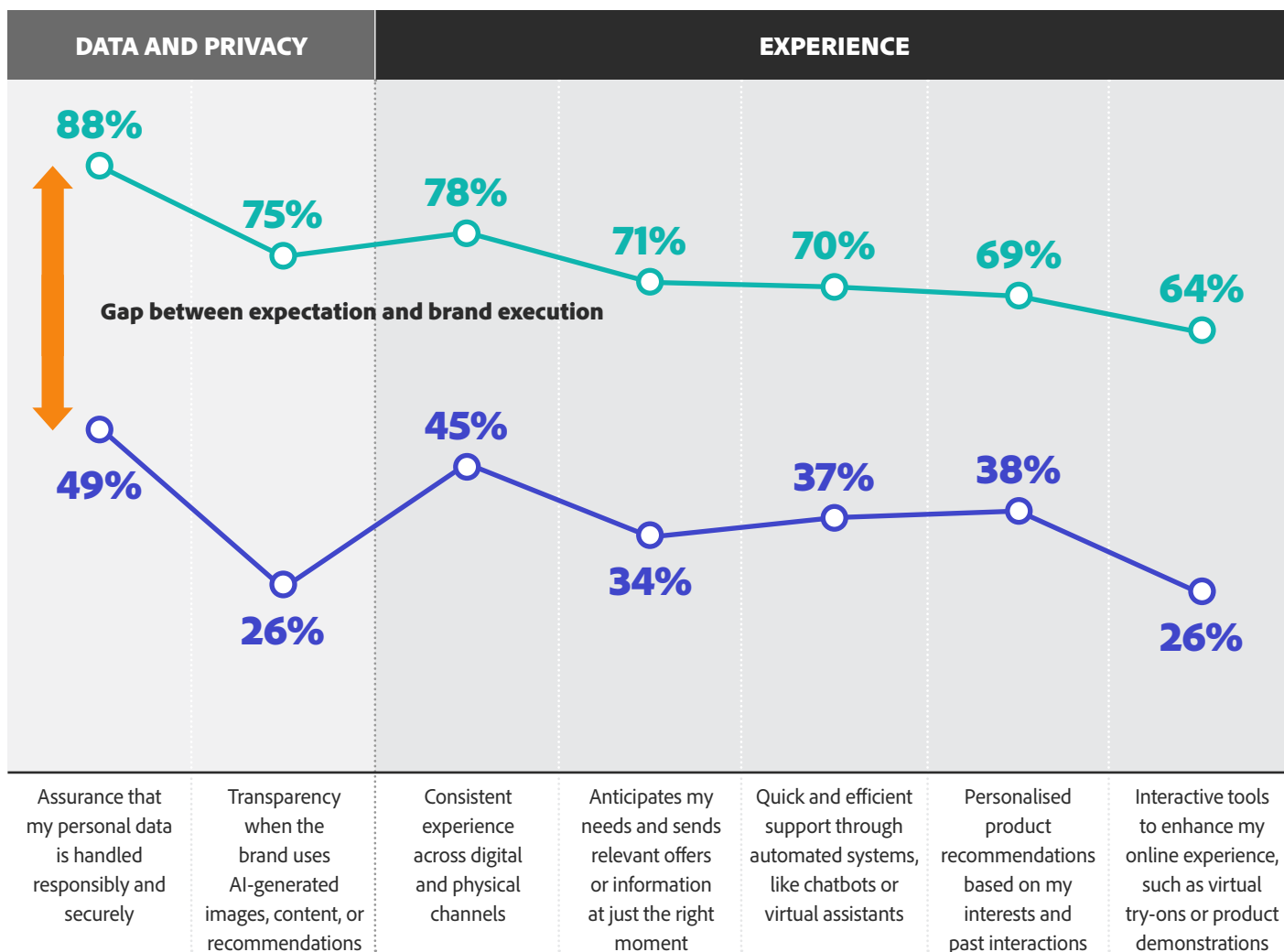
As organisations work to unify data and scale personalisation, one thing is clear — trust matters. Consumers value honesty and transparency more than anything else, and brands that fail to deliver on these expectations risk undermining loyalty.

Customers won't automatically assume their data is safe. Almost all (88%) want brands to clearly explain how they safeguard their data, and 60% say this reassurance is critical. Similarly, 75% expect transparency when AI is used to deliver content or recommendations.

A consistent customer experience is a sign of brand integrity and builds credibility and trust. Nearly 4 out of 5 (78%) of consumers value having a seamless experience across digital and physical channels.

Figure 4: The gap between customer expectation and brand execution
 (% of consumers rating important/critical vs. % of brands that deliver effectively)

- Customer expectation (% consumers rate important/critical)
- Brand execution (% say brand delivers effectively)



Base: 8,301 consumers

Organisations are missing an opportunity to delight customers.

Despite these expectations, just 49% of consumers feel reassured that their data is handled responsibly, and only 26% believe brands are transparent about their use of AI. At the same time, customers still want real-time personalisation — like AI-driven support (70%) and offers that anticipate needs (71%). Organisations must reassure customers about data privacy without creating friction in the experience.

Most consumers understand there's a balancing act between consent and continuity. Only 34% expect AI-enhanced content to be clearly labeled in real time, but they do want the ability to see what data brands collect and how it's being used.

Real-time personalisation is still an aspiration for many.

As we indicated previously, personalised experiences are a top priority for 61% of senior executives, who see them as key to driving engagement and growth. But insights from practitioners suggest that real-time, one-to-one personalisation is still a way off — in part because they are not able to use customer data effectively.

Today, 47% of practitioners say their organisations routinely use data and analytics to personalise content by segment or persona — a relatively broad strokes approach that groups customers based on shared characteristics, like demographics. Slightly fewer, 42% of practitioners, take a more one-to-one approach, delivering recommendations based on individual behaviours, such as previous purchases, products they have viewed, or “how-to” guides they have read on social media.

Figure 5: In which of the following ways does your brand routinely personalise digital content for customers?

We use data and analytics to predict customer needs by segment and/or persona

47%

We make recommendations based on previous purchase and browsing behaviour

42%

We use data and algorithms to personalise the website experience

39%

Offers are updated in real time to reflect customers' most recent browsing and purchase

31%

We use generative AI to craft emails, messages, and other copy

31%

We use generative AI to personalise images, infographics, or video content

27%

None of these

7%

Base: 1,997 practitioners

But for most organisations, real-time personalisation — the kind that adapts as customers browse, click, and purchase — is still an aspiration. Only 39% of organisations personalise customers' web experience as they browse, and fewer (31%) can update offers in real time to reflect browsing or purchase behaviour. For example, reordering the display of product categories to prioritise outdoor gear after customers view camping equipment, or following up a sofa purchase with suggestions of complementary furnishings.

Only a minority (26%) of organisations claim that customer journeys and activation systems are “always on” — continuously active and responsive to customer behaviour. That leaves many potentially missing the opportunity to dynamically adjust a customer's entire digital experience based on their recent service interactions and purchase history across channels. And just 20% have always-on retention journeys, such as identifying signs of churn and automatically re-engaging customers with relevant offers or content.

Organisations are implementing generative AI to personalise experiences.

Our research shows that 66% of organisations globally are piloting or using generative AI in some way in their marketing and CX operations. While use cases such as chatbots and content creation might be the most visible applications to consumers, organisations are starting to realise the value of using generative AI to personalise experiences and journeys in the moment.

AI gives marketers the tools to automate and streamline the analysis of massive amounts of available customer and behavioural data, opening up opportunities to personalise experiences and journeys in real time. As shown in Figure 6, organisations are piloting, evaluating, or using generative AI to uncover customer insights — including 15% that have already seen ROI from solutions.

Figure 6: Status of generative AI for data and insights

■ Not using in this area
 ■ Informal testing
 ■ Piloting/evaluating
 ■ In use and already seeing ROI

Analysing data and customer interactions to uncover AI-driven insights



Using real-time data to personalise customer experiences across multiple channels and touchpoints, e.g., recommendations, offers, ads during browsing



Automating processes and streamlining workflows, e.g., tagging assets, assigning tasks, brand reviews



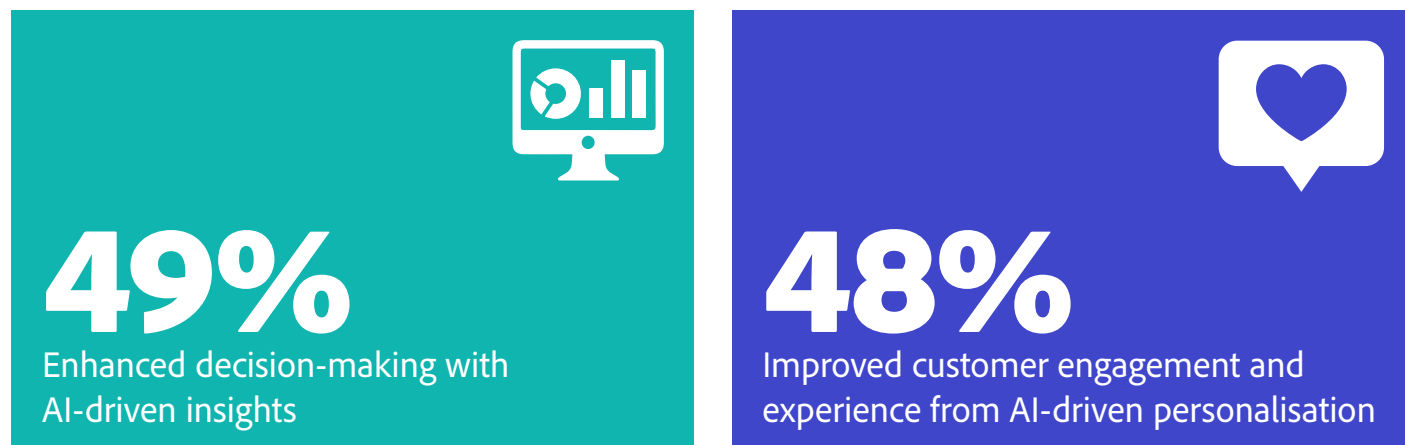
Base: 1,872 practitioners

The ultimate goal is AI-based technology that drives one-to-one journeys in real time. As Figure 6 reveals, organisations are already embracing these tools, with 63% of organisations trialing or implementing generative AI to personalise real time across channels and touchpoints — giving the consistent experiences consumers say they value.

The benefits of generative AI are already being realised.

Organisations can struggle to demonstrate ROI from specific solutions, particularly if they have poor measurement frameworks in place. However, many senior executives in organisations using or experimenting with generative AI are already noticing benefits as they leverage the use of AI-driven data and insights in the customer journey.

Figure 7: Significant benefits gained from generative AI in 2024
(% of senior executives in organisations using generative AI)



Base: 1,147 senior executives in organisations using generative AI for marketing and CX

Conclusions and recommendations

Business leaders are counting on personalisation to drive business growth in 2025. And, increasingly, they are aiming for one-to-one personalisation, so that customers feel they are being spoken to as an individual, rather than as a “type.”

Data and insights are fundamental to this, and generative AI can provide additional customer-level insights that help create more relevant, real-time experiences. Consumers want and expect these experiences, but organisations have to jump over three hurdles before they can reach this next level:

- **Reassure customers about responsible data use.** Consumers understand that organisations can't operate without their data, but they expect a say in how it's used. Organisations need to be transparent and empower customers with control over their data.
- **Connect and unify customer data.** Fragmented data is a poor foundation for in-the-moment personalisation. Many organisations are unifying customer data into data lakes, but even if that doesn't seem achievable, executives should focus on connecting databases — like sales, marketing, and billing — to gain a holistic view of the customer.
- **Create always-on journeys.** Consumers get frustrated when systems don't keep up with their journey and preferences, but that's inevitable without automated intelligence. Journeys and experiences need to recognise the last step a customer takes, whether that's browsing, buying, or discovery.

Learn more about data and insights with Adobe.

Case Study: The Coca-Cola Company

How does one of the biggest beverage companies in the world scale to deliver personalised messages to potentially billions of consumers? Coca-Cola decided to bring together regional customer data platforms (CDP) from across the world to create a single view that delivered real-time insights into global customers. Rather than spending time and resources piecing together standalone solutions from multiple vendors, the company decided to shift to an IT platform strategy that leverages integrated solutions to minimise time needed to manage solutions.



“Few companies operate on such a massive scale as Coca-Cola. For us, Adobe Experience Cloud was the best choice. It has the breadth of solutions that we wanted — handling everything from real-time personalisation to analytics — with the scale needed to reach customers everywhere they are: at a restaurant, neighborhood store, and everywhere in between.”

Keith Bartig

Director of Precision Marketing Technologies, The Coca-Cola Company

[Read the full case study](#)

About the research

The **Adobe AI and Digital Trends** research captured the views of 3,400 qualified respondents, including 3,270 client-side and 130 agency executives.

- 39% senior executives (SVP/EVP/Senior Directors and above)
- 61% were practitioners (including CX professionals and marketing practitioners)

Participants were drawn from a range of sectors including retail (24%), B2B tech (23%), financial services (20%), healthcare (17%) and media and entertainment (10%).

We also gathered insights from 8,301 consumers aged 18+ and representative by age and gender. Respondents were screened to ensure recent engagement with digital communications across a range of sectors.

Both surveys covered Europe, North America, and Asia Pacific. The research was carried out independently by Econsultancy between November and December 2024. All respondents were pre-qualified and contributed anonymously via online surveys.