

Meeting Consumer Expectations in a Cookieless World

The Personalization-Privacy Paradox



Consumers want personalization

- 56% of consumers worldwide say **personalized experiences will lead to repeat purchases**, an increase of 7% from 2022.¹
- 71% and 86% of B2C and B2B customers, respectively, want businesses to capture their personal data during an interaction fully.²

But they are concerned about data privacy

- 1 in 4 consumers are concerned with their personal information being used for personalization in 2023.¹
- Only 51% of consumers believe brands will protect and ethically utilize their personal data.¹

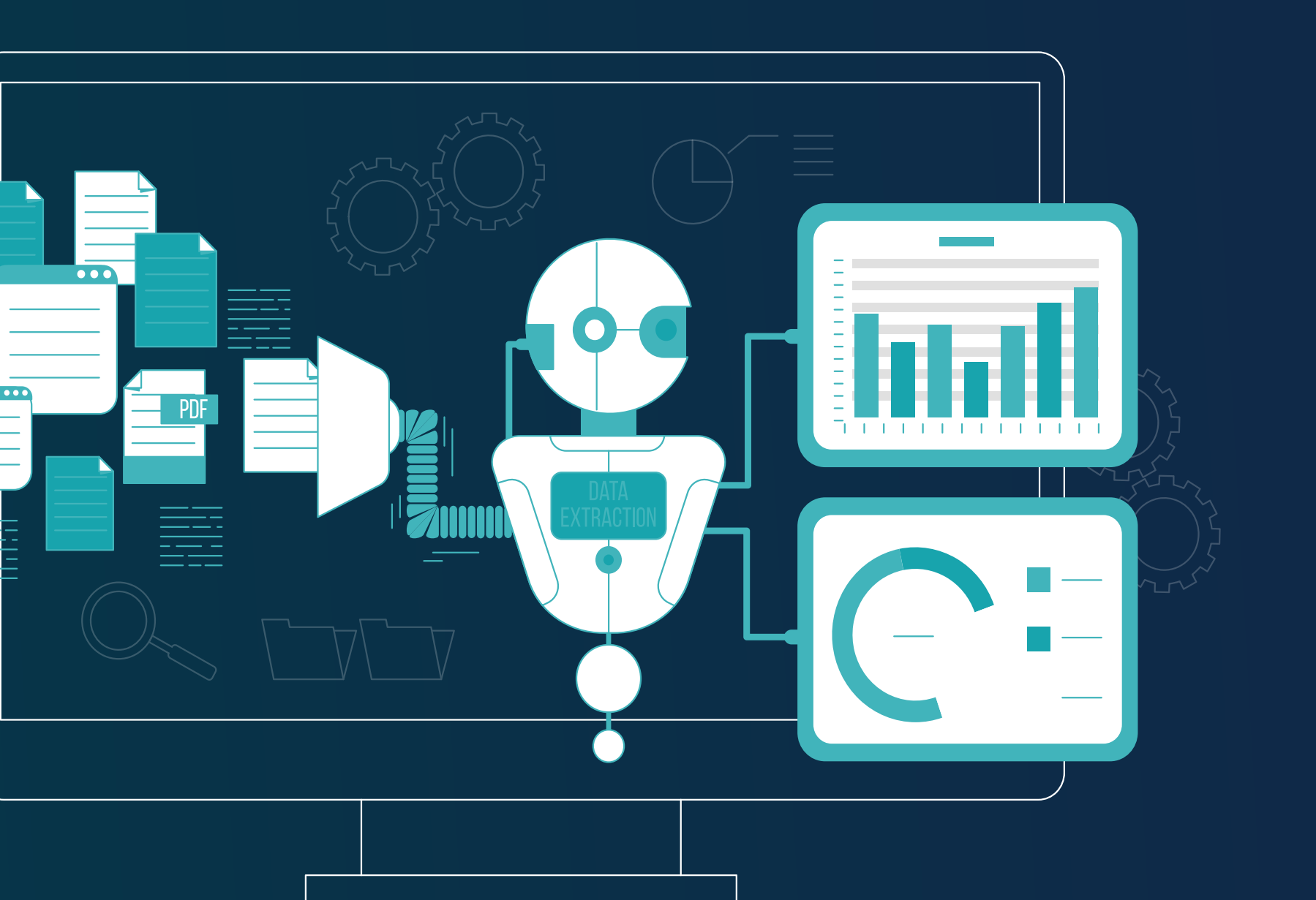


Companies are increasing investments in personalization efforts

- 62% of global business leaders identify **increased customer retention and ROI as an outcome of personalization** initiatives.¹
- Almost 69% of global business leaders continue to increase their investment in personalization.¹

But challenges are aplenty

- 39% of companies say that successfully **implementing personalization technology poses challenges**.¹
- 1 in 2 global businesses consider **getting accurate real-time data a hurdle toward personalization**, up by 10 points from 2022.¹
- By 2025, modern privacy laws will encompass the personal data of 75% of the world's population.²



Organizations are using AI for personalization

- 92% of global businesses are using AI-driven personalization to drive growth.¹

But consumers are skeptical.

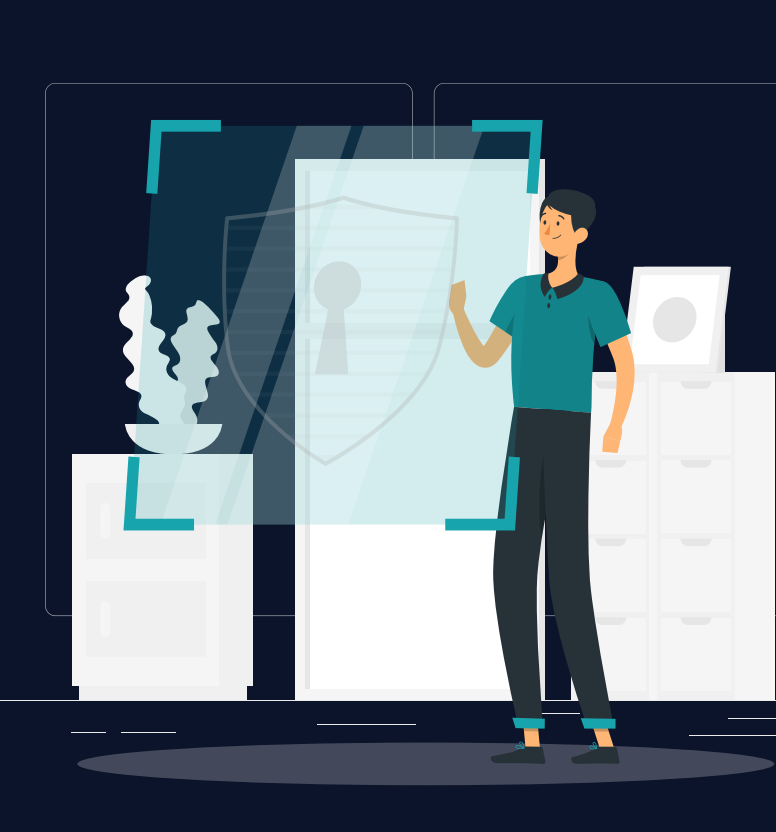
- Only 41% of customers are at ease with businesses adopting AI to customize their experiences.¹

Breaking the Paradox: Personalizing Customer Experiences in a Privacy-First World

What do consumers want?



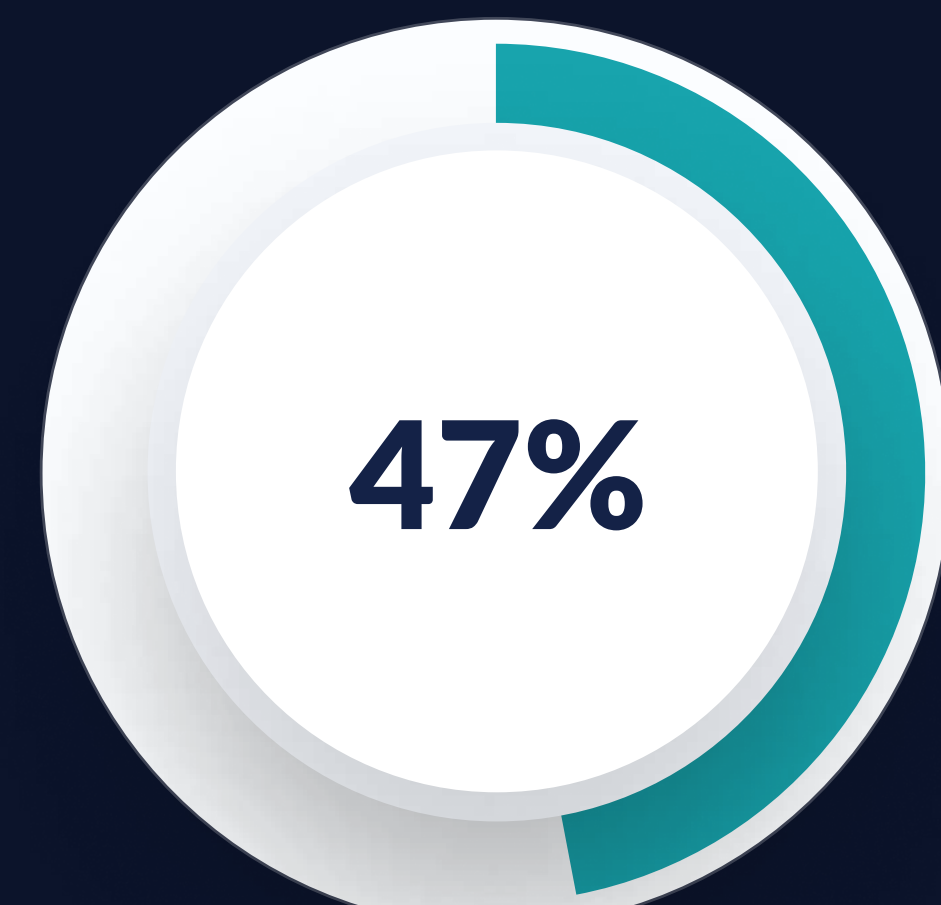
Real-time personalized experiences



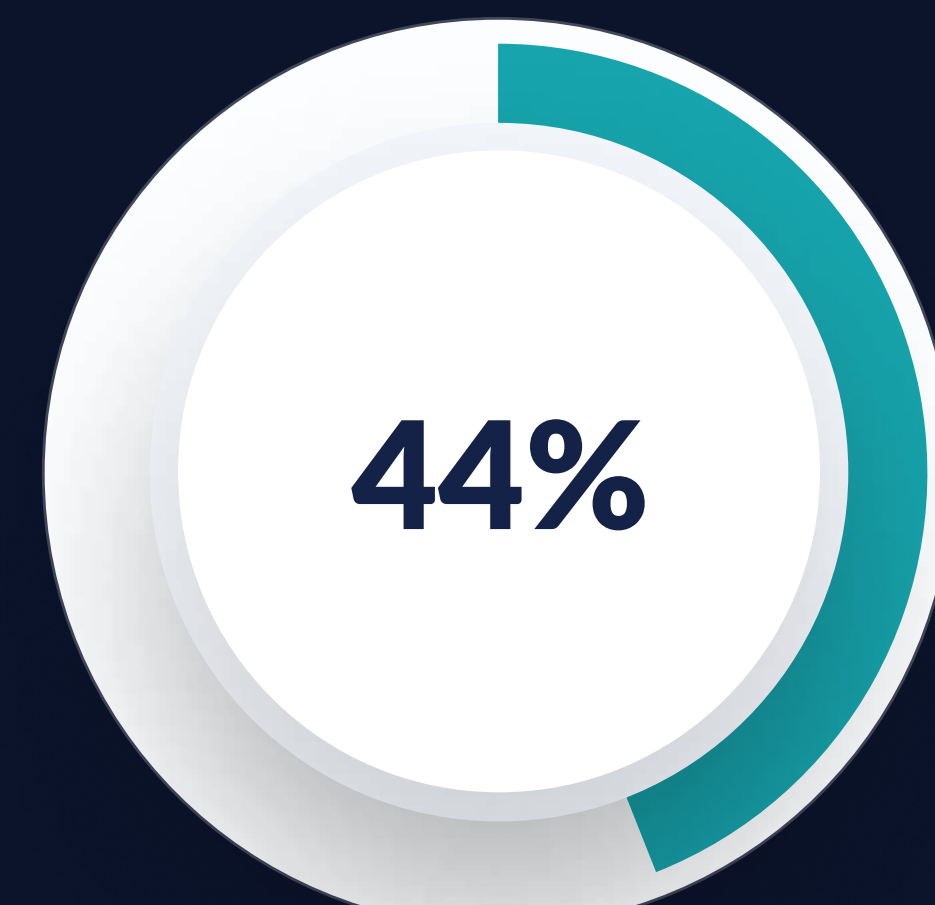
Data privacy, transparency, and security

AI-driven personalization is the key to success

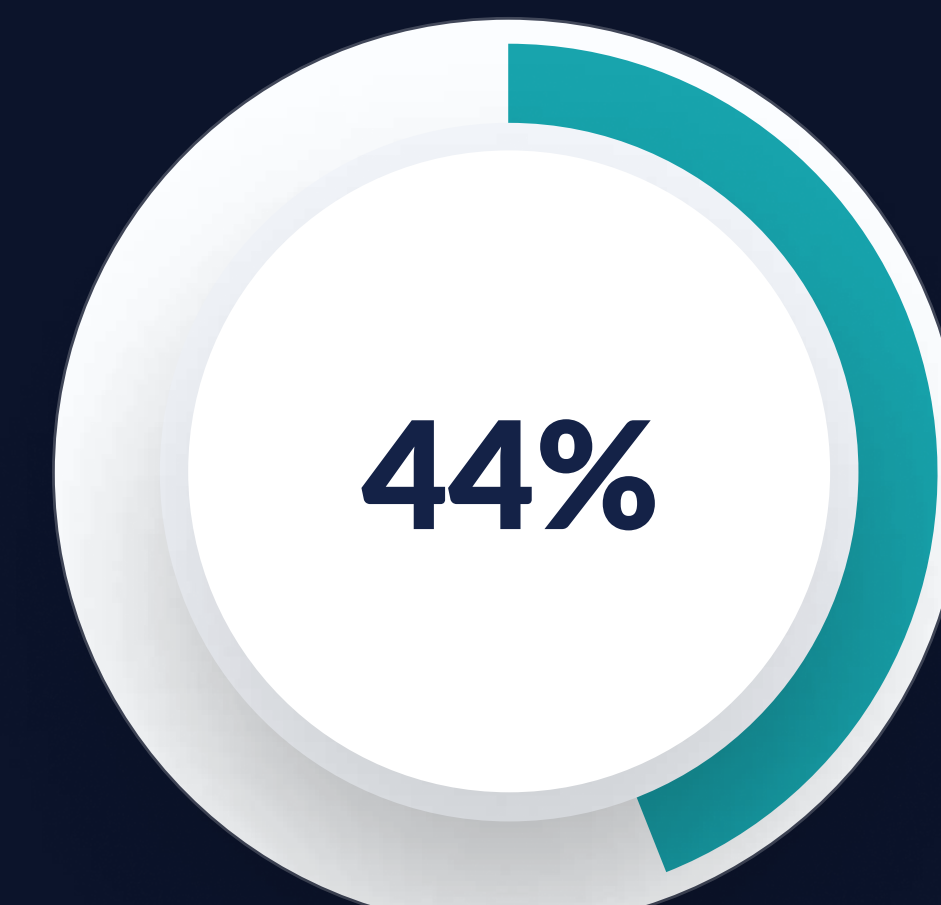
Companies worldwide affirm the top three KPIs for effective AI-driven personalization include:³



Accuracy



Quick availability of real-time data



Customer retention or recurring purchases

To ensure consumer privacy, companies need to



Invest in real-time data collection and management tools

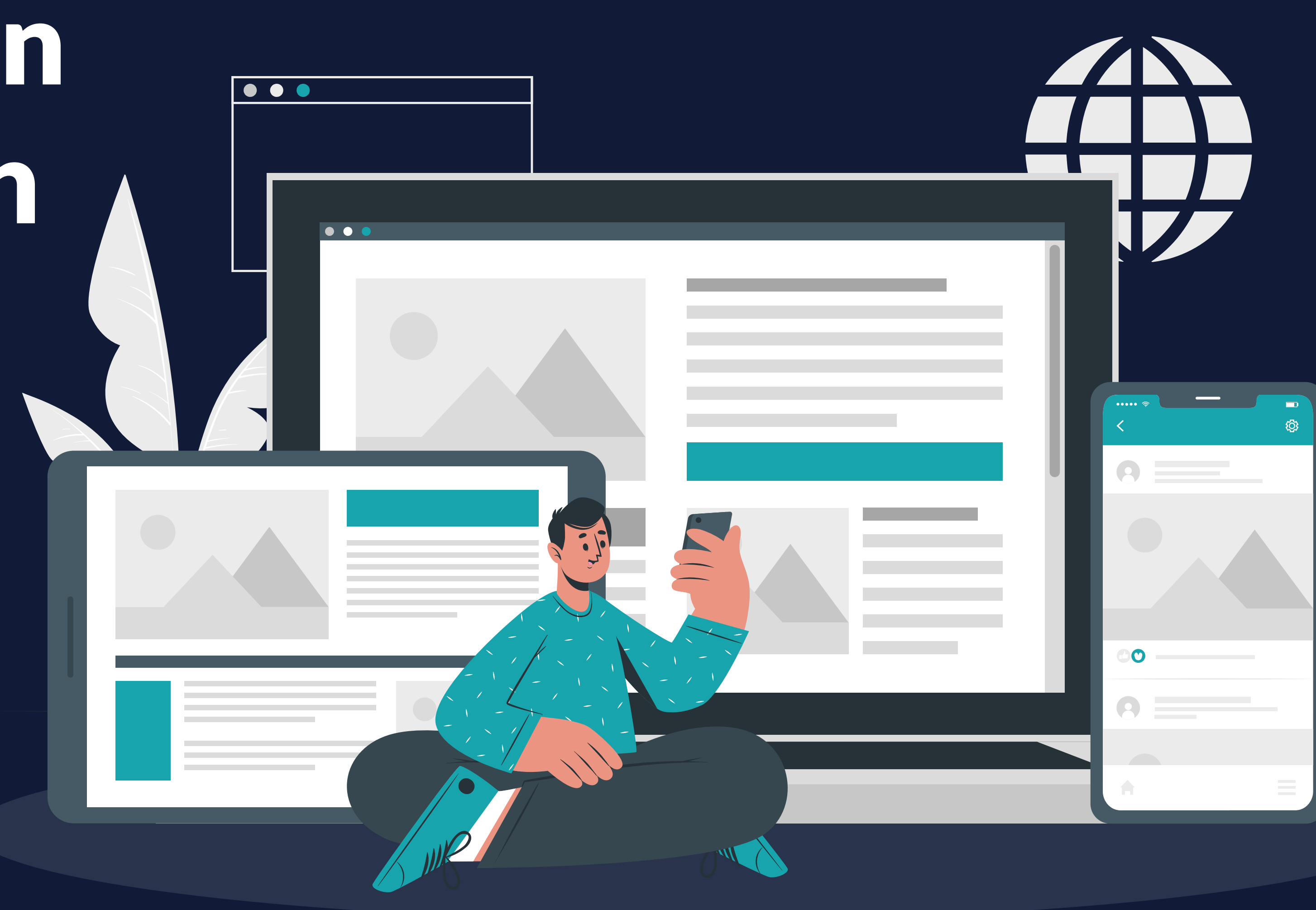
- An AI-powered solution is only as good as the data it uses.
- Appropriate data infrastructure and knowledge will enable you to find AI-driven personalization success while ensuring compliance and transparency, protecting consumer privacy, and delivering the right value to consumers.
- Partner with a data analytics firm to ensure the right infrastructure and talent are in place while minimizing costs.

Move toward zero-party and first-party data collection and activation

- Direct communication from your customers lets you know who they are and what they want.
- 78% of global businesses view first-party data as the most helpful source of data for personalization.¹
- Explore the granularity of fully consented data to personalize customer interaction for a better experience with greater relevance that supports continued success.

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