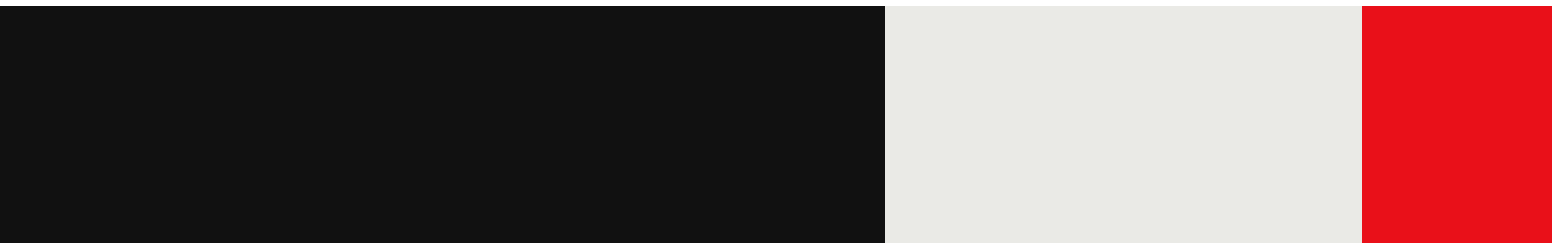


# Retailers lean on data, AI for content personalization

Article



## Retail Technologies/Experiences in Which US Retail Decision-Makers Have Invested, Aug 2023

% of respondents



Note: n=150 decision-makers from retail/brands that have invested in immersive experiences

Source: Coresight Research, "Immersive Experiences in Retail: Driving Sales Through Enhanced Shopper Engagement" sponsored by Obsess, Oct 24, 2023

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Insider Intelligence | eMarketer

**Key stat:** 71% of US retail decision-makers have invested in data/AI-enabled content for personalization, according to an August 2023 report from Coresight Research and Obsess.

### Beyond the chart:

- Over three-quarters (77%) of companies that have invested in data/AI-enabled content for personalization have reported significant or moderate increases in online sales, per the same report.
- The top three performance metrics that increased after investing in this type of technology were clickthrough rate, time spent visiting stores, and net promoter score.

### Use this chart:

- Identify which retail technologies are priorities.

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- [Exclusive—Retailers rank immersive experiences near the top of their investment priorities](#)

*Methodology: Data is from the October 2023 Obsess and Coresight Research report titled "Immersive Experiences in Retail: Driving Sales Through Enhanced Shopper Engagement" conducted by Coresight Research. 150 US brand and retail decision-makers were surveyed during August 14-16, 2023. Senior manager and above brand and retailers surveyed were*

*from companies with annual revenue of \$100 million or above (including online revenue of \$10 million or above) that have invested in immersive experiences from fashion (n=61), home (n=41), CPG/FMCG (n=41) or beauty (n=7) sector. The results have a margin of error of +/-10%. Obsess is an experiential e-commerce platform.*