

Podcast: Why Everyone Wants Personalization, but Nobody's Getting It

AUDIO |

eMarketer Editors

How are personalization strategies being executed? Is there difference between relevance and personalization? How does AI fit in? We ponder these questions with eMarketer principal analyst Nicole Perrin.

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Attitudes Toward Personalization Among US Internet Users, Jan 2019

% of respondents

93% receive marketing communications that are not relevant to them

90% say messages from companies that are not personally relevant are annoying

44% are willing to switch to brands who better personalize marketing communications

Note: ages 18+

Source: Infogroup, "The Power of Personalization," May 22, 2019

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