

EXCEEDING EXPECTATIONS AT RETAIL

Building a foundation of trust and data quality to power personalization



Personalization strengthens relationships, prevents customer churn and increases cross-sell opportunities and revenue



2/3 of consumers associate personalization with a more positive retailer relationship.¹

Methods of preferred personalized communication % of total



Younger consumers prefer apps: While 25% of overall population prefer apps, it is higher for Gen Z (69%) and Gen X (58%)²

Data sources for personalized experiences³



Collecting, analyzing and acting on this information is not easy

63% OF RESPONDENTS SAID THAT DATA-DRIVEN PERSONALIZATION IS A DIFFICULT TACTIC TO EXECUTE⁴

48% OF MARKETERS SAY BAD DATA QUALITY HINDERS PERSONALIZATION⁵

83%

WILL FOCUS ON PERSONALIZED OFFERS THAT REFLECT CUSTOMER SHOPPING PATTERNS AND PRODUCT PREFERENCES²

80%

WILL USE A CUSTOMER DATABASE AND ANALYTICS PLATFORM TO ANALYZE CUSTOMERS²

How retailers plan to improve personalization

Retailers will drive personalization, but consumers don't trust them with their data

30% SAID THAT THEY HAD NO OR LITTLE CONFIDENCE THAT RETAILERS COULD PROTECT THEIR DATA¹

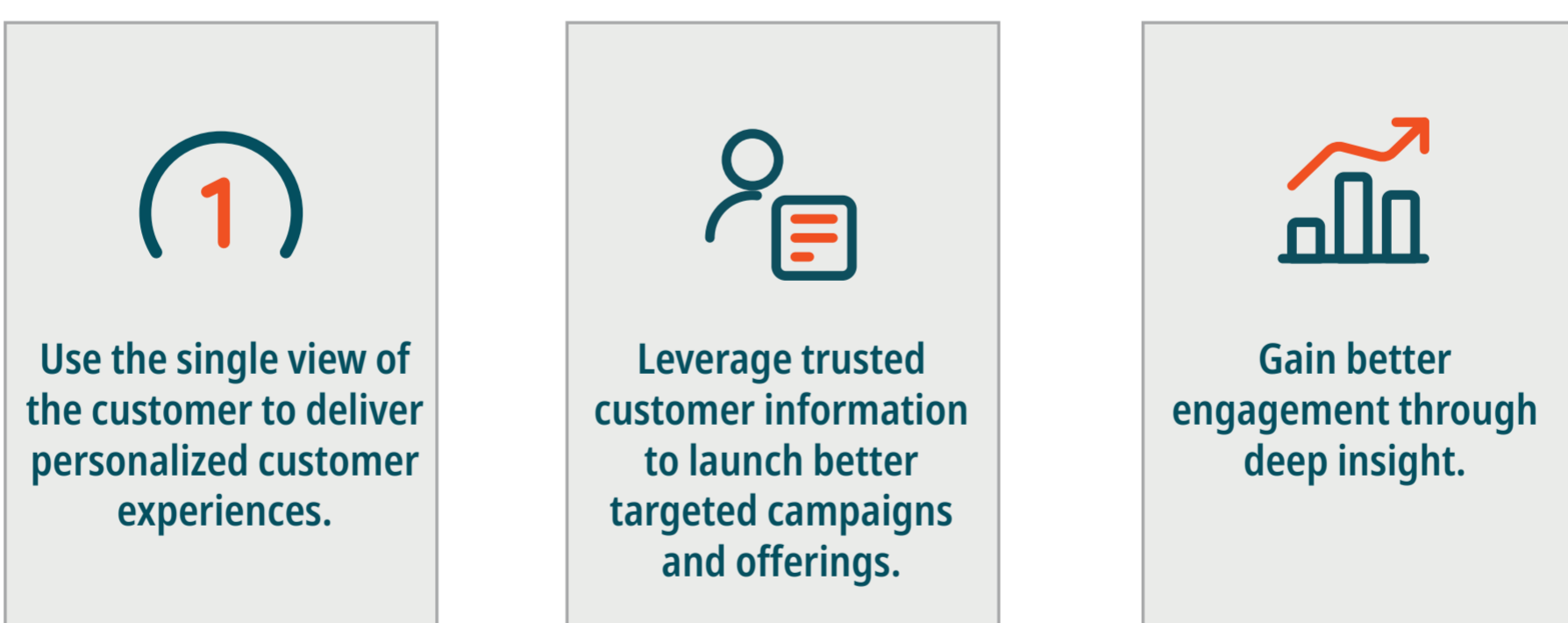
11% SAID THEY HAD TOTAL CONFIDENCE THAT RETAILERS COULD PROTECT THEIR DATA¹

How retailers can improve consumer trust and confidence



How Customer MDM can help to better personalization and build trust

By securing data quality and enriching customer information, Master Data Management for customer data allows retailers to create a single, 360° view of customers and consolidate disparate data into Golden Records.



Connect different data domains (customers, locations, products, suppliers, etc.) and achieve synergy effects by managing them on the same platform without further application add-ons.

Govern your customer data to make it fit for personalization



To learn more, download **"Five Steps to Creating Actionable Data for Personalization"**

Sources:

- ¹ New Study Shows Personalization Can Win Customers – If Retailers Can Improve, footwearnews.com, 2019
- ² Personalization in Digital Food Retail- Shoppers Expect More, IDC, 2019
- ³ State of Consumer & Retailer Data Survey 2020, Stibo Systems, 2020
- ⁴ Why Marketers Struggle with Data-Driven Personalization, eMarketer, 2018
- ⁵ The Clear Path to Personalization, Forbes Insights, 2019

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.