



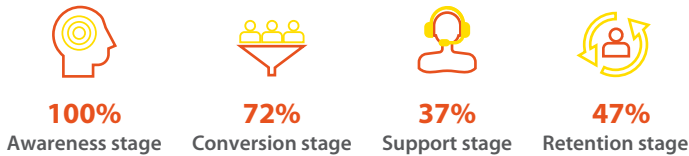
TCS 2019 CMO Study: Innovating the Brand Experience Through Digital Transformation

Initial Findings Report: How CMOs Are Using Personalization to Enhance the Customer Experience and Drive Revenue

1

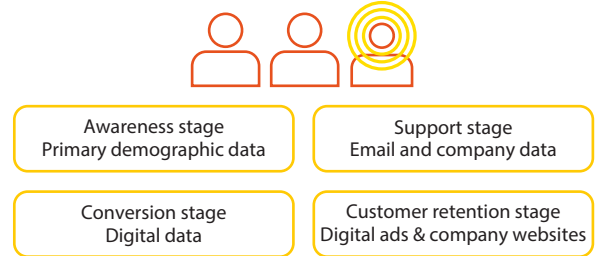
Communications are not created for each stage of the customer life cycle

Percentage of marketers creating communications



2

How communications are personalized



3

Leaders

vs.

Followers



86% of leaders

personalize communications with useful product/service information in the awareness stage

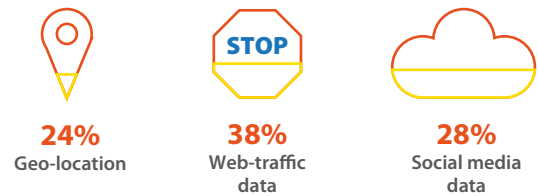
54% use analytics for customer retention.



59% of leaders

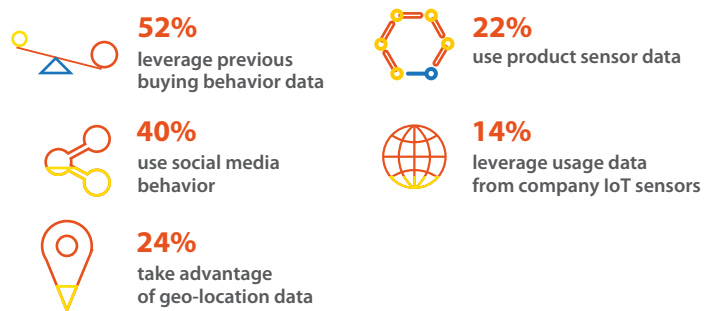
26% use analytics for customer support.

Types of data used to personalize communications for retaining customers



4

What role does analytics play?



Analytics is used most in the conversion stage and least in the retention stage.

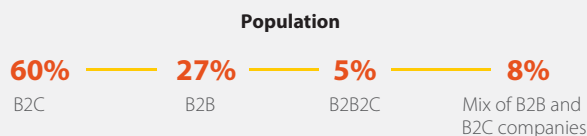
5

CMO 2020 predictions



How we conducted the report

Objective: To determine how leading CMOs currently use and plan to use digital technologies to personalize the customer experience across the entire brand experience.



500+ CMOs
in North America and Europe

\$10.6 bn
Average revenue

\$392 mn
Average annual marketing budget