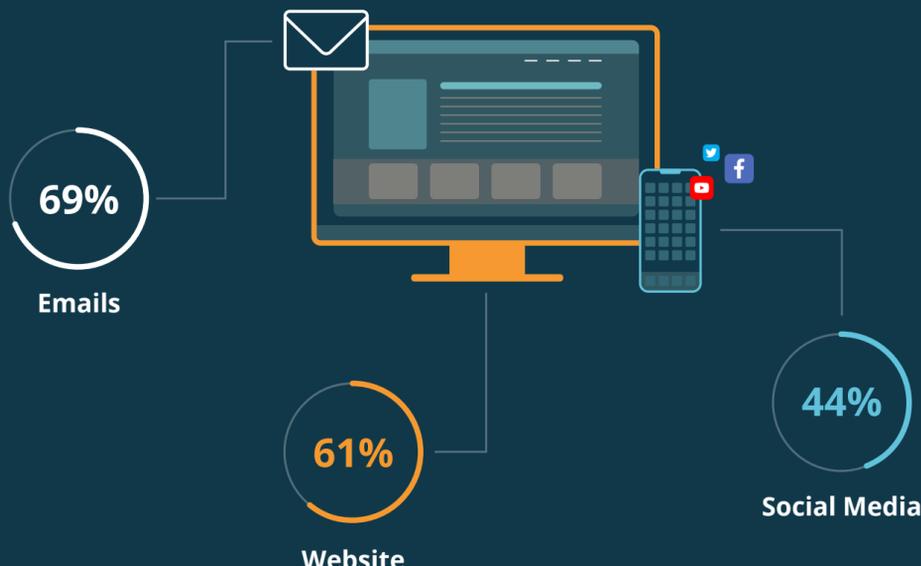


## 2020 TRENDS IN PERSONALISED MARKETING AND DATA

### EMAIL: THE PREDOMINANT PERSONALISATION CHANNEL



69 % of marketers want to develop the personalisation of their marketing emails. Websites also play a major role: 61% of professionals consider it an important personalisation channel.

### THE GROWTH OF VOICE SEARCH AND AI

20%

of Google searches are done with a voice assistant. This figure is expected to reach up to 50% by 2020.

70%

of companies will invest in AI in the next twelve months. Artificial Intelligence will increase sales by 100,000 million euros by 2023.

#### EMERGENCE OF CHATBOTS

- 70 % of clients want an easy and immediate response to their questions, complaints, but also when they're looking for assistance or advice.
- 24% of annual growth.



### THE GDPR IS TAKEN SERIOUSLY

78% of companies have conducted a GDPR assessment

31% believe they are in full compliance with the GDPR

32% have increased their data protection budget

### FIRST PARTY DATA, THE COMPANIES' BEST ASSET

75%

of European companies consider the use of first party data as a high priority.

79%

of advertisers want to develop customer data collection to better segment.

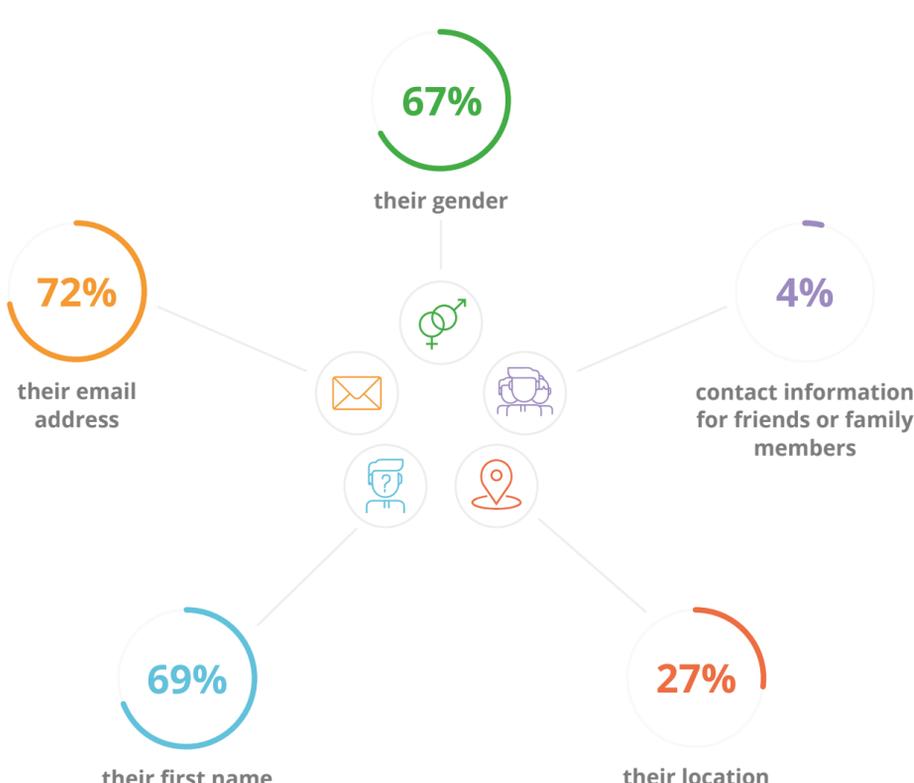
38%

will set up contests to collect data.

### PERSONALISATION AT THE HEART OF MARKETING CAMPAIGNS

83 % of marketers say creating personalised content is their biggest challenge. 74% would like to implement an automation marketing tool in their strategy.

In exchange for greater personalisation of the service they receive, consumers are willing to share:



### SOURCES

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