

EMAIL

THE TOP PERSONALIZATION CHANNEL



PerzOnalization®

95%

of UK marketing executives deploy individual-level email personalization



PerzOnalization[©]

40%

of the emails “are not personalized beyond

“Hello, first name”



37%

of websites

20%

of display ads

9%

of social media

are personalized...



8%

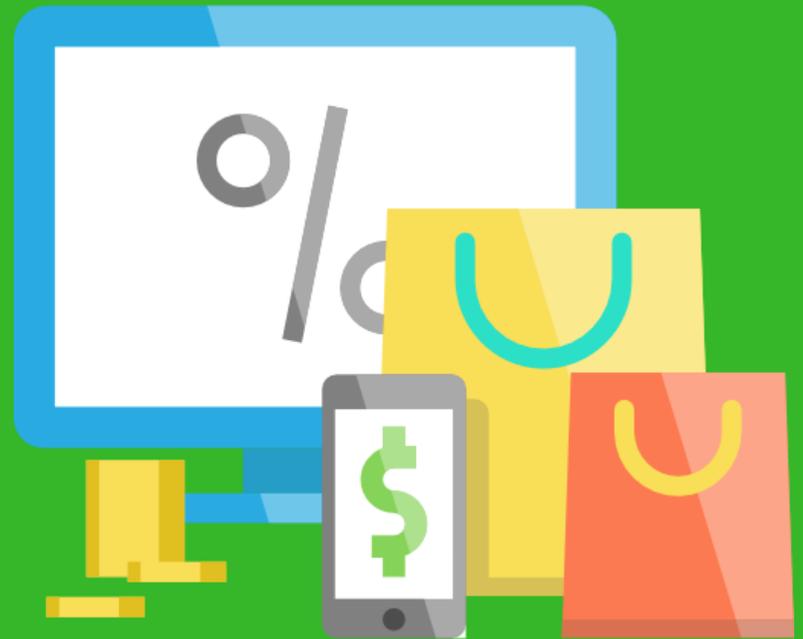
of firms conduct full
cross-channel personalization



PerzOnalization[©]

27%

of companies provide individual customer experiences across some channels



35%

of firms deploy
basic personalization



SOURCE

Jaywing survey among
250 UK marketing executives
published on Mediapost

THANK YOU!

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