

From Fragmented To Unified

Unifying Creative And Media In Conversational Commerce

POWER CONVERSATIONAL COMMERCE WITH A UNIFIED TOOL

Positive business impacts from adopting a centralized approach for conversational commerce include:

63%

More engaging creative

60%

More effective first-party data utilization

56%

Unified performance and brand advertising efforts

55%

Cross-channel consistency

53%

Higher return on ad spend



MARTECH DECISION-MAKERS INVEST IN THE VALUE OF CONVERSATIONAL COMMERCE

Marketing decision-makers are planning big investments in conversational commerce over the next two years:

Increase by 50% or more



Increase by 25%



Neither increase nor decrease



Decrease by 25%



MARKETERS GRAPPLE WITH PRODUCING AND OPTIMIZING CREATIVE FOR COMMERCE MEDIA

Their top challenges include:



51%

Too many tools that don't work together



50%

Inability to personalize creative



48%

Creative that is not enabled with the right tools



47%

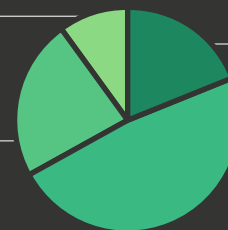
Limited budget

CREATIVE AND MEDIA TOOL INTEGRATION DIRECTLY IMPACTS BUSINESS SUCCESS

The majority of survey respondents believe this integration is critical or important:

10% Not too important/
Not at all important

23% Nice to have



19% Critical

48% Important