

Breaking down barriers to marketing personalization

Customers are essential to marketing, but are they always at the center of marketing strategies? Their experience hinges on messages being relevant at every turn, but creating true personalization isn't easy.

Brands have so much information at their disposal—from their own first-party data as well as second- and third-party sources. But real barriers between marketers and the data they need to create personalized experiences are ingrained in how marketing departments—and businesses in general—operate today.

Based on new research from Epsilon and commentary from IDC, let's break down the biggest barriers to omnichannel alignment in service of better, more personalized customer experiences.

What's happening with personalization today?



Consumers take notice when marketing and advertising messages don't really understand them.

76% of respondents say they view brands negatively when they include inaccurate information about them in their advertising messages.¹



Irrelevant advertising and marketing is everywhere.

91% of respondents say they see at least one irrelevant ad every single day.¹



Consumers largely don't feel in control of how brands engage with them.

Only 45% of respondents feel they have some control of how brands engage with them.¹

Why is personalization missing the mark?

Consumers experience fragmented marketing because marketing is fragmented today—plain and simple. In a recent IDC White Paper sponsored by Epsilon, IDC's Roger Beharry Lall describes this fragmentation as being a direct result of three primary siloes within marketing departments and across businesses:

Siloed technology

Beyond data, the lack of integration among individual applications leads to gaps between advertising and marketing functions, resulting in a fractured buyer journey and overall experience.

17%



Modern marketing is fueled by data, but **only 17% of marketing leaders even "somewhat agree"** they have a comprehensive view of the customer.²

Siloed data

With multiple sources of truth and a lack of centralized identity resolution, adtech and martech applications execute in a suboptimal manner.

34%



of business leaders identified **"application integration" as one of their top three marketing technology challenges.**²

Siloed teams

The organizational structure of marketing departments segregates paid tactics versus owned tactics and discourages collaboration.

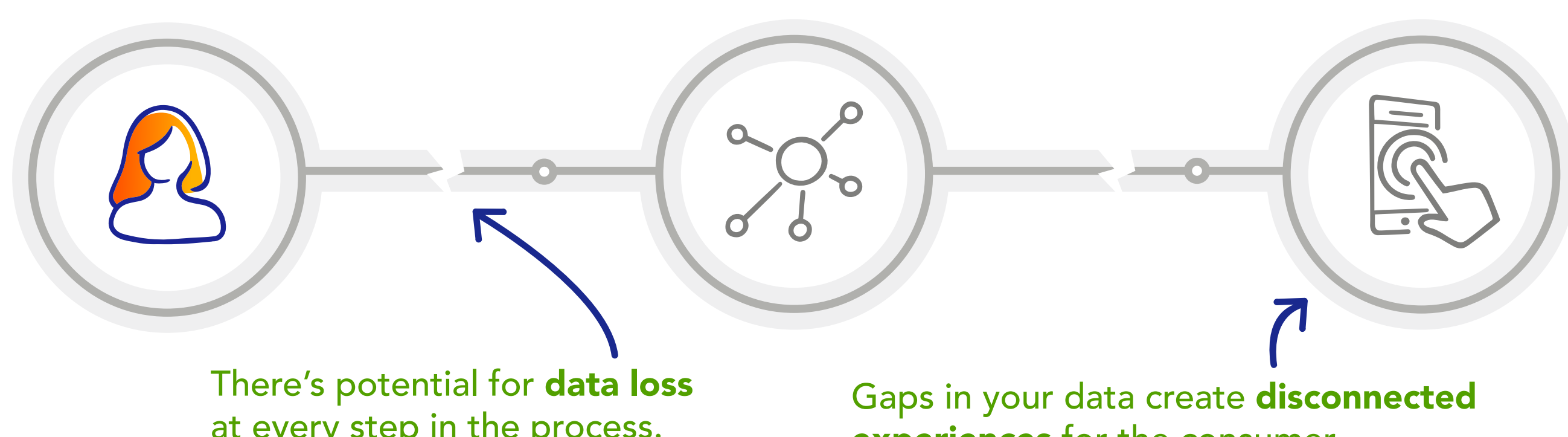
55%



of marketing executives identified **"too many functional siloes within marketing"** as their biggest issue preventing their team from reaching its full potential.
(This was the most selected answer).²

Overcoming the barriers

Disparate tech means a disparate experience for the consumer.



Instead, interconnected, centralized martech and adtech is what enables truly personalized marketing.

Tips to make personalization happen



Unify your tech stack (which is no small feat).

Many marketing teams have already made technology investments that make this idea a long road to execution.

As you embark on that journey, consider these concepts as guidance to creating more personalized, relevant conversations with consumers.

Focus on building relationships through a dialogue, not a monologue.

You don't want to speak at someone. You want to build a conversation with someone. Make sure your tech stack can support conversations over time across various platforms and channels.



Understand, engage, learn—and repeat.

Understand what matters to each individual, engage them with a message that reflects that understanding, and learn more about them from each interaction to inform the next.

Shift your thinking from people-based marketing to person-first marketing.

People-based marketing understands just a fragment of the individual as part of a broader group. *Person-first* marketing understands, engages and learns from conversations with consumers on a 1:1 basis across channels.



With these solutions in place, your brand can have consistent, relevant conversations with each customer for years.

Interested in learning more?

Download the research on personalization, and get IDC's whitepaper on connected tech.