

AUSTRALIAN EDITION

# UPGRADE THE DIGITAL CX YOUR BRAND DELIVERS: FRESH INSIGHTS FOR MARKETING INNOVATORS

How Australian brands are pivoting their customer experience (CX) strategy amid pandemic-related disruptions and heightened privacy demands.



**800**  
MARKETERS

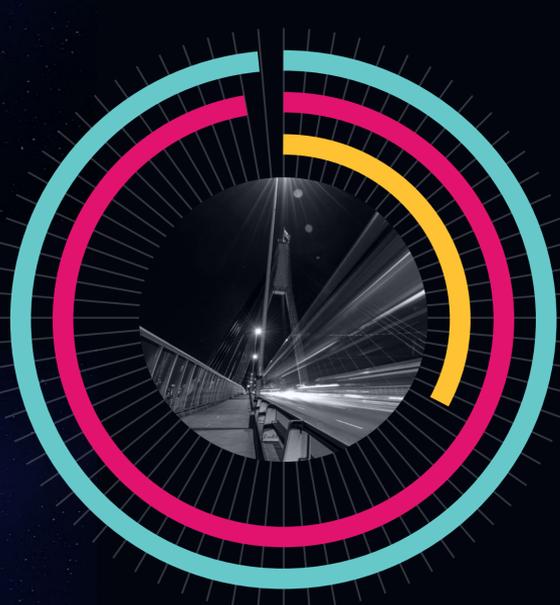
**8,000**  
CONSUMERS

## READ HOW THEY RESPONDED

To help you better understand the CX implications for your organisation, we worked with Vanson Bourne to collect responses from 8,000 consumers and 800 marketers across Australia, Brazil, France, Germany, Japan, Singapore, the United Kingdom and the United States from July to August 2021. A few interesting findings from the Australian survey report, below.

CUSTOMER BEHAVIOURS

**Australian marketers are adapting to shifting customer behaviours.**



**99%** changed their digital CX strategy over the past 18 months, particularly in response to the COVID-19 pandemic

**97%** say gathering first-party data is more important to their organisation than it was two years ago

**30%** say the ability to gather enough data about consumer preferences to create compelling digital experiences has been particularly important over the past 18 months

PERSONALISATION

**Australian marketers say implementing more personalisation has generated the following improvements:**



**99%** of Australian respondents say their organization's ROI for marketing tech tools improved in 2021 ...

... Yet **74%** say their technology holds them back from creating and delivering innovative or creative digital experiences

CONSUMER TRUST

**Australian marketers need first-party data to help generate new insights that fuel content, campaigns and a better CX. However, a trust gap persists between brands and consumers:**

While **88%** of Australian marketers surveyed think organisations trust their organisation's use of personal data more in 2021 than in 2020 ...

... **43%** of Australian consumers still do not trust that all brands will handle their personal data properly



To deliver an engaging CX, marketing innovators must gather and activate first-party data, create compelling personalised content and maintain respect for their customers' data privacy.



Want to gather more insights from hundreds of Australian consumers and marketers?

**DOWNLOAD YOUR FREE COPY OF THE AUSTRALIAN EDITION OF ACQUIA'S CX TRENDS REPORT TODAY.**

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