

# Most consumers want brands to personalize their communications

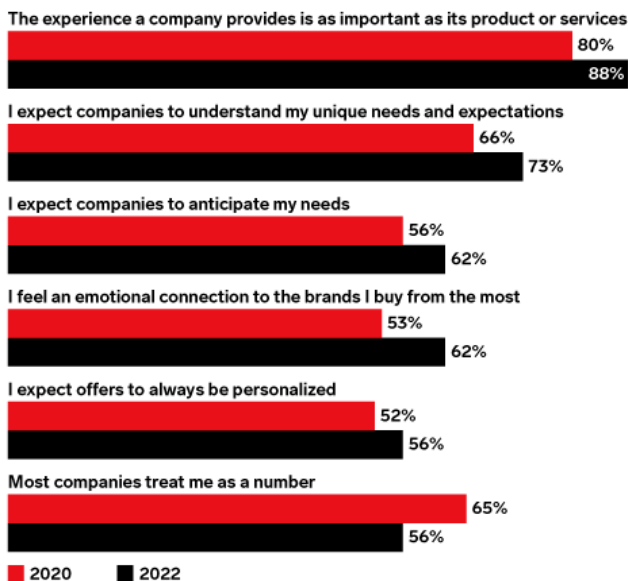
Article



**Seventy-three percent of respondents expect companies to understand their unique needs and expectations, and 62% think companies should anticipate their needs, according to a May 2022 Salesforce report.**

## Attitude of Consumers Worldwide Toward Personalization and Customer Experience Provided by a Company, 2020 & 2022

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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eMarketer | InsiderIntelligence.com

**Consumers understand that brands use personal data to craft and deliver tailored messages.** Nearly 9 in 10 respondents are likely to enjoy receiving personalized offers based on their interests and browsing/purchase history; about the same number are willing to provide more information after a positive experience with a brand, per a February 2022 Merkle study. Consumers are especially willing to share personal information if they receive custom offers or products tailored to their interests.

**Still, comfort levels vary based on data types and generation.** Consumers are more willing to share their email address and name than their address or phone number, according to a September 2021 survey conducted by Sapio Research for Airship. Not surprisingly, younger consumers, including Gen Z adults and millennials, are more comfortable sharing all forms of data than their older cohorts. For marketers, it's important to gauge consumer comfort levels and exercise restraint regarding which personal information they use to avoid causing consumer discomfort.

Personalization doesn't just benefit consumers. The August 2021 Acquia survey found that over half of companies that rolled out more personalization reported greater consumer engagement with their brand. And nearly half saw better conversions.

Read the full report.

Report by Dave Frankland Jun 23, 2022

# Spotlight: Marketing Personalization

