

# 50 Stats Showing The Power Of Personalization

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.

## Current State Of Personalization

[71% of consumers](#) feel frustrated when a shopping experience is impersonal. - Segment

PROMOTED

[70% of millennials](#) are frustrated with brands sending irrelevant emails. - SmarterHQ

[74% of customers](#) feel frustrated when website content is not personalized. - Instapage

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[47% of consumers](#) check Amazon if the brand they're shopping with doesn't provide product suggestions that are relevant. - SmarterHQ

[36% of consumers](#) say retailers need to do more to offer personalized experiences. - Retail TouchPoints

### **Customers Want Personalization—And Are Willing To Share Info To Get It**

[91% of consumers](#) say they are more likely to shop with brands that provide offers and recommendations that are relevant to them. - Accenture

[80% of consumers](#) are more likely to make a purchase from a brand that provides personalized experiences. - Epsilon

[90% of U.S. consumers](#) find marketing personalization very or somewhat appealing. - Statista

[72% of consumers](#) say they only engage with personalized messaging. - SmarterHQ

[80% of frequent shoppers](#) only shop with brands that personalize the experience. - SmarterHQ

[56% of online shoppers](#) are more likely to return to a website that recommends products. - Invesp

[63% of consumers](#) will stop buying from brands that use poor personalization tactics. - Smart Insights

[66% of consumers](#) say encountering content that isn't personalized would stop them from making a purchase. - CMO by Adobe

[42% of consumers](#) are annoyed when content isn't personalized. - CMO by Adobe

More than [50% of consumers](#) are willing to share information on products they like in order to get personalized discounts. - Retail TouchPoints

[83% of consumers](#) are willing to share their data to create a more a personalized experience. - Accenture

[90% of consumers](#) are willing to share personal behavioral data with companies for a cheaper and easier experience. - SmarterHQ

[64% of consumers](#) are fine with retailers saving their purchase history and preferences if it allows them to offer more personalized experiences. - BRP Consulting

## Businesses Are Prioritizing Personalization

[98% of marketers](#) say personalization advances customer relationships. - Evergage

[89% of digital businesses](#) are investing in personalization. - Forrester

[79% of retailers](#) are investing in personalization, the most of any industry. - SmarterHQ

[51% of marketers](#) say personalization is their top priority. - SmarterHQ

[88% of marketers](#) say their biggest driver in personalization is to deliver a better customer experience. - Evergage

## What Personalization Looks Like When Done Well

[84% of consumers](#) say being treated like a person, not a number, is very important to winning their business. - Salesforce

[74% of consumers](#) say “living profiles” with more detailed personal preferences would be useful if they were used to curate personalized experiences, products and offers. - Accenture

[73% of consumers](#) say a business has never communicated with them online in a way that felt too personalized or invasive. - Accenture

[70% of consumers](#) say that a company understanding how they use products and services is very important to winning their business. - Salesforce

When customers receive transparent ads based on their activity on a site, the revenue of the product [grows by 38%](#). - Harvard Business Review

Consumers are [2.1x more likely](#) to view personalized offers as important versus unimportant. - Salesforce

[59% of consumers](#) say personalized engagement based on past interactions is very important to winning their business. - Salesforce

[70% of consumers](#) say a company's understanding of their personal needs influences their loyalty. - Salesforce

[67% of consumers](#) say it's important for brands to automatically adjust their content based on their current context for a real-time personalized experience. - CMO by Adobe

Personalized homepage promotions influenced [85% of consumers](#) to buy. - Instapage

Personalized shopping cart recommendations influenced [92% of shoppers](#) online to buy products. - Instapage

### **Personalization Impacts The Bottom Line**

[80% of companies](#) report seeing an uplift since implementing personalization. - Econsultancy

Companies using advanced personalization report a [\\$20 return for every \\$1 spent](#). - Clickz

Marketers report that personalization efforts can boost revenues by [up to 15%](#). - Adweek

[86% of marketers](#) have seen a measurable lift in business results from their personalization campaigns. - Evergage

Millennial brand loyalty [increases by 28%](#) if they receive personalized communication. - SmarterHQ

[95% of companies](#) that saw 3x ROI from their personalization efforts increased profitability in the year after their personalization efforts. - Monetate

[88% of U.S. marketers](#) have seen measurable improvements due to personalization, with more than half reporting a lift greater than 10%. - Instapage

Personalization can reduce customer acquisition costs by [up to 50%](#). - Adweek

Personalization can increase marketing spend efficiency by [up to 30%](#). - Adweek

Companies that exceed their revenue goals have a dedicated budget for personalization [83% of the time](#). - Monetate

[55% of marketers](#) say the top benefit of personalization is increased visitor engagement and improved customer experience. - Evergage

### **The Secret To Personalized Email Marketing**

Emails with personalized subject lines are [26% more likely](#) to be opened. - Campaign Monitor

[71% of consumers](#) say a personalized experience would influence their decision to open and read brand emails. - Dynamic Yield

[55% of consumers](#) believe receiving targeted promotions and discounts would create a more enjoyable email experience. - Dynamic Yield

Marketers report a [760% increase](#) in email revenue from personalized and segmented campaigns. - Campaign Monitor

Personalized calls to action convert [202% better](#) than default or standard calls to action. - HubSpot

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I am a Customer Experience Futurist, Author and Keynote Speaker.

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