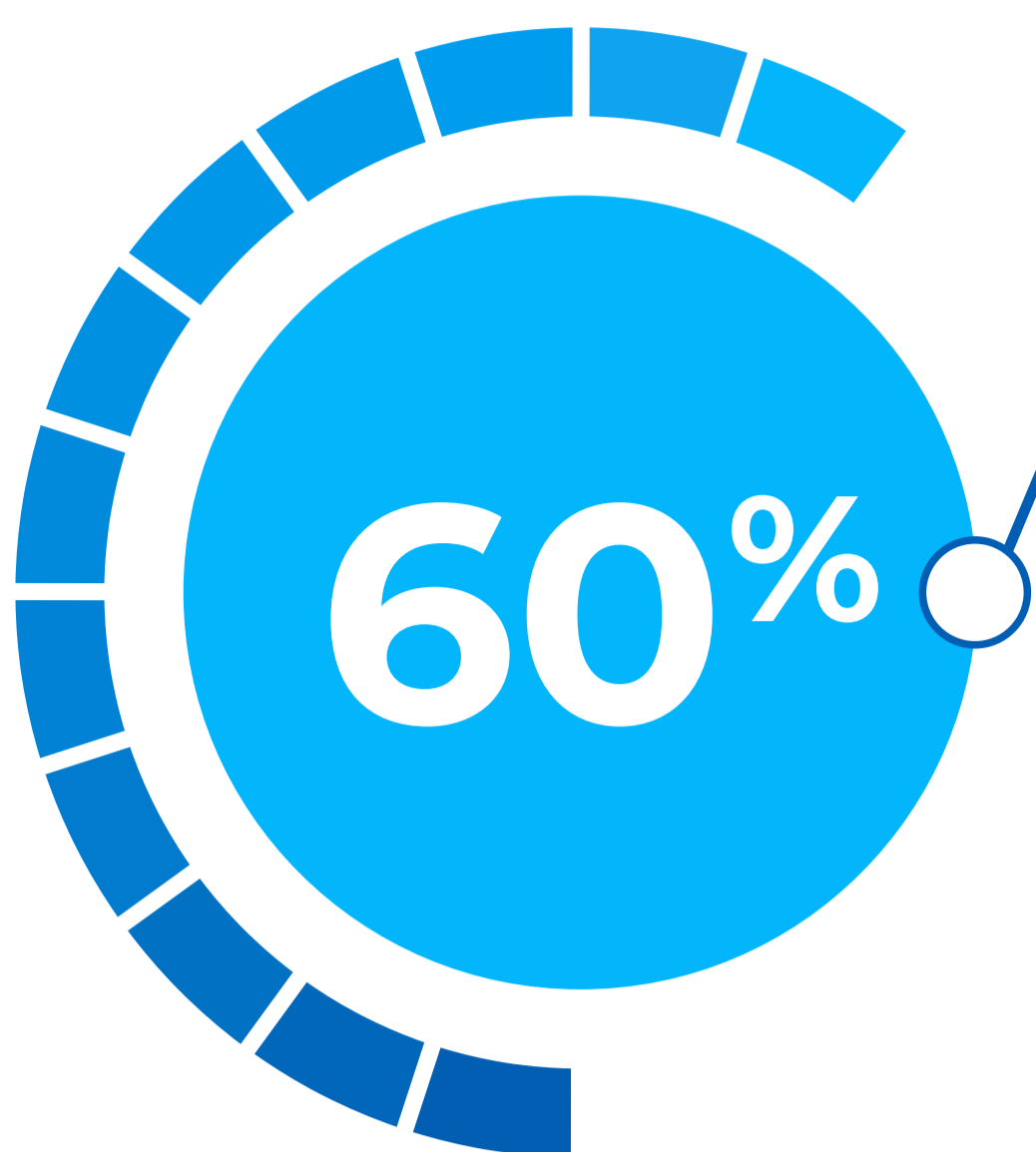
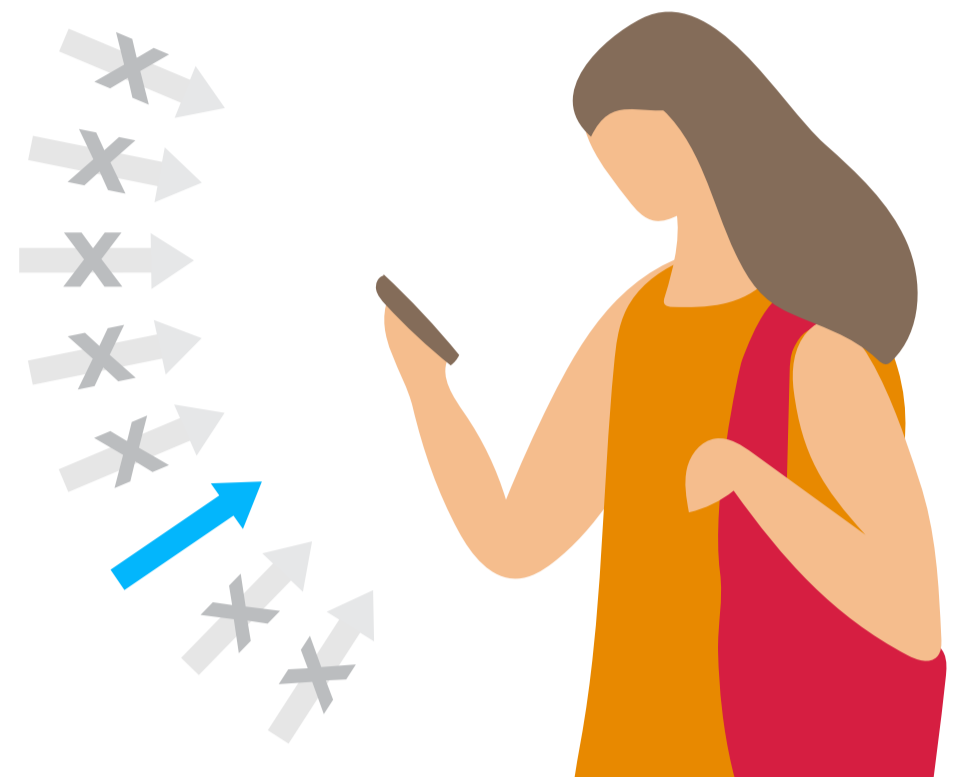


Survey Shows Majority of Marketers Fail to Meet Consumers' Expectations for Customer Engagement



60% of marketers still rely on single-channel customer engagement strategies, despite consumer demand for omnichannel experiences.



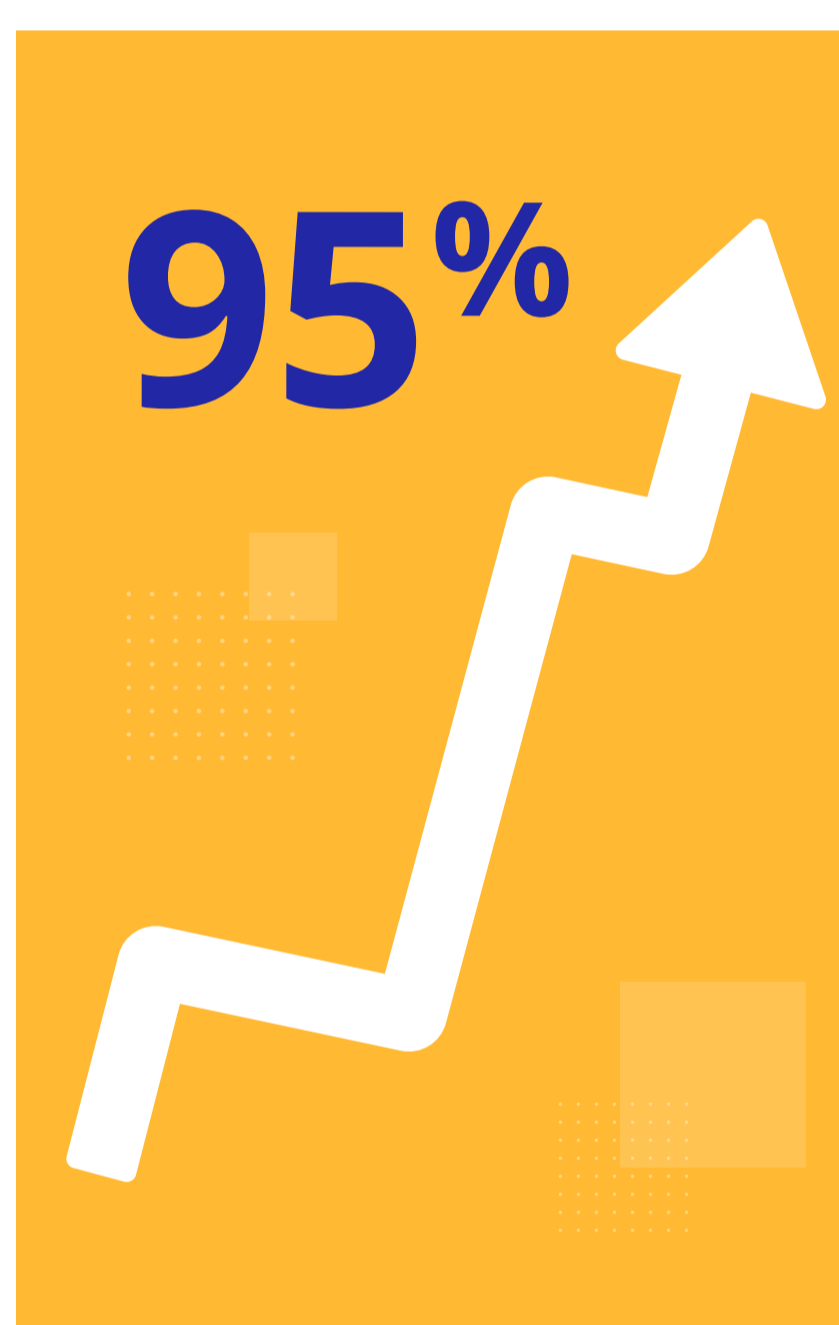
Single Customer View

Only 4% have a true single customer view, despite two-thirds of respondents reporting that they do.

4%

82% use more than one platform to manage their email marketing, customer engagement, and commerce/storefront.

82%



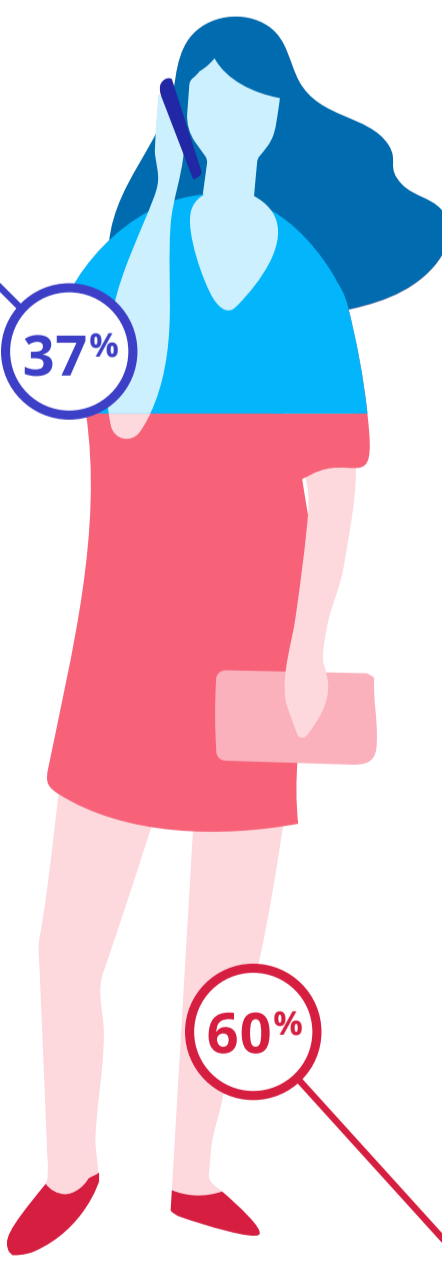
Customer Expectations

95% of marketers agree customer expectations are increasing, but the No. 1 challenge keeping marketers from achieving their customer engagement goals is a lack of knowledge and training.

Omnichannel or Bust

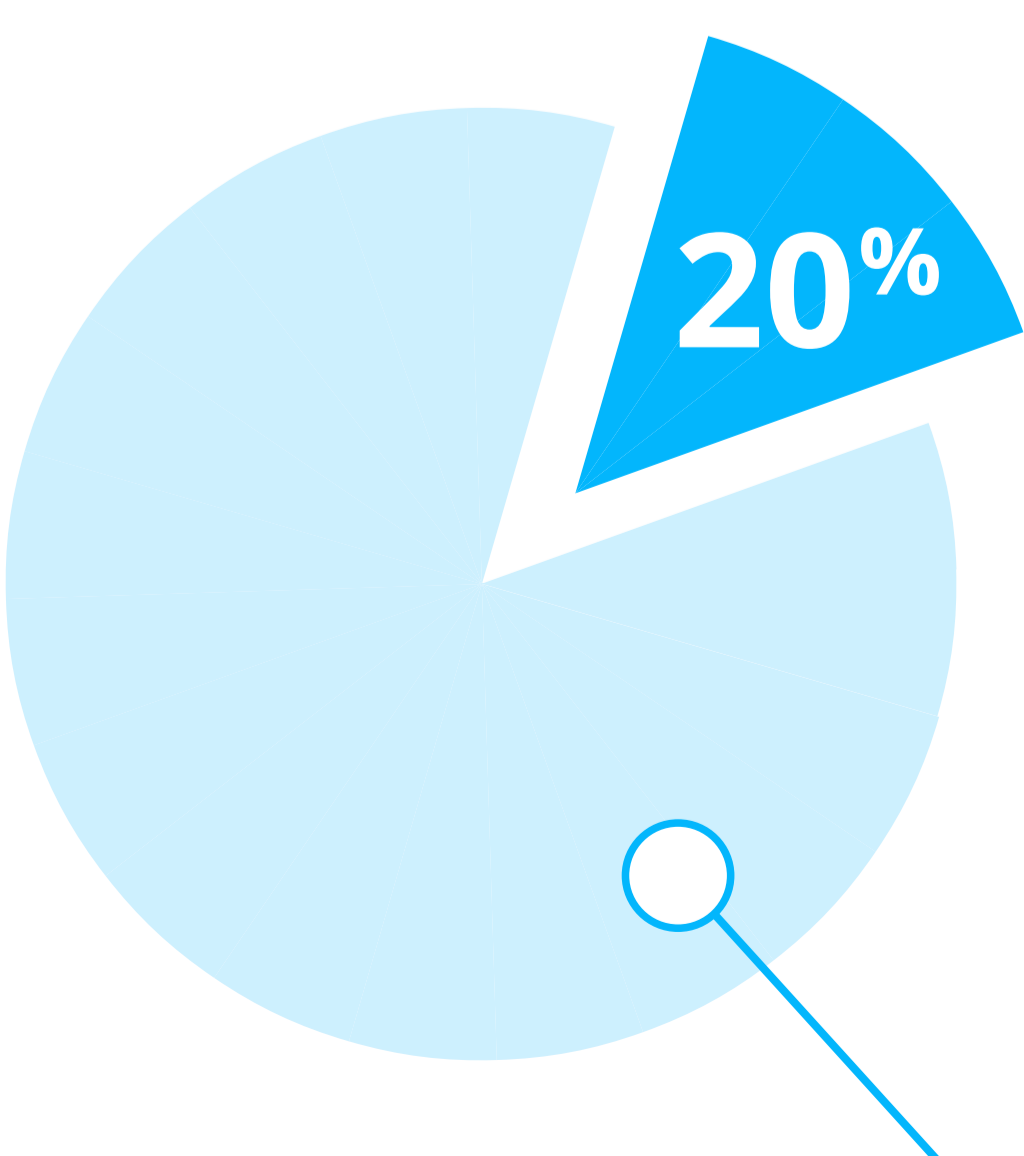
Omnichannel

Only 37% say they effectively create an omnichannel customer experience.



Single Channel

While 60% of marketers still rely on single channel customer engagement strategies.



Are you one of the 20% of marketers that see your customer engagement platform provider as a strategic partner?

If not, [learn how](#) we work with companies of all sizes to personalize customer experiences across email, web, mobile, social and commerce.