

UK EDITION

UPGRADE THE DIGITAL CX YOUR BRAND DELIVERS:

FRESH INSIGHTS FOR MARKETING INNOVATORS

How UK 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 UK survey report, below.

CUSTOMER BEHAVIOURS

UK marketers are adapting to shifting customer behaviours.



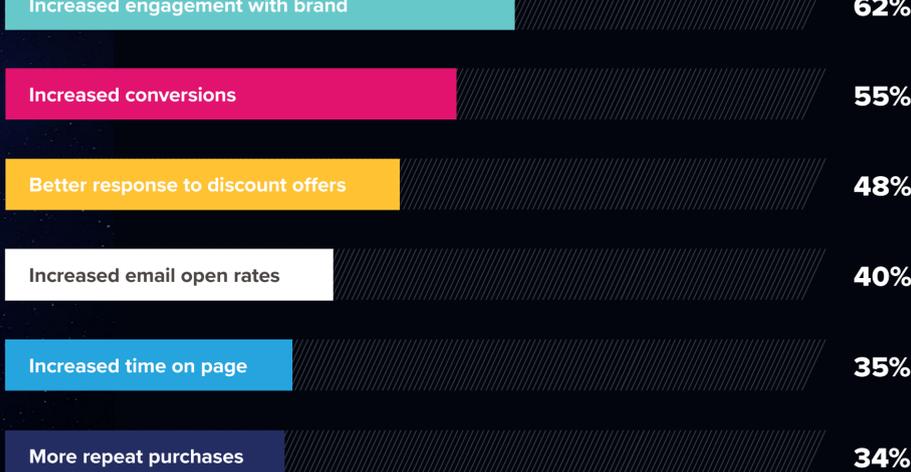
99% changed their digital CX strategy over the past 18 months, particularly in response to the COVID-19 pandemic

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

44% 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

UK marketers say implementing more personalisation has generated the following improvements:



96% of UK respondents say their organisation's ROI for marketing tech tools improved in 2021 ...

... Yet **63%** say their technology holds them back from creating and delivering innovative or creative digital experiences

CONSUMER TRUST

UK 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 **87%** of UK marketers surveyed think customers trust their organisation's use of personal data more in 2021 than in 2020 ...

... **39%** of UK 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 UK consumers and marketers?
DOWNLOAD YOUR FREE COPY OF THE UK EDITION OF ACQUIA'S CX TRENDS REPORT TODAY.

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