

Marketers Grade Their Personalization Efforts a 'C'

Insufficient data is creating ineffective personalization

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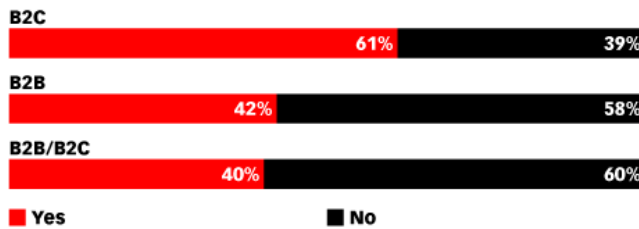
Most marketers [have personalization strategies in place](#), but many struggle to make them effective.

In a March survey from [Evergage](#) and [Researchscape International](#) of 300 marketers, 93% of whom were from the US, just 6% of respondents gave their personalization efforts an A rating. Some 46% graded their personalization as a C, making it the most popular response given. This implies that marketers' personalization efforts are good enough for a passing grade—but just barely.

A major roadblock that derails effective personalization is inadequate data. Most of the marketers polled said they did not have sufficient data to mount successful personalized campaigns. Business-to-business (B2B) marketers were more likely than business-to-consumer (B2C) marketers to say their personalization data was insufficient.

US B2B and B2C Marketers Who Feel They Have Sufficient Data and Insights for Effective Personalization, March 2018

% of respondents



Source: Evergage and Researchscape International, "2018 Trends in Personalization," April 25, 2018

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The idea of targeting messages that specifically cater to particular users may sound appealing to many marketers, but the technical obstacles make it difficult to accomplish. [Sailthru surveyed](#) 146 UK and US marketers in October and found that 37% cited [data and technology challenges](#) as a hindrance to their personalization goals.

Marketers are focusing on personalization because many find it to be [essential to delivering a solid customer experience](#). In a January survey of 200 US senior decision-makers conducted by [Verndale](#), nine in 10 respondents said that better personalization was key to improving the customer experience.

But marketers looking to improve their personalization should tread carefully, since a zealous demand for better and more effective personal data can place a firm in hot water. With the upcoming enforcement of the [General Data Protection Regulation \(GDPR\)](#) later this month, and the ongoing scandal with [Facebook and Cambridge Analytica](#), people are [becoming more skeptical of sharing data](#) through third parties. And for some consumers, [personalization can indeed get too personal](#).