



# What CMOs and CIOs need to know about the ROI of personalisation at scale.



Even with the right technologies and strategies in place, many organisations still struggle to prove ROI from their personalisation investments. At the same time, CMOs face mounting pressure from customers to deliver personalised experiences at scale, while CIOs are tasked with enabling that delivery through technological innovation.

Our commissioned study conducted by Forrester Consulting — *How to Improve the ROI of Personalisation at Scale in the Era of AI* — shows that most organisations have increased personalisation investments over the last three years to create more relevant, meaningful customer experiences. But as these strategies expand, the data reveals a key insight — not every moment is the right one to personalise. To unlock personalisation's full potential, organisations must focus on when and where it will have the greatest impact.



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# Three key takeaways to improve ROI through better personalisation.

The full study reveals how C-suite leaders can close the gap between effort and impact to turn personalisation into a competitive advantage. Here are three key takeaways to help you start doing the same.

## 1. Personalisation strategies are not consistently meeting buyer expectations.

Close to three-quarters of buyers expect organisations to personalise interactions based on their preferred timing, channels, and context. However, many are left feeling disappointed, often finding these experiences irrelevant or even invasive.

Understanding customer context is crucial for delivering relevant, valuable personalised experiences. When organisations fall short, they risk alienating customers with poorly timed or misaligned interactions.

Only

**51%**

of organisations prioritise understanding customer context when personalising experiences.



## 2. Organisations have made significant advancements in personalisation capabilities since 2022.

While many organisations may not be prioritising the finer points of personalisation, the Forrester study shows they're increasingly adopting an enterprise-wide approach. They're also more likely to treat personalisation at scale as a strategic initiative, use more first-party data, and activate it across a broader range of touchpoints.

To maximise their investments and build cohesive, effective personalisation strategies, organisations need cross-functional C-level support, enterprise-wide alignment, and a focus on quality and quantity when delivering personalised experiences.

**83%**

of organisations have C-level support for personalisation strategies in 2025 compared to just 70% in 2022.

**45%**

of organisations are more likely to have an enterprise-wide approach to personalisation in 2025 compared to just 21% in 2022.

### 3. Experience Leaders shape the future of personalisation at scale.

Experience Leaders — respondents from the most advanced organisations — are defined by their ability to consistently deliver the right personalised experiences at the right moments. They've achieved this by using data to understand customer needs, creating content to support those desired experiences, and empowering customers to guide their own journeys.

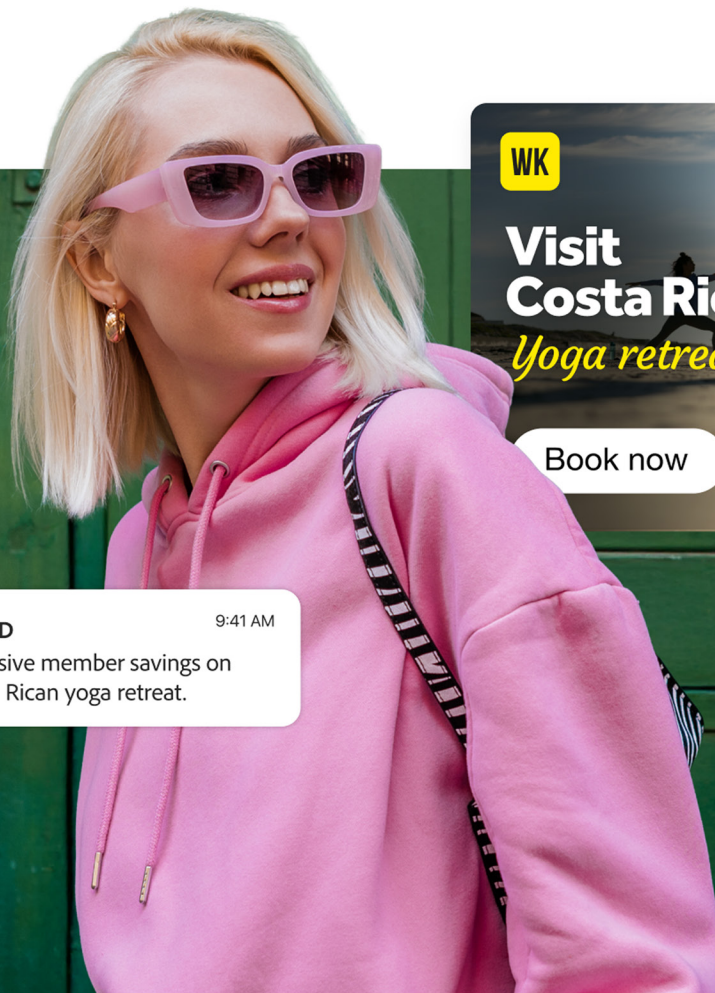
As a result, Experience Leaders can more easily demonstrate the ROI of personalisation strategies compared to organisations that are in the earlier stages of personalisation initiatives. Organisations that follow in the footsteps of Experience Leaders see stronger business outcomes by using advanced personalisation to deliver customer-centric experiences.

# 79%

of Experience Leaders had higher-than-expected cost savings from personalisation efforts compared to just 40% of other organisations.

# 65%

of Experience Leaders had higher customer lifetime value because of personalisation efforts compared to just 46% of other organisations.



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# Three challenges of proving personalisation ROI.

## Long-term cost justification.

Many organisations struggle to justify the long-term costs of personalisation programmes. However, Experience Leaders outperform their peers not only by justifying long-term costs and demonstrating ROI, but also by putting strong frameworks in place. Organisations must develop similar frameworks to measure the long-term benefits of personalisation, including customer lifetime value and retention rates.

## Assessing impact across multiple touchpoints.

Personalisation efforts often span multiple teams and touchpoints, making it difficult to measure their collective impact. A holistic measurement approach — one that evaluates efforts across short-, medium-, and long-term metrics — can give organisations a clearer view of personalisation's overall effectiveness.

## Data deprecation and privacy concerns.

The deprecation of third-party data and increasing privacy regulations are making it harder for organisations to collect and use customer data effectively. By using zero-party data and contextual signals, organisations can overcome these challenges and strengthen their personalisation strategies.

## Organisations' challenges with implementing/expanding personalisation at scale

### Experience Leaders

We are unable to assess ROI. 14% 22%

We are concerned about long-term costs. 16% 30%

### Rising Laggards

We are unable to assess ROI. 27% 22%

We are concerned about long-term costs. 39% 23%

2025 2022\*

# 45%

of B2C marketing decision makers say it will be difficult to understand the behaviours, attitudes, motivations, and context of their high-priority customers and prospects over the next 12 months.

# Recommendations for stronger personalisation outcomes.

To gain meaningful results from personalisation at scale, focus on the following strategies.

- **Understand and respect customers.**

Focus on delivering relevant, valuable interactions spanning functional, economic, experiential, and symbolic (or meaningful) dimensions.

- **Personalise using buyer intent.**

Tailor personalisation to the later stages of the customer journey — where buyers find greater value — and prioritise their goals over business objectives.

- **Demonstrate value with data.**

Prove to customers that sharing data leads to real value by using zero-party data to shape personalisation strategies and enhance their experiences.

- **Measure personalisation impact.**

Implement a holistic measurement approach to assess the impact of personalisation programmes across short-, medium-, and long-term metrics.

- **Scale personalisation with generative AI.**


Tap into generative AI to deliver timely, relevant interactions through real-time context, intelligent content creation, natural language interfaces, and application assistants.

## 80%

of decision makers plan to boost internal and external personalisation investments by increases of 10% or more in the next two years.



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# A path toward scalable, customer-centric growth.

By putting these strategies into action, your organisation is positioned to build a scalable, customer-centric framework that delivers lasting impact. By applying the right focus, tools, and commitment to refine your personalisation efforts, you're not just improving experiences — you're deepening customer relationships and driving measurable ROI.

[Read the full study, \*How to Improve the ROI of Personalisation at Scale in the Era of AI\*](#)

## Methodology

In January 2025, Adobe commissioned Forrester Consulting to evaluate how consumer and B2B buyer sentiment toward personalisation has shifted since 2022. Forrester conducted two online surveys: one with 1,181 buyers (589 consumers and 592 B2B buyers) and another with 647 personalisation decision makers across global regions.



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