

The challenges of contextual insight: Brands struggle with using data to optimize experiences

Customer data – the new currency

Brand respondents' organizations face high or moderate internal and external pressure to be "data-driven"



On average, they are collecting **eight** different types of data about their customers

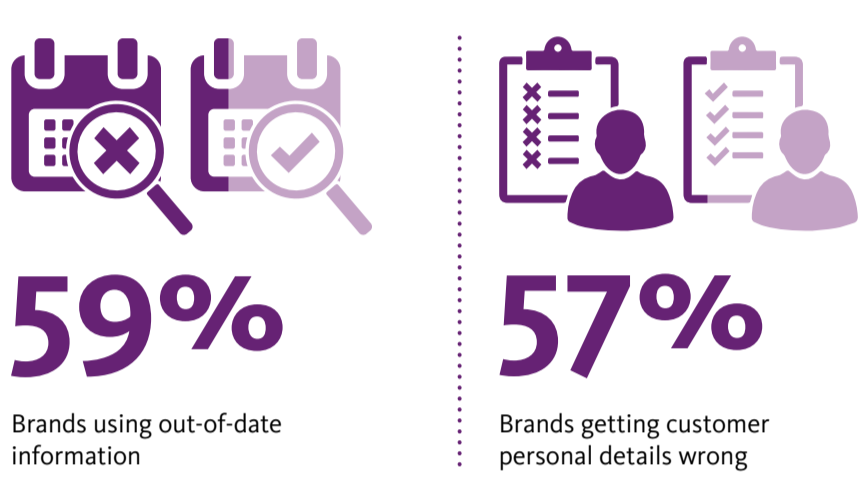
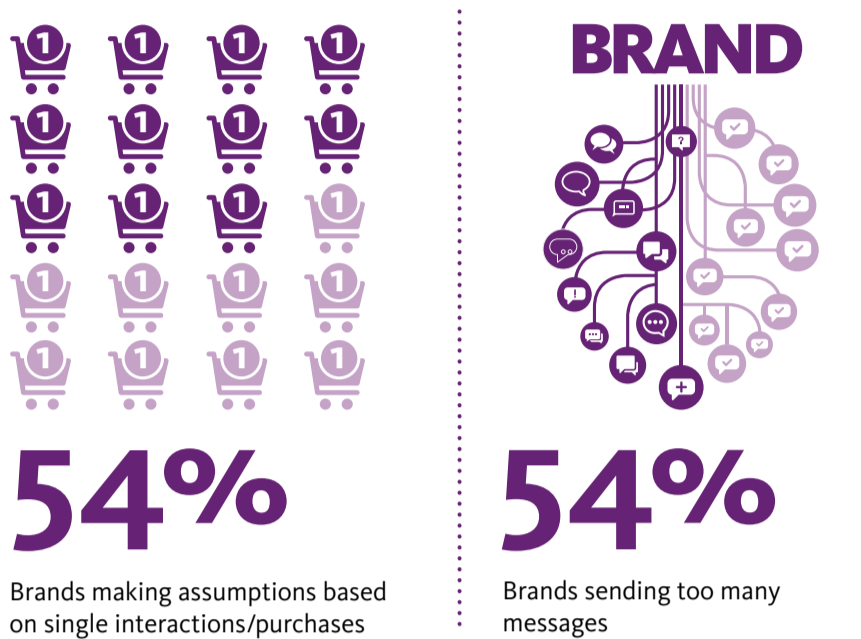


Customer data drives personalization...

...but not all "personalization" succeeds

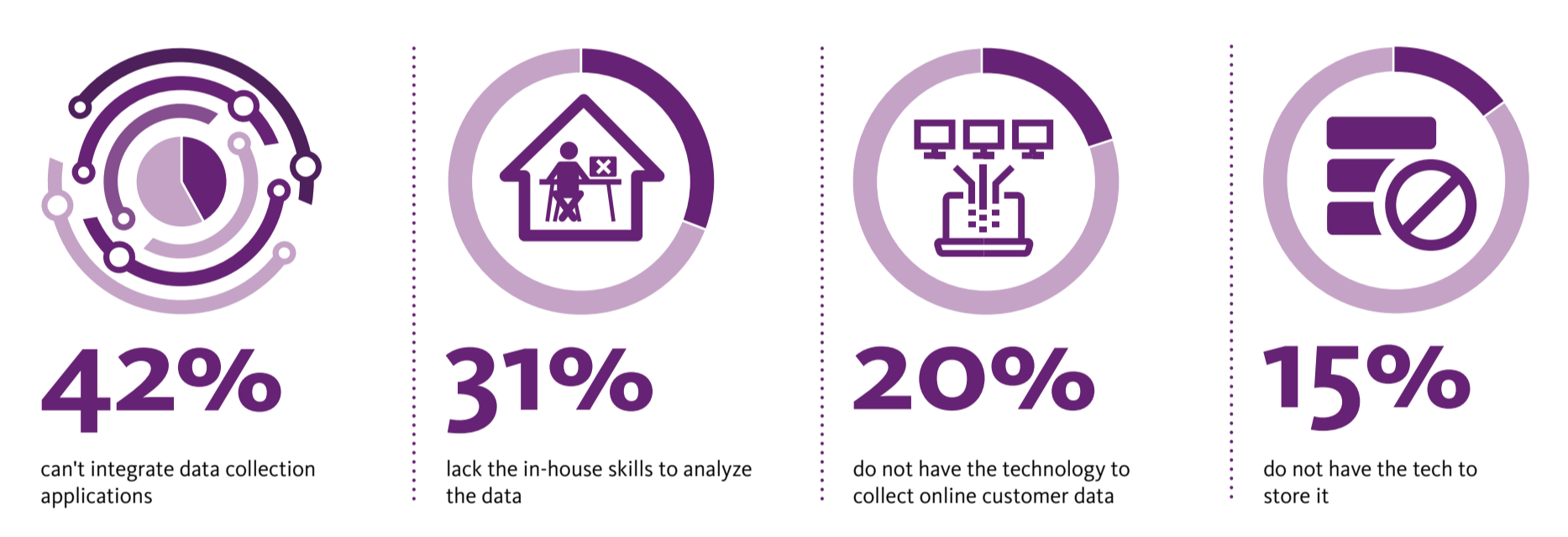


Customer respondents point to examples of "bad personalization" (which isn't really personalization at all):

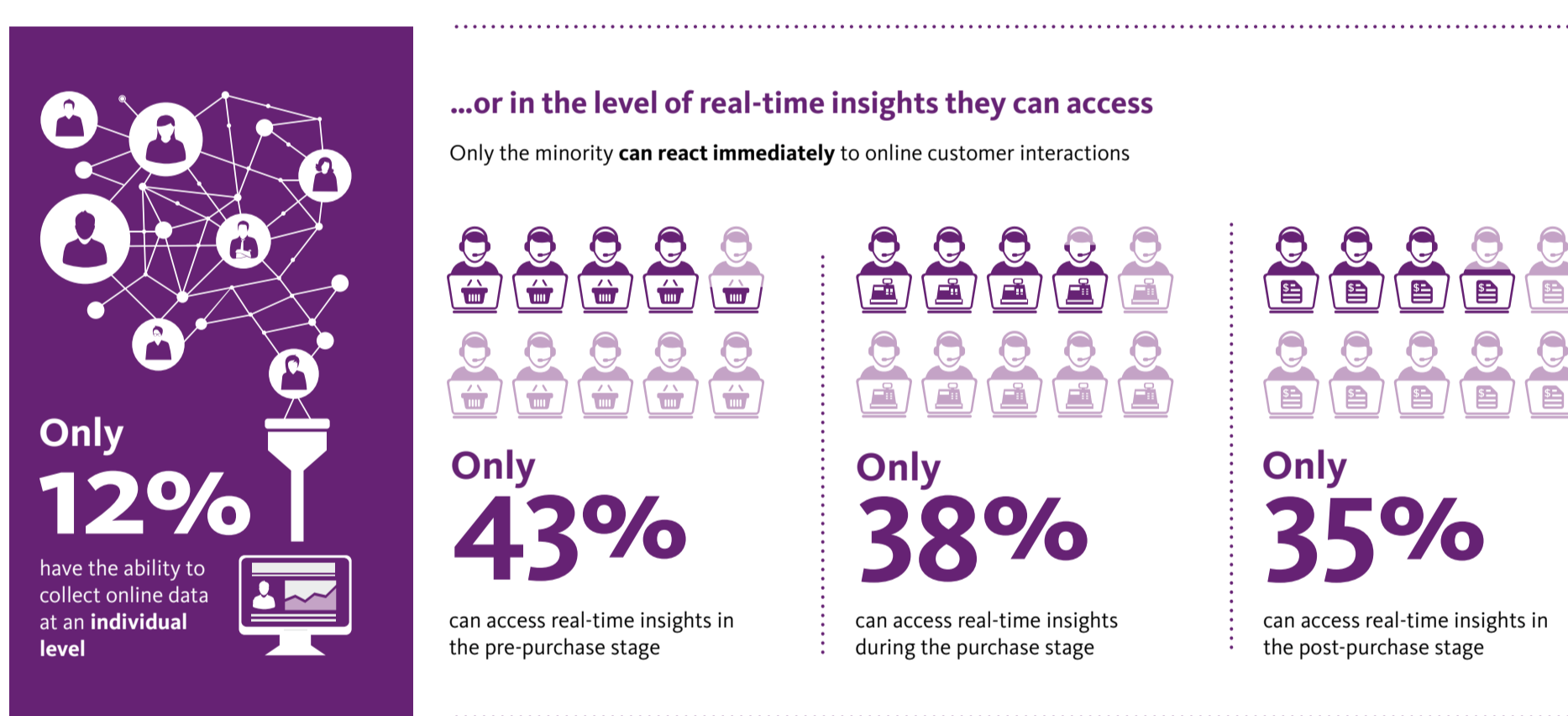


Why customer data isn't driving successful personalization

Many brand respondents' organizations face internal obstacles:



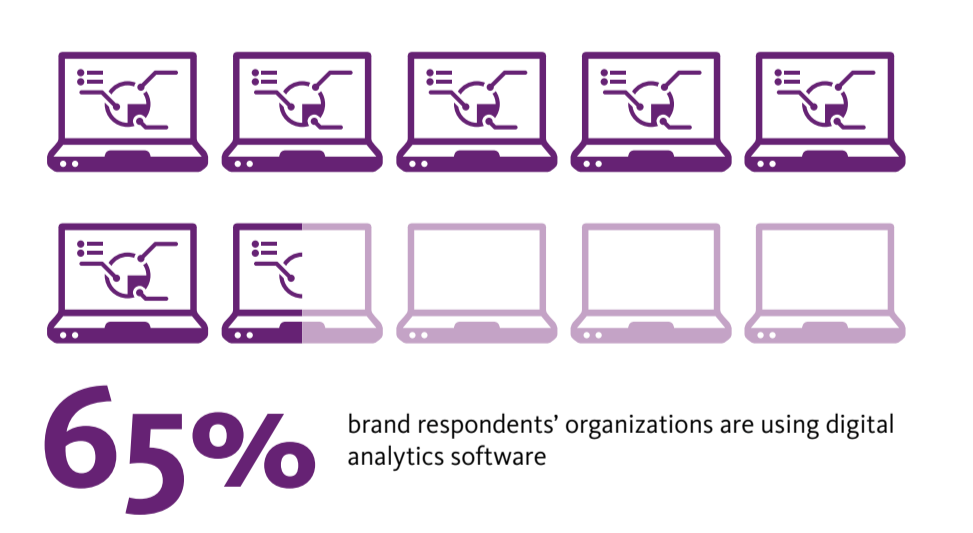
What's more, most lack high levels of granularity in the data collected online...



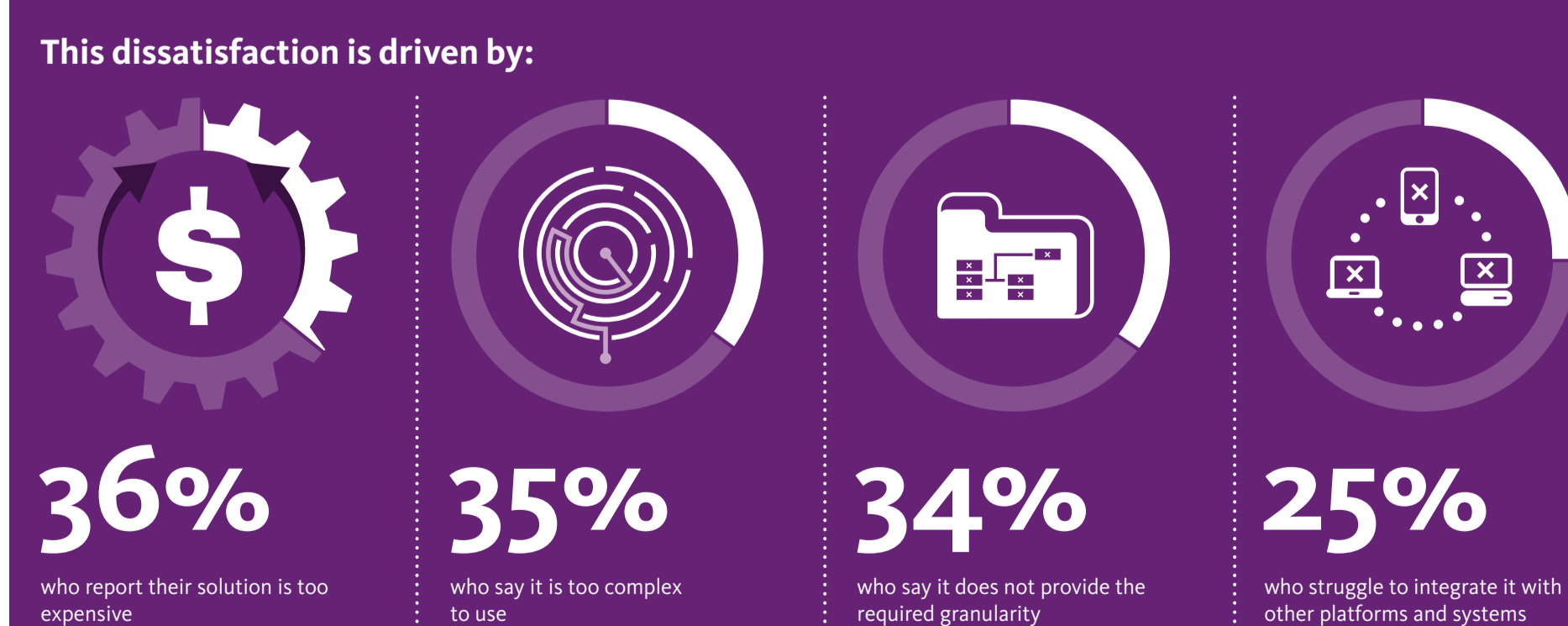
Brand respondents recognize that customers are wary



Turning data into insights



Worryingly, of those using digital analytics already...



What do brands most want in a customer intelligence solution?

Among the key desired features:

