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50 Stats Showing The Power Of Personalization



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From Spotify to Netflix and Amazon, we're surrounded by extreme personalization every day. Consumers have come to expect that same level of personalization from companies of all sizes. Investing in personalization efforts to build relationships and create better experiences can pay off with serious rewards for brands. And in a world where the vast majority of companies are focused on improving personalization, companies that don't prioritize creating a tailored experience run the risk of getting left behind.

Here are 50 statistics that show the power and potential of personalization.

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