

How Has Personalization Made Customers Numb?

Reason

#1

Consumers feel bombarded with **Communication Overload**

2,000
messages a day

1980s

5,000
messages a day

Today

1 average ad messages per day a person sees

UNSUBSCRIBE!



Reason

#2

Over-Personalization decreases click-through rates

HELLO
my name is

Annoyed

63%

² say they have grown numb to personalization

33%

³ say they are annoyed by superficial personalization

Tip

Consider the benefit of more **Relevant & Timely Interactions**



Reason

#3

Marketers don't have a **Deep Understanding** of their customers



4 out of 5 Marketers

made it a priority to deepen their understanding of customer behavior beyond transactional data

53%

⁴ of marketers "wanting to better understand customers' needs"

85%

⁵ of marketers use that additional data to **drive their marketing**

Tip

Make **1-to-1** Connections

Here's how to restore feeling with **Individualized Marketing**:



Gather Insights

⁶ 85% of customers will exchange information for valuable offers - use it wisely.



Time It Right

Deliver those relevant valuable offers only when the customers need them.



Connect One-to-One

Use Individualized Marketing to continue gathering insights and build relationships.

learn more about individualized insights

Marketing.Teradata.com/catch-the-moment

We power marketing.

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1 - New York Times, 2007

2 - MarketingProfs, 2013

3 - MarketingProfs, 2013

4 - DMA Survey, 2015

5 - Teradata 2015 Global Data-Driven Marketing Survey

6 - Teradata 2015 Global Data-Driven Marketing Survey

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