



### What Percentage of Marketers Are Personalizing Communications To Retain Customers?



**100%**  
Awareness stage



**72%**  
Conversion stage



**37%**  
Support stage



**47%**  
Retention stage

**Big Reveal:**  
Most marketers don't focus on customer retention



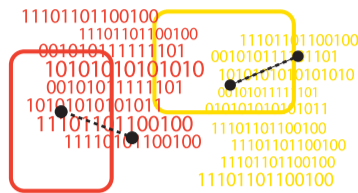
### Top 6 Insights

1

#### Only 47% of Marketers Create Personalized Customer Communications in the Retention Stage

**Missed opportunity?**

Not leveraging existing customer data and product usage data for cross-selling and upselling



2

#### Marketer Engagement Varies Widely by Sector and Industry

**Most Engaged**



**76%**  
Retail



**70%**  
Automotive



**65%**  
Consumer packaged goods

**Least Engaged**



**19%**  
Industrial manufacturing



**13%**  
Healthcare and life sciences

**B2C vs. B2B**



**58%**  
B2B2C/B2C

vs.



**19%**  
B2B

3

#### Fewer Communications Channels Are Used During Retention

**Top Digital Communications Channels**



**100%**  
Digital media advertising



**100%**  
Company website



**77%**  
Online video sites



**72%**  
Mobile apps

4

#### Leaders Use a Wider Variety of Communications Channels



Leaders

vs.



Followers

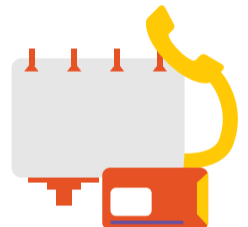


**Digital channels**

Online video sites  
**90% vs. 73%**  
Company social media sites  
**52% vs. 38%**  
Ads on e-commerce sites  
**48% vs. 32%**

**Traditional media channels**

Broadcast advertising  
**88% vs. 76%**  
Print advertising  
**83% vs. 68%**



5

#### Active Marketers in this Stage Focus on Personalizing Communications:

**Using Three Types of Data**



**74%**

Buying behavior with company



**72%**

Demographic data



**60%**

Buying behavior with other companies



**Leaders are more likely to use:**



**31% vs. 24%**  
Customers' real-time location data



**Followers are more likely to use:**



**35% vs. 27%**  
Social media behavior data



**15% vs. 3%**  
Product-usage data captured by embedded sensors



**54% vs. 50%**  
Past buying behavior with other companies

6

#### Leaders Focus On These Three Messages



**76%**

Product/service suggestions based on previous buying behavior



**73%**

Special offers/pricing



**71%**

Useful products/service information