

**Acquia**  
EXPERIENCE DIGITAL FREEDOM

***DATA-DRIVEN  
PERSONALIZATION:  
HOW SUCCESSFUL ARE  
TODAY'S MARKETERS?***

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# Data-Driven Personalization from the Enterprise Perspective

In the age of the empowered consumer, personalization is fundamental to successful customer experiences. Marketers know that in order to stay competitive, they must be agile enough to quickly deliver relevant, customized content to users.

**But how successfully are enterprise marketers today leveraging data-driven personalization to provide highly personalized experiences? To answer this question, Acquia conducted a Data-Driven Personalization Survey.**

This report focuses exclusively on the opinions of the survey's respondents – marketers who represent businesses with over 500 employees. This research can be used to optimize your own marketing strategy, helping you drive more personalized relationships with your customers and significantly increase conversion rates, loyalty and customer lifetime value.



# ***SECTION 01***

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**Objectives and  
Success Rates**

## Primary Objectives

What are the primary objectives of a data-driven personalization strategy?

We asked respondents to select the objectives driving their personalization efforts. The top three were “Improving customer experience,” “Increasing conversion rates” and “Increasing visitor engagement.”



## Strategic Success

How successful are data-driven personalization strategies at achieving their primary objectives?

Nearly all (98%) enterprise marketers report that their data-driven personalization strategy successfully achieves their primary objectives to some extent. About half (49%) of those surveyed consider their strategy best-in-class.



# ***SECTION 02***

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## Challenges

## Critical Challenges to Success

What are the most challenging aspects of a data-driven personalization strategy?

Maintaining a consistently high level of data quality for personalization efforts isn't easy. In fact, nearly half (46%) of enterprise marketers find this to be one of the most challenging aspects of their data-driven personalization strategy.



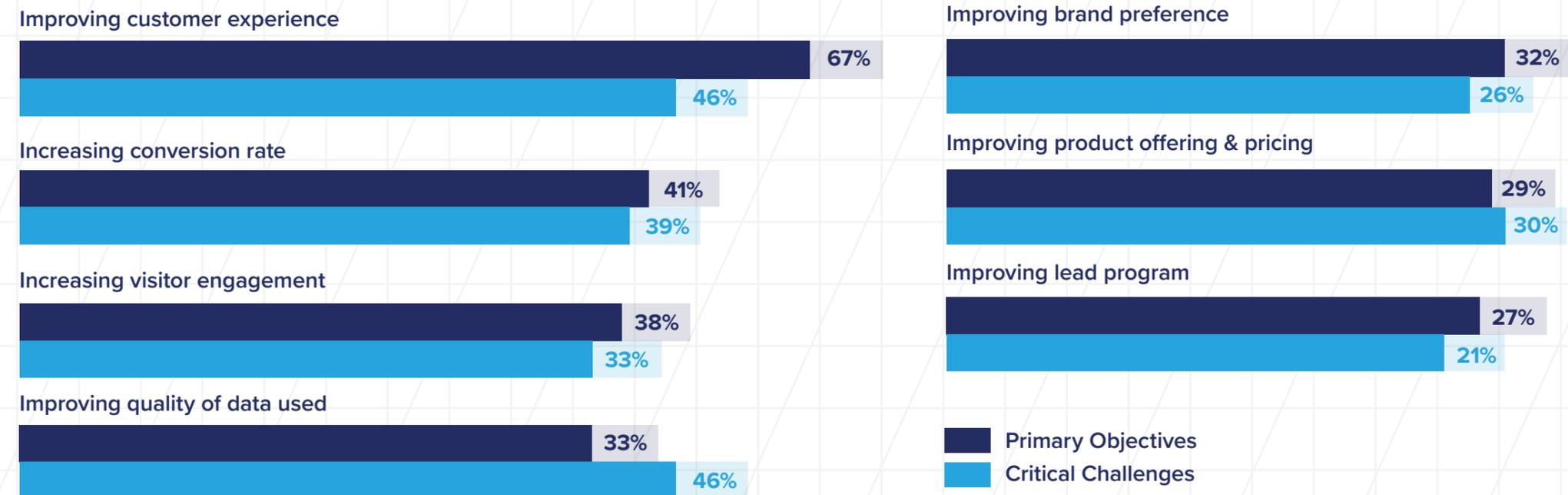
**46%**

Nearly half of enterprise marketers struggle to improve the quality of their data.

## Objectives Versus Challenges

Creating a dynamic and efficient data-driven personalization strategy involves close consideration of primary objectives versus critical challenges. While improving customer experience is at the top of the list of primary objectives for enterprise marketers (67%), it is also one of the most critical challenges marketers face (46%).

### Comparing primary objectives versus critical challenges.



# ***SECTION 03***

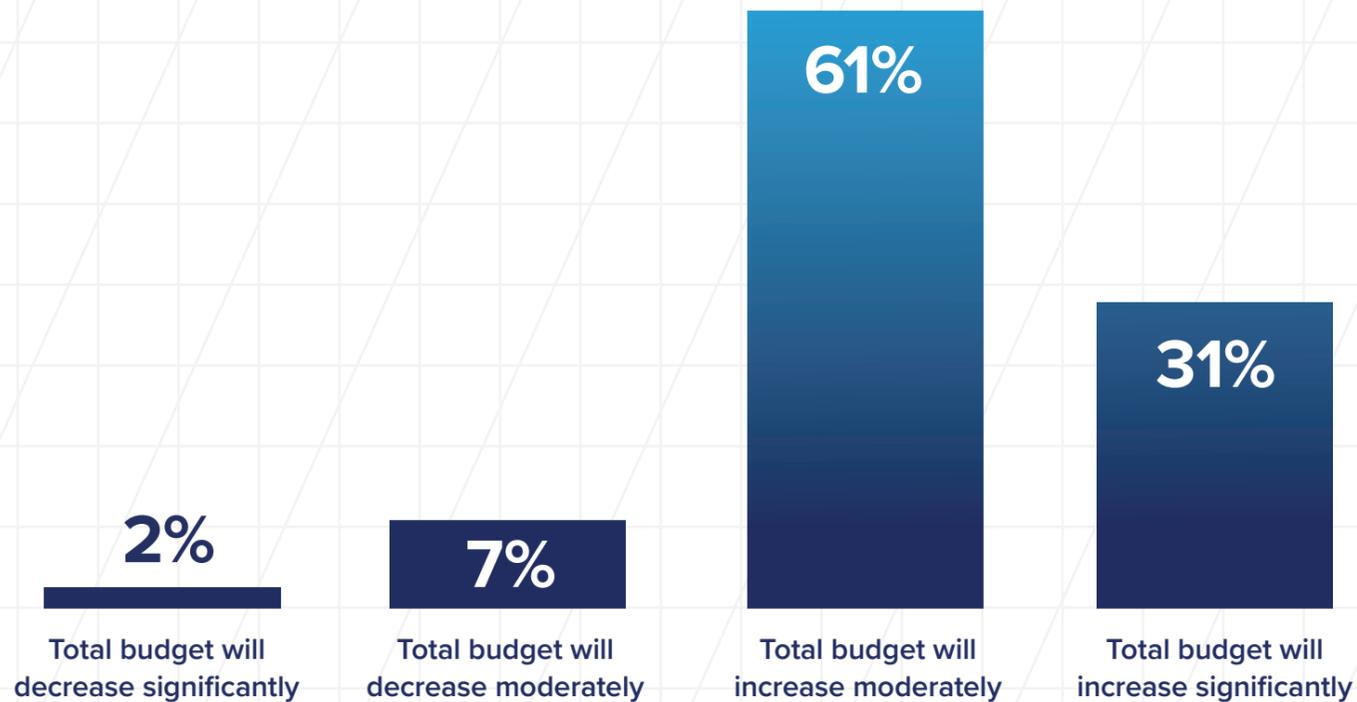
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## **Budget and Resources**

## How Total Budget Is Changing

Data-driven personalization seems to have a positive effect on overall strategy. That is why the vast majority of enterprise marketing professionals are dedicating more time, money and resources to personalization initiatives. And nearly one third (31%) are reporting that their total budget will increase significantly.

Which best describes how the total budget (time, resources, expenses) is changing to deploy data-driven personalization?



## Most Effective Use of Resources

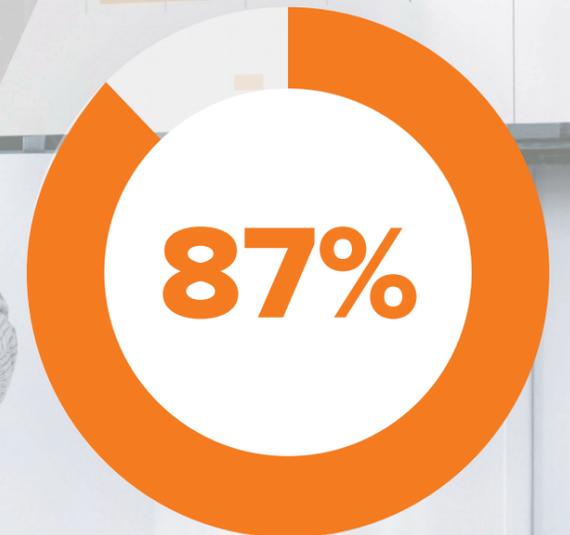
Which best describes the most effective resources used to deploy data-driven personalization?

Implementing and maintaining a successful data-driven personalization strategy can be both technically challenging and time-consuming. That is why two thirds (66%) of enterprise marketers report that using a combination of in-house resources and outsourced professionals is the most effective way to execute a personalization strategy.

 **13%** In-house resources only

 **21%** Outsourced to specialists

 **66%** Combination of outsourced and in-house resources



Percentage of marketers using outsourced or a combination of outsourced and in-house resources for personalization.

# ***SECTION 04***

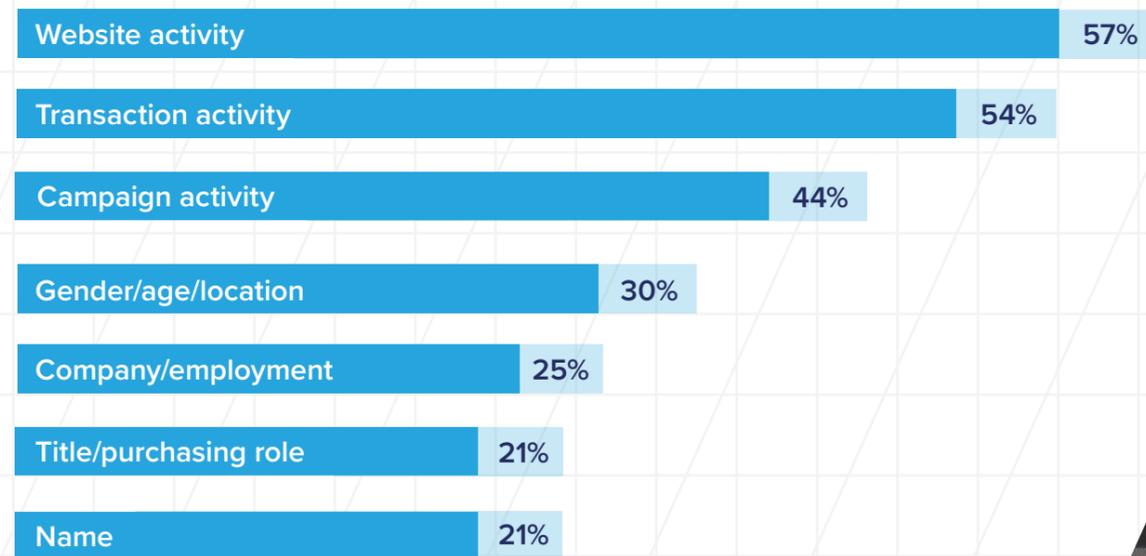
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## **Data and Deployment**

## Important Types of Marketing Data

What are the most important types of marketing data utilized for personalization?

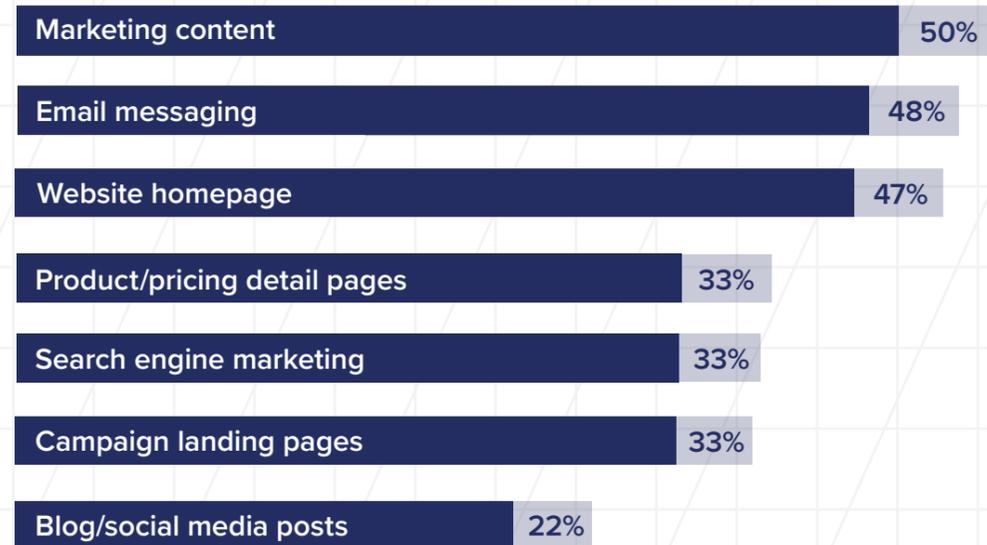
Enterprise marketers lean heavily on behavioral data – tracking what customers and visitors have actually done – to drive personalization efforts. Specifically, they rely primarily on website data (57%) and transaction data (54%).



## Location of Utilization

### Where is data-driven personalization most often utilized?

Personalization can be implemented across many channels and in many forms. Enterprise marketers are using data-driven personalization most often in their marketing content (50%) and email messaging (48%). Website homepages are another top location for personalization, according to 47% of those surveyed.



# ***SECTION 05***

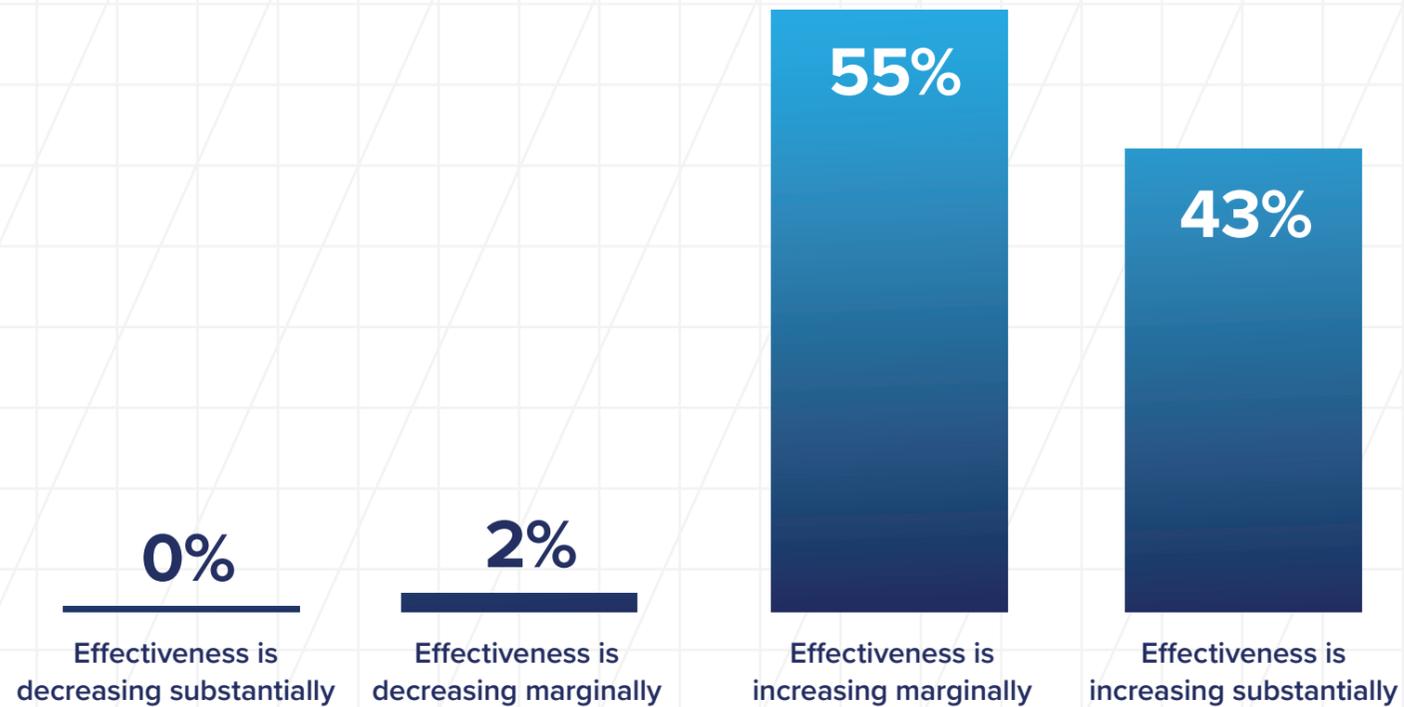
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**Effectiveness**

## How Effectiveness Is Changing

Enterprise marketers are seeing a dramatic increase in the effectiveness of data-driven marketing, with 43% reporting a substantial increase in effectiveness.

Which best describes how effectiveness is changing for data-driven personalization?



# ***KEY TAKEAWAYS***

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## Key Takeaways

This research suggests several key takeaways for marketers.

### 1. Put customer experience at the center of your personalization efforts.

As we saw, improving customer experience was at the top of marketer priorities when it comes to personalization. It was also at the top of what can be most challenging about it. Don't be discouraged. Personalization – remembering customer preferences, providing relevant recommendations, anticipating needs – improves the customer experience because it makes interactions with your brand more convenient. It also demonstrates your ability to treat the customer as an individual and not just an anonymous visitor.

### 2. To enable personalization, adopt an infrastructure that supports open marketing and eliminates data silos.

Personalization happens across channels – in email, on websites, on social media, throughout marketing campaigns. Personalization also depends on comprehensive data collection and analysis. For this reason, you need an infrastructure that is open to all relevant channels for customer interaction. You also need to ensure that you have access to all customer data. When data is locked in silos, your view of the customer is incomplete. And when the experience differs from channel to channel, customers notice.

### 3. You need a partner who understands digital experience management.

The vast majority of marketers either outsource their personalization efforts or use some combination of outsourced and in-house resources. They do this because they understand that effective personalization calls for orchestrating multiple marketing technologies. It also requires the savvy analysis and deployment of data. While in-house resources can support some of these activities, most marketers realize that they need specialized expertise to be best-in-class.

#### About the survey

The survey was conducted in partnership with Ascend2 and the results were published August, 2019. 63% of respondents serve in marketing leadership roles. 32% of the companies represented were B2B, 45% were B2C, and the remaining 23% were combined B2B/B2C.

## **ABOUT ACQUIA**

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.



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