

# Personalization Is Profitable

Customers want what they want when they want it. Brands that can deliver those personalized interactions stand to benefit substantially.

## The Revenue Opportunity



\$800 billion in revenue will shift to the top 15% of companies over the next five years ...  
... in Retail, Financial Services, and Healthcare ... ALONE

## Accelerating Revenue Growth

6% to 10%

Personalization grows revenue 6% to 10% faster

2/3 of companies that personalize expect at least a 6% revenue increase



46% of customers would purchase more from retailers that personalize across channels

## Improving Marketing Results



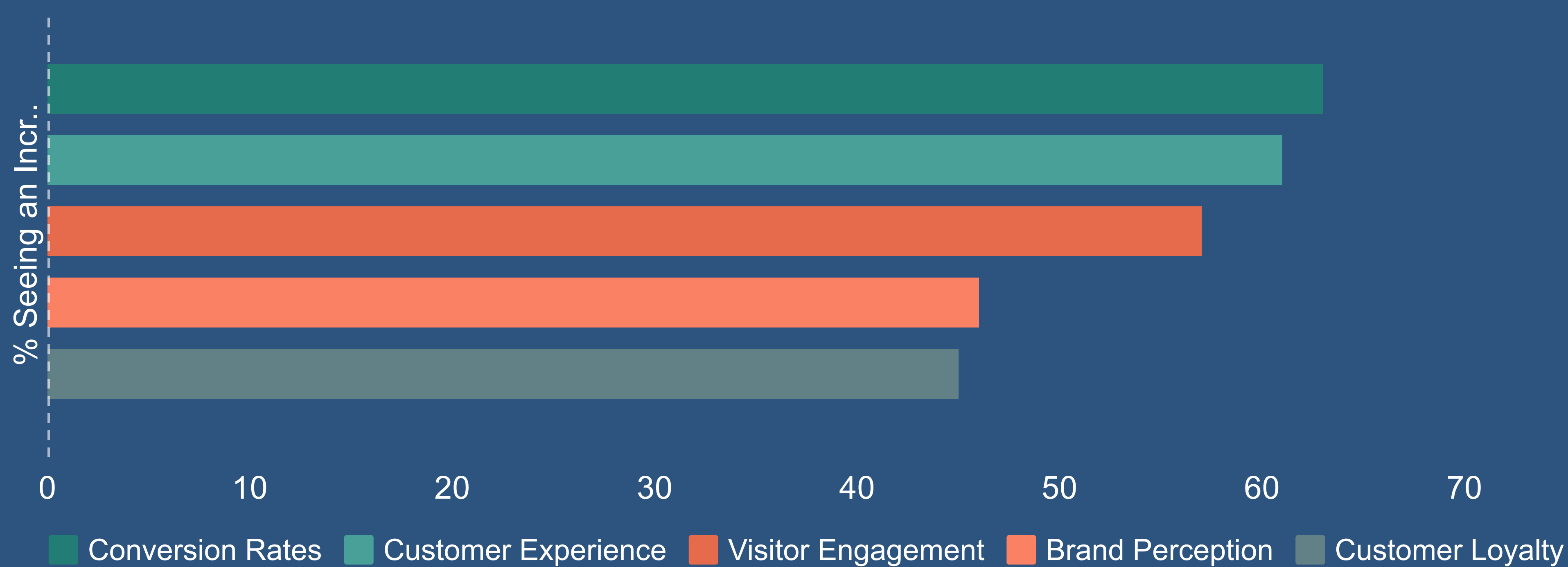
Marketing  
**BOOSTER**

Personalization delivers 5x to 8x ROI on marketing spend



88% of marketers report improvements in results from personalization

### The Top 5 Benefits from Personalization



Sources:

Boston Consulting Group, <https://www.bcg.com/publications/2017/retail-marketing-sales-profiting-personalization.aspx>

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Evergage, <http://www.evergage.com/resources/ebooks/trends-in-personalization-survey-report>;

McKinsey Global, <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing>;

The E-Tailing Group, <http://www.marketwired.com/press-release/mybuys-e-tailing-group-consumer-survey-reveals-customer-centric-marketing-drives-buyer-1761839.htm>