You Have a Consumer Experience Gap - You Just Don't Know It.

Can you imagine if one partner in a relationship thought they were doing a great job 82% of the time, while the other partner only thought they were doing well 10% of the time? That relationship wouldn't last very long.

Unfortunately, this is the reality of consumer-brand relationships. In a recent study, 82% of marketers felt they were doing well at creating a good consumer experience. Yet, only 10% of consumers strongly agreed with the same statement.[1] This is what we call the Consumer Experience Gap.

This breakdown is caused by a fundamental misalignment in consumer and brand goals. Brands want to increase revenue and performance metrics, while the consumer wants to digest great content and media that is relevant to them.

To complicate matters, brand marketers are trying to align one brand experience across multiple platforms, and partner with other channel owners to deliver a connected consumer experience. Until recently, there haven't been great solutions for companies to deliver and scale personalized experiences that truly delighted consumers while scaling revenue and margin.

Changing privacy trends compound already limited data

Most brand marketers understand the impact personalized messaging has on consumer experiences. That's why we incorporate personalized messages where we can, like special birthday discounts or personalized email subject lines.

The reality, though, is that 55% of marketers just don't feel they have sufficient data to implement truly effective personalization.[2] They don't have the data beyond the first name, such as motivations, expectations or information that creates a deeper consumer connection.

New trends in privacy policies such as CCPA and GDPA create additional limitations for brands. These new regulations reduce the amount of data that brands can freely gather and retain about consumers. This further disconnects consumers' experiences, rather than figuring out how to use the data in a privacy-safe way. Even if brands have extended consumer data, these laws may prohibit them from using it in their efforts.

As a response to the increasingly limited access to data, consumers end up suffering through a flood of generalized content from brands, or choose to opt-out entirely.

The reality is that 90% of consumers have said that they are willing to share behavioral data if additional benefits are added that make their shopping easier or cheaper.[3]

But, the majority of brands have not found a way to balance the changing legal privacy regulations with the consumer expectations of more personalized messaging and brand experiences. That's why nearly two-third (73%) of online consumers now get frustrated with websites when promotional content appears that has nothing to do with their interests.[4]

Closing the Consumer Experience (CX) Gap with Persosa

The most important thing we as marketers can do is to stop and listen to our consumers. Just like in a relationship, communication is key, and if it doesn't go both ways, the relationship isn't going to last.

There are a number of tools currently available that allow marketers to dive into consumers' feedback and what they're interested in including social media, blog posts, ad clicks and search terms.

Once we have a better understanding of what your consumer wants, the next step is to meet them where they are and deliver personalized content relevant to their ever-evolving interests.

If a consumer is watching a home improvement show and then goes to Target.com to shop, show them an advertisement co-brand with the celebrities from the show they were watching. When he's on Instagram later, show them a co-branded ad for that grill they were looking at while they were online. Once they buy the grill? Show him ads for steaks that they can order and cook on their new grill.
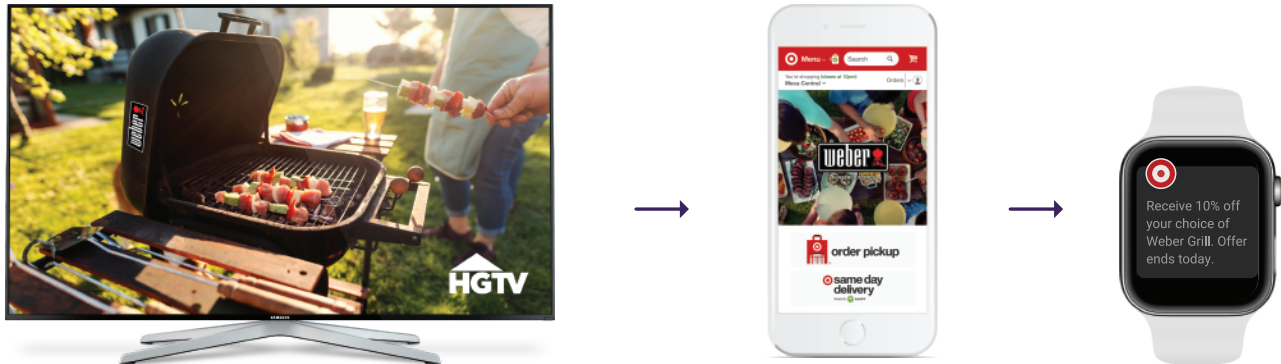
With Persosa, brands can create more in-depth consumer profiles with the Experience GraphTM and connect all of the silos that exist in their current marketing efforts with our XMS. These two tools power the Persosa platform, which connects TV and digital media experiences so that we can start to actually listen to consumers, creating the foundation of a relationship built to last.

1   https://www.mediapost.com/publications/article/343241

2   https://www.evergage.com/wp-content/uploads/2018/04/Evergage-2018-Trends-in-Personalization-Survey.pdf

3   https://smarterhq.com/privacy-report

4   https://www.business2community.com/marketing/30-amazing-personalization-statistics-02289044