MARKETERS, IT'S TIME TO
GET PERSONAL

Consumers' desire for personalized experiences is growing and marketers are struggling to keep up.

MARCH 2016

Study methodology

HOW?
Two Online Surveys:
- Survey 1: Device Owners
- Survey 2: Digital Marketers

WHEN?
2016
- Survey was between Jan. 28 - Feb. 3

WHO?
Device Owners
- 18+
- At least high school educated
- Must own at least one online-connected device

Digital Marketers
- 18+
- At least high school educated
- Works in marketing, digitally focused
- Aware of # of employees in organization

HOW MANY?
1,319 People
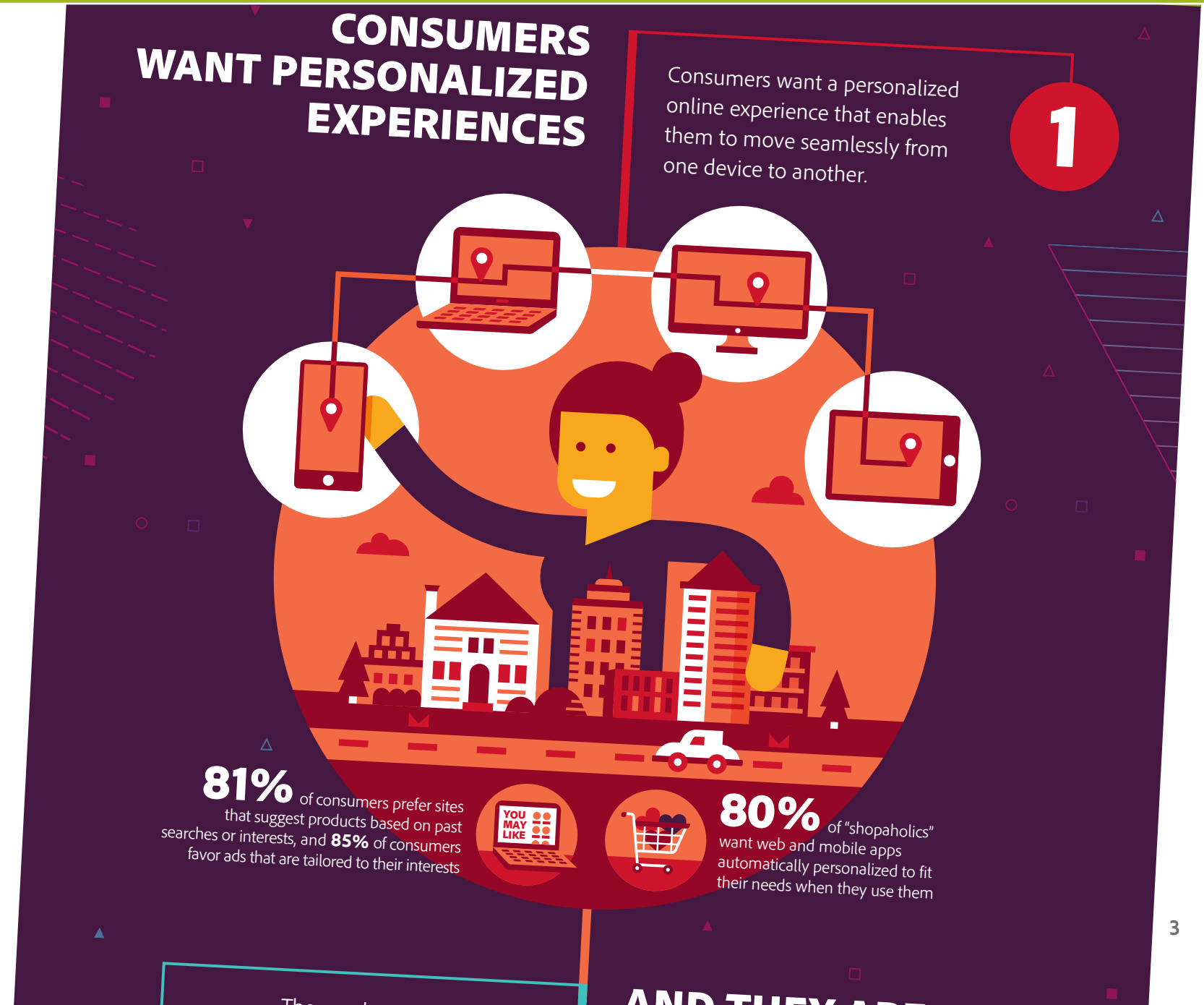- Device Owners: N=1,010
- Marketers: N=309

MARGIN OF ERROR
- For Device Owners: +/- 3.0%
- For Digital Marketers: +/- 5.5%

Device Owner Data has been weighted to reflect the accurate demographic representation of this audience.

Key takeaways

INSIGHT #1:

CONSUMERS WANT PERSONALIZED EXPERIENCES

- Consumers prefer personalized content, such as when advertisements are tailored to their personal interests (85%) and when retail sites suggest products based on past purchases (81%). **(PAGE 7)**

- Sixty-seven percent of consumers want apps (mobile and web) automatically personalized to fit their needs when they use them. For "shopaholics," or more active online consumers, this number for the web is even higher, at 79%. **(PAGE 8)**

- Nearly 8 in 10 consumers (79%) and 90% of millennials report switching devices some of the time when engaged in an activity; two-thirds (66%) of device owners find it frustrating when content is not synchronized across devices. **(PAGES 9 & 10)**

CONSUMERS WANT PERSONALIZED EXPERIENCES

Consumers want a personalized online experience that enables them to move seamlessly from one device to another.

1

81% of consumers prefer sites that suggest products based on past searches or interests, and **85%** of consumers favor ads that are tailored to their interests

YOU MAY LIKE

80% of "shopaholics" want web and mobile apps automatically personalized to fit their needs when they use them

3

Key takeaways

INSIGHT #2:

CONSUMERS ARE WILLING TO SHARE INFORMATION

- A majority of consumers (90%) are comfortable sharing at least one piece of information (i.e. age or gender) about themselves to improve their online experience. **(PAGE 12 & 13)**

- Most consumers report feeling comfortable with brands using their information to provide a more customized experience, such as personalizing the consumer's experience on an app or website (74%) or personalizing ads (70%). **(PAGE 14)**

- Consumers are especially open to information sharing when it results in a tangible benefit, such as discounts (62%). **(PAGE 15)**

2

They understand the benefits of sharing some information about themselves to get the custom experience they expect.

AND THEY ARE WILLING TO SHARE

74%
of consumers feel comfortable with brands using their information to personalize an app or website

GENDER

90%
are comfortable sharing at least one piece of information about themselves to improve the online content they see

33
34
AGE **35**
36
37

FOR YOU

BUY 1, GET 1!

70%
are comfortable sharing information to get personalized ads

PURCHASE HISTORY

62%
will share information to get great discounts

4

Key Takeaways

INSIGHT #3:

CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

- Nine out of ten digital marketers believe personalized marketing will be critical in the next year. **(PAGE 17)**

- An overwhelming majority of digital marketers rate their companies as "effective" when it comes to personalized marketing (93%), but less than two-thirds of consumers agree (63%). **(PAGE 18)**

- More than half of marketers (63%) say personalized marketing is difficult to implement because of the amount of media consumed online (55%) and consumers' fear over sharing information about themselves (60%). **(PAGES 19 & 20)**

- Nine out of ten digital marketers recognize cross-device identification as an effective way of advertising online, but just 28% have ever done it. **(PAGES 21 & 22)**

BUT THEY DON'T SEE IT WORKING WELL

Personalizing experiences across channels and devices is seen as critical, but it's challenging.

3

93% of digital marketers rate their company as "effective" when it comes to personalized marketing

MARKETERS

But just **63%** of consumers agree

CONSUMERS

Marketers think cross-device

FEW MARKETERS

INSIGHT #1

Consumers want personalized experiences

Consumers want a tailored online experience that enables them to move seamlessly from one device to another.
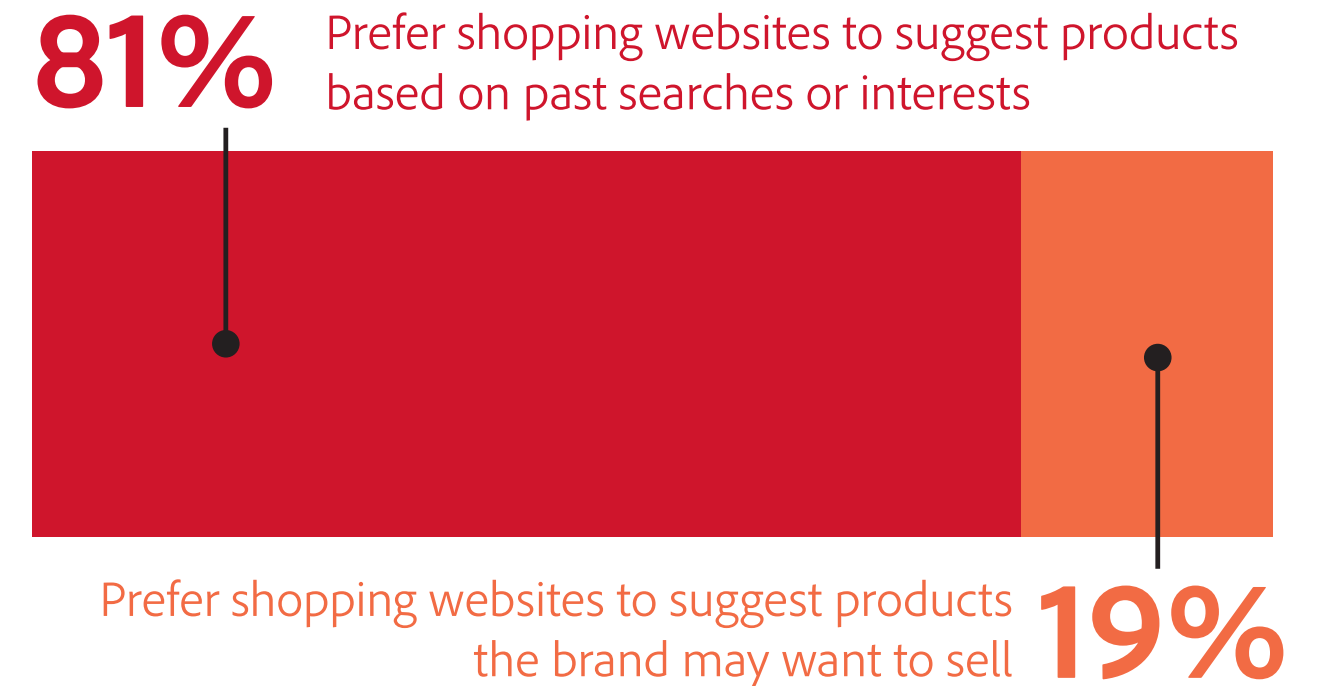
CONSUMERS WANT PERSONALIZED EXPERIENCES

Consumers prefer personalized advertising vs. generic

Preferred Advertisement
(% selecting, among Device Owners)

85% Prefer advertisment tailored to my specific interests and needs

Prefer generic advertisement unrelated to my interests and needs **15%**

Preferred Product Suggestion
(% selecting, among Device Owners)

81% Prefer shopping websites to suggest products based on past searches or interests

Prefer shopping websites to suggest products the brand may want to sell **19%**

Base: Device Owners (N:1010)
Q12. Which advertisement would you rather view?

Base: Device Owners (N:1010)
Q13. And which of the following would you prefer? Please select one for each statement.

7

CONSUMERS WANT PERSONALIZED EXPERIENCES

Personalization of websites and apps is important—especially for millennials and 'shopaholics'

Importance of Personalization Scenarios (% very + somewhat important, among Device Owners)

67%

Having apps (mobile and web) automatically personalized to fit my needs and interests when I use them

MILL.	GEN. X	55+
75%	67%	46%

YOU MAY LIKE

65%

Having websites personalized to fit my needs and interests when I visit them

SHOPAHOLICS*:
79% FOR WEBSITES
80% FOR APPS

NON-SHOPAHOLICS: 57%

Base: Device Owners (N:1010), Millennials (N:424), Gen X (N:408), 55+ (N:178), Shopaholic Device Owners (N:282), Non-Shopaholic Device Owners (N:600)
Q7. How important are each of the following scenarios when it comes to accessing content on all of your devices?
* "Shopaholics" were defined as people who said the statement "I consider myself a 'shopaholic'" describes them well (6-9) and Non-Shopaholics were defined as people who said the statement does not describe them well (1-4).

CONSUMERS WANT PERSONALIZED EXPERIENCES

The majority of consumers are switching devices, led by youth…

79%
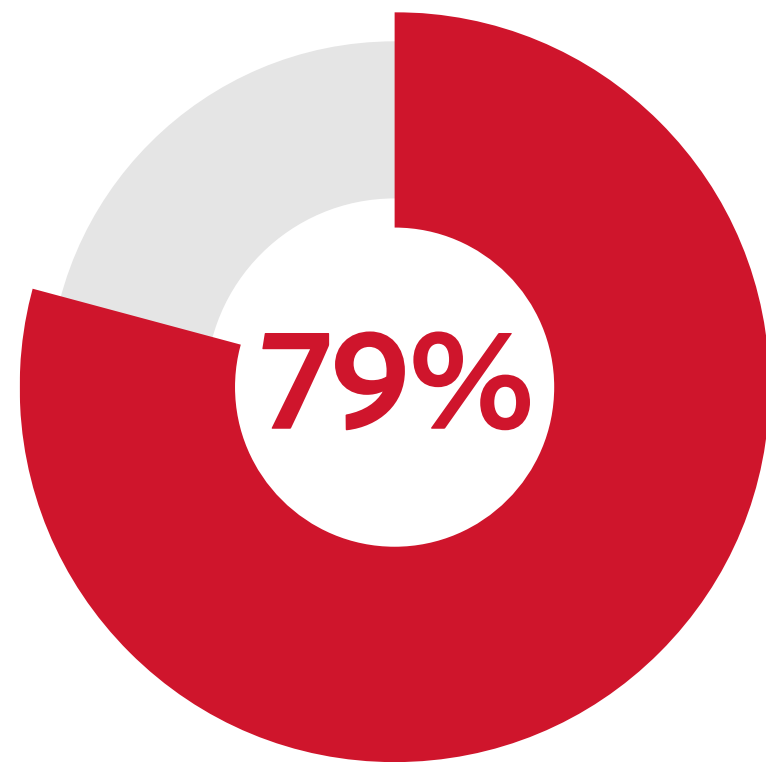
Are switching devices mid-activity

| MILL.	GEN. X	55+
90%	76%	58%
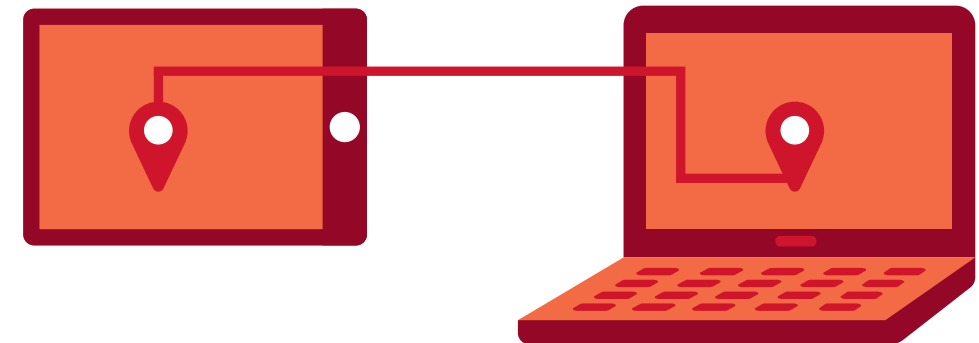
Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178),
Q4. How frequently do you find yourself starting each of the following tasks on one device and then continuing on another device for the same task? Full list of answer choices in the appendix.
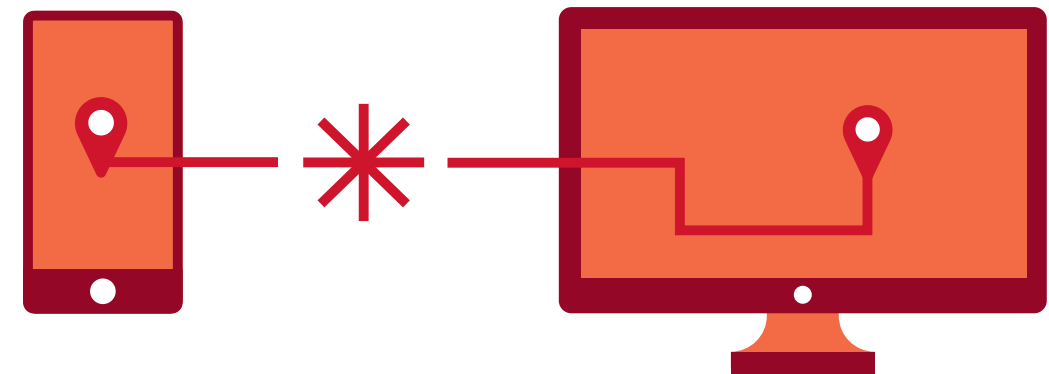
CONSUMERS WANT PERSONALIZED EXPERIENCES

Consumers get frustrated when content isn't synchronized across devices

66%
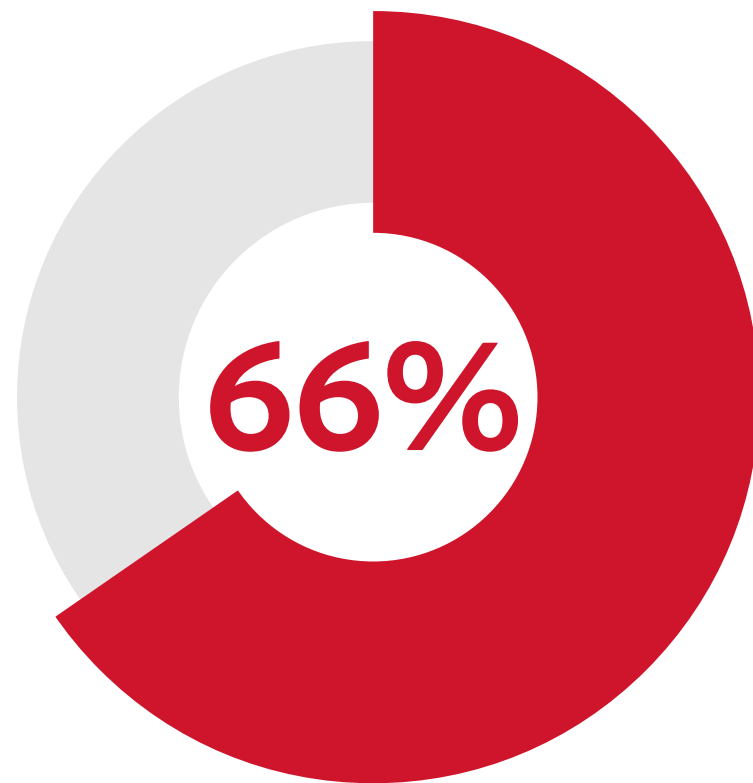
Of device owners find it frustrating when content is not synchronized between devices

Base: Device Owners (N:1010)
Q6. Do you find it frustrating when you switch from one device to another in the middle of an activity and have to start over on the other device (i.e., content is not synchronized between devices)?

10

INSIGHT #2

Consumers are willing to share information

They understand the benefits of sharing some information about themselves to get the custom experience they expect.
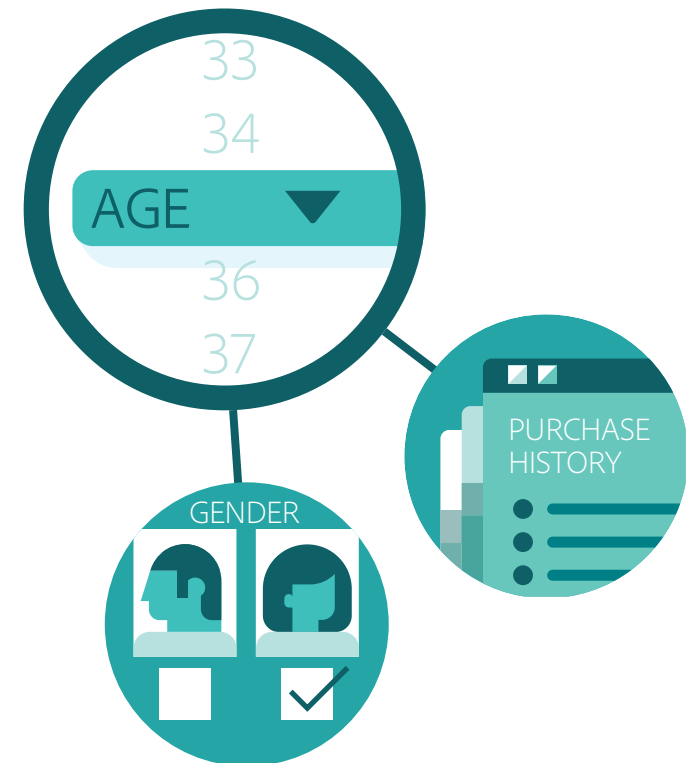
GENDER

FOR YOU

33
34
AGE **35** ▼
36
37

BUY 1, GET 1!

PURCHASE HISTORY
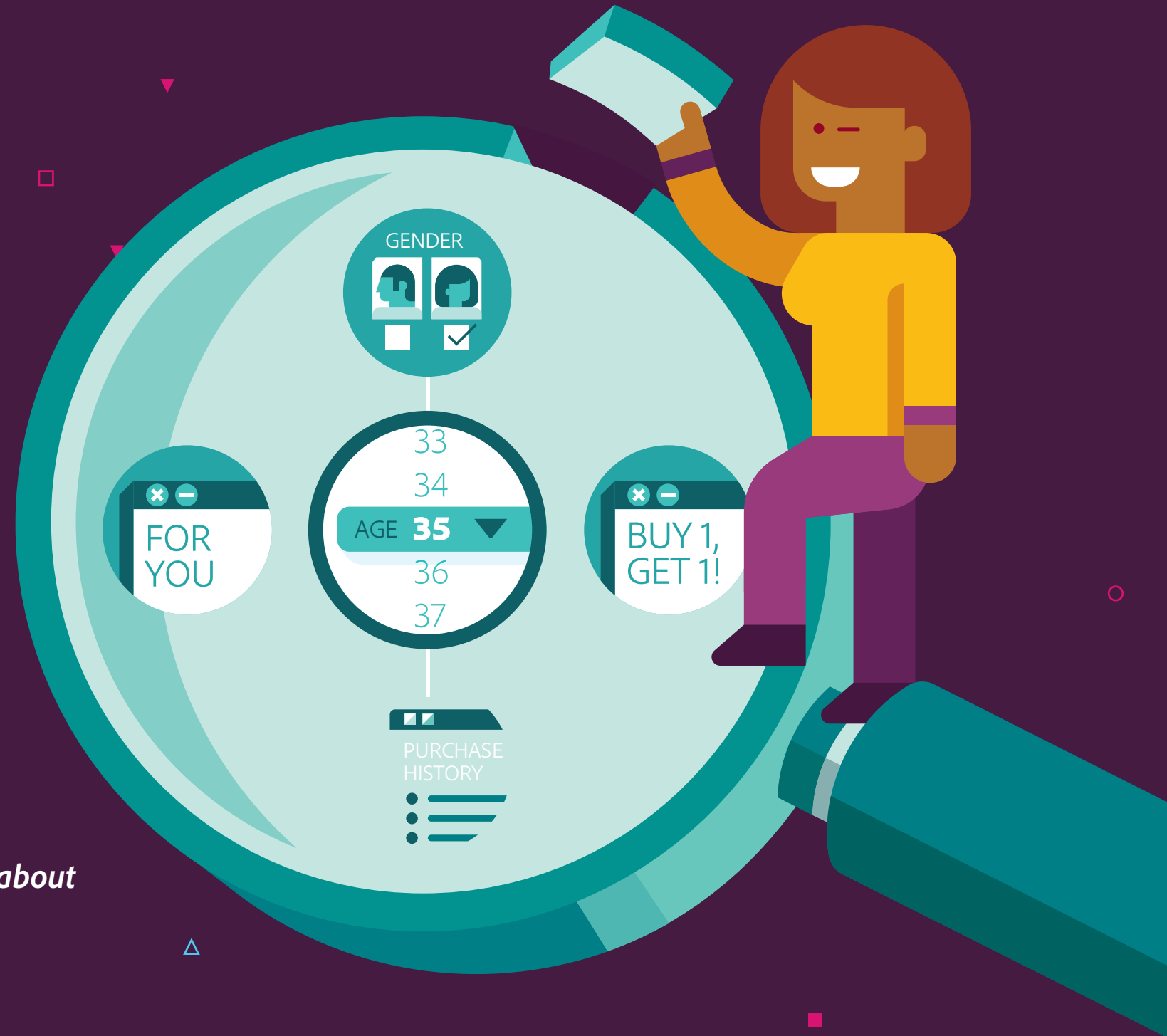
CONSUMERS ARE WILLING TO SHARE INFORMATION

Consumers are becoming more comfortable sharing info for a more personalized experience

90%
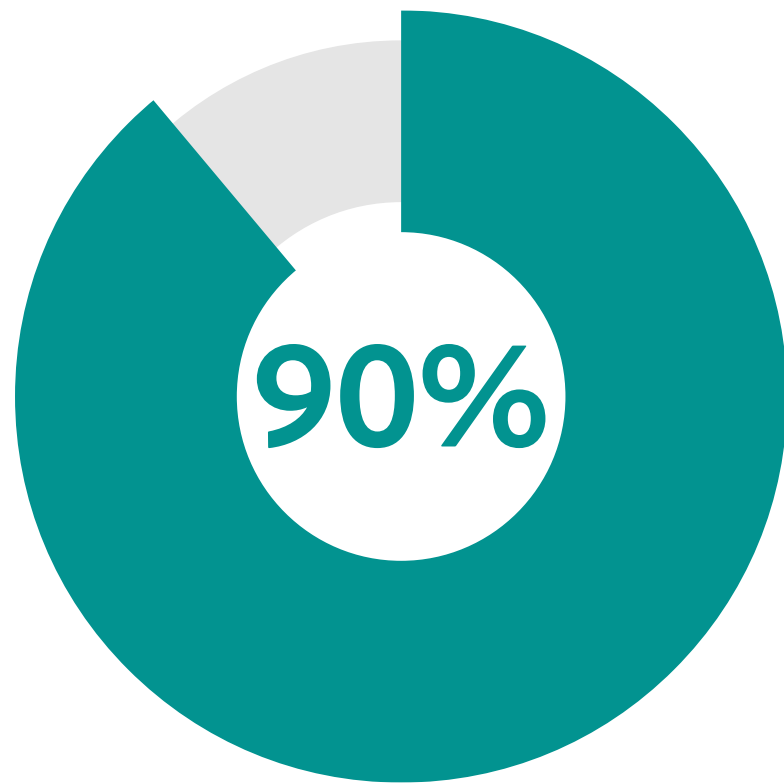
Of device owners are comfortable sharing at least one piece of information about themselves to improve the online content they see

MILL.	GEN. X	55+
94%	89%	86%

AGE

33
34
36
37

GENDER

PURCHASE HISTORY

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178),
Q15. Which of the following pieces of information are you comfortable sharing to improve the online content you see? Full list of answer choices in the appendix.
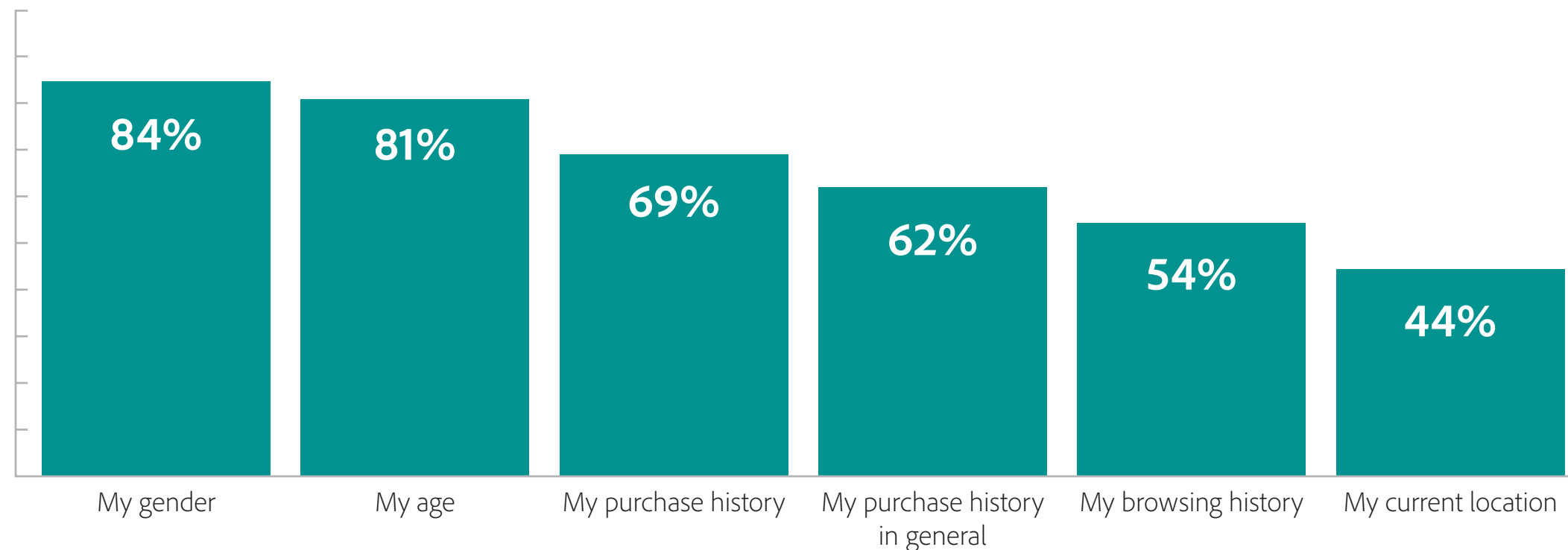
CONSUMERS ARE WILLING TO SHARE INFORMATION

When they can't be personally identified, consumers are willing to share information

Comfort with Usage of Anonymized Data
(% somewhat + very comfortable, among Device Owners)

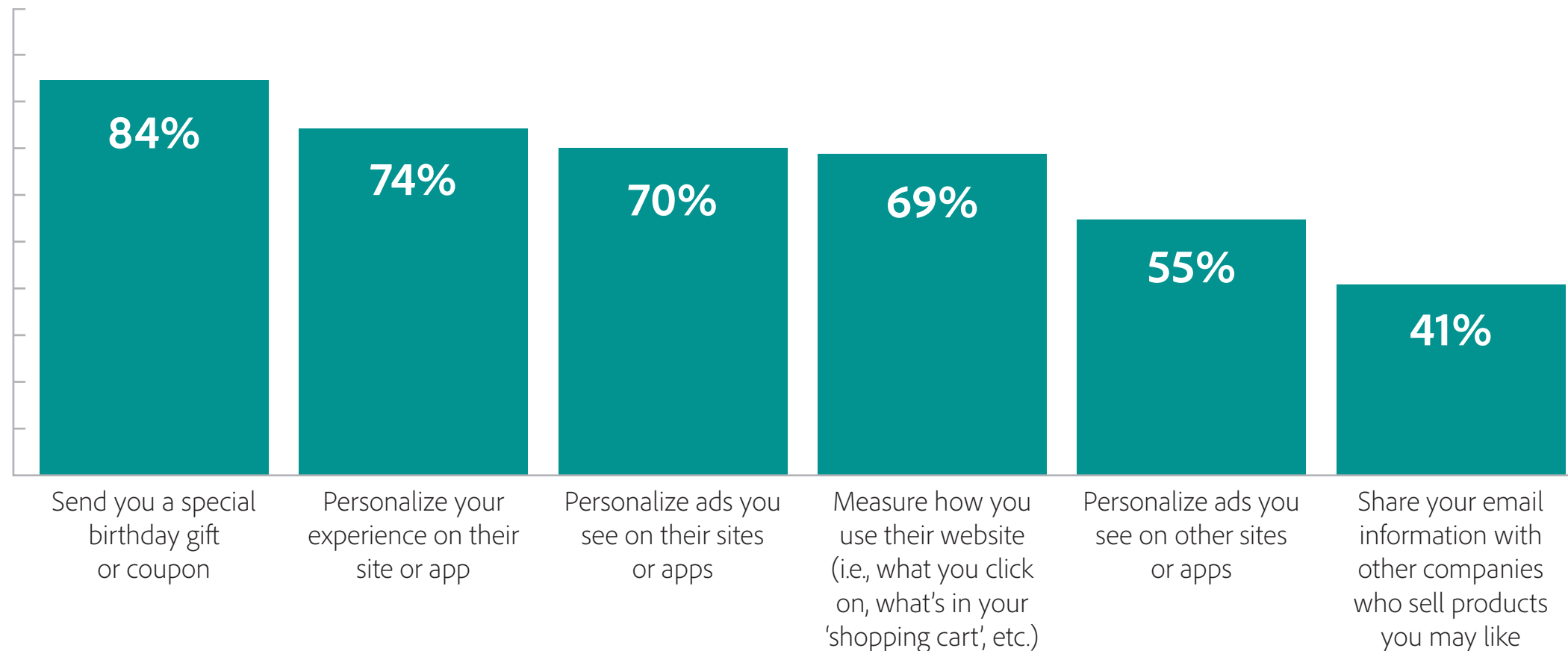| My gender	My age	My purchase history	My purchase history in general	My browsing history	My current location
84%	81%	69%	62%	54%	44%

Base: Device Owners (N:1010)
Q26. Anonymized data is information that has been stripped of any details with which you could be personally identified. As long as it is anonymous, which of the following types of information are you comfortable sharing?

13

CONSUMERS ARE WILLING TO SHARE INFORMATION

Consumers understand the tradeoff of sharing information to gain benefits

Comfort with Usage of Data
(% somewhat + very comfortable, among Device Owners)

|					
84%	**74%**	**70%**	**69%**	**55%**	**41%**
Send you a special birthday gift or coupon	Personalize your experience on their site or app	Personalize ads you see on their sites or apps	Measure how you use their website (i.e., what you click on, what's in your 'shopping cart', etc.)	Personalize ads you see on other sites or apps	Share your email information with other companies who sell products you may like

Base: Device Owners (N:1010) Q25. Below are some actions brands may take with the help of your information. Please indicate how comfortable you are with brands using your information.

14

## CONSUMERS ARE WILLING TO SHARE INFORMATION

Consumers especially value tangible benefits

(Showing % "somewhat + strongly agree", among Device Owners)

It's worth it to share information about myself when I get great discounts

Among parents

MILL.	GEN. X
74%	66%

62%

59%
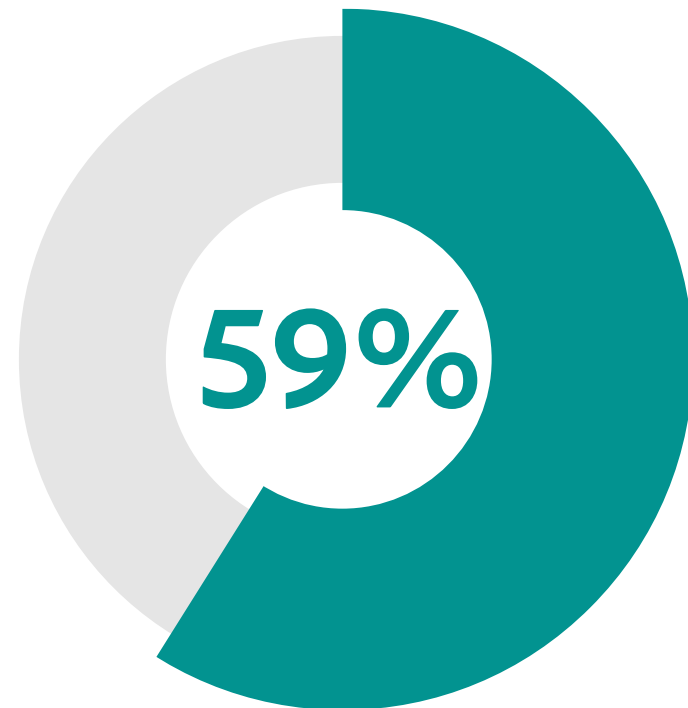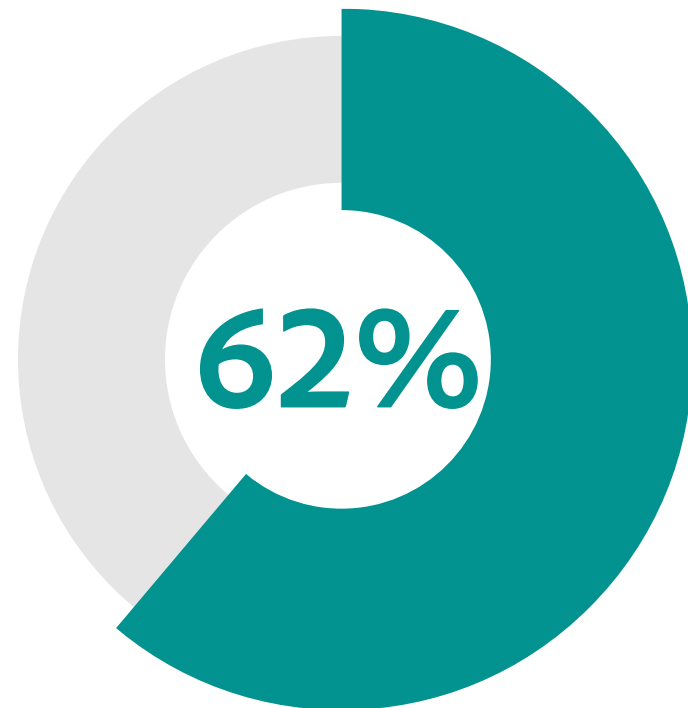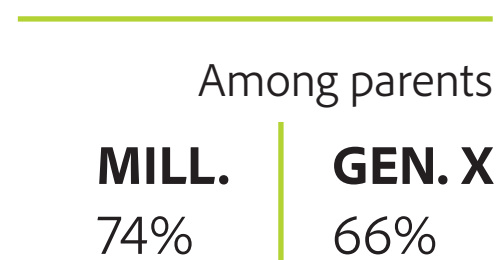
It's worth it to share information about myself when it makes my shopping experience easy

By gender

MALES	FEMALES
63%	55%
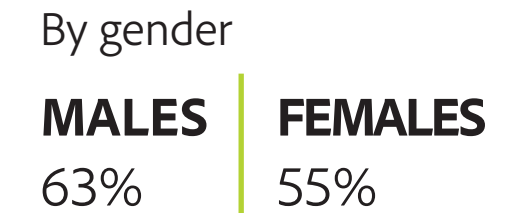
Base: Device Owners (N:1010) Millennial Parents (N:203), Male Device Owners (N: 491), Female Device Owners (N:519)
Q27. How much do you agree or disagree with each of the following statements when it comes to your feelings surrounding online privacy?

15

Consumers don't see personalization working well

Personalizing experiences across channels and devices is seen as critical, but it's challenging.

MARKETERS

CONSUMERS

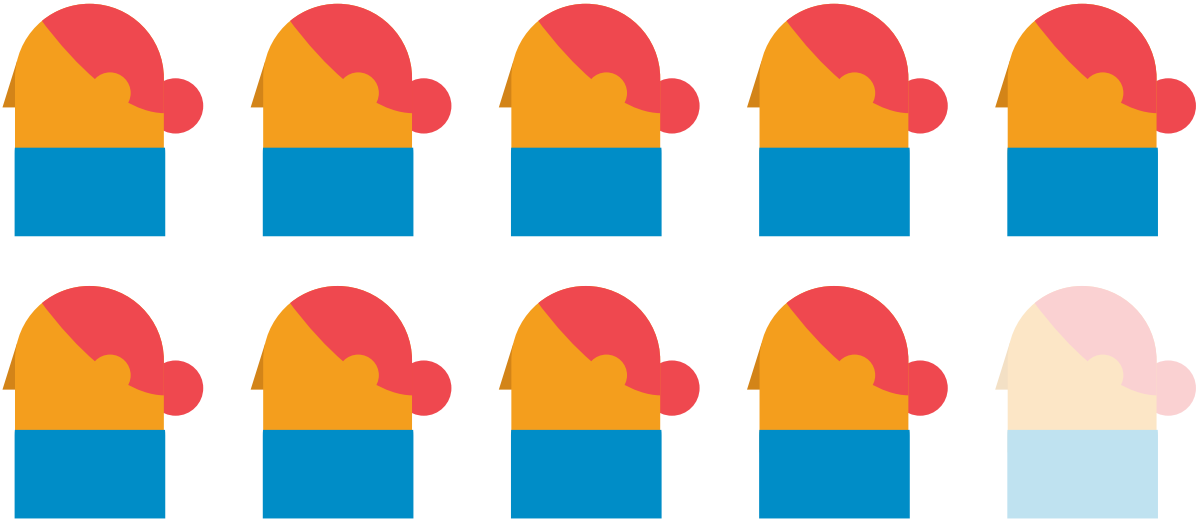## CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Digital Marketers see personalization as critical to the future

9 in 10

Digital marketers believe personalized marketing will be critical in the next year

51% believe it will be *very* critical

9 in 10

Digital marketers believe personalized marketing will be critical five years from now
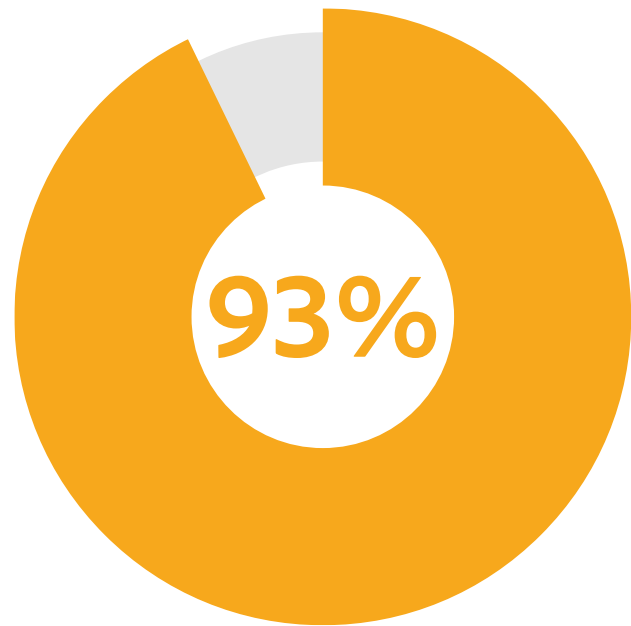
60% believe it will be *very* critical

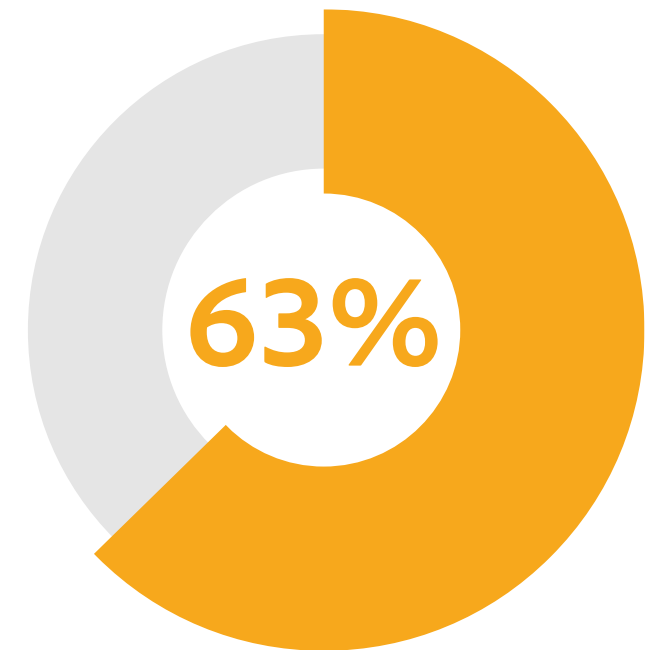## CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Digital marketers are more confident about personalized marketing than they should be

Effectiveness of Company's Personalized Marketing
(% somewhat + very effective, among Digital Marketers)

93%

Believe their company is effective when it comes to personalized marketing

...but just 63% of the device owning population believe marketers are effective in providing ads they're interested in

63%

Base: Device Owners (N:1010), Digital Marketers (N:309)
Q9. How effective are today's marketers in terms of providing you online ads that you are generally interested in? (Top 2 Box)
Q39. How effective to do you believe your company is at personalized marketing? (Top 2 Box)

CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Marketers acknowledge that personalization can be tough to implement

Difficulty of Personalized Marketing
(% somewhat + very difficult, among Digital Marketers)

Digital marketers believe personalized marketing is difficult to implement

63%

69%
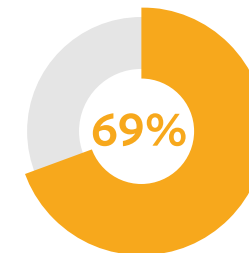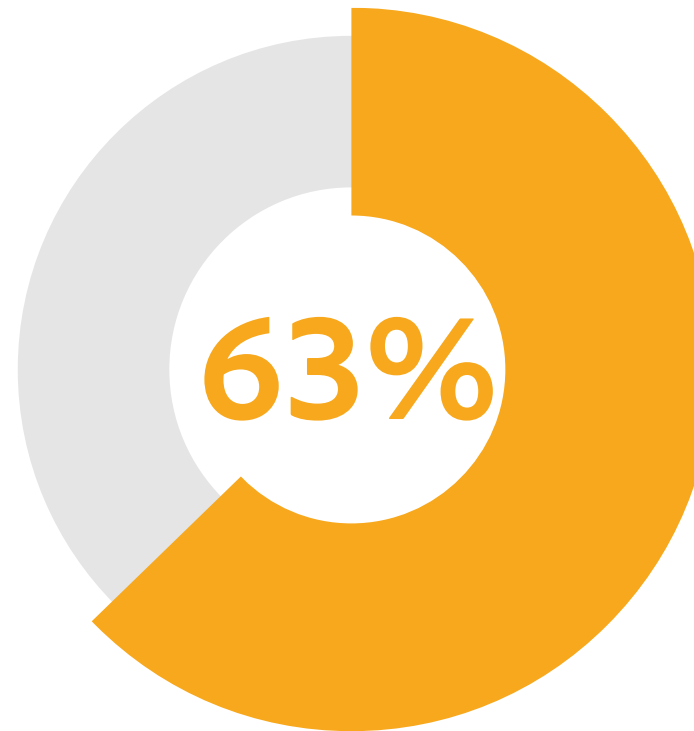
69% of **Senior Management** believe implementation is difficult, while only 60% of **Middle Management** say the same

60%
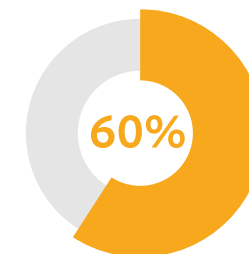
Base: Digital Marketers (N:309), Senior MGMT (N:87), Middle MGMT (N:151)
Q40. To what extent do you feel personalized marketing is difficult to implement? (% Somewhat + Very Difficult)

CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Consumer anxiety and media consumption habits are cited as barriers to personalized marketing

Difficulty of Implementing Personalized Marketing
(% somewhat + very difficult), among Digital Marketers)

Personalized Marketing is difficult to implement because...

60%	55%	54%	43%	32%
Consumers are scared to have their personal information exposed	The amount of media consumed online makes it difficult to effectively target each consumer	Consumers aren't willing to share information to help marketers personalize advertisements to them	The amount of activities consumers engage in online make it difficult to effectively target them	The amount of devices consumers own make it difficult to effectively target them

Base: Digital Marketers (N:309)
Q41. [AMONG THOSE WHO SAID DIFFICULT] Which of the following describe why personalized marketing is difficult?

CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Marketers believe there is a solution to creating tailored content across devices

Effectiveness of Cross-Device Identification
(% somewhat + very effective, among Digital Marketers)
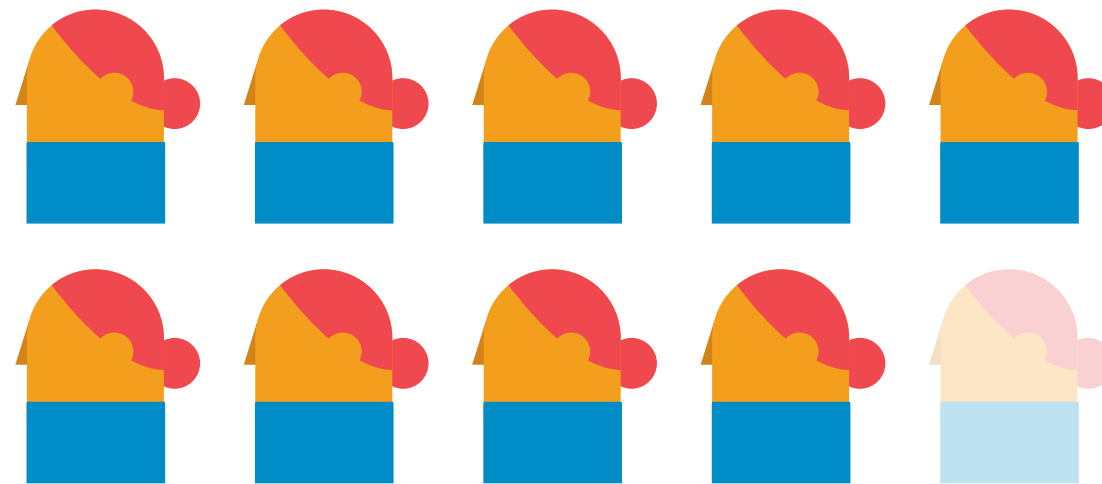
9 in 10

Of digital marketers see cross-device identification as an effective way of advertising online

21

CONSUMERS DON'T SEE PERSONALIZATION WORKING WELL

Few digital marketers are currently doing cross-device marketing

Usage of Cross-Device Identification
(% yes, Among Digital Marketers)

28%

Have ever used cross-device identification
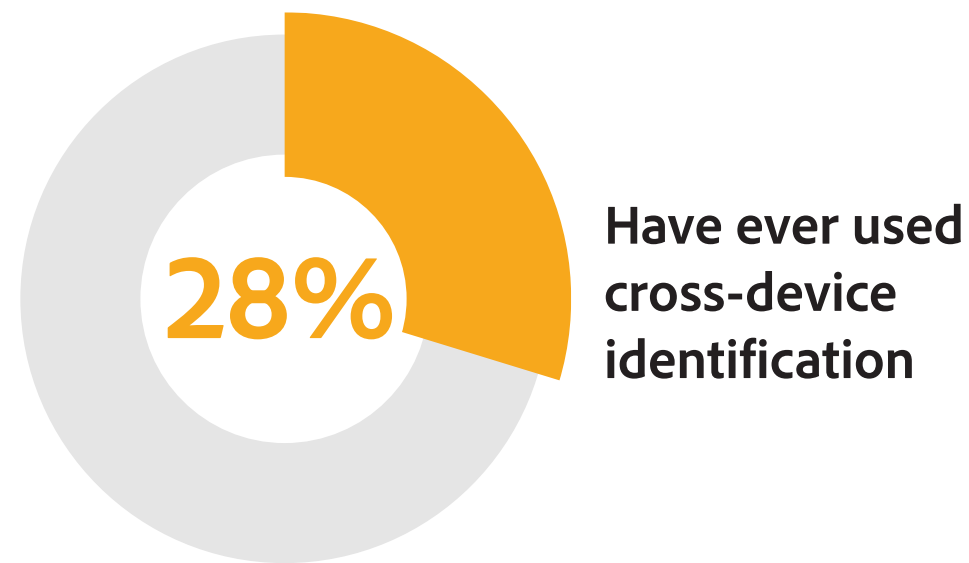
Investment in Cross-Device Identification in 2016
(% selecting yes, 'no-but in the future,' or no, Among Digital Marketers)

7% **30%** **38%**

No   No, but in the future   Yes, I plan on investing in 2016
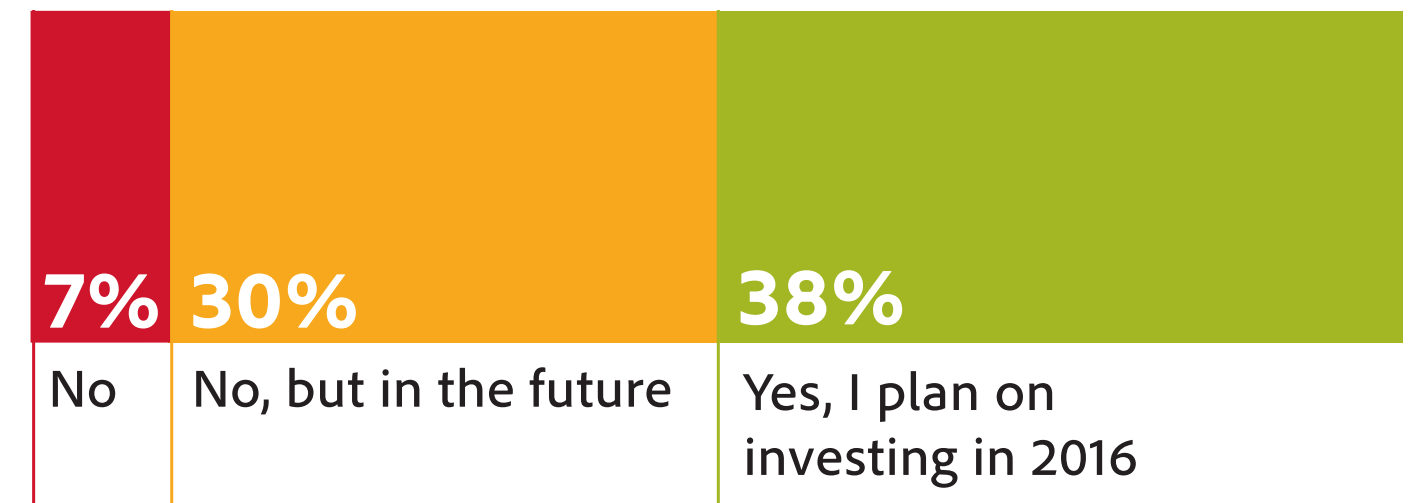
Base: Digital Marketers (N:309)
Q60. Have you ever used cross-device identification?
Q63. Do you plan on investing in cross-device identification in 2016?

Appendix

Appendix

Q4: Full List of Online Tasks

· Doing my banking/investing

· Booking entertainment (i.e. concert, or restaurant reservation)

· Reading a book

· Reading an article online

· Researching products or services

· Making travel plans (researching locations, flights, booking)

· Shopping online

· Watching online video content (i.e., on YouTube)

· Watching online TV/movie streaming content (i.e., Netflix, Hulu, Amazon Video, HBO Go)

· Listening to podcasts or music streaming content (i.e., Spotify, Pandora, Serial)

· Playing online games

· Taking online learning courses (e.g., Lynda.com)

· Viewing and/or signing a document

· Reading and replying to email

· Editing/sharing pictures

· Reading and sharing updates on social media

Q15: Full List of Pieces of Information

· Content that I have previously liked or shared on social media

· My birth date (including year)

· My birth day

· My current location

· My gender

· My age

· My family status (e.g., married or single, being a parent)

· Websites that I frequent

· Recent search engine inquiries / searches

· Music I have listened to

· Videos I have watched

· Games I have played

· Connections on social media

· Purchases I have made

· Products or services I have viewed on websites

· Other

· None of these

Appendix

Activities Started on One Device and Continued on Another
(Summary of Online Tasks Performed, Among Millennial Device Owners)
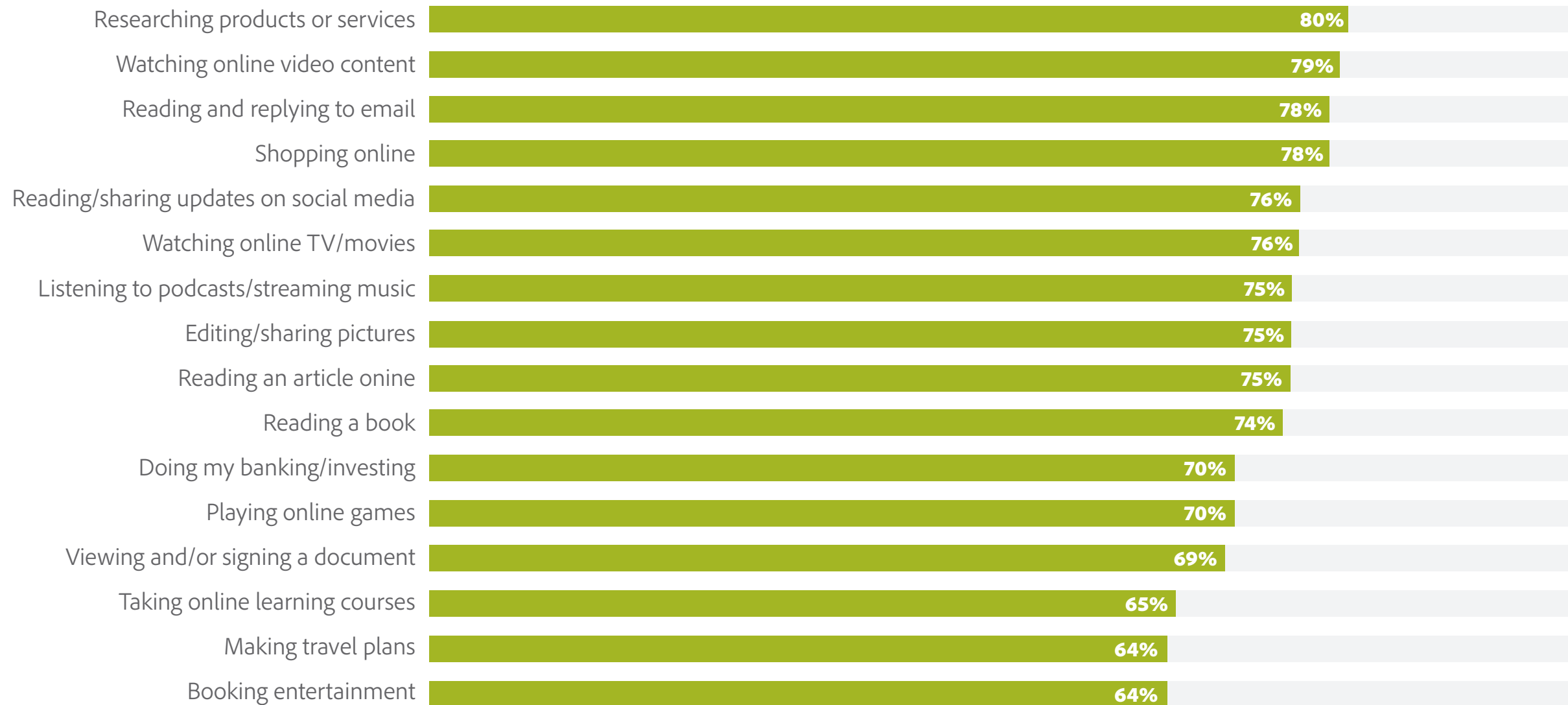
Activity	Percentage
Researching products or services	80%
Watching online video content	79%
Reading and replying to email	78%
Shopping online	78%
Reading/sharing updates on social media	76%
Watching online TV/movies	76%
Listening to podcasts/streaming music	75%
Editing/sharing pictures	75%
Reading an article onine	75%
Reading a book	74%
Doing my banking/investing	70%
Playing online games	70%
Viewing and/or signing a document	69%
Taking online learning courses	65%
Making travel plans	64%
Booking entertainment	64%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q4. How frequently do you find yourself starting each of the following tasks on one device and then continuing on another device for the same task?

Appendix

Activities Started on One Device and Continued on Another
(Summary of Online Tasks Performed, Among Gen X Device Owners)

Activity	%
Reading and replying to email	64%
Shopping online	61%
Reading/sharing updates on social media	61%
Researching products or services	60%
Watching online TV/movies	59%
Playing online games	57%
Watching online video content	56%
Reading a book	56%
Reading an article onine	56%
Editing/sharing pictures	55%
Listening to podcasts/streaming music	54%
Booking entertainment	49%
Doing my banking/investing	48%
Making travel plans	46%
Taking online learning courses	44%
Viewing and/or signing a document	40%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q4. How frequently do you find yourself starting each of the following tasks on one device and then continuing on another device for the same task?

26

Appendix

Activities Started on One Device and Continued on Another

(Summary of Online Tasks Performed, Among Baby Boomer [55+] Device Owners)

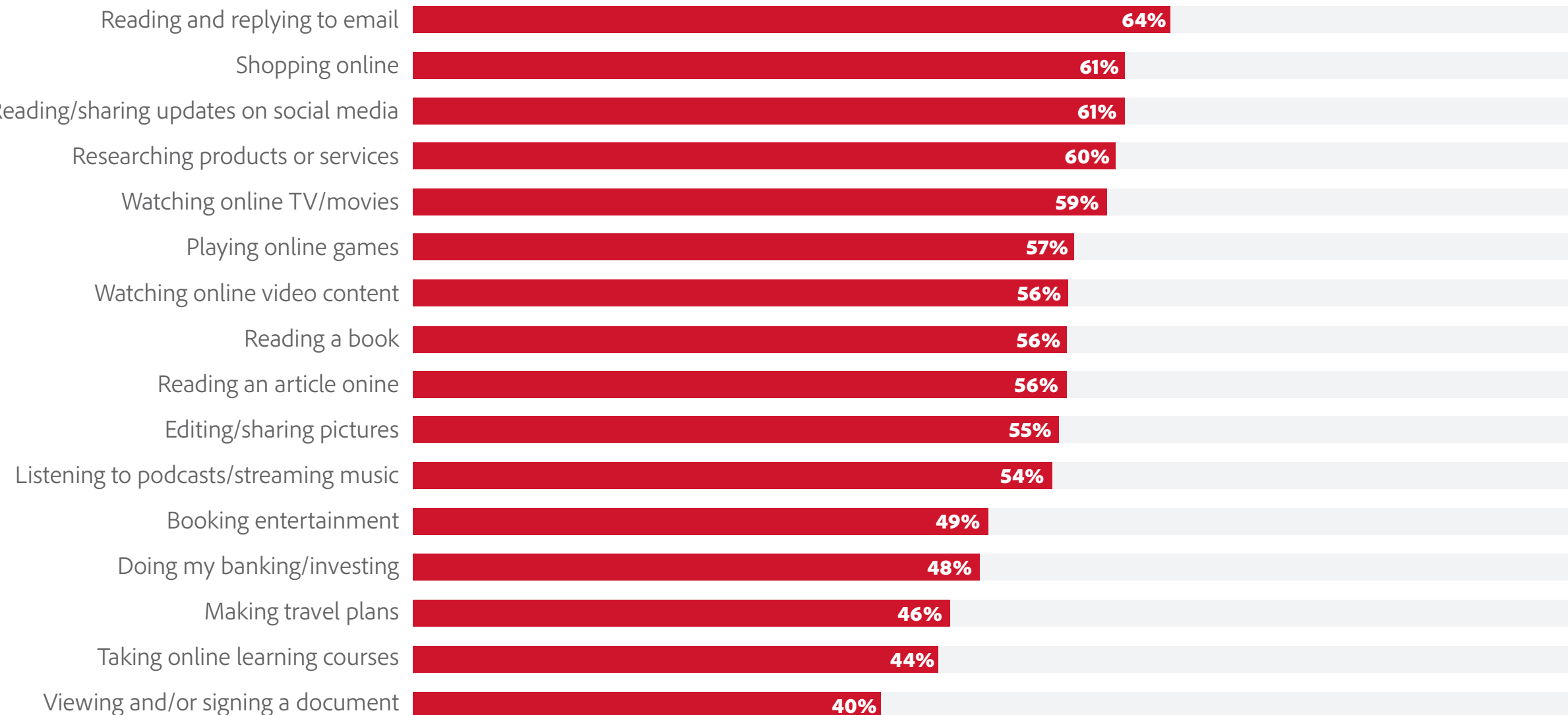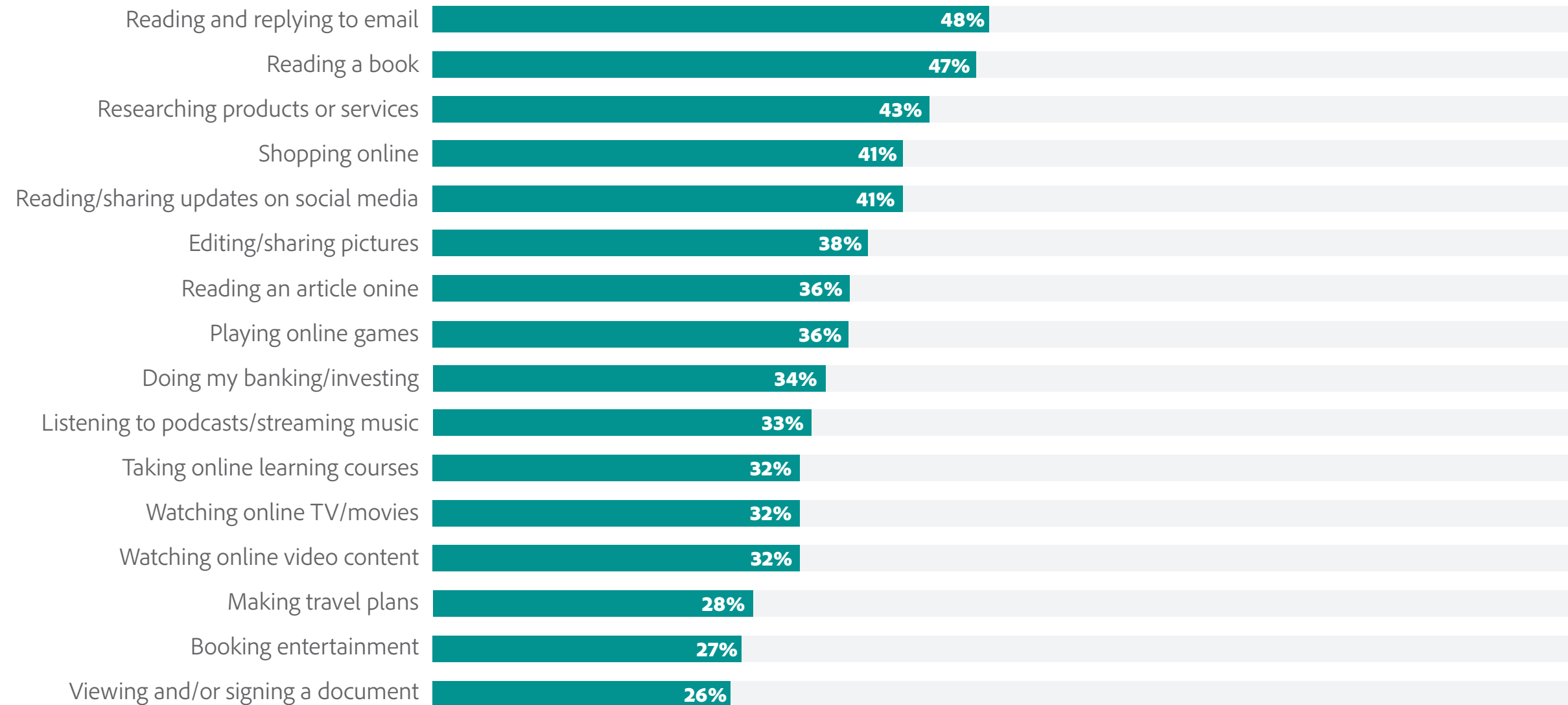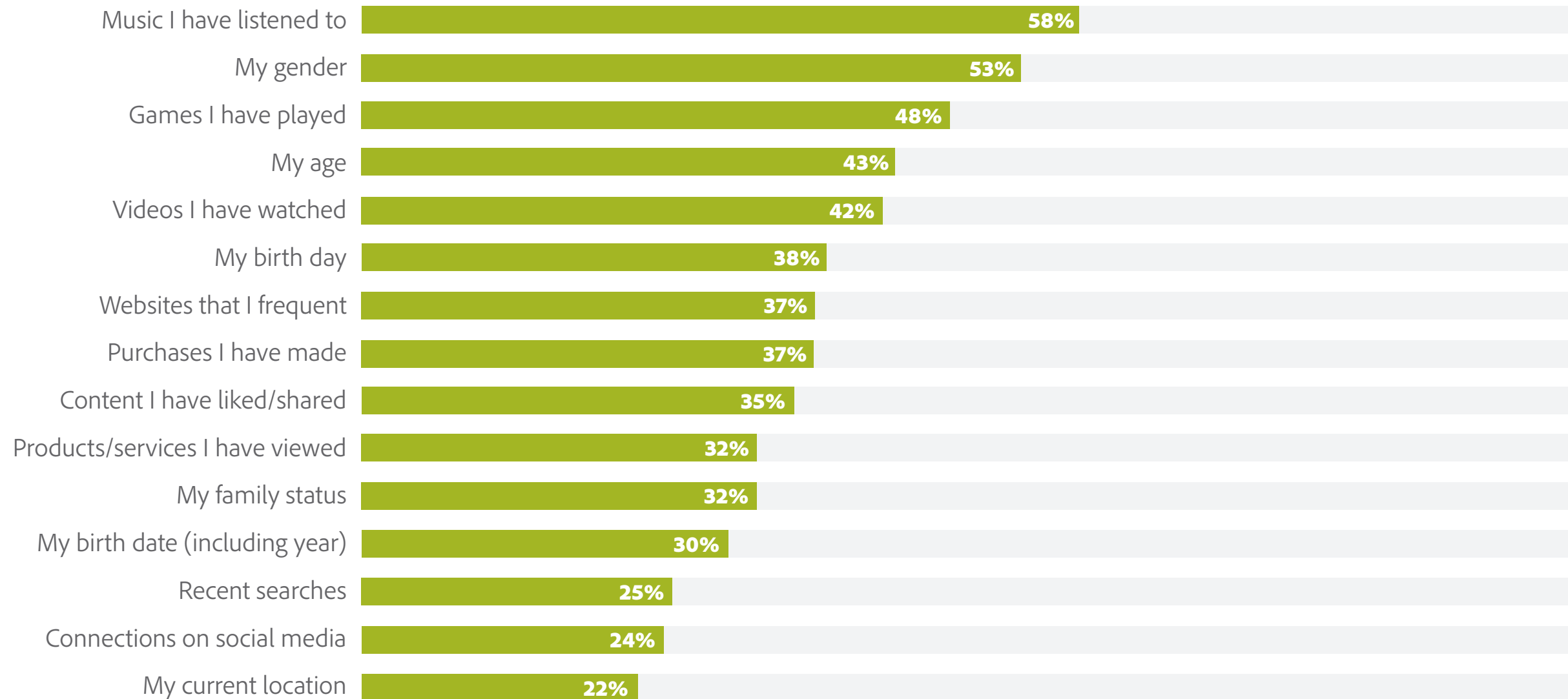| Activity	Percentage
Reading and replying to email	48%
Reading a book	47%
Researching products or services	43%
Shopping online	41%
Reading/sharing updates on social media	41%
Editing/sharing pictures	38%
Reading an article onine	36%
Playing online games	36%
Doing my banking/investing	34%
Listening to podcasts/streaming music	33%
Taking online learning courses	32%
Watching online TV/movies	32%
Watching online video content	32%
Making travel plans	28%
Booking entertainment	27%
Viewing and/or signing a document	26%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q4. How frequently do you find yourself starting each of the following tasks on one device and then continuing on another device for the same task?

27

Appendix

Types of Information Willing to Share

(Showing % Selecting, Among Millennial Device Owners)

Music I have listened to	58%
My gender	53%
Games I have played	48%
My age	43%
Videos I have watched	42%
My birth day	38%
Websites that I frequent	37%
Purchases I have made	37%
Content I have liked/shared	35%
Products/services I have viewed	32%
My family status	32%
My birth date (including year)	30%
Recent searches	25%
Connections on social media	24%
My current location	22%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q15. Which of the following pieces of information are you comfortable sharing to improve the online content you see?

Appendix

Types of Information Willing to Share
(Showing % Selecting, Among Gen X Device Owners)

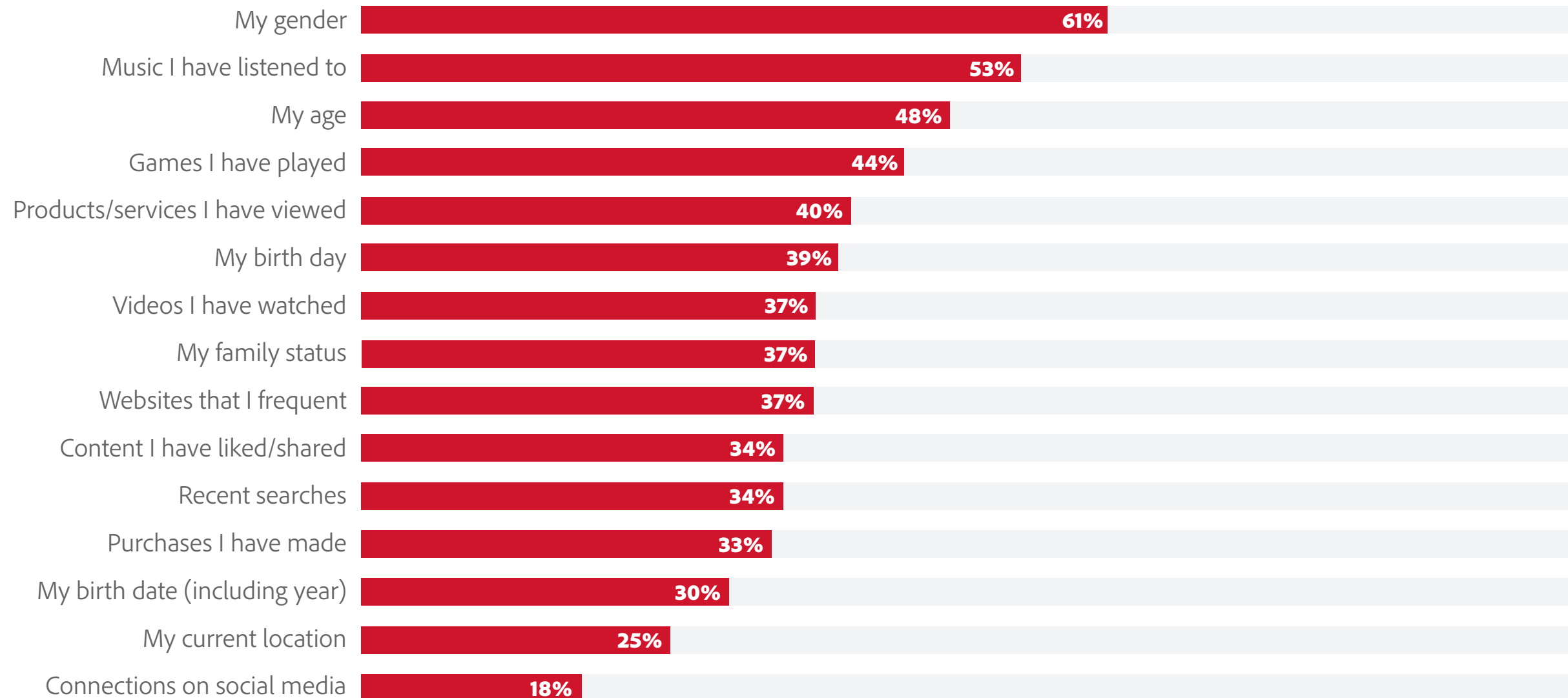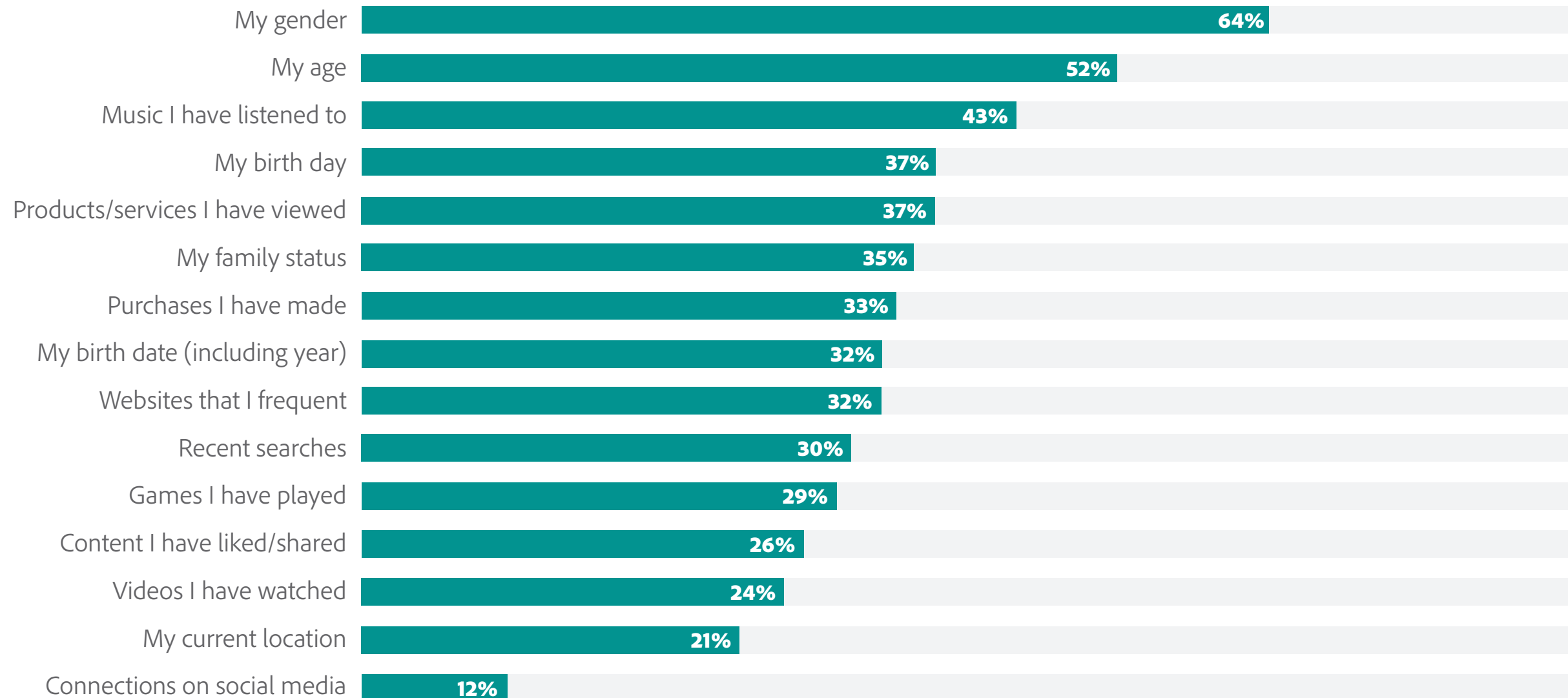|	
My gender	61%
Music I have listened to	53%
My age	48%
Games I have played	44%
Products/services I have viewed	40%
My birth day	39%
Videos I have watched	37%
My family status	37%
Websites that I frequent	37%
Content I have liked/shared	34%
Recent searches	34%
Purchases I have made	33%
My birth date (including year)	30%
My current location	25%
Connections on social media	18%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q15. Which of the following pieces of information are you comfortable sharing to improve the online content you see?

Appendix

Types of Information Willing to Share

(Showing % Selecting, Among Baby Boomer [55+] Device Owners)

Category	%
My gender	64%
My age	52%
Music I have listened to	43%
My birth day	37%
Products/services I have viewed	37%
My family status	35%
Purchases I have made	33%
My birth date (including year)	32%
Websites that I frequent	32%
Recent searches	30%
Games I have played	29%
Content I have liked/shared	26%
Videos I have watched	24%
My current location	21%
Connections on social media	12%

Base: Device Owners (N:1010) Millennials (N:424), Gen X (N:408), 55+ (N:178), Q15. Which of the following pieces of information are you comfortable sharing to improve the online content you see?