

Consumers have come to expect companies of all sizes to provide an **advanced level of personalization** and **exceptional customer service**.

22%

of shoppers are satisfied with the level of personalization they currently receive.



91%

As per Accenture's recent study, **of consumers** say they are more likely to shop with brands that provide **offers and recommendations** that are relevant to them.

75%

of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, or knows their purchase history.



According to Salesforce, consumers are **more than twice as likely to view personalized offers as important** than unimportant.



81%

of consumers want brands to get to know them and understand when to approach them and when not to.



of consumers surveyed say that personally relevant branded content positively influences how they feel about a brand.



59%

of customers say that personalization influences their shopping decision.



77%

of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience.

51%

of consumers feel it is important to get a personalized experience across all digital channels within a brand.

According to McKinsey & Company,
personalization increases marketing spend efficiency by as much as 30%.



50%

of acquisition costs can be reduced by using personalization.



79%

of organizations that exceeded revenue goals have a documented personalization strategy.



88%

of marketers say their biggest goal with personalization is to **improve the customer experience.**



84%

of consumers say being **treated like a person**, not a number, is very important to winning their business.

89%

of digital businesses are investing in **personalized content.**

Personalization can **reduce acquisition costs** by as much as **50%**. It also **lifts revenues** by **5–15%** and increases **marketing spend efficiency** by **10–30%**



44%

Personalized content **facilitates repeated purchases** in almost **44%** of consumers.



Personalized calls to action **convert 202% better** than non-personalized ones.



98% of marketers say personalization advances **customer relationships**.

50%

Personalization can **reduce customer acquisition costs** by up to **50%**.



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