

2016

Trends in Personalization

Adoption



85%

of organizations are **using personalization** as part of their marketing strategy

55%

of organizations who are not using personalization today (or only using it for email) **plan to implement** it next year



Attitudes

Making the Grade?

55%

of organizations give their personalization efforts a grade of "C" or lower

63%

give their **competitors** a grade of "C" or lower

42%

of organizations are **very or extremely confident** they have the tools to implement and manage personalization



64%

of respondents believe personalization should be a **greater priority** in their organizations

Usage

Top Channels for Personalization



67%
Email



56%
Websites



27%
Mobile Websites



20%
Mobile Apps

57%

of organizations have **employees focused** on personalization

of those

39%

say it is a **full-time responsibility**

Results

89%

report improved business results from personalization

Top Benefits Achieved from Personalization

65%



Increased Conversion Rates

62%



Increased Visitor Engagement

61%



Improved Customer Experience

Marketers who say bad personalization is scarier than...

7

in

10

an email campaign with typos



5

in

10

a higher than average unsubscribe rate

[DOWNLOAD THE FULL REPORT](#)

<http://bit.ly/2016-Personalization-Trends>



1-888-310-0589



info@evergage.com



evergage.com

2016 Trends in Personalization Survey Report

The report is based on a 2016 survey of 250 B2B and B2C marketers across industries and company sizes, conducted in conjunction with Researchscape International.

