

KNOWLEDGE CENTER

ALTT

AI Leadership Think Tank

State of Personalization

Annual Marketer Survey

November 2025

MMA
Marketing + Media Alliance

.monks

EY

State of Marketing Ecosystem Series

Video & CTV (September)

AI and Changing Consumer (October)

Personalization (November)

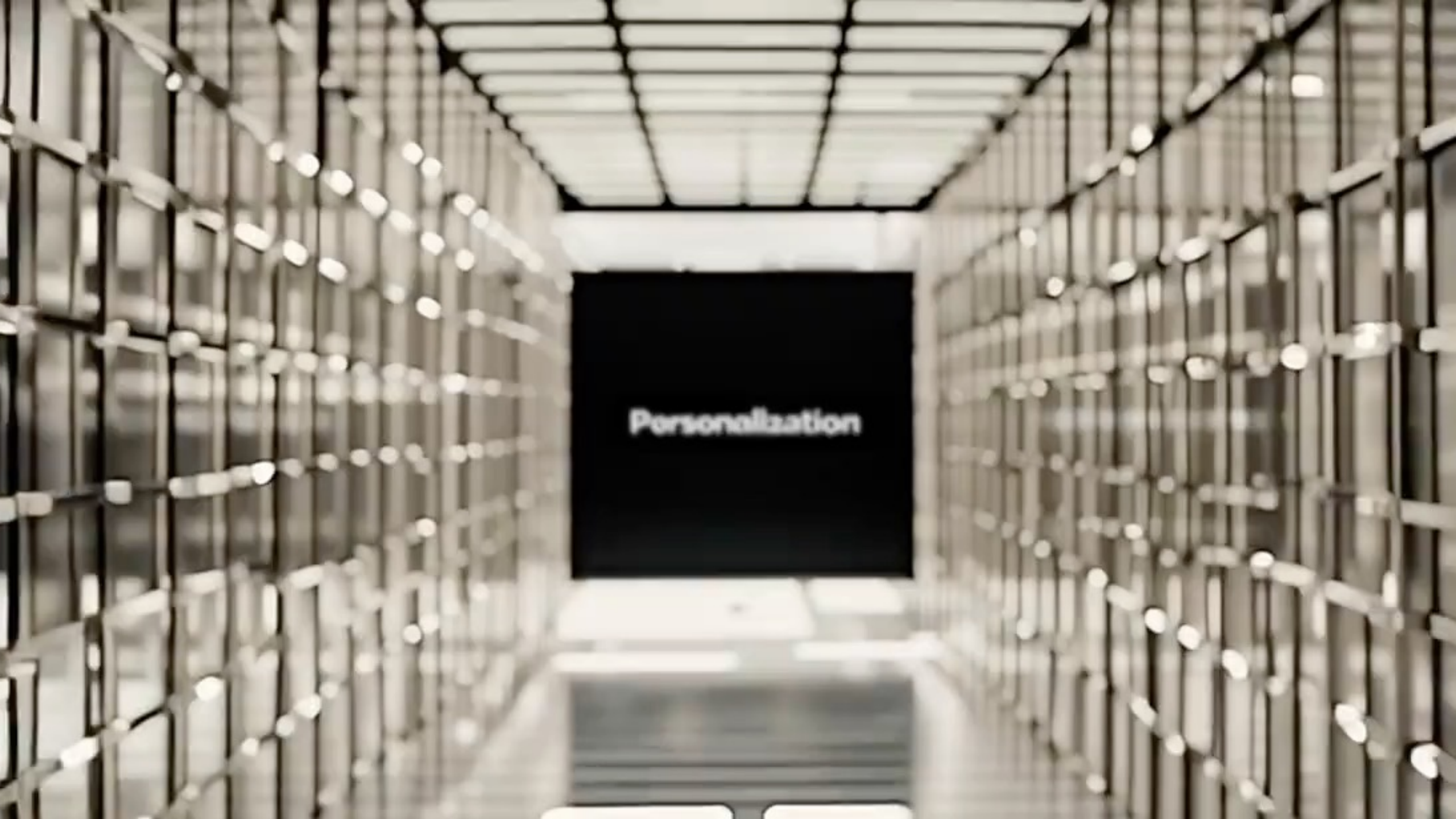
AI and the New Operating Model – CMOs (January)

Performance marketing (January)

State of Brand accountability

Measurement and attribution

Marketing Analytics

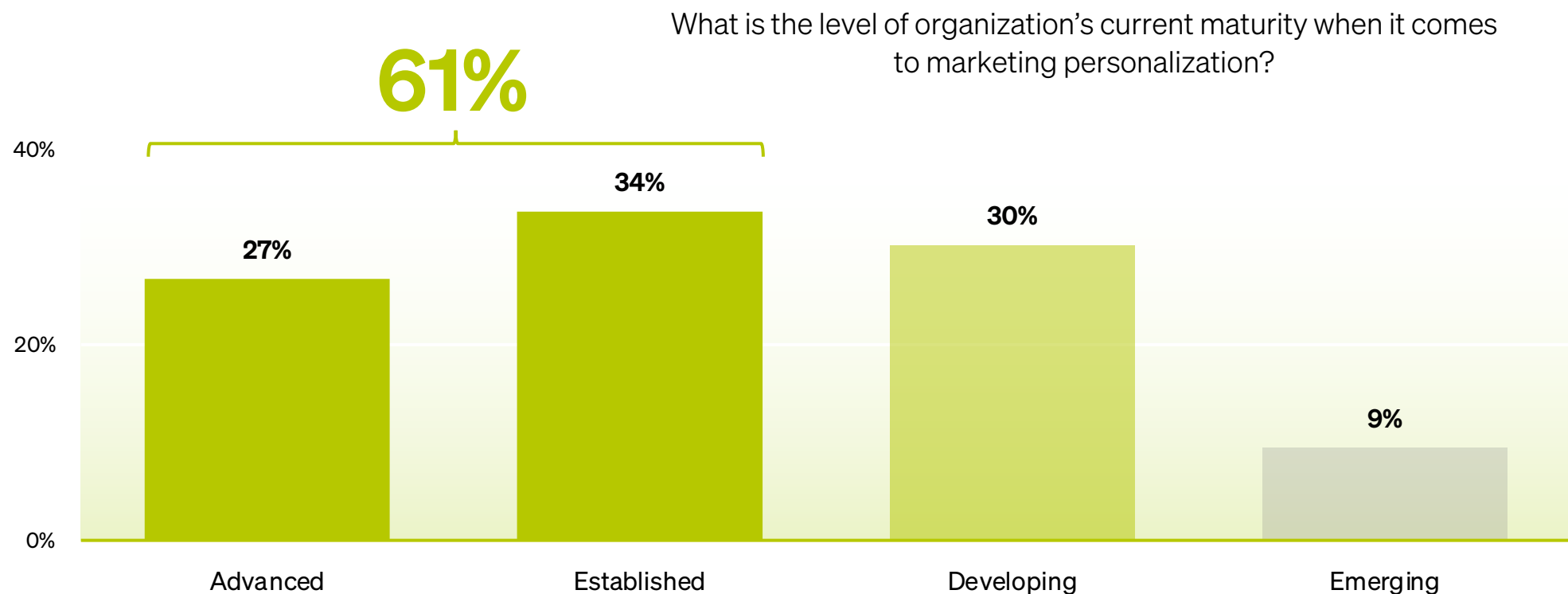


Personalization

The focus on personalization

1. Level of maturity and impact
2. Key roadblocks
3. State of content & asset creation
4. State of targeting and optimization

61% of marketers claim to have established personalization capabilities

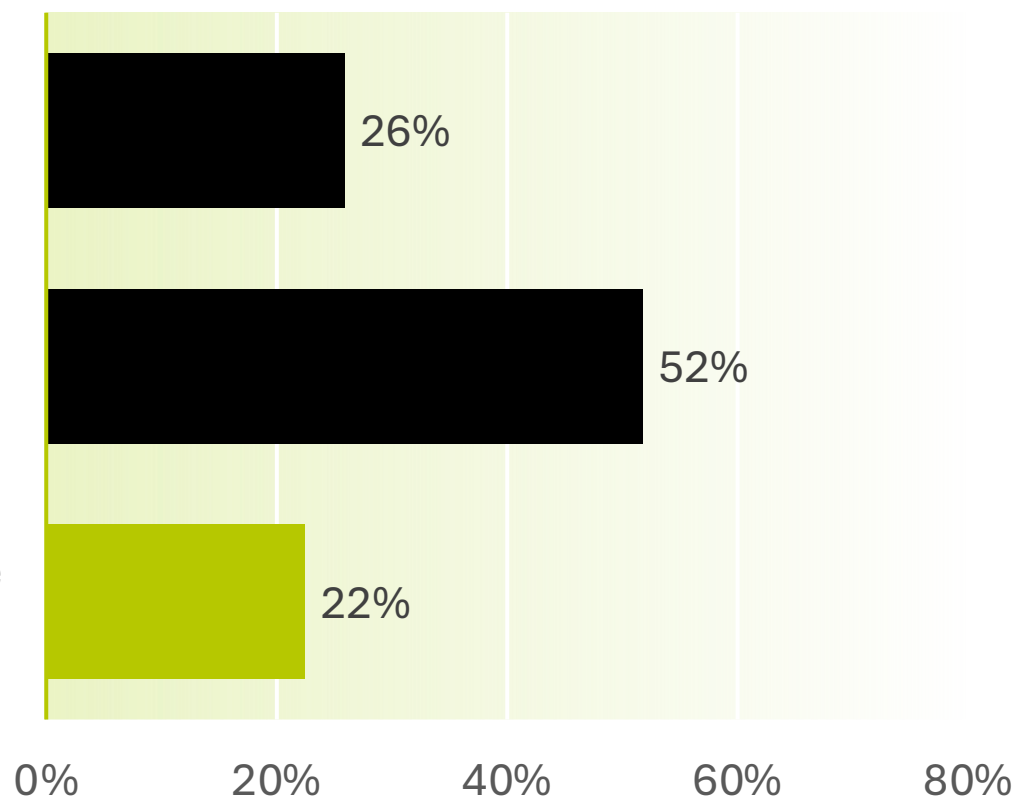


/ Yet, 8/10 see significant untapped potential

We are in the early stages and expect a substantial increase in impact as we scale our efforts.

We have seen some of the impact, but there is still significant untapped potential.

We have already captured most of the potential impact of personalization.

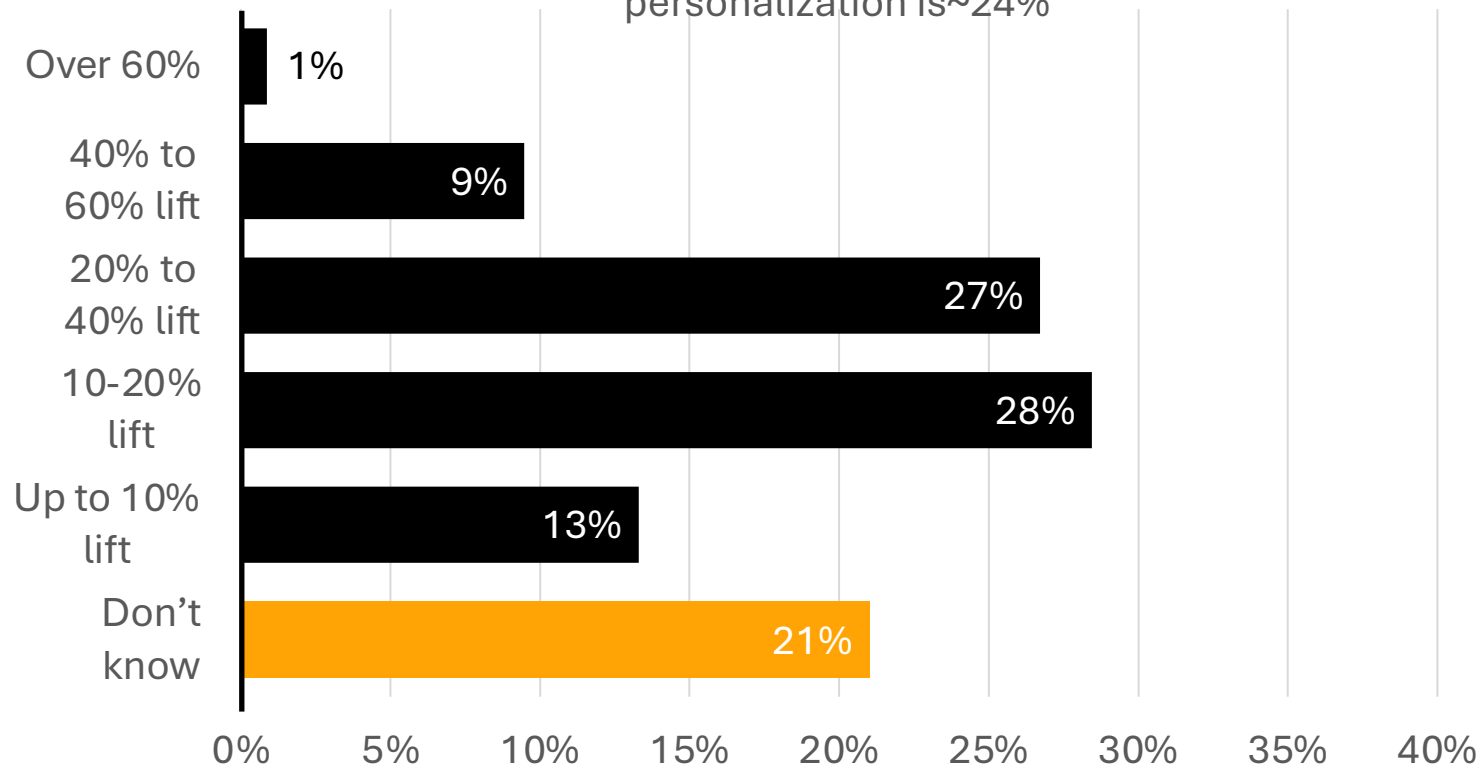


Q. What is the average campaign lift that you observe when it comes to the outcomes that you are measuring, that is attributed to your personalization efforts? Q. How do your results so far compare with your expectations about the ultimate impact that personalization can have on your marketing efforts?

N=116 Senior Marketers N=70 Established/Advanced Personalization Marketers

In practice, very few marketers are driving results with their personalization efforts

Average Campaign Lift from personalization is ~24%



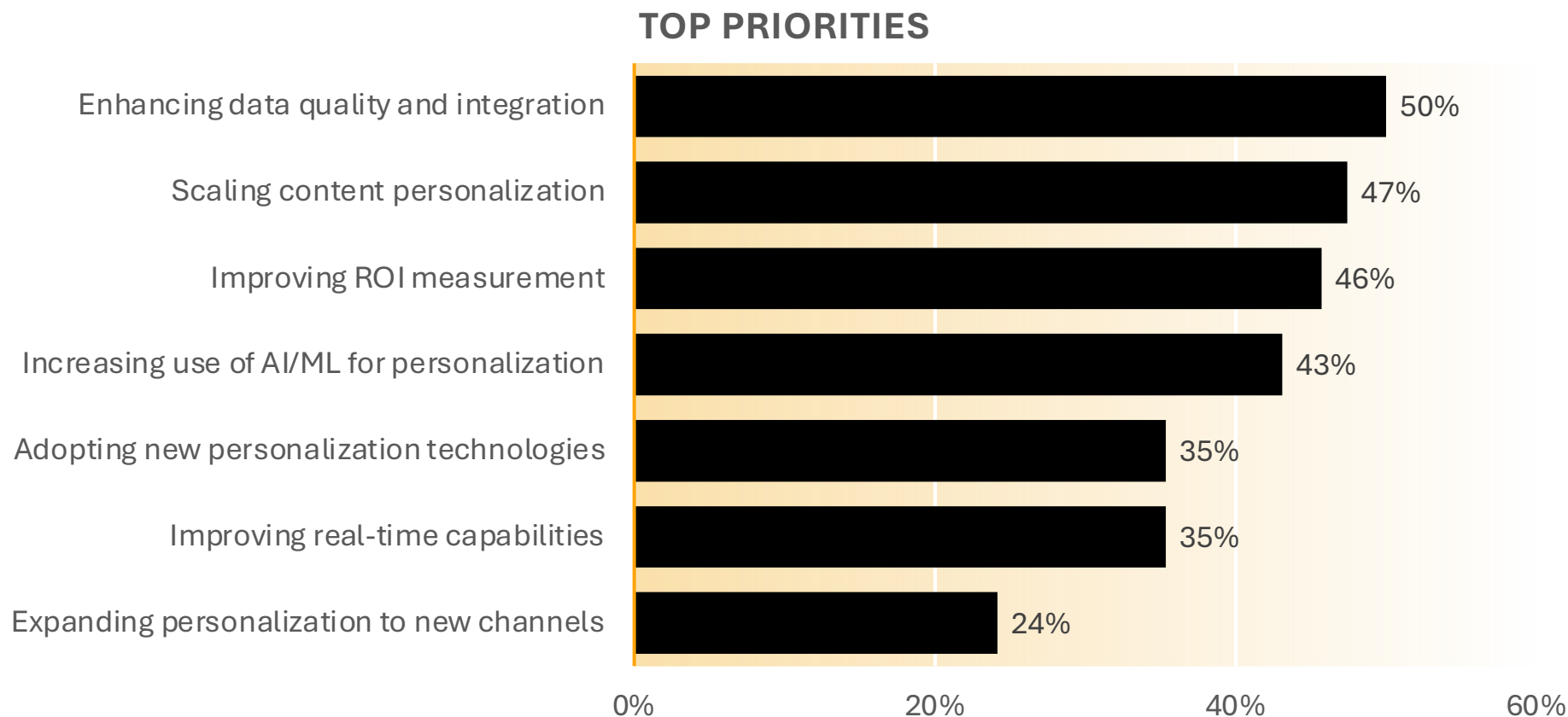
VS

Average lift from MMA's CAP studies for personalization:

+160%

Q. What is the average campaign lift that you observe when it comes to the outcomes that you are measuring, that is attributed to your personalization efforts?

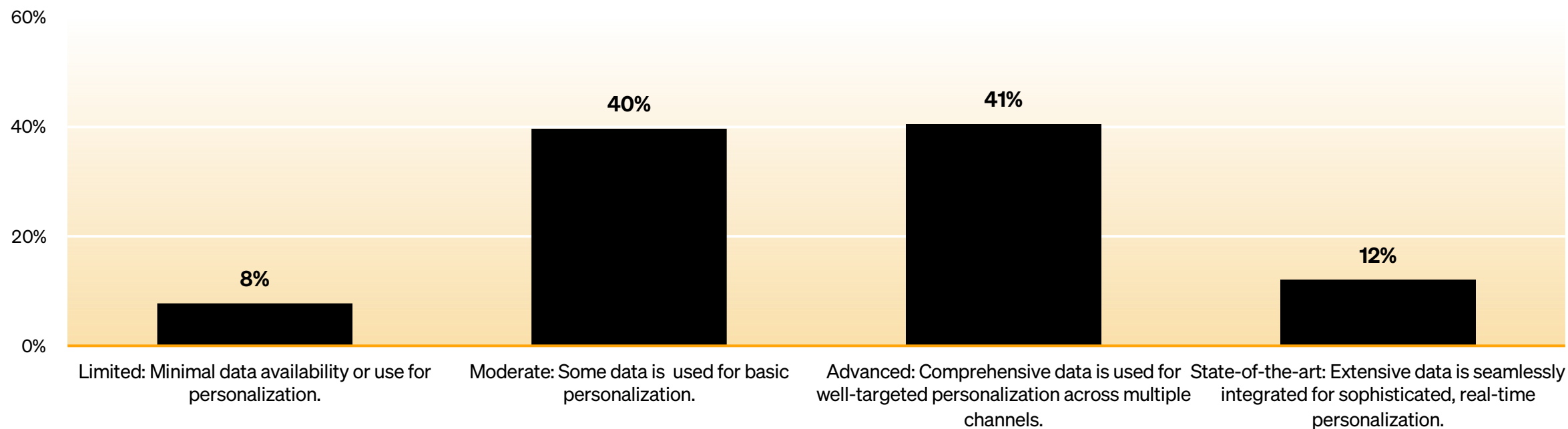
Data, content, measurement and AI are key priorities for future of personalization



Q. What are your organization's top priorities for improving personalization over the next 12 months? (Select up to 3)
N=116 Senior Marketers
N = 58 CMO Ownership

/ Data: More work is needed to advance data capabilities.

Data usage for personalization



Q. How would you rate your organization's ability to effectively leverage customer data for personalization efforts?

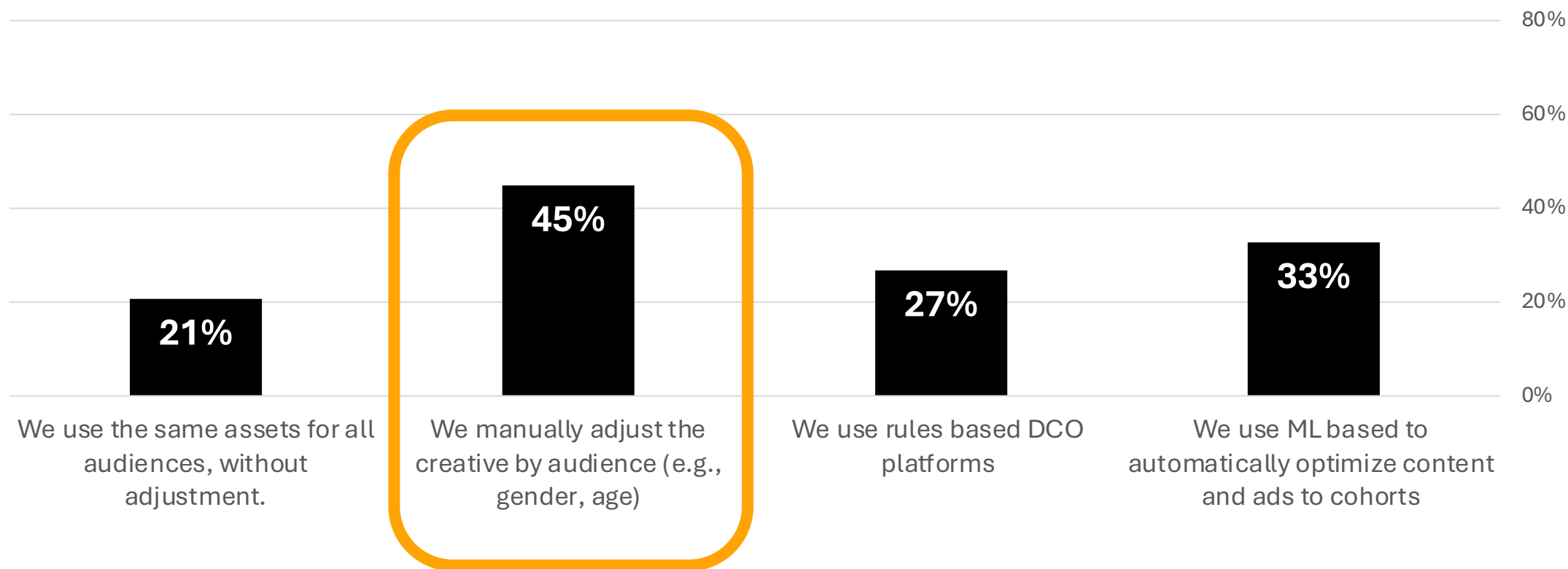
Q. Who manages customer data for personalization initiatives?

N=116 Senior Marketers

N = 58 CMO Ownership

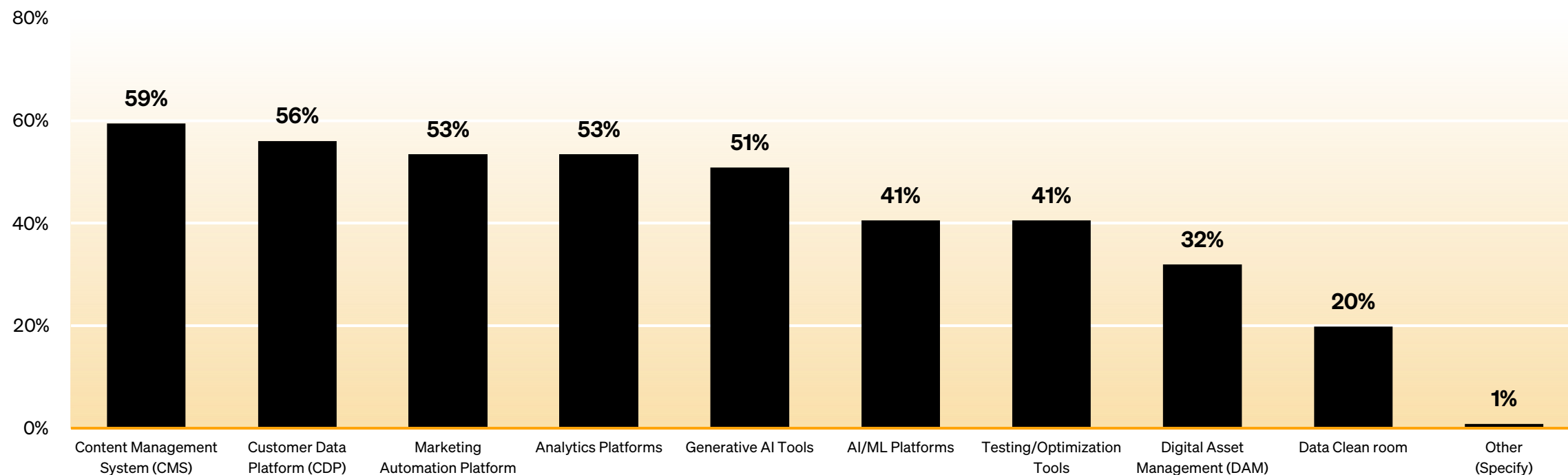
Targeting and optimization are still largely manual

How creative and content is served
% who say they do this regularly:



Q. To what extent does your organization use each of the following approaches when it comes to how you serve creative assets and content to maximize performance?
(Each row needs a response: Regular / Occasionally / Case-by-Case / Never)
N=116 Senior Marketers

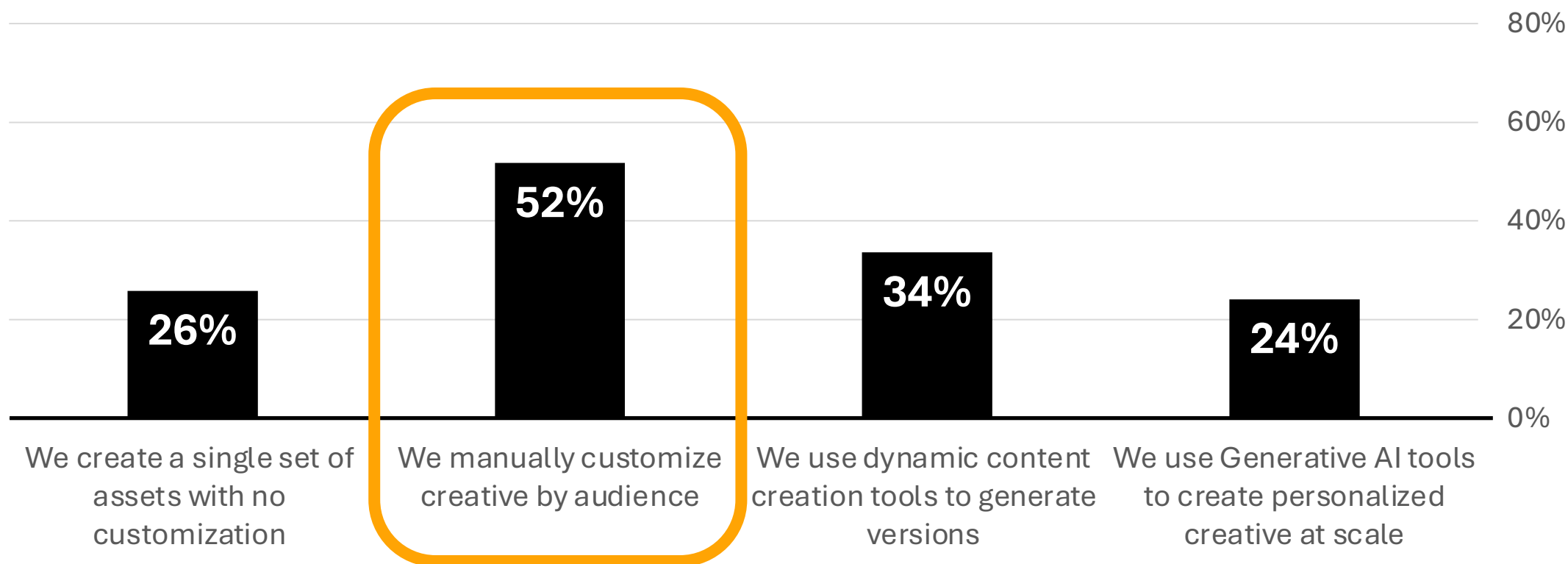
Tech Stack for personalization remains complex



Q. Which technologies does your organization currently use to support personalization?
(Select all that apply)
N=116 Senior Marketers
N = 58 CMO Ownership

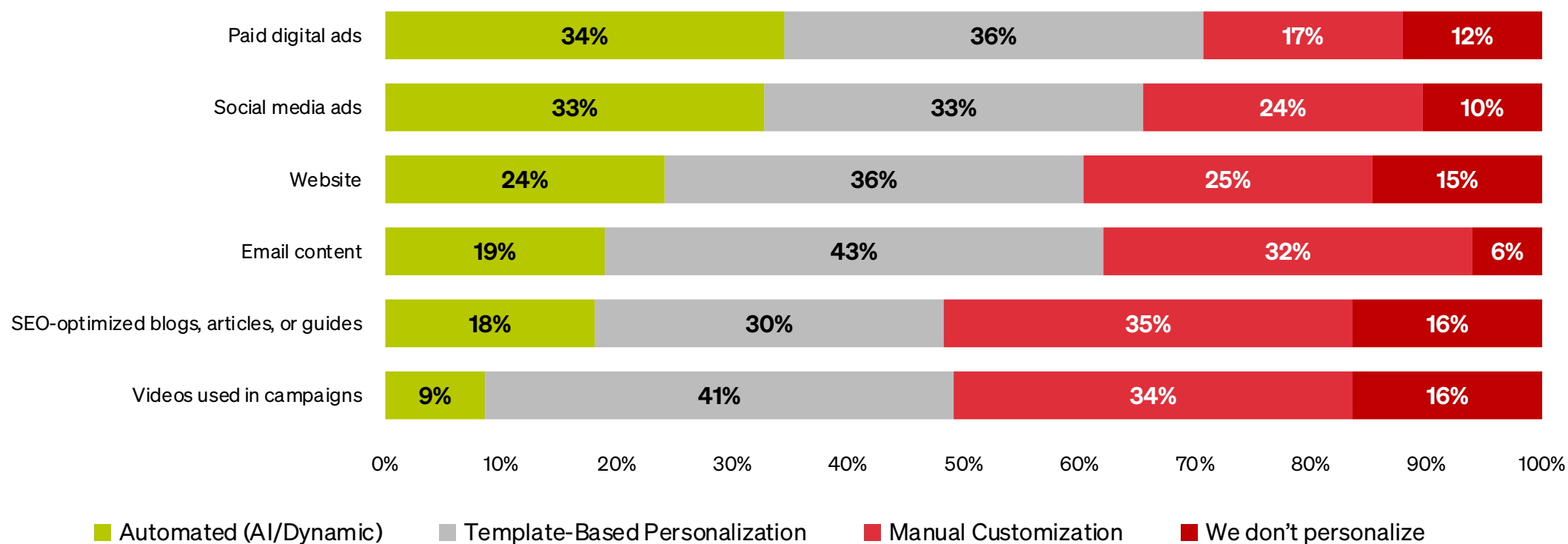
Content & assets: most marketers rely on manual customization– at best.

How content and creative is developed
% who say they do this regularly:



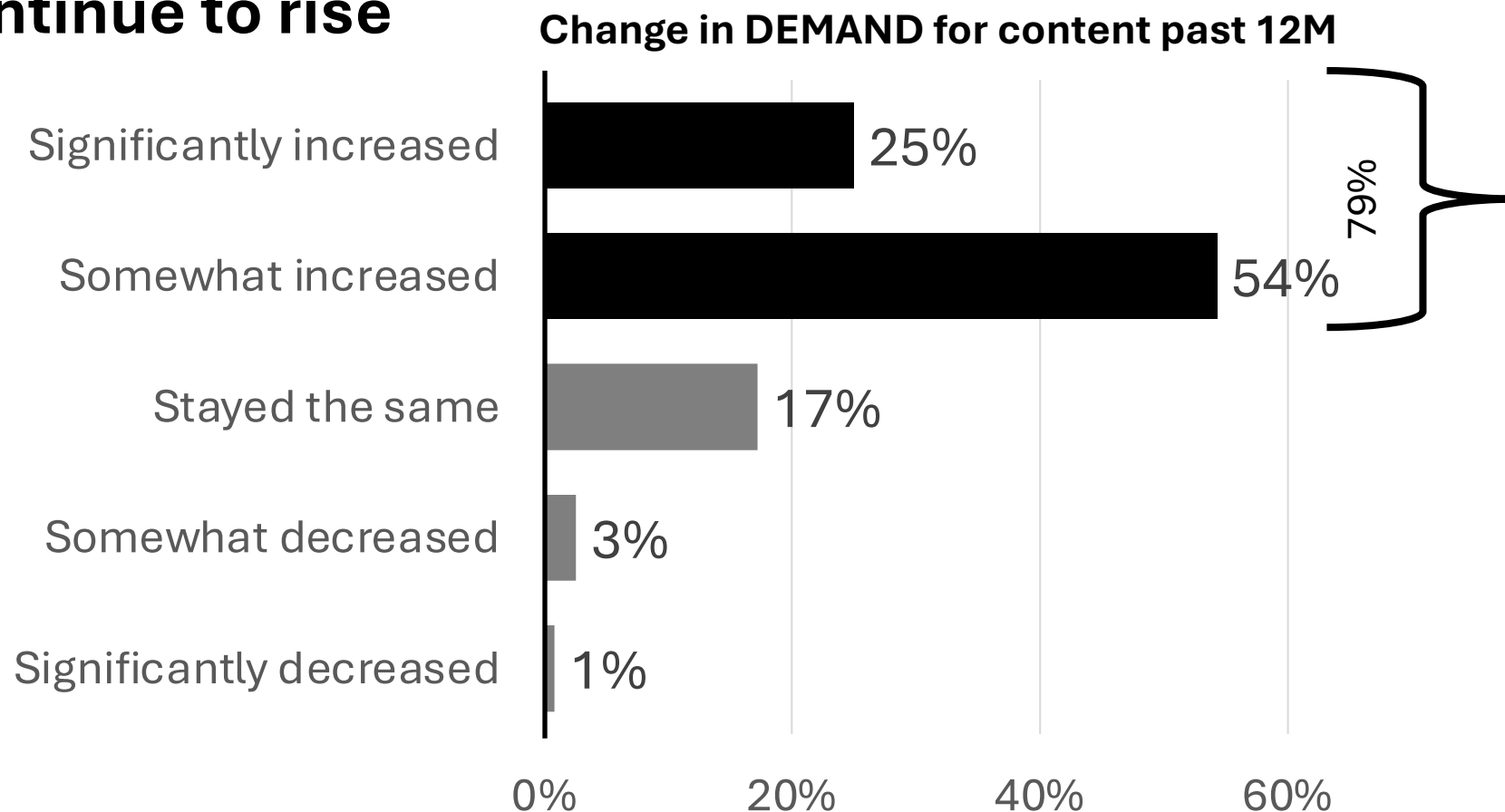
Q. To what extent does your organization use each of the following approaches when developing content and creative assets? (Each row needs a response: Regular / Occasionally / Case-by-Case / Never)
N=116 Senior Marketers

Overall, marketers have a long way to go to automate content customization, especially in videos



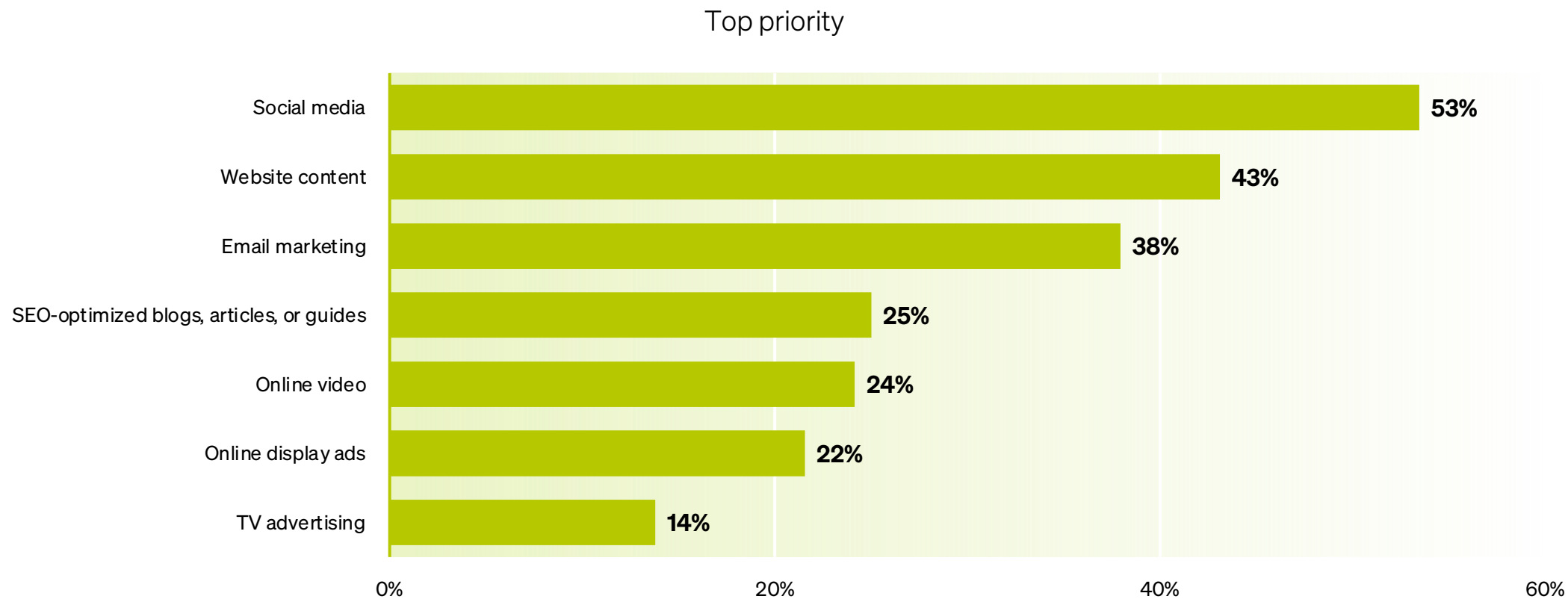
Q. For each of the following content types, how does your organization typically/mostly approach personalization?
Please check what you typically/mostly do.
N=116 Senior Marketers

Meanwhile, expectations for content creation continue to rise



Q. How has the **demand, quantity, and quality** for content creation changed in the past year?
N=116 Senior Marketers

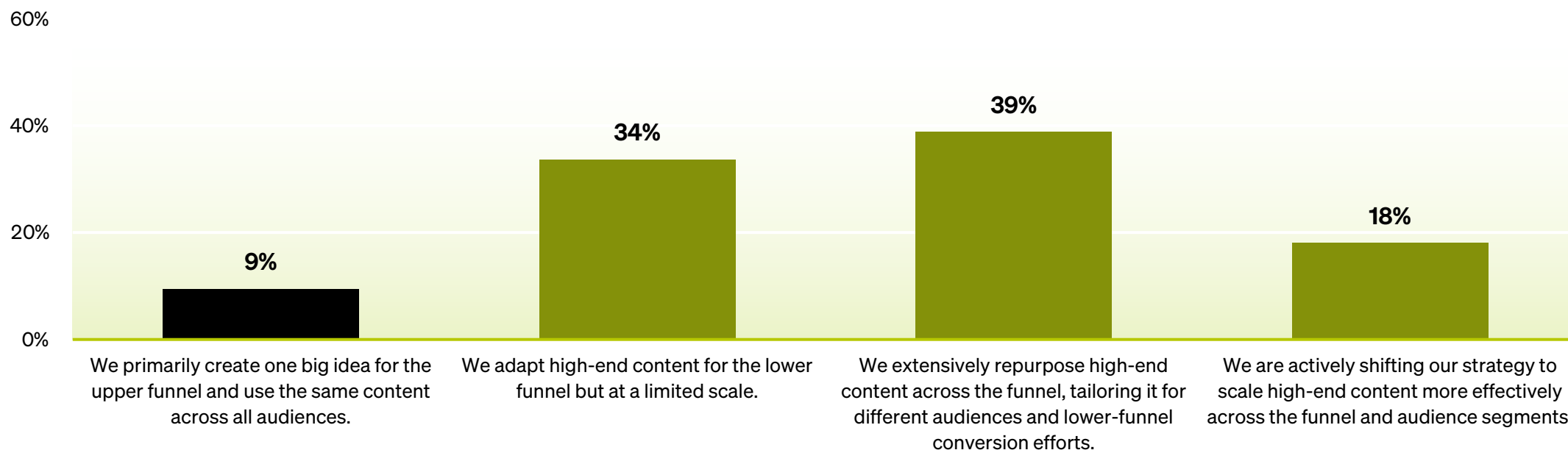
Content expectations also shift, with clear prioritization of social



Q. How would you prioritize the following content types in order of priority for your marketing campaigns and initiatives?
N=116 Senior Marketers

There is a desire to move away from using a single creative across all audiences

Adapting content across the funnel



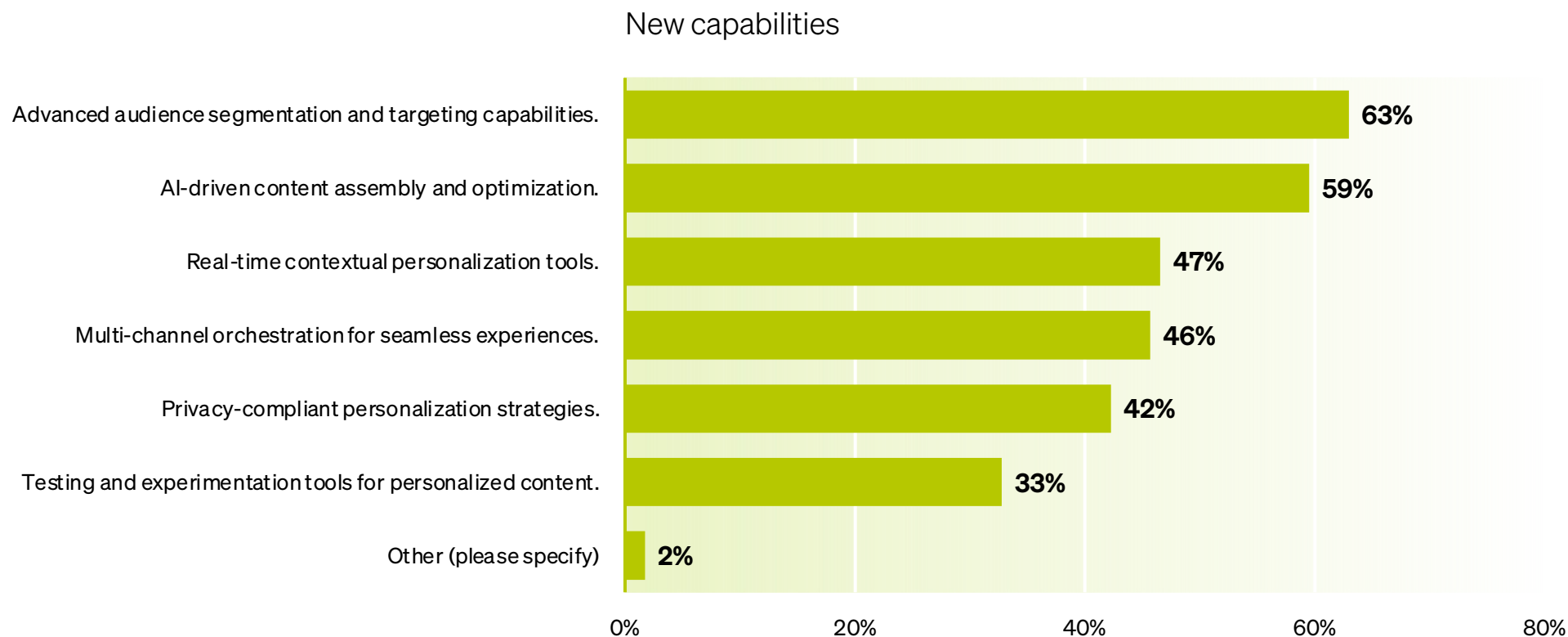
Q. How are you approaching the use of high-end, high-working content across the marketing funnel and for different audience segments?

(Select one)

N=116 Senior Marketers

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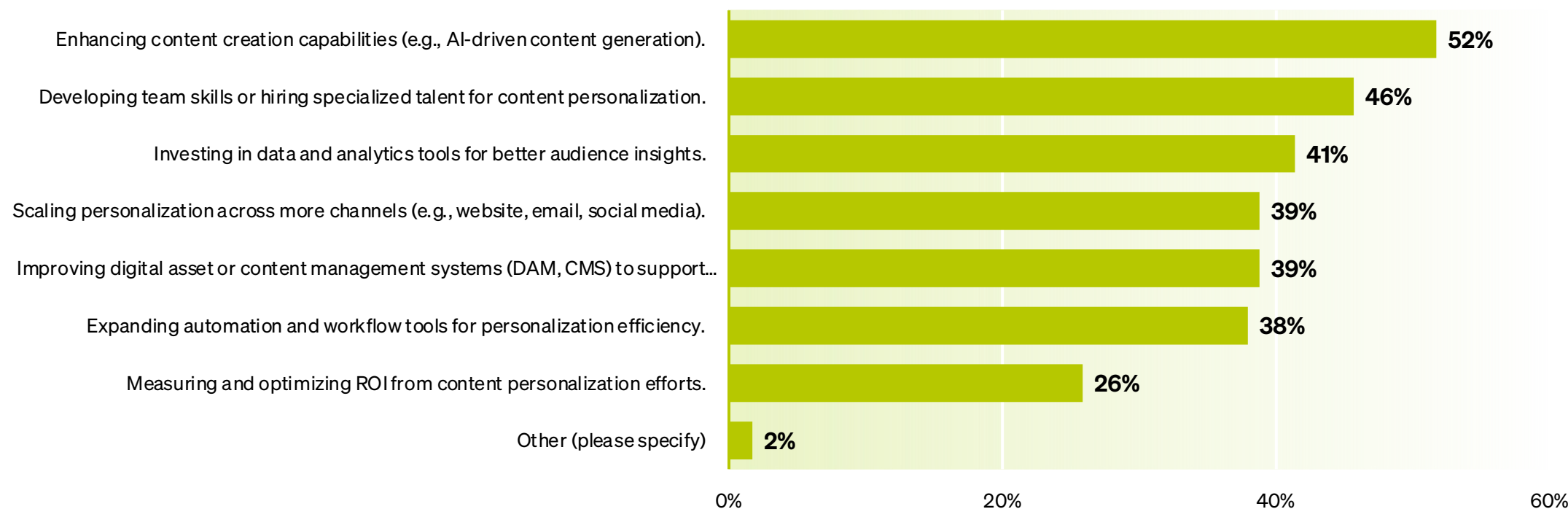
In the end, marketers acknowledge the need to reinforce both targeting and content creation capabilities



Q. Which new capabilities is your organization planning to develop to enhance content personalization?
(Select all that apply.)
N=116 Senior Marketers

The solution will come from a combination of AI and upskilling of existing talent.

Investment priorities



Q. What are your organization's top investment priorities for content personalization over the next 12 months?
(Select up to 3 options.)
N=116 Senior Marketers

The power of Personalization



Why does Personalization matter?

FOR CONSUMERS

Delivers Relevance

81%

of consumers prefer brands that deliver personalized, tailored experiences

Secures Loyalty

60%

of shoppers are more likely to buy again after a personalized interaction

Boosts Spend

49%

customers engage with recommenders that provide value resulting in increased spend

FOR BUSINESSES

Lifts Conversion

1.7x

Personalized, AI-powered campaigns boost conversion rates by **1.7x**

Unlocks Revenue

166%

Predictive personalization guiding next-best-action can increase average revenue per user by **166%**

Cuts Costs

28%

Precision campaigns can reduce customer acquisition costs by **28%**

Personalization has shifted from a standout feature to a critical component for competitive business strategies

1. From Who to When, Where, and How

- Focus on contextual engagement by understanding when, where, and how to reach consumers.
- Requires comprehensive data integration for accurate customer identification.

2. From Asset to Experiential

- Move beyond static marketing assets to create dynamic, engaging consumer experiences.
- Nearly 46% of marketers are developing multichannel orchestration for seamless experiences.

3. From Owning the Question to Owning the Answer

- Anticipate consumer needs rather than just gathering insights.
- Emphasize delivering relevant, informative content to build trust and empathy.

4. From Speed to Agility

- Agility is crucial for adapting to changing consumer preferences and market conditions.
- Foster collaboration across teams and streamline processes for quicker execution.

5. Scale, Scale, and More Scale

- Efficiently deliver personalized experiences to a larger audience using AI and data.
- 34% of advanced companies use AI for creative asset adaptation; 46% use machine learning for dynamic content optimization.

From a reactive, one-size-fits-all approach to a prescriptive hyper-personalization state that drives measurable business growth

Reactive

One-size-fits-all, very broad segments, minimal customization.

- **People:** No dedicated roles; ad-hoc, channel-siloed marketers
- **Process:** Manual, infrequent campaigns; little to no testing
- **Technology:** Basic email/CMS, siloed data, no automation/AI

At **Reactive**, personalization is a cost.

Programmatic

Segment-based content, rules-based targeting, simple triggers

- **People:** Analysts/specialists emerge; some cross-functional collaboration
- **Process:** Defined campaign processes, basic A/B testing, still channel-specific
- **Technology:** Marketing automation, channel-level personalization, limited data integration

At **Programmatic**, it's a channel efficiency play.

Predictive

Micro-segmentation, predictive modeling, omnichannel experiences, dynamic recommendations.

- **People:** Cross-functional CoE, data science skills, exec sponsorship
- **Process:** Always-on personalization, test-and-learn culture, mature governance & privacy controls
- **Technology:** Integrated CDP, advanced AI/ML engines, real-time decisioning

At **Predictive**, it becomes a growth lever.

Prescriptive

One-to-one hyper-personalization, omnichannel orchestration, next-best-action in real time.

- **People:** Enterprise-wide capability, federated execution, continuous upskilling, innovation culture
- **Process:** Agile, holistic journey orchestration, continuous optimization, embedded change management
- **Technology:** Fully unified 360° data ecosystem, AI/GenAI-driven personalization, instant omnichannel

At **Prescriptive**, it's an enterprise-level capability tied directly to growth.



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