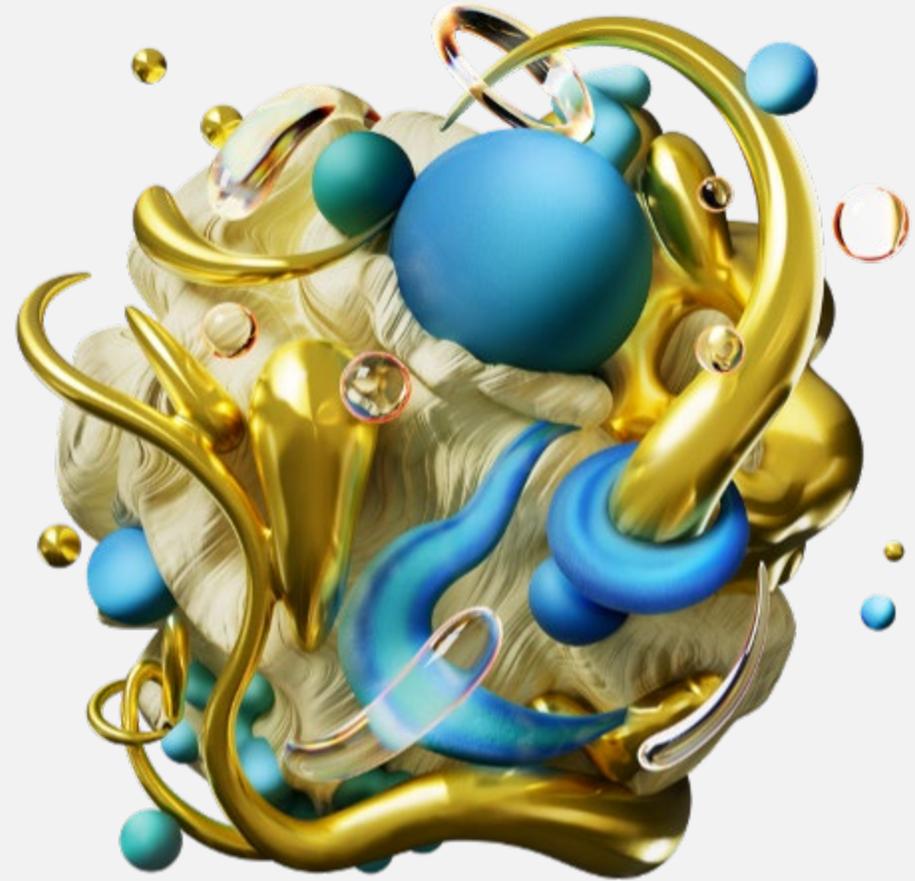


# Embracing change and gearing up for the future

Key trends for marketing leaders and CMOs to  
harness growth in 2025



# What's happening in the market

New research highlights how brands can deliver greater value by shaping experiences that consumer find relevant. As competition for both share of wallet and hear increases organisations that embrace personalization and new technology are best set-up for success

## 75%

*Of consumers are more likely to purchase from brands that deliver personalized content*

## 48%

*Of personalization leaders are more likely to exceed revenue goals*

## 70%

*of marketing leaders are setting aside budget, 56% are actively investing*

## 40%

*Of brands anticipate using GenAI tools in their business*

## **Investment in personalization continues to pay off and be a strategic asset for companies to drive enterprise growth**

The business value of personalization is growing clearer every year as customers gravitate toward brands that make them feel understood as individuals. Brands that excel in personalization are soaring past their revenue goals because their customers buy more, more often, and remain loyal over time.

## **Emerging technology, specifically Generative AI will be a competitive advantage for those who can leverage early**

From buzz word to business asset Generative AI (Gen AI) will become an essential component of nearly all enterprise software offerings by the end of 2024. This integration could significantly boost revenues, with an expected uplift of around \$10 billion for enterprise software companies.

# Marketing leaders continue to invest in personalization

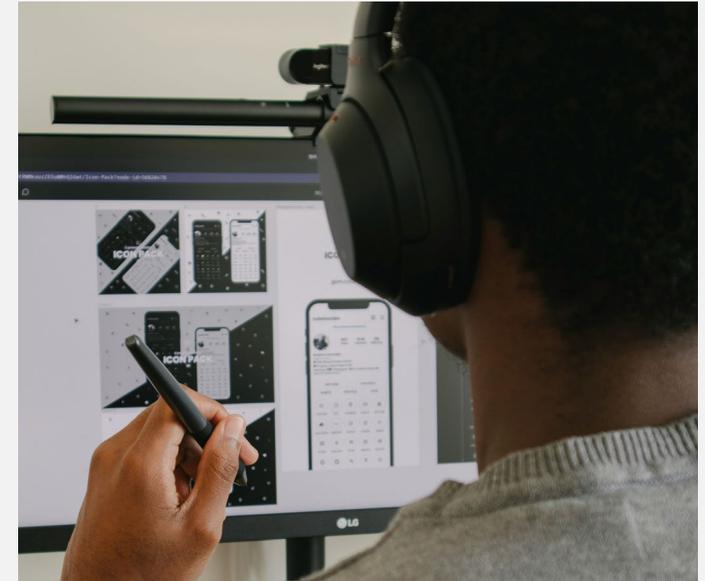
Today marketers are struggling because they need to deliver hyper-personalized content at high scale to an audience ever more fragmented



**75%**  
Of CMOs **prioritize content creation, management,** and distribution for their marketing strategies.



**85%**  
Of marketers aim to invest in a **digital ecosystem** to streamline creation and distribution of personalized content.



**84%**  
of marketers aim to reduce inefficiencies by **repurposing content** and investing in **templating tools.**

# Voice of the CMO

Brands surveyed continue to reiterate economic instability and inflation as a top concern in 2024. But, instead of hedging their bets and cutting costs, brands are well-prepared to answer this instability and uncertainty with an investment mindset that grows their organization's capabilities and capacity to be resilient in the face of rapidly changing economic conditions

## **CMOs have identified their top-three priorities in the face of a potential economic downturn, and they are...**

1. Accelerate the move to new technologies such as AI
2. Expand into new markets, segments and geographies
3. Implement systems and/or algorithms to enhance customer personalization



## 8 Marketing Trends shaping today, and the immediate future

From economic uncertainty and geopolitical conflicts to the ongoing challenges of climate change, CMOs today face no shortage of obstacles. Marketing and retail leaders who can harness these trends are best positioned for growth.

- 1. *CONNECT AND CAPTIVATE OMNICHANNEL EXPERIENCES***  
Create a unified experience and one-to-one relationship with customers stitching together journeys across channels between digital and physical interactions.
- 2. *EMPOWER WITH AUTOMATION AND GENERATIVE AI***  
Use AI-driven automation to bring efficiency, creativity, and precision to personalized content, service, and localization at scale, elevating customer engagement effortlessly.
- 3. *TRANSFORM PRIVACY INTO OPPORTUNITY WITH FIRST-PARTY DATA***  
Embrace privacy-friendly data strategies to cultivate trust and customer loyalty, gathering data and turning direct customer insights into your valuable asset.
- 4. *DELIVER HYPER-PERSONALIZED EXPERIENCES AT SCALE***  
Make every interaction meaningful by using data to segment priority customers and tech to tailor customer journeys from initial engagement through to loyalty, driving deeper connections.
- 5. *SUPERCHARGE TEAMS WITH FUTURE-READY SKILLS***  
Invest in your team's growth, equipping them with cutting-edge tools and data skills to lead marketing innovation and adapt faster than ever building teams of the future.
- 6. *UNITE BRAND PURPOSE WITH REVENUE-DRIVEN AGILITY***  
Balance long-term brand impact with short-term results, designing campaigns that drive immediate sales while strengthening brand loyalty and purpose.
- 7. *OPTIMIZE RETAIL MEDIA AND AGENCY RELATIONSHIPS FOR IMPACT***  
Streamline media and agency management to amplify reach, maximize ROI, and ensure consistent, compelling brand narratives across all channels.
- 8. *INTEGRATE SOCIAL MEDIA AND ECOMMERCE FOR GROWTH***  
Capitalize on the convergence of social media and e-commerce by creating seamless shopping experiences on platforms where your audience spends the most time.



# 1. **CONNECT AND CAPTIVATE OMNICHANNEL EXPERIENCES**

Establishing one-to-one relationships with customers by seamlessly stitching together experiences across the customer journeys remains a key priority for companies as they try to seamlessly bridge online and offline to reduce breakage, increase conversion and deliver a consistent experience

## **WHAT DO WE SEE**

Modern consumers expect a cohesive, seamless shopping experience across digital and physical channels. The rise of online shopping, accelerated by the pandemic, has not diminished the importance of physical stores, which remain crucial for brand interaction, product discovery, and in-person engagement. As a result, retailers are adopting omnichannel strategies that integrate data, messaging, and experience across all platforms—from brick-and-mortar stores to mobile apps, e-commerce websites, and social media.

## **KEY DRIVERS**

- **Consumer Demand** – Customers want consistent experiences, whether they're shopping online, in-store, or on mobile.
- **Competitive Differentiation** – Seamless omnichannel experiences are now a key differentiator, driving higher customer satisfaction and loyalty.
- **Technological Advancements** – Tools like IoT, CRM platforms, and real-time data analytics allow brands to synchronize customer data across channels.

## **WHAT SHOULD YOU DO**

To succeed with omnichannel experiences, CMOs should focus on:

1. **Unified Data Systems** – Integrate data from all customer touchpoints, using CRM systems that enable a 360-degree customer view. This data fuels personalized recommendations and consistency.
2. **IoT and Mobile Integration** – Encourage app adoption to connect physical and digital channels. Apps can offer online-to-offline features like in-store pickup, availability checks, and real-time promotions based on customer location.
3. **Consistent Brand Messaging** – Use unified messaging across all channels to provide a cohesive experience. With real-time updates, CMOs can adapt offers based on customer interactions.

## 2. **EMPOWER WITH AUTOMATION AND GENERATIVE AI**

AI enable technology and automation brings efficiency, creativity, and precision to personalized content, service, and localization at scale, elevating customer engagement effortlessly and completely changing the way we design, build, deploy and manage content, those who invest benefit.

### **WHAT DO WE SEE**

Automation and generative AI are enabling retailers to produce high-quality, personalized content at scale, meeting the demand for customized interactions without the need for extensive manual work. AI-powered content tools help brands create targeted messages, tailored visuals, and region-specific campaigns efficiently. Retailers are leveraging this technology to automate routine customer engagement and maintain personalized communication on a large scale.

### **KEY DRIVERS**

- **Efficiency** – AI reduces the manual workload, speeding up content production and allowing teams to focus on high-impact tasks.
- **Hyper-Personalization** – Consumers respond better to tailored messaging, and AI allows retailers to deliver highly relevant content in real-time.
- **Localized Experiences** – AI's ability to customize content based on regional preferences and languages enables deeper connections with diverse consumer groups.

### **WHAT SHOULD YOU DO**

To fully leverage AI for scalable content, CMOs should:

1. **Invest in AI Content Tools** – Adopt tools that automate content creation for different formats (e.g., video, social media, emails) and languages to expand reach.
2. **Develop an Agile Content Strategy** – Use AI to update content dynamically based on real-time data. For example, product recommendations and offers can be customized according to the user's browsing history or location.
3. **Train Teams on AI Capabilities** – Equip teams with the skills to maximize AI tools, ensuring they can effectively guide the AI's content direction and oversee quality.

# 3. ***TRANSFORM PRIVACY INTO OPPORTUNITY WITH FIRST-PARTY DATA***

With stricter data privacy regulations and the gradual phase out of third-party cookies, first-party data strategies are more critical than ever and leading retailers are leveraging data capture from customers and investing in privacy-first technologies to build trust while maintaining marketing effectiveness

## ***WHAT DO WE SEE***

With stricter data privacy regulations and the end of third-party cookies, retailers must focus on first-party data collected directly from customers. Privacy-first marketing not only aligns with consumer expectations for transparency but also allows brands to gather accurate data for personalization. First-party data gathered through loyalty programs, website interactions, and app engagement is critical for creating a trustworthy, compliant data strategy.

## ***KEY DRIVERS***

- **Regulatory Pressures** – Laws like GDPR and CCPA have made third-party data less accessible and reliable.
- **Consumer Trust** – Customers prefer brands that respect their privacy and use data responsibly.
- **Digital Shifts** – As cookies phase out, retailers must gather data through direct customer interactions.

## ***WHAT SHOULD YOU DO***

CMOs can capitalize on privacy-first data strategies by:

1. **Creating Value-Driven Data Collection** – Offer incentives for data sharing, like loyalty rewards or exclusive content, ensuring customers feel the value in sharing their information.
2. **Transparent Communication** – Make data practices clear, with easy-to-understand privacy options that allow customers to control what data they share.
3. **Strengthen Data Security** – Ensure all data is securely stored and compliant, reducing risk and building consumer trust.

# 4. **DELIVER HYPER-PERSONALIZED EXPERIENCES AT SCALE**

Scaling personalization is moving beyond just segmented marketing—it's now about creating individualized experiences from acquisition through loyalty by combining consumer insights, segmentation, and technology to deliver content and rewards at every stage of the customer journey

## **WHAT DO WE SEE**

Personalization now extends beyond simple segmentation to crafting individualized experiences throughout the customer lifecycle. From initial engagement to repeat purchases, brands are using data-driven insights to deliver targeted product recommendations, loyalty incentives, and curated content that aligns with each customer's unique preferences and needs.

## **KEY DRIVERS**

- **Increased Customer Expectations** – Consumers expect brands to remember their preferences and offer relevant recommendations.
- **Data and AI Advancements** – AI tools now allow real-time, scalable personalization across digital platforms.
- **Loyalty as a Differentiator** – Personalization in loyalty programs enhances engagement and drives retention.

## **WHAT SHOULD YOU DO**

CMOs should focus on:

1. **Implementing AI for Personalized Recommendations** – Use machine learning to suggest products based on past purchases and browsing history.
2. **Data-Driven Loyalty Programs** – Personalize loyalty rewards to reflect individual shopping habits, making programs more appealing and effective.
3. **Continuous Feedback Loops** – Use customer feedback to adjust personalization efforts, ensuring content and offers remain relevant over time.

# 5. ***SUPERCHARGE TEAMS WITH FUTURE-READY SKILLS***

As technology and marketing methods evolve at unprecedented speeds, companies face a skills gap and keeping teams up-to-date with digital marketing, data analysis, and AI tools has become essential.

## ***WHAT DO WE SEE***

As technology transforms marketing, a skills gap has emerged, with many teams needing upskilling in areas like data analysis, digital tools, and AI. Data literacy and tech proficiency are essential for marketers to execute data-driven campaigns effectively.

## ***KEY DRIVERS***

- **Rapid Tech Evolution** – New tools and analytics require specialized skills.
- **Competitive Necessity** – Brands that effectively use data can better target customers, making skills development essential.
- **Employee Retention** – Upskilling improves job satisfaction and retention.

## ***WHAT SHOULD YOU DO***

To develop these capabilities, CMOs should:

1. **Invest in Continuous Training Programs** – Offer regular training in analytics, data tools, and digital marketing, helping teams stay current.
2. **Foster a Data-Centric Culture** – Encourage data-driven decision-making at all levels to maximize effectiveness.
3. **Collaborate with partners for Skill-Sharing** – Partner with agencies to provide training on specialized skills, building in-house expertise over time.

## 6. **UNITE BRAND PURPOSE WITH REVENUE-DRIVEN AGILITY**

Retailers face the dual challenge of achieving immediate sales targets while cultivating long-term brand equity but pressure to drive quick results and conversions can sometimes lead to short-term-focused strategies that undermine overall brand value.

### **WHAT DO WE SEE**

Retailers are under pressure to achieve immediate sales targets while also building long-term brand equity. This dual focus requires a strategy that balances brand-building activities, such as storytelling and community engagement, with short-term sales tactics.

### **KEY DRIVERS**

- **Increased Competition** – The need to stand out drives both brand loyalty and immediate conversions.
- **ROI Pressures** – Short-term results are often prioritized, but brand-building is crucial for sustainable growth.
- **Customer Lifetime Value** – Long-term engagement results in higher lifetime value, making brand-building an investment.

### **WHAT SHOULD YOU DO**

To balance these goals, CMOs should:

1. **Allocate Budget Across Campaign Types** – Dedicate funds to both branding and revenue-focused campaigns.
2. **Use Long-Term Metrics** – Track brand health alongside sales metrics to ensure balance.
3. **Engage in Value-Based Branding** – Focus on messaging that builds brand identity while using targeted promotions to drive immediate sales.

# 7. **OPTIMIZE RETAIL MEDIA & AGENCY RELATIONSHIPS FOR IMPACT**

The growing complexity of retail media channels and the need for streamlined media management helps maximize marketing effectiveness, open new streams of revenue and reconsider the roles of partners including the capabilities which companies could and should bring in-house

## **WHAT DO WE SEE**

As retail media networks expand, companies are consolidating their media operations to maximize efficiency and effectiveness. Retailers are developing in-house capabilities and adopting streamlined processes to manage retail media and agency partnerships effectively.

This involves optimizing retail media investments to support brand visibility and sales, improving communication with agencies, and deploying centralized tools to track performance.

## **KEY DRIVERS**

- **Increased Media Complexity** – Retail media networks expand advertising options but require coordinated management.
- **Need for ROI** – Efficient media management allows for optimized spending and measurable returns.
- **Brand Consistency** – Coordinated agency and media management maintains consistent messaging.

## **WHAT SHOULD YOU DO**

To streamline media efforts, CMOs should:

1. **Centralize Media Planning** – Consolidate media buying to create a unified brand voice.
2. **Use Metrics for Agency Accountability** – Establish clear KPIs for agencies to ensure alignment with brand objectives.
3. **Invest in Retail Media Partnerships** – Leverage retail media networks to reach engaged shoppers, tying investments to sales and brand-building metrics.



## ***INTEGRATE SOCIAL MEDIA AND ECOMMERCE FOR GROWTH***

In the rapidly evolving landscape of digital marketing, social media platforms are not just for engagement—they are vital engines for commerce. As consumers increasingly turn to them for product discovery and purchases, brands must adapt their strategies to leverage these channels effectively.

### ***WHAT DO WE SEE***

A robust growth in social commerce driven by platform innovations, integrating shopping features, and the increasing importance of influencer marketing, while consumers expect seamless, personalized, and authentic shopping experiences.

### ***KEY DRIVERS***

- **Consumer purchasing behaviour** – Consumers expect seamless, mobile-friendly shopping experiences directly on social platforms.
- **Technological and Data Advancements** – Advanced targeting, shoppable posts, live shopping, and AI-driven personalization enhance user engagement.
- **Impact and trust on Influencers and Content Creators** – Trusted recommendations on social media boost brand credibility and sales.

### ***WHAT SHOULD YOU DO***

To tap into this opportunity, CMOs should:

1. **Enhance Social Commerce Features** – Ensure that products are easily discoverable and purchasable on social platforms. Invest in shoppable posts and in-app purchasing capabilities.
2. **Cultivate Influencer Relationships** – Identify influencers that align with your brand values and audience. Develop long-term partnerships to create consistent and impactful content.
3. **Leverage Social Analytics** – Use advanced analytics tools to track performance, gain insights into consumer preferences and sentiment, and adjust strategies based on data.

**Deloitte.**  
Digital

# Thank you

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