

EPSILON[®]

The power of me

The impact of personalisation on business performance



The appeal for personalisation is high among consumers. They not only want it, but expect it.

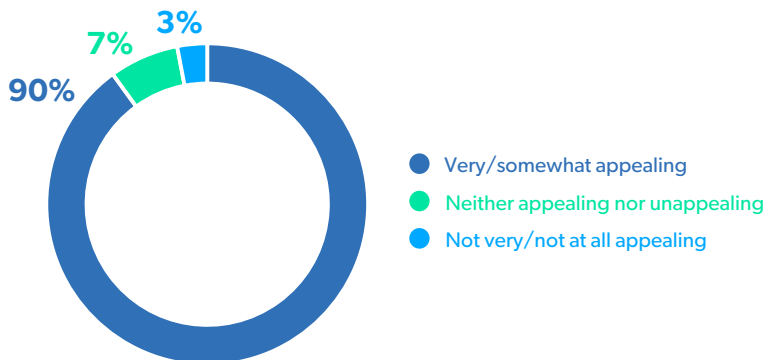
Epsilon's research found that personalisation is profitable. We partnered with GBH Insights to survey real consumers to understand how personalisation can enhance the relationship between brand and consumer. The results show how consumers feel about personalisation, what experiences influence their behavior and what we can do to better connect with them to drive business results.

"The power of me: The impact of personalisation on marketing performance" aims to help brands better understand how personalisation efforts can be used to enhance relationships with consumers, produce customer loyalty and positively impact the bottom line.

- Appeal for personalisation is high and has the potential to positively impact businesses if offered in the right way
- Consumers appreciate personalised experiences, but many still want control over this type of communication
- Financial incentives (e.g., tailored discounts/offers) have the greatest impact on most types of business
- Websites / mobile apps are slightly better at personalisation than physical locations, likely due to greater access to customer-level data
- Well-executed personalisation strategies have strong ties to high purchase volumes. In fact, high-value segments want more personalisation
- Consumers are willing to share data that powers experiences openly with brands they value and trust
- Personalisation is not one size fits all; there's a spectrum of consumers who are open to sharing personal information
- Look to industries already doing personalisation well – like retail, travel and media – to determine best practices for your business

According to the online survey of 1,000 consumers ages 18-64, the appeal for personalisation is high, with 80% of respondents indicating they are more likely to do business with a company if it offers personalised experiences and 90% indicating that they find personalisation appealing.

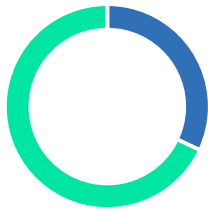
Overall, affinity towards personalisation is strong.



To dive deeper into the relationship between personalisation and actual purchasing behaviour, Epsilon linked the survey data to transactional data from [Epsilon's Abacus® Cooperative](#), which spans more than 2,700 members and billions of transactions.

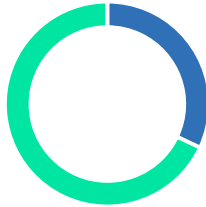
Findings from the transactional analysis indicate that consumers who believe personalised experiences are very appealing are ten times more likely to be a brand's most valuable customer – those that are expected to make more than 15 transactions in one year. Additionally, those respondents who believe companies are doing very well on offering personalised experiences shop more than three times more frequently. And companies are continually improving their ability to personalise.

But, personalisation means something different to everyone.



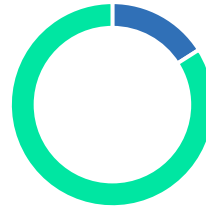
32%
Customisation

"It means it's something suited to me exactly so that I'm more likely to be interested in what they're selling."



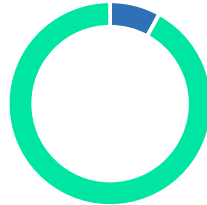
32%
Service

"It means that the company will know what you want, your likes and dislikes and make sure you have what you want."



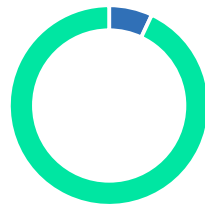
16%
Discounts/
offers

"They offer personalised offers, products and coupons that meet your needs and are items you typically buy."



8%
Specific
products
or services

"...dedicated shopping assistant, order puller- have the order ready. Curb service, disabled entry doors."



7%
Convenience

"It means noticing how I shop/surf the internet and customising advertising and shopping options to my preferences."

Ways that companies are currently doing well at personalisation:

Dept./mass merchandise, grocery/drug store and travel and leisure perform well in discounts/offers.

Online retailers and media/entertainment are doing especially well in providing recommendations.

Financial institutions are winning at service and mobile apps/websites.

Websites/Mobile Apps

↑ **29%**
Discounts/offers

↑ **27%**
Recommendations

↑ **21%**
Convenience

↑ **15%**
Service

↑ **15%**
Mobile app/website

Physical locations

↑ **41%**
Discounts/offers

↑ **31%**
Service

↑ **13%**
Convenience

↑ **12%**
Recommendations

Groceries/drug stores and travel and leisure companies are discount powerhouses.

Delivering personalisation to individuals at scale requires a combination of the right data and the right technology.

- Personalisation **provides consumers value** by saving them money, making things more convenient and providing exceptional service.
- Flip the order in which you think about your **technology**. First think about the customer experience you want, then what tech/systems you need to create that experience.
- Use **the power of data** consumers share with you wisely, creating valuable personalised experiences in return.
- Create a sense of **security and trust** with consumers by providing **transparency** around data use practices and communicating what **choices** consumers have when it comes to how their information is being used.
- Take advantage of all the data sources available to you. **Data fuels personalisation** and personalisation is clearly valued by consumers.

Consumers demand control over how their information is used, expect highly customised experiences and look for more than just a quick discount. Contact us to take your personalisation strategy to the next level with Epsilon - Roger Stevens, Business Development Director, EMEA, Epsilon on +44 (0)773 358 3698 or e-mail Roger.Stevens@epsilon.com

Source: The Power of Me: The Impact of Personalization on Business Performance Study, April 2017, Epsilon

Thank you

The Epsilon logo consists of the word "EPSILON" in a bold, white, sans-serif font, enclosed within a white rectangular border. A small registered trademark symbol (®) is positioned to the upper right of the word.

EPSILON®

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