



PERSONALIZATION IN MARKETING: MARKETERS' PERSPECTIVE

B2C marketers face a range of data and technology challenges as they gear up for the loss of third-party cookies. These are the top 5 marketer priorities in this context:

TOP 5 PRIORITIES



Data driven marketing activities

- Becoming more data driven
- Acquiring more first party data
- Identifying the best martech to meet needs



MarTech strategy and delivering digital CX

- Developing the MarTech strategy
- Improving the digital CX



Customer acquisition and retention

- Retaining and growing customers
- Acquiring new customers



Understanding trends and demonstrating ROI

- Understand customer trends
- Demonstrating sound ROI



Building brand awareness and engagement

- Increasing brand awareness
- Building customer engagement

OBJECTIVES INCLUDE:

34% of US Marketers surveyed say

Gathering & connecting customer data & insights from multiple disparate silos is their top challenge.

60% of US Marketers surveyed

Are using First-party identity management within a CDP deployment to address 3rd Party cookie deprecation.

93% of US Marketers surveyed

See improving digital CX as a moderate or high priority.

69% of US Marketers surveyed

See defining technology, connecting and gathering data as the most common digital CX challenges.

TOP 2 CHALLENGES with CDPs are Upskilling the team and dealing with the cost



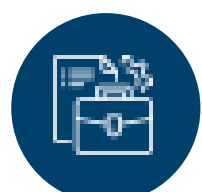
#1 Upskilling the team to use it effectively (36%)



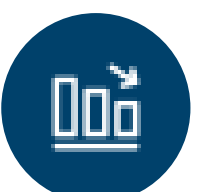
#2 Cost (36%)



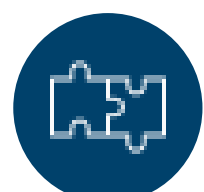
#3 Wider use of CDP-generated insights across the business (34%)



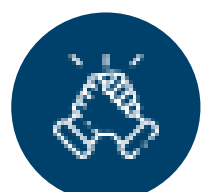
#4 Inconsistent use across the business (29%)



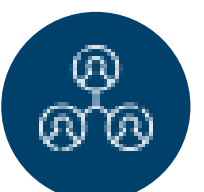
#5 Underperformance against marketing objectives (29%)



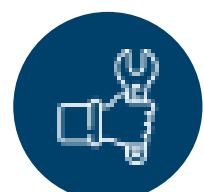
#6 Difficult to integrate with other platforms (26%)



#7 Lack of support from provider (25%)



#8 Stakeholder buy-in across the organization (25%)



#9 Difficult to set-up (24%)

To overcome digital CX challenges,

58%

Of marketers are exploring new marketing tools/technology and **54%** are collecting and optimizing more first party customer data.



Satisfaction with CDPs is high, data enhancement is seen to be the #1 benefit of a CDP



Research approach and sample

400 interviews were conducted using a 10-minute online survey of senior marketing decision-makers in US and Europe – all currently involved in the selection of marketing technology for their business. Interviews were conducted between March and April 2022.

* Research was conducted by: B2B International

* Study sponsored by Acxiom's strategic CDP partner Sitecore

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FOR MORE INFORMATION

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