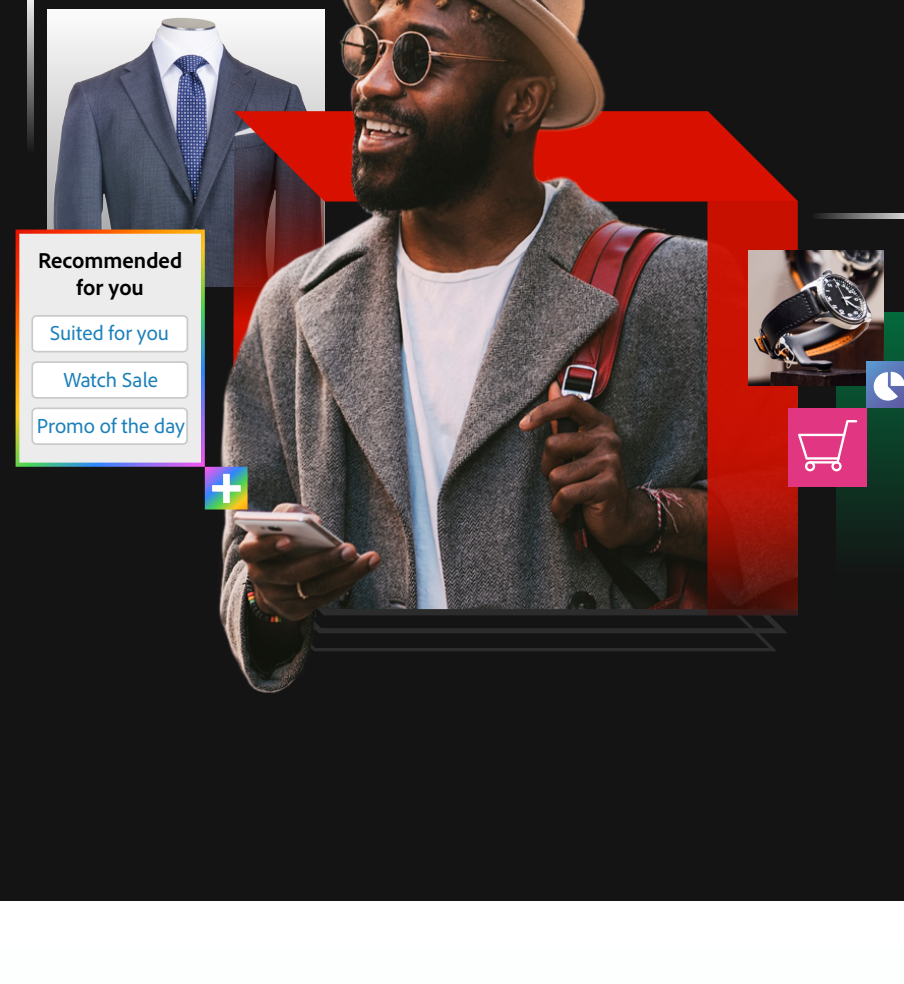




# Leading retailers are winning with personalization. Learn how you can, too.



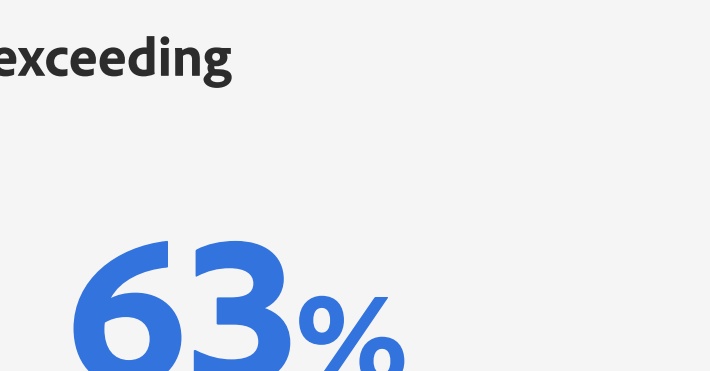
Retailers everywhere are prioritizing personalization to go above and beyond customer expectations—because making every experience relevant and meaningful is paramount to boosting revenue and building lifelong loyalty. But delivering hyper-personalized content and experiences—and doing it for every customer across every touchpoint—is no easy task. Fortunately, it's an aspiration that's well within reach.

**Experience Leaders**—retailers that deliver great personalization—are already starting to adopt personalization at scale, using real-time data to create connected, contextually relevant experiences for every customer across all interactions and channels. And if you want to compete with these brands and achieve higher conversions, deeper engagement, and stronger customer loyalty, you'll need to do the same.

A recent report from Forrester, *Personalization at Scale: Retail Industry Spotlight*, surveyed hundreds of retail decision-makers and consumers to uncover valuable insights to help your organization take online shopping to the next level. Let's look at the major findings.

## Retailers are seeing major wins, even early in their personalization journeys.

Achieving personalization at scale can be a heavy lift, but the rewards are well worth it. Retailers that have invested resources into this journey are seeing early results.



### Percentage of retailers that report they're exceeding targets and expectations in key areas:

**68%**

Revenue

**68%**

Conversion rates

**63%**

Customer experience

But even with these early wins, there's still room for improvement. Most retailers are falling short of increasingly lofty consumer expectations.

### What consumers expect:

**73%**

of consumers across industries expect to be delighted both before and after purchase.

But just **18%** of consumers say retail companies are meeting that standard.

## Why scaling personalization in retail is so hard.

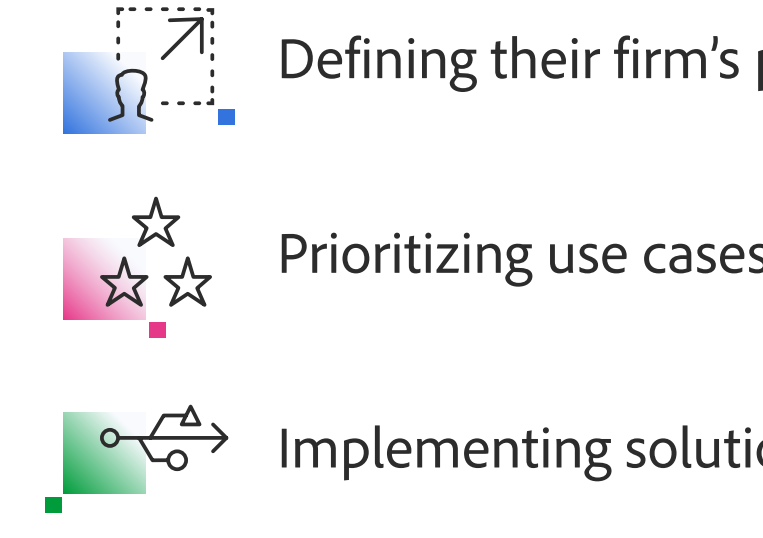
The technical and operational challenges associated with orchestrating systems, processes, and people across multiple marketing and sales channels are a major obstacle to achieving personalization at scale.

**63%**

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

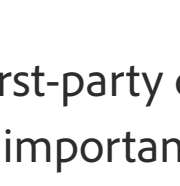
## What it takes to achieve personalization excellence.

Having an imperfect operating model doesn't mean that your company can't make strides in its personalization efforts. To bridge the gap, you just need to create a holistic strategy that empowers you to achieve it. Usually, the first step is teamwork—connecting all the people and organizations responsible for the customer experience.



58% of retailers reported that establishing a personalization center of excellence (PCoE) was one of the first steps on their path to building a holistic, cross-functional personalization strategy.

### 81% of retail respondents said their PCoE was responsible for:



Defining their firm's personalization at scale strategy



Prioritizing use cases



Implementing solutions across the enterprise

### Do more with first-party data.

As major tech players enact new privacy rules, retailers must find new ways to get the behavioral and demographic data they need to deliver personalized experiences.

First-party data, which is collected directly from customers, is important to understanding your shoppers. But not all retailers are taking advantage of it.

**31%**

consistently use first-party behavioral data.

**30%**

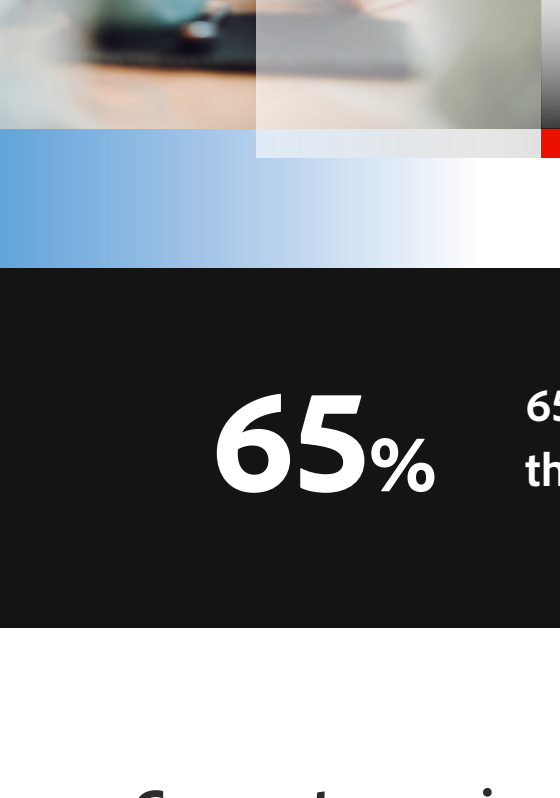
consistently use first-party omnichannel transactional data.

**37%**

aggregate data into a single customer profile.

### Embrace artificial intelligence (AI) and predictive modeling.

Delivering personalization at scale requires understanding what shoppers need today—and forecasting what they might want tomorrow. A growing number of retailers are adopting AI and predictive models.



**41%**

create segments using predictive models.

**39%**

use a comprehensive set of AI-powered predictive models.

### Ramp up content production.

Achieving personalization at scale also requires fast, high-volume content production to ensure you have the right content for each touchpoint along the shopping journey. But most retailers aren't there yet.

**65%**

65% of retailers said they have a major need to improve their content production capabilities.

### Connect experiences across channels.

Scaling personalized experiences requires the ability to follow customers along the entire path to purchase—ideally using a single tool. When it comes to doing this in owned channels, retailers have an advantage.

**45%** 45% of retailers build connected campaigns across owned channels (vs. 40% across other industries).

But retailers lag behind when it comes to connecting paid channels and adopting more sophisticated cross-channel experience automation.

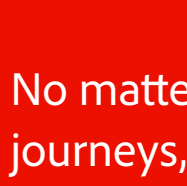
**38%** 38% of retailers use decision engines (vs. 44% across other industries).

**36%** 36% of retailers use real-time behavior triggers (vs. 41% across other industries).

**39%** 39% of retailers build connected campaigns across paid channels (vs. 44% across other industries).

## Position your retail org for success with the right personalization strategy.

While adopting personalization at scale can feel like a lofty goal, think of it as a journey. You will see results as you progress from one level of maturity to the next. Also, it's important to remember that most retailers are not starting from scratch. Many have already successfully personalized individual channels and campaigns. The key is bringing it all together and orchestrating a completely personalized customer journey.



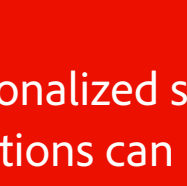
### 1. Build a dream team.

Retailers must create a PCoE that brings all their marketing and sales disciplines together, including email, direct mail, customer loyalty, e-commerce, and more. This PCoE must also have leadership support.



### 2. Get to know your customers even better.

While most retailers claim they are delivering personalization, the fact remains that most customers do not feel well understood by the brands they shop with. Retailers must build personalized paths to purchase and collect data to continually refine them.



### 3. Create content for the entire customer journey.

Personalization at scale doesn't work without the right content for every customer experience. Retailers need a streamlined process to quickly develop, store, and deliver content on demand.

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. [Get the report.](#)

## Personalize at scale with Adobe.

No matter where you are on the path to delivering personalized shopping journeys, we're here to help. Our digital experience solutions can help you build one-to-one connections with consumers, whether they're just looking or ready to buy.

If you're like most retailers, you already have customer data and proven, channel-specific personalization strategies. Combine that with Adobe's tools and the right strategy, and you'll be well on your way to personalizing your entire customer journey—and building stronger customer relationships.

Learn how we're helping retailers create personalized experiences at scale.



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Source

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