



How to ring up better retail experiences by increasing trust.

Data and trust go hand-in-hand—and retailers need both to create personalized shopping experiences.



Rising expectations for personalized shopping experiences has taken the retail industry by storm. But to personalize experiences across channels, retailers need customer data. Getting that data requires customer trust.

We recently asked 12,000 consumers and 2,000 digital leaders what it takes to earn trust today. The *Adobe Trust Report* highlights the challenges digital leaders face, along with the opportunities they see to create more trust and better customer experiences. To spotlight how these findings impact retail, we've included insights from industry leaders as well as the *Adobe 2022 Digital Trends: Retail in Focus* report.

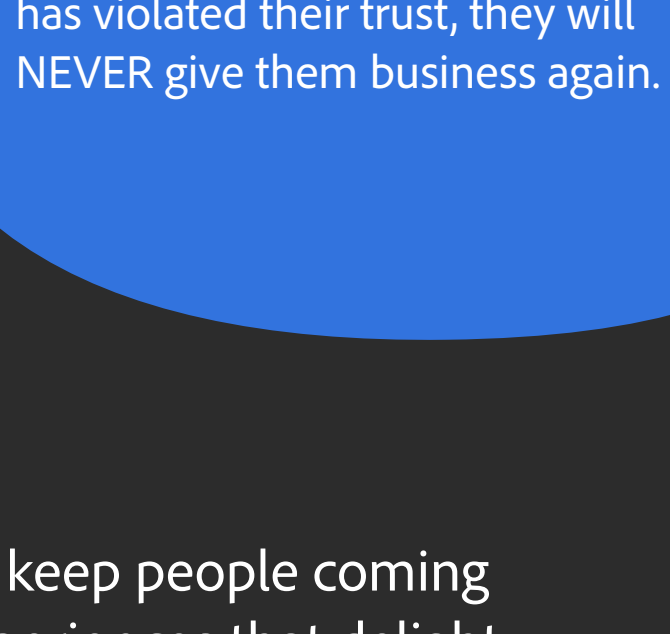
“With customer expectations continuing to rise, the importance of developing and nurturing direct relationships with consumers has never been more important. How companies gather and extract insights from customer data will become more critical, especially as marketers shift from relying on third-party data and embrace first-party strategies.”

Michael Klein

Global Director, Industry Strategy and Marketing — Retail, Travel, and Customer Goods, Adobe

Putting a premium on trust.

Customers are willing to hand over their data—but they need to trust it will be used wisely. Whether retailers can build this level of trust with their customers is becoming a make-or-break moment.



“The only way that we’re going to keep people coming back is if we deliver customer experiences that delight the customer and that are differentiated from the experiences they can get elsewhere.”

Avery Worthing-Jones

Senior Vice President of Product Management, Gap Inc.

Trust tallies up more transactions.

When customers trust brands, they spend more.



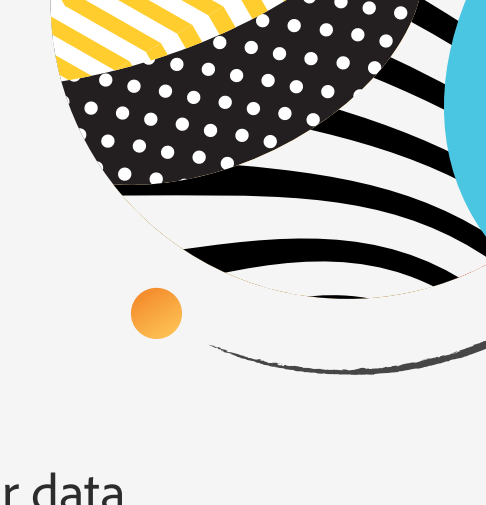
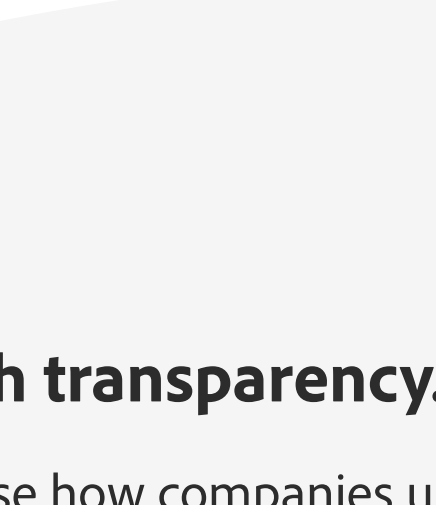
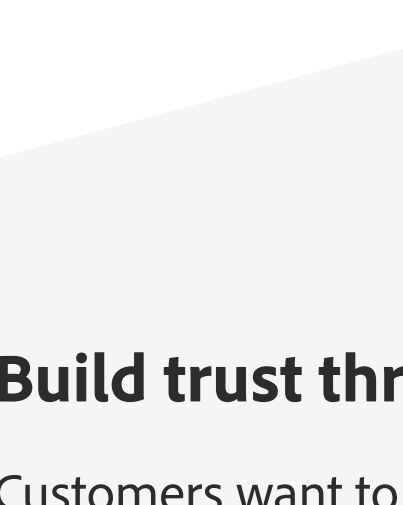
“Are we improving the experience by adding value and personalization? Is there a really strong capability and strong opportunity to make that experience better? That’s how I think about trust. You deliver a better experience.”

George Hanson

SVP Chief Digital Officer, Panera Bread

Poor personalization impacts trust.

Customers are making it clear: they not only value personalization, they expect it. But poor personalization can quickly break customer trust.



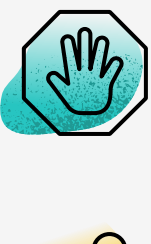
“2022 is going to be the year that we get to know our customer on a personal level, and with their permission, use that [information] to create the right experiences for them.”

Avery Worthing-Jones

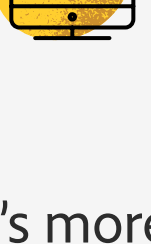
Senior Vice President of Product Management, Gap Inc.

Build trust through transparency.

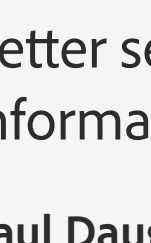
Customers want to choose how companies use their data. When retailers aren’t transparent, they lose trust and transactions.



81% of customers say having a choice about how companies use their data is important.



69% of customers will stop buying from a brand if they use their data without permission.



29% of customers say brands still make it too complicated to protect, understand, and choose how their data is being used.

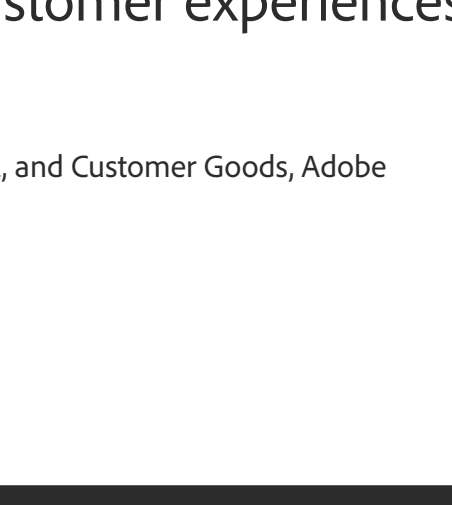
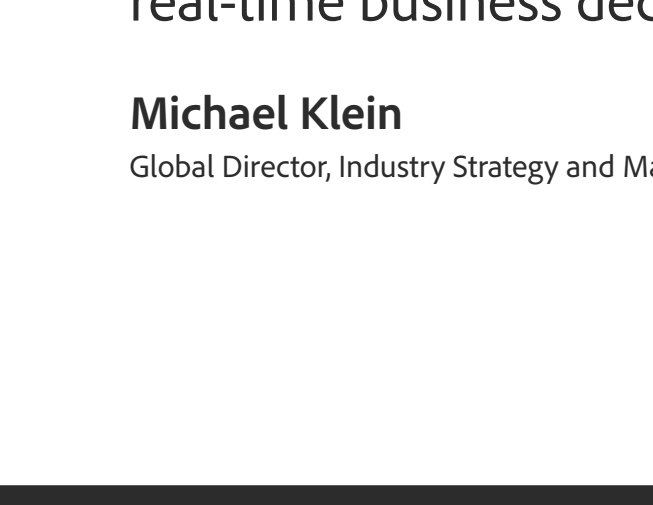
“It’s more than just a buzzword. Those companies that can demonstrate trust are going to be able to develop better services, better experiences, and get better information to then tailor things for consumers.”

Paul Daugherty

Chief Technology Officer, Accenture

Tap into technology.

Customers trust brands that personalize their experiences with technology. And Gen Z and Millennial consumers are especially keen on more personalization and are more willing to trust AI to deliver it.



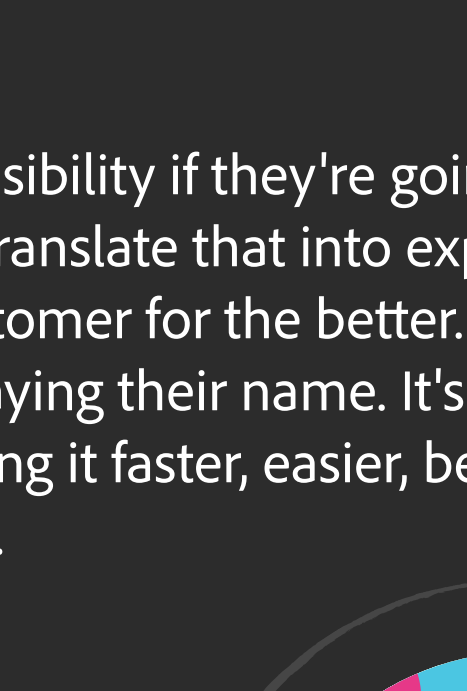
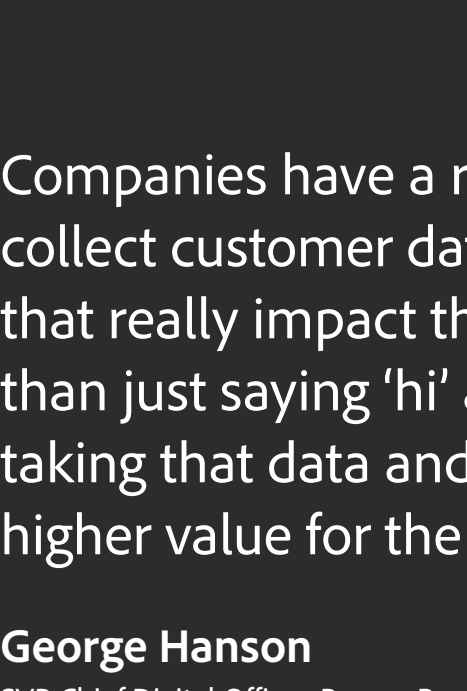
“Artificial intelligence (AI) is a key area of opportunity that not enough organizations are taking advantage of to drive real-time business decisions and customer experiences.”

Michael Klein

Global Director, Industry Strategy and Marketing — Retail, Travel, and Customer Goods, Adobe

Earn trust through empathy.

Customer trust is earned or broken with every experience. The best brands earn trust through empathy—reducing customer frustration and delivering experiences that show they know the customer.



“Companies have a responsibility if they’re going to collect customer data to translate that into experiences that really impact the customer for the better. It’s more than just saying ‘hi’ and saying their name. It’s really taking that data and making it faster, easier, better, and higher value for the guest.”

George Hanson

SVP Chief Digital Officer, Panera Bread

Adobe can help.

Personalization is most powerful when it’s built on a customer data foundation that is transparent, technology-enabled, and trustworthy. It takes time to build great experiences and build trust—and the best-in-class retailers are already leading the way—making it essential for other retailers to catch up.

With [Adobe Experience Cloud](#), you can improve your marketing agility, build personalized experiences at scale, and increase trust—all while protecting customer data. It’s a suite of products that includes [Real-Time Customer Data Platform](#) and [Adobe Experience Manager Sites](#) that lets you easily manage and use B2B and B2C data across any channel and deliver personalized content faster with AI.

Read the full *Adobe Trust Report* to discover even more ways retail leaders are using data, technology, and personalization to earn trust in the digital economy.

[Read now](#)

Learn more by visiting the retail resource page [here](#).

