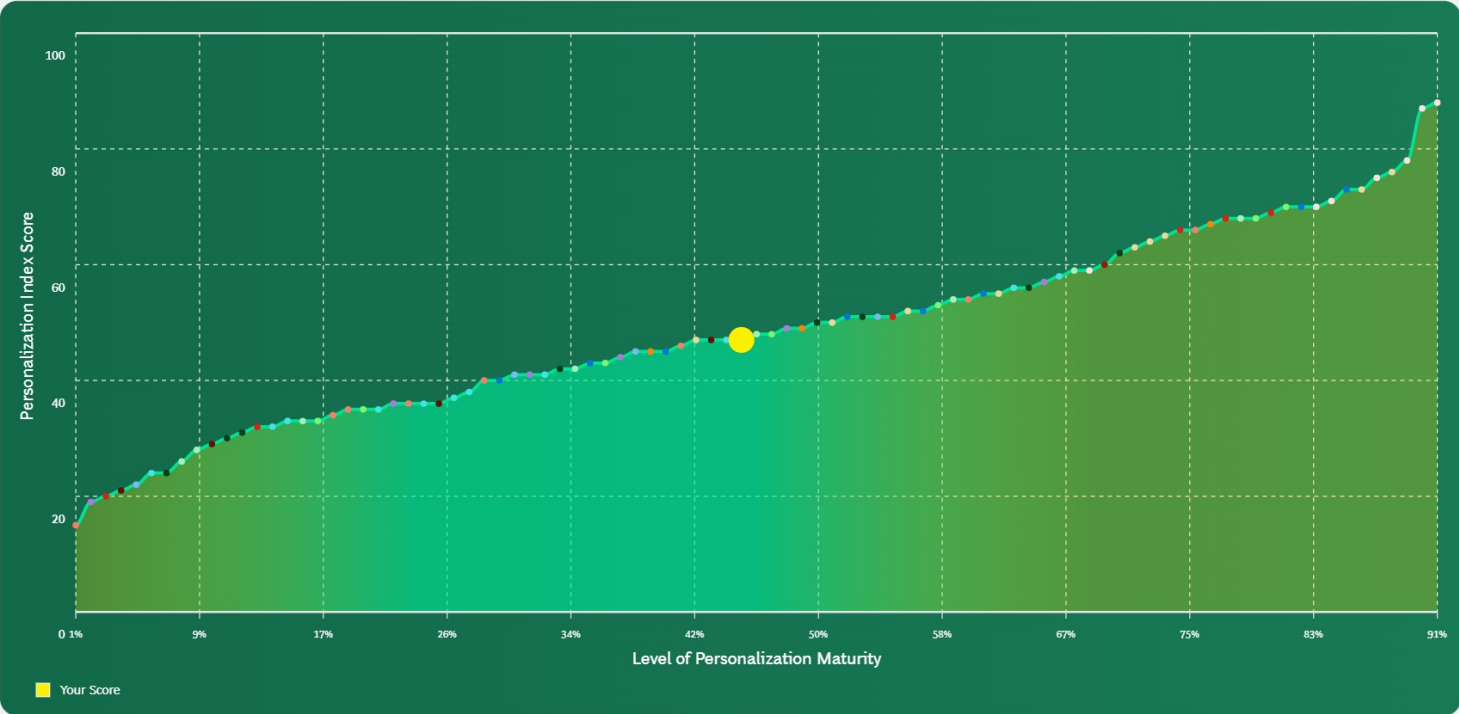


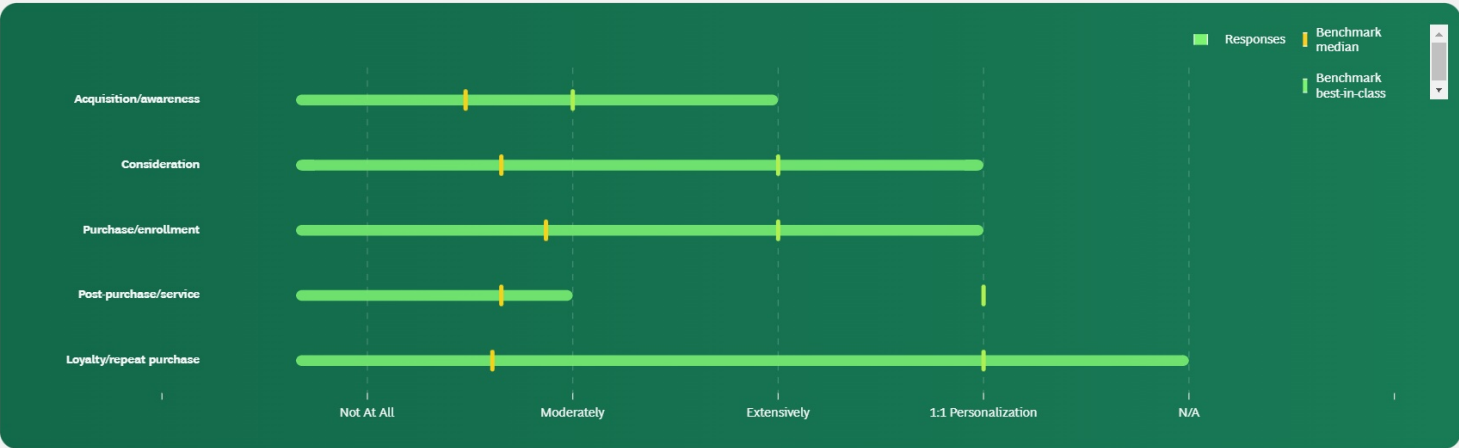
OVERALL PERFORMANCE

Your Score: 47



EMPOWER ME

How much do you personalize experiences at each step of customer engagement throughout the customer journey?



Maturity reference key

- Not at all:** Marketing strategies are generalized and not tailored for individual customers
- Moderately:** Marketing incorporates some level of segmentation and targeting with basic data (e.g., demographic info)

- Extensively:** Involves a more sophisticated use of customer data and often uses advanced analytics, including predictive modeling, to understand behaviors, preferences, and future actions
- 1:1 Personalization** Most advanced level of personalization. Treats each customer as an individual with unique preferences and needs. Results in highly individualized customer experiences (e.g., recommendations, content, offers)

DELIGHT ME

What are your company's biggest pain points today when launching a personalization campaign? Please select all that apply.



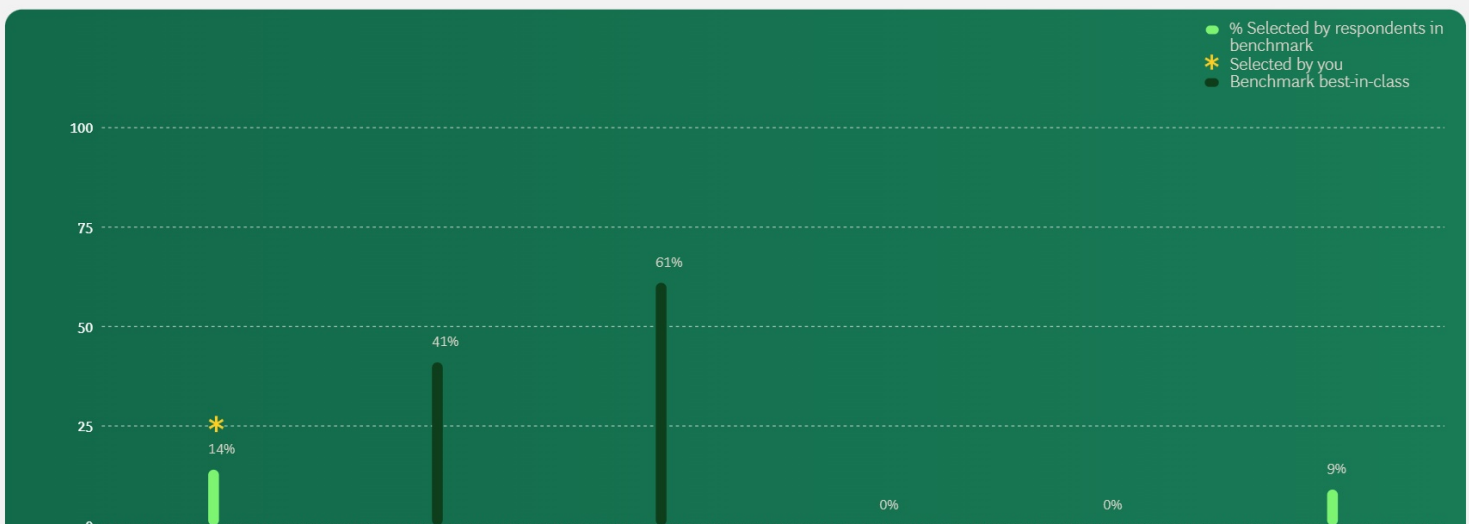
KNOW ME

Indicate relevant aspects related to customer data for personalized campaigns/engagement. Please select all that apply.



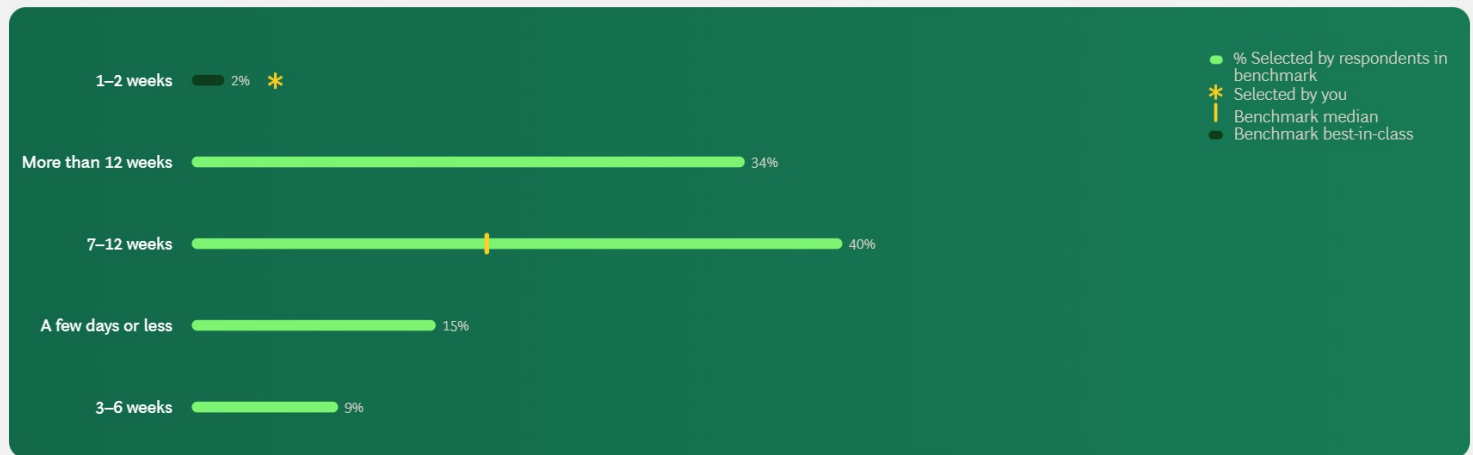
REACH ME

What type of experimentation do you conduct in personalization efforts today? Please select all that apply.



SHOW ME

On average, how long does it take to launch a new personalized experience or campaign from ideation to launch?



DELIGHT ME

Is there a personalization leader who is accountable for personalization tied to P&L and has a cross-functional mandate?

