



Adobe

# Top findings for high tech from Forrester's personalization study.

A roadmap for how tech firms can stay agile, fluid, and in tune with next-gen B2B experiences.



Technology firms set a high bar when it comes to personalization capabilities and advanced practices across data, content, and omnichannel journeys. But what does it take to keep pace with evolving customer expectations and secure higher conversions? Let's take a look at the results from a survey Forrester conducted with 392 global technology decision-makers to find out.

## Industry wins.

Leaders in the tech sector have a recipe for success that drives results. But what's truly making a win-win situation for some B2B tech companies is being able to deliver hyper-relevant interactions at the right time with the right strategies.



of respondents from tech firms noted these three key areas—**revenue, customer experience, and customer lifetime value**—have exceeded expectations when it comes to personalization.

## Charting a better course—identifying individual customer preferences in a complex B2B buying cycle.

Customers know what they want—personalized experiences, products, or services that speak to them in the exact time, place, and way they need. And it's up to high-tech firms to be able to deliver those experiences at scale.



of B2B customers said it's the personalized products or services that they value most from technology firms.



of B2B customers underscore value-added personalization experiences like:

- Providing digital purchase options
- Meeting them where they are using web search
- Using social analytics to identify self-serve information

## Prepare for the obstacles that can cause personalization traffic jams.

Once high-tech companies understand what customers want, it's not always easy to give it to them.

**69%**

of tech firms cited operating model capabilities as a core area for improvement.

**42%**

(vs. 35% across other industries) are experiencing slower scaling of personalization investments.

**38%**

(vs. 31% across other industries) are experiencing organizational inefficiency.

## The final destination—getting where customers need you to be.

Here's what you need to do to apply best practices.

### Start strong with data.

To meet customers with relevant, timely, and valuable experiences across the customer journey, you need to be able to understand your data and know how to use it.

**53%**

of tech firms are identifying needs for a data foundation.

**46%**

of B2B tech firms use intelligent automation.

**45%**

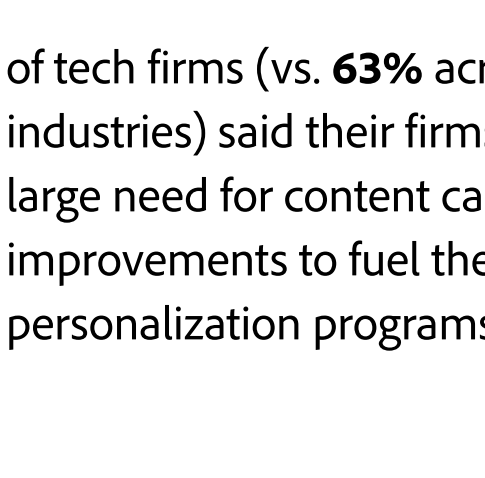
of tech firms use metadata/AI.



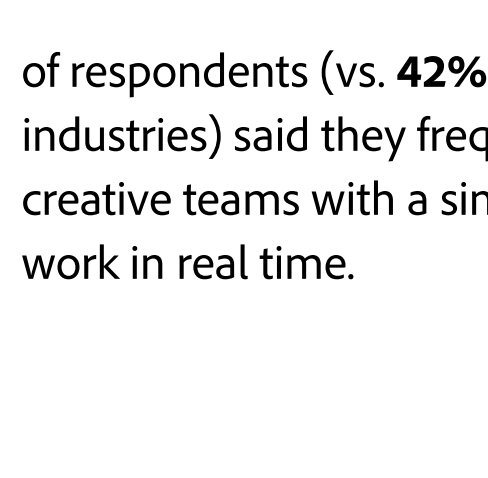
You must have your data in place. And it's not just collecting data, but refining it, cutting it, and putting it into a single-line data lake environment where others within your organization can also have access. More personalizing brings in more data, which means you can keep improving.

**C-Level Executive**  
Marketing, High Tech

## Drive collaboration and content capabilities forward.



of tech firms (vs. 63% across other industries) said their firms have a large need for content capability improvements to fuel their personalization programs.



of respondents (vs. 42% in other industries) said they frequently provide creative teams with a single place to work in real time.

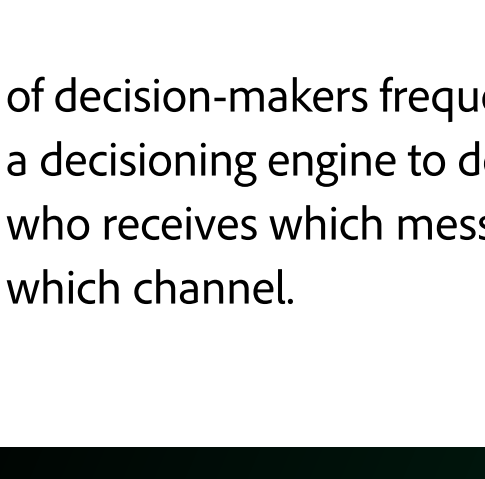


How many clicks does it take to get to support? How many clicks does it take to actually get to checkout? What is the typical time spent on [a] page to ensure that the content itself is something that's meaningful and valuable? These are important questions to ask to ensure that experiences are efficient and effective for the customer.

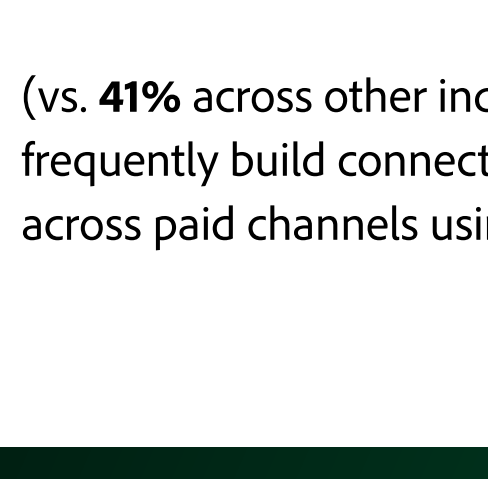
**Director**  
Sales, High Tech

## Push omnichannel capabilities further.

To keep customers on their journey, it needs to be personalized for them.



of decision-makers frequently leverage a decisioning engine to determine who receives which message over which channel.



(vs. 41% across other industries) frequently build connected campaigns across paid channels using a single tool.



How do we retain our customer? How do we engage, and how do we help them to carry forward their journey from where they have left out? Depending on what you want to do—whether you want to venture into a new market, whether you want to go and have new customers, or whether you want to go deep into the install base—your personalization strategy will differ.

**Vice President**  
Commerce, High Tech

## Now you have a roadmap for personalizing experiences. It's time to put it to use.

Customers' needs and wants are constantly changing, which means there will always be an urgency around creating a solid personalization strategy. But the main driving force to success is delivering next-gen B2B experiences. This roadmap identifies key insights to help you do that. And as you implement a cohesive approach that incorporates data, content, and journey orchestration, you'll be closer to achieving your growth goals.

Adobe is helping high-tech firms deliver next-gen B2B experiences.

Learn more about the findings from *Personalization at Scale: Technology and Technology Services Industry Spotlight*.

[Learn more](#)

[Read the study](#)



Resources

Personalization at Scale: Technology and Technology Services Industry Spotlight, a commissioned study conducted by Forrester Consulting on behalf of Adobe, 2023.

Adobe Personalization at Scale TLP Qualitative Interview Key Takeaways, Forrester, 2022.

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