



# Customer experience & personalisation top marketing decision makers' priorities for 2023

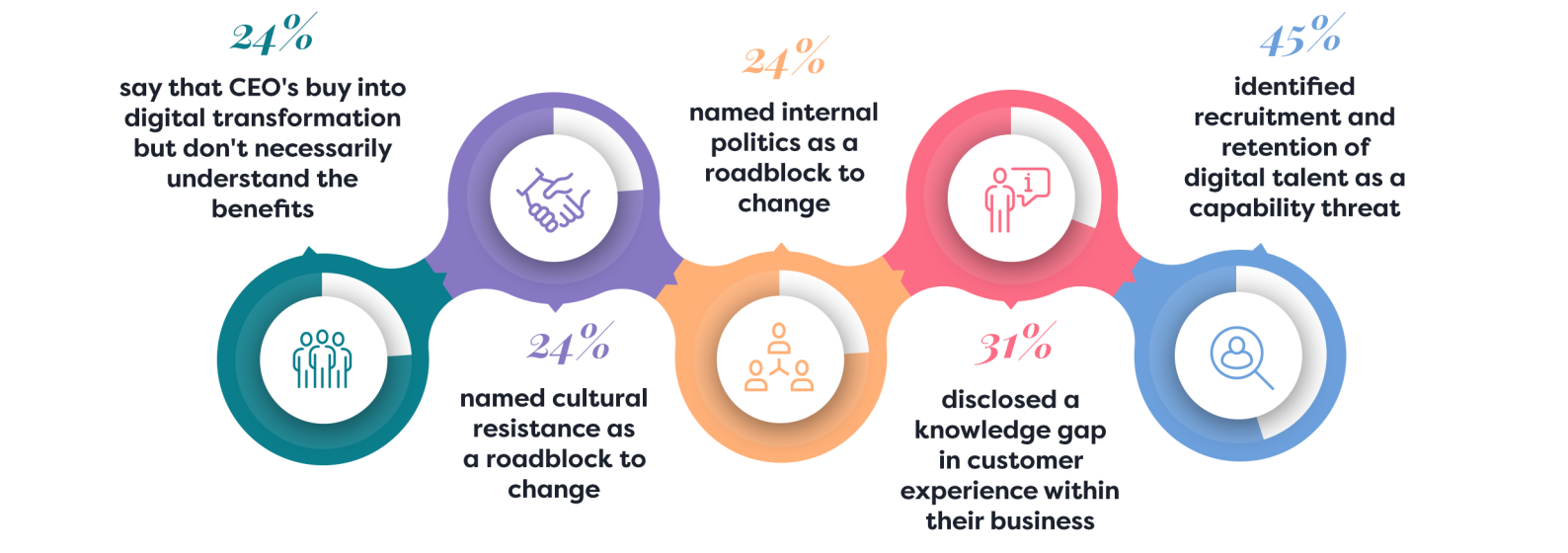
A YouGov for iCrossing study, which surveyed more than **1,000** GB marketing decision makers, found that **40%** cited improving and investing in customer experience (CX) as the main priorities for 2023.

In larger organisations\*, **more than half of respondents** (58%) identified improving customer experience as a priority, with **52%** saying that **streamlining customer journeys is a key driver for investing in digital transformation** (DT).

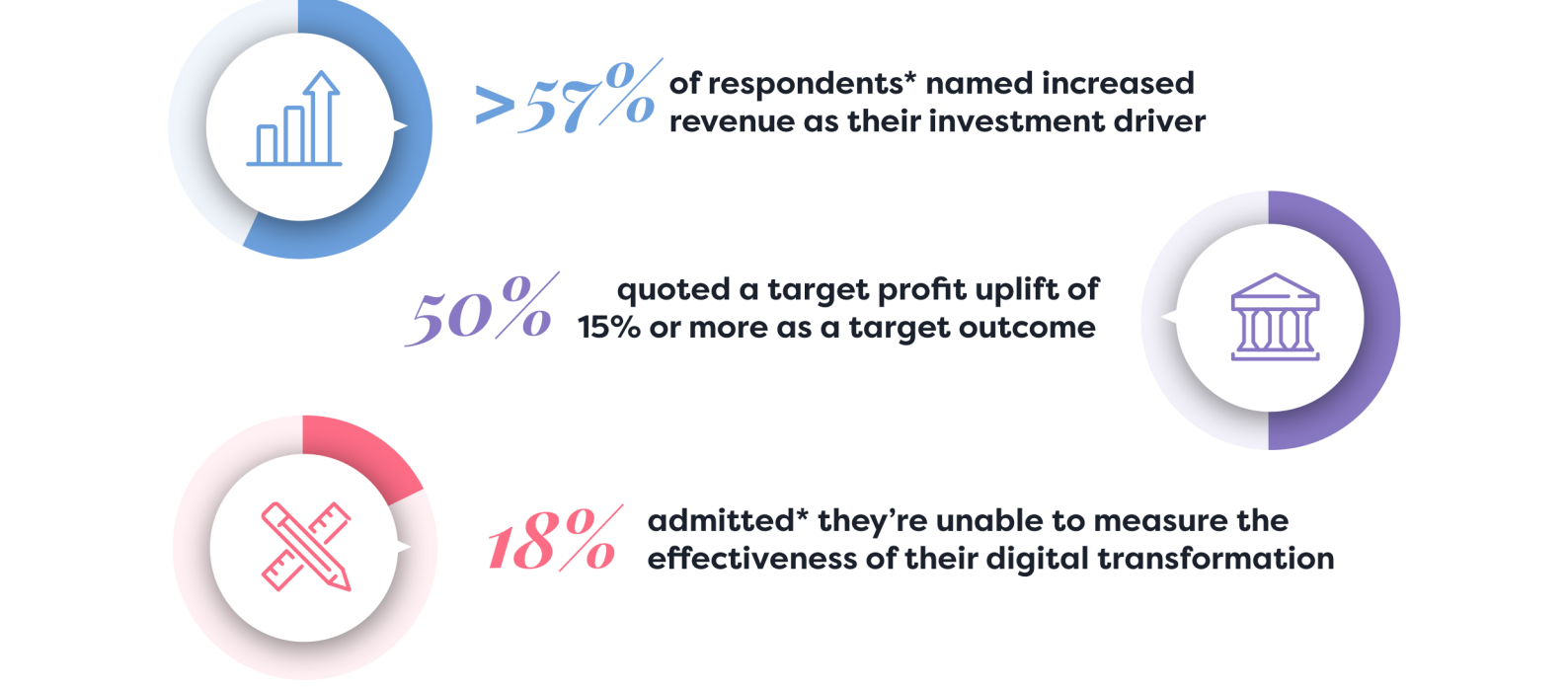
## Personalisation



## Barriers to success



## Measures of success



## Are you ready for a digital step-change?

Moving too slowly in digital is the biggest threat facing your business. If you're ready to move faster, we are here to help.

Get in touch. [www.icrossing.co.uk](http://www.icrossing.co.uk)



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### About the research:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1003 Marketing Decision Makers. Fieldwork was undertaken between 8th - 17th September 2022. The survey was carried out online. The figures have been weighted and are representative of all GB Marketing Decision Makers. \* Large companies are defined as those with (250+ employees), represented by 132 respondents.

