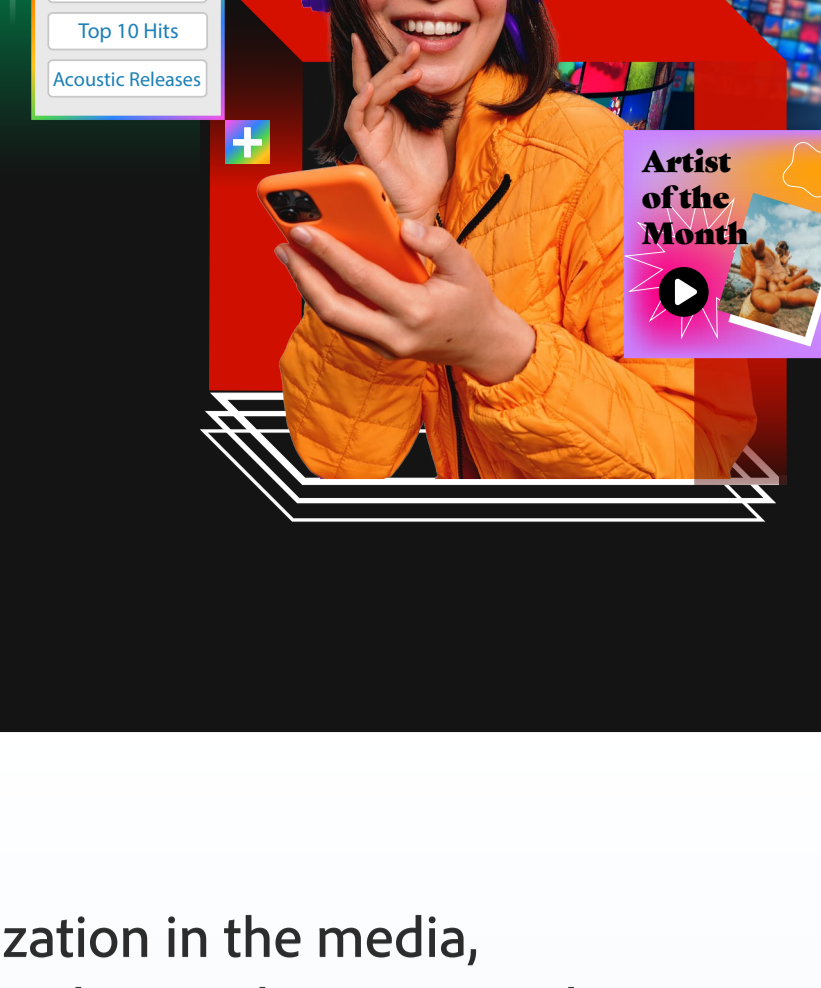




# Personalization is paying off for media, entertainment, and telecom firms.



Audiences expect top-notch personalization in the media, entertainment, and telecom industries. The good news is studies show that implementing it pays off. Research from Forrester and Adobe proves that personalization is giving media firms higher conversions, greater customer lifetime value, and increased customer retention. In an industry rocked by turbulence and competition fueled by the COVID-19 pandemic, there are plenty of personalization opportunities ahead.

**Experience Leaders**—brands that delight audiences with personalized fan experiences—are tapping into real-time data to create tailored, connected customer journeys. Our research shows that just 18% of B2C and 32% of B2B consumers said that media companies have met their expectations for personalization. But with the right strategy, it's not too late to refine and scale a personalization program that offers bottom-line benefits, deeper engagement, and stronger customer loyalty.

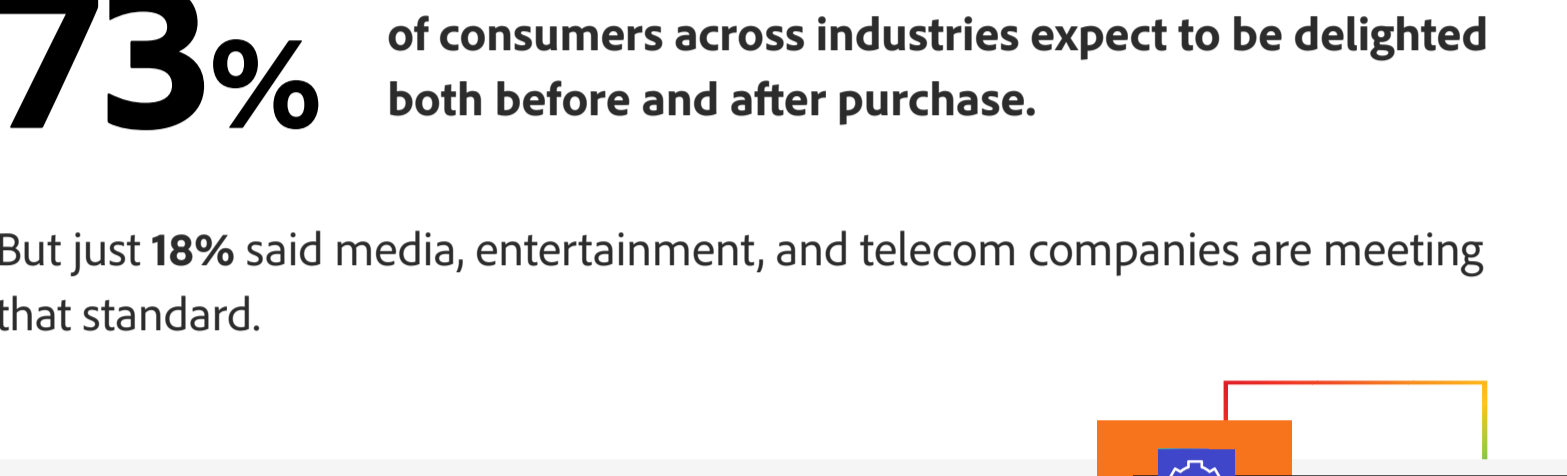
A recent report from Forrester, *Personalization at Scale: Media, Entertainment, and Telecom Industry Spotlight*, surveyed hundreds of media decision-makers and consumers to uncover valuable insights. Let's explore the major findings.

## Media, entertainment, and telecom firms are winning, even early in their personalization journeys.

Achieving personalization at scale is a big job, but the rewards are worth it. Media, entertainment, and telecom companies that have invested resources into this journey are already logging early-stage results.

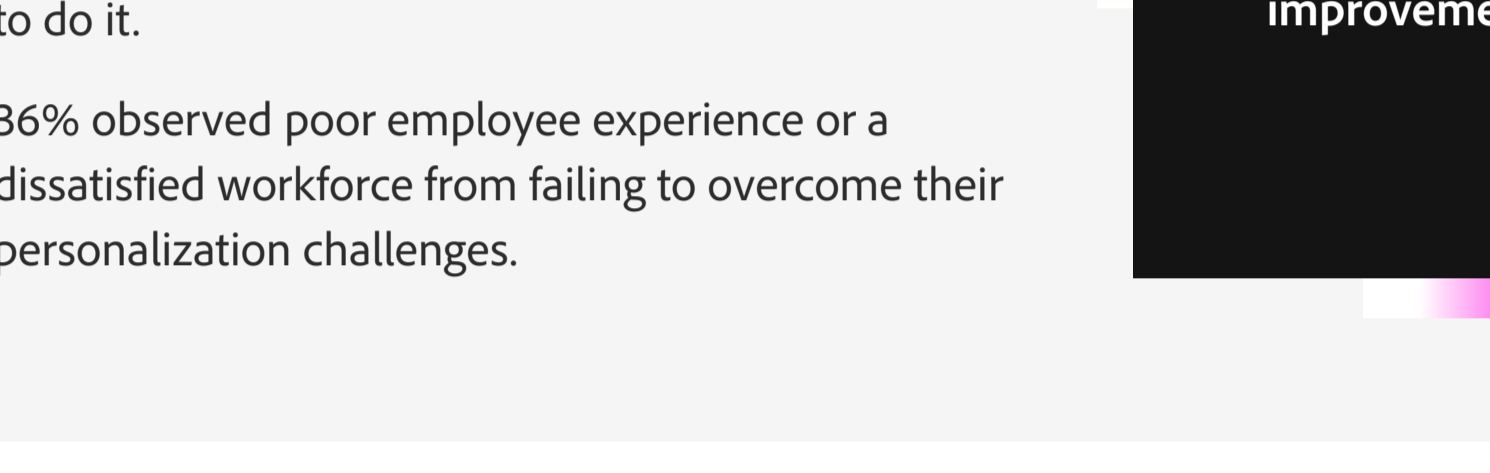


### Percentage of media, entertainment, and telecom firms that report exceeding targets and expectations in key areas:



But even with these early wins, there's still room for improvement. Most media, entertainment, and telecom firms aren't meeting customers' increasingly lofty expectations.

### What consumers expect:

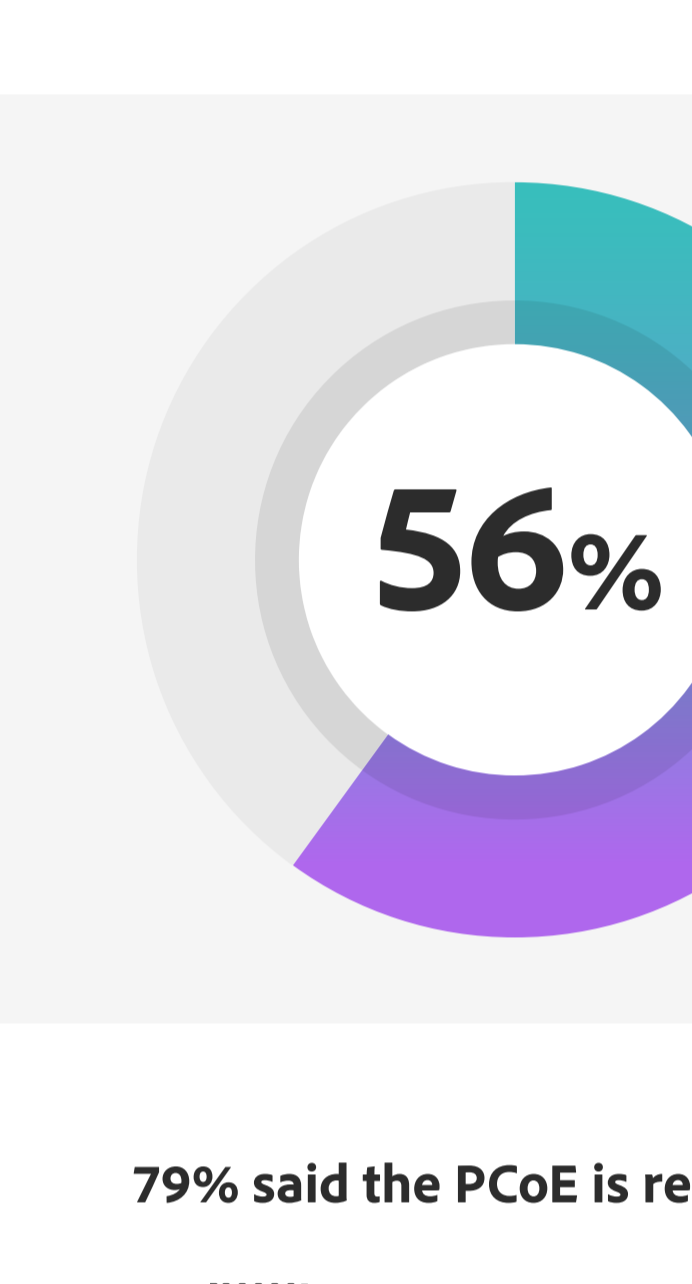
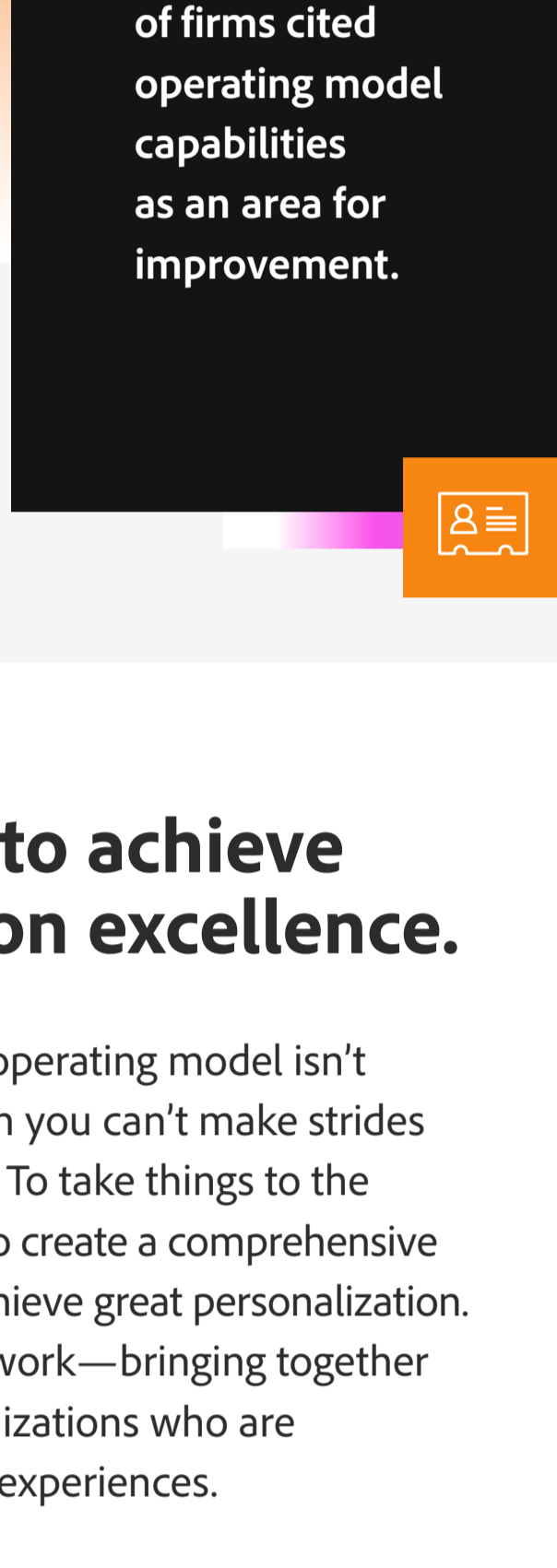


But just 18% said media, entertainment, and telecom companies are meeting that standard.

## Why scaling personalization is so difficult.

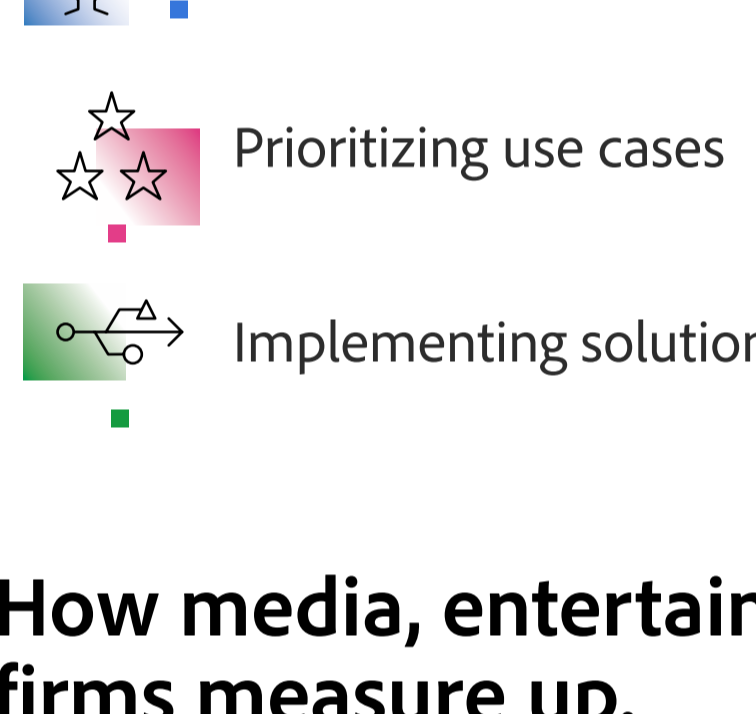
Orchestrating systems, processes, and people across multiple marketing and sales channels is essential to achieving personalization at scale—and media, entertainment, and telecom firms struggle to do it.

36% observed poor employee experience or a dissatisfied workforce from failing to overcome their personalization challenges.



## What it takes to achieve personalization excellence.

Fortunately, even if your operating model isn't perfect, that doesn't mean you can't make strides in personalization efforts. To take things to the next level, you just need to create a comprehensive strategy that helps you achieve great personalization. Often, it starts with teamwork—bringing together all your people and organizations who are responsible for customer experiences.



**56% of media, entertainment, and telecom firms** said that establishing a personalization center of excellence (PCoE) was one of the most important steps on the path to starting a personalization program.

### 79% said the PCoE is responsible for:

Defining their firm's personalization at scale strategy

Prioritizing use cases

Implementing solutions across the enterprise

## How media, entertainment, and telecom firms measure up.

To gauge how these companies are performing, we looked at how their personalization capabilities compare with other industries. We uncovered wins companies are seeing, as well as opportunities they must address to forge ahead on a clear path to success.

### Data, insights, and predictive modeling

#### Wins:

**49%** create and manage segments centrally, pushing out to activation channels (vs. 42% across other industries).

**44%** create segments using predictive models (vs. 41% across other industries).

#### Opportunities:



Media, entertainment, and telecom companies can do better to increase the number of data sources they use for personalization. Only 32% of firms consistently use:

- Real-time customer contextual signals
- Location data
- Demographic data
- Second- and third-party data

### Content production and velocity

#### Wins:

**45%** provide creative teams with a single place to manage assigned tasks, create content, and collaborate in real time (vs. 42% across other industries).

**41%** tag content with relevant metadata/ attributes for personalization using a mix of manual and artificial intelligence techniques (vs. 40% across other industries).

#### Opportunities:



67% said their firm has a large need for content to fuel their personalization programs. Fragmentation across platforms and distribution points continues to be a hurdle.

### Omnichannel orchestration

#### Wins:

**48%** personalize and connect digital and physical experiences—often using digital to augment the physical (vs. 42% across other industries).

**47%** leverage a decisioning engine to determine who receives which message on which channel to maximize sales (vs. 44% across other industries).

**44%** build connected campaigns and journeys across paid channels using a single tool (vs. 41% across other industries).

#### Opportunities:



While still leading the way, media, entertainment, and telecom firms are only slightly more likely to personalize experiences triggered by a customer's real-time behavior (43% vs. 41% across other industries).

## Position your organization for success with the right personalization strategy.

While adopting personalization at scale can feel like a distant goal, think of it as a journey. You will see results as you progress from one level of maturity to the next. Plus, remember that you aren't starting from scratch. Many media, entertainment, and telecom companies have already designed amazing experiences for individual channels and built outstanding omnichannel campaigns.

To take the next step, you must unite everyone in your organization with a stake in the customer experience and prioritize:



### 1. Delivering tangible value to the consumer

By going beyond basic personalization and using customer insights to surprise and delight, firms are making their experiences memorable.



### 2. Respecting consumer privacy

By keeping data safe and providing transparency and choice, customers are far more willing to share their data in exchange for personalization.



### 3. Using data to inform content and product

By amassing customer behavior in a privacy-conscious way, firms are using their valuable data to inform new content and products.

## Personalize at scale with Adobe.

No matter where you are on the path to personalization, we're here to help. Our digital experience solutions can help you build lasting relationships with fans and subscribers—and design experiences that span digital and in-person channels.

You already know what your audience wants and how they consume content and services. By adding Adobe's tools and the right strategy, you can make rapid progress toward personalizing your entire customer journey—and growing your brand.

**Check out the full Forrester report to get an in-depth look at what the results say—and how they can help guide your business.**



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