

ATTITUDES TOWARDS Personalisation



DOES THE NATURE OF THE MESSAGE AFFECT CONSUMER ATTITUDES TOWARDS PERSONALISATION?

Top three most justifiable uses of personal information according to consumers²

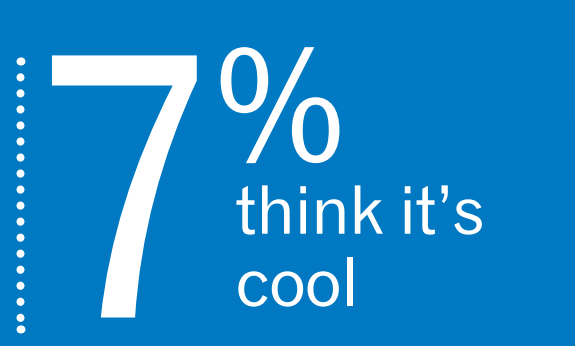


SO DOES THE NATURE OF THE BRAND AND YOUR RELATIONSHIP WITH THEM MAKE A DIFFERENCE?

Yes, as only 14% (compared to 25%) of people say they find brands they like and admire using their personal details intrusive.²



CREEPY VS COOL



Consumers are not as polarised as we think – meaning that personalisation is a viable tactic – as long as it is done responsibly, accurately and concentrates on adding value to the consumer.

For more on personalisation, including insights into consumer attitudes, keep an eye open for the upcoming report – Personalisation In Retail Marketing – where's the line between cool and creepy?

¹According to the Experian 2015 Digital Marketer Report - www.experian.co.uk/digital-marketer-report-2015

²Experian Marketing Services consumer survey. Responses were gathered via online sampling by Research Now, targeting a nationally representative UK sample of N=1000 completed surveys, between 15-06-2015 and 22-06-2015 via their online panel.