# Website Personalization Outlook 2024

Reference - Mckinsey

The more you personalize the more you stay relevant and the more your brand gets valued.

Website personalization is the process where the customers enjoy unique experiences of the same website based on their preferences.

The main benefits of website personalization include product recommendations and predictive customer service.
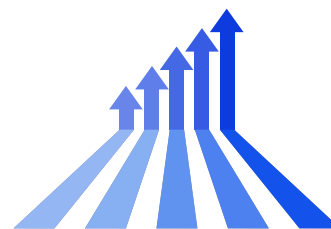
Let us look at what the statistics have to say:
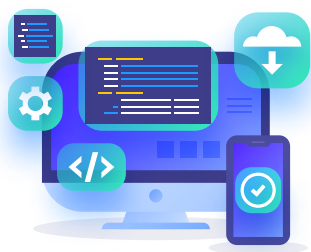
The personalization software market was **$943 Million** in 2022 globally.
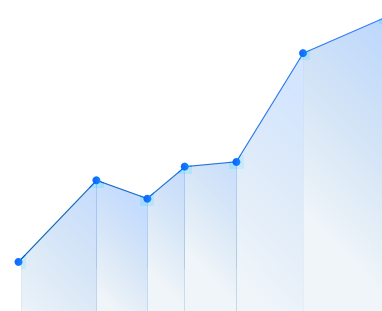
By 2025, the recommendation engine market size is predicted to go **$12 billion.**

43% of leaders opt for investing in hybrid experiences due to personalization benefits.
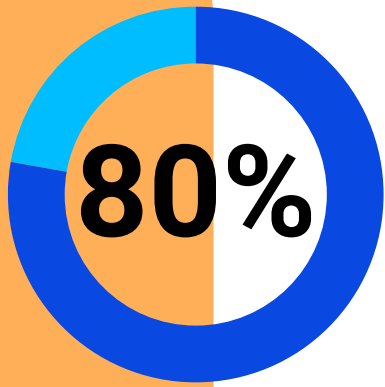
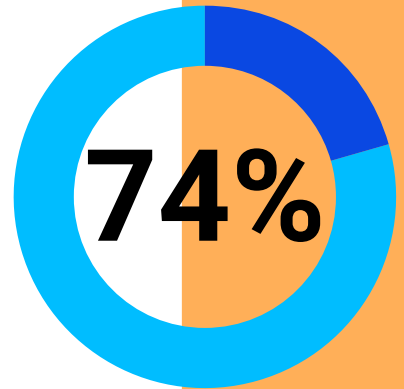**89%** of marketers saw growth in ROI when the campaigns were personalized.

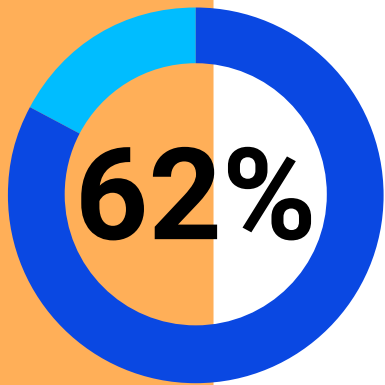**60%** of customers say become repeat consumers after a personalized shopping experience.

STORE

OPEN

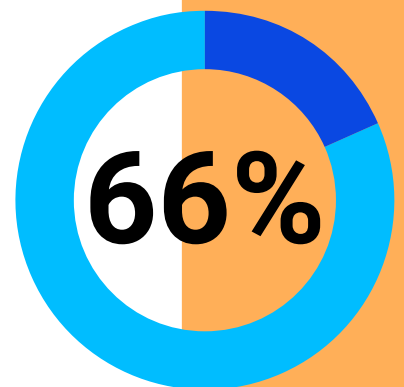One-third of retailers have kept **50%** of their marketing budget on personalization.

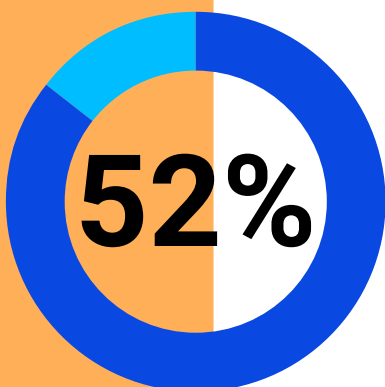**80%** of users share personal data in exchange for deals or offers.

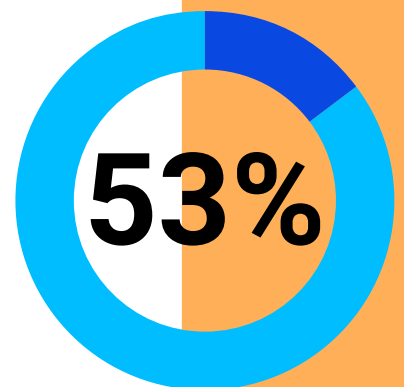**74%** of eCommerce companies go with a program on website personalization.

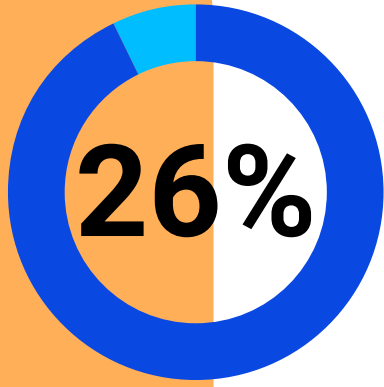**62%** of marketers use content backed format for personalization.

66% of consumers want companies to acknowledge their needs.

52% of customers admitted that personalization enhances brand satisfaction.
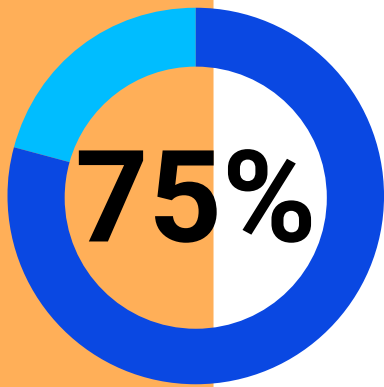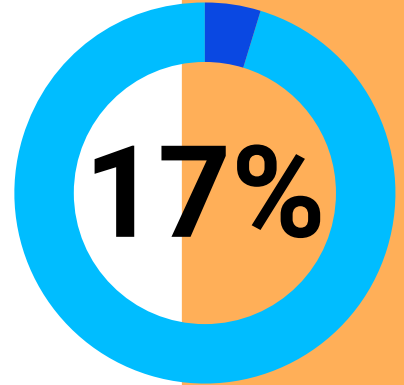
**53%** of customers are part of minimum of one loyalty program.

26% marketers vouch that targeted suggestions are the key factors of digital shopping.

of customers do not consent to share any personal data and almost 52% are anxious about companies having too much information. **17%**

75% of customers want seamless interaction both in-store and online.

of retailers think customer data is the most challenging aspect of personalization. **27%**
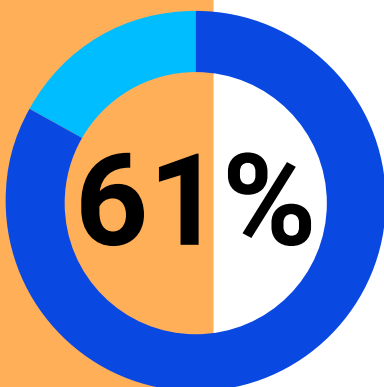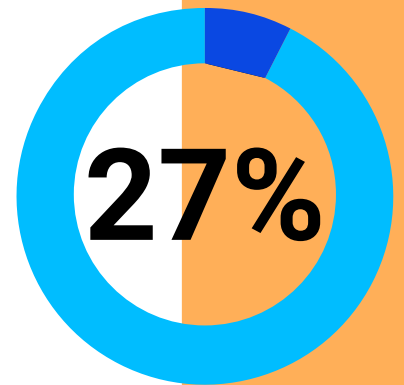
61% of businesses are opting for first-party data for strategizing personalization.

How Embitel can help you with Personalization?

- At Embitel, we enhance customer experiences by utilizing tools like Adobe Target, Adobe Analytics, and AEM services for sophisticated personalization.

- Expertise in audience segmentation, targeted marketing, and optimization is leveraged to refine personalization tactics.

- Hyper-personalization services at Embitel are designed to provide highly customized customer experiences.

- Real-time data analysis is employed to gain insights into customer preferences and behaviors.

- We assist companies in adapting their marketing approaches, product suggestions, and content distribution to suit each customer.

- Our clients who adopted hyper-personalization strategies have experienced heightened customer engagement, increased loyalty, and improved conversion rates.

For more information reach out to our team and schedule a demo at sales@embitel.com